

# 2022 Client Disclosure Report

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AGENCY**  
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PASSION LED US HERE



# We are Scream Agency.

We are thrilled to present our 2022 Client Disclosure report, which highlights our continued commitment to transparency and impact.

## TRANSPARENCY THROUGH OUR PASSIONS.

As advertising agents, creative storytellers and brand advocates, we at Scream Agency are a part of the voices that influence change. We are a passionate team who love the work we get to do for our clients. We are seeking out clients that make a positive impact for their members, customers, employees and communities. We are proud that we serve 0 clients in the climate conflict category, and 0 clients in the controversial client category.

## AMPLIFY STORIES FOR GREATER IMPACT.

As advertising agents and advocates, we understand the power of storytelling. Powerful storytelling is an indispensable tool that enables brands and businesses to cut through the noise and resonate deeply with customers, employees and community.

## BUSINESS IS A FORCE FOR GOOD.

Over the years, through our own work, our client's work and our work in our communities, we have witnessed firsthand how a business — when driven by a sense of purpose and social responsibility — can be a catalyst for change and help create a world that is fair, equitable and sustainable. As a B Corp, we believe that profit and purpose can coexist harmoniously, driving positive change while ensuring responsible growth.

Melanie Davidson, President & CEO



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# 01: Client Overall Income

<b>TYPE OF ORGANIZATION</b>	<b>PERCENT</b>
Business	<b>75%</b>
Foundation	<b>11%</b>
NGO/Charity	<b>9.5%</b>
Government	<b>4.5%</b>
TOTAL	<b>100%</b>

# 02: Climate Conflicts

These are considered high carbon clients. High carbon clients come from industries with high carbon emissions pulled together from IEA and the EPA.

## CONFLICTS

Aviation

Plastics

Trucking & Shipping

Private Cars

Non-renewables (Coal, Oil, Natural Gas)

Concrete & Cement

Timber, Pulp & Paper

Iron, Aluminum & Steel Manufacture

Chemicals & Petrochemicals

## TOTAL PERCENT

0%

*Note: We work with a local pork brand, that only partners with sustainably focused farmers that accounts for 9% of our business. "Meat and Dairy" is sometimes included in Climate Conflicts, but was omitted from this provided list since the company isn't the original pork producer.*

# 03: Controversial Clients

This list of potentially controversial sectors is taken from the International Finance Corporation and ethical investment criteria.

## CLIENT TYPE

Arms

Politics

Tobacco

Religion

Gambling

Pornography

Alcohol

## TOTAL PERCENT

0%

# 04: Business Revenue by Sector

<b>TYPE OF ORGANIZATION</b>	<b>PERCENT</b>
Finance & Banking	<b>50%</b>
Nonprofit & Foundation	<b>20%</b>
CPG/Retail	<b>12%</b>
Government	<b>4.5%</b>
Professional Services	<b>5.5%</b>
Travel & Tourism	<b>8%</b>

# 05: Ten Largest Clients by Income

- 1 Creative services for a member-based financial institution
- 2 Graphic design for a sustainable pork brand
- 3 Creative and design for a multi-state financial institution
- 4 Strategy, creative, campaign development for LGBTQ+ foundation
- 5 Strategy, creative and Web design for a mental health provider
- 6 Strategy, creative and web design for destination hotel
- 7 Strategy, creative, campaign creation, media planning and execution for Fire & Rescue
- 8 Strategy, creative and video production for a library foundation
- 9 Strategy, creative and web design for a youth development nonprofit
- 10 Strategy, creative, digital marketing for a sustainable, eco-friendly furniture brand

Ask us about joining in the  
movement. We'd be happy  
to help!

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