

CARBON REPORT

NATIONAL BILLBOARD CAMPAIGN

SCOPE OF THE AUDIT

BILLBOARD CAMPAIGN

Mupi junior

- 5 000 panels
- 10 cities
- 4 waves of 1 week

Mupi senior

- 1 000 panels
- 10 cities
- 4 waves of 1 week

4 X 3

- 2 000 panels
- 10 cities
- 4 waves of 1 week

LCD station - 2 m²

- 500 panels
- 10 cities
- 4 waves of 1 week

In-house design time:

15 days

Travel:

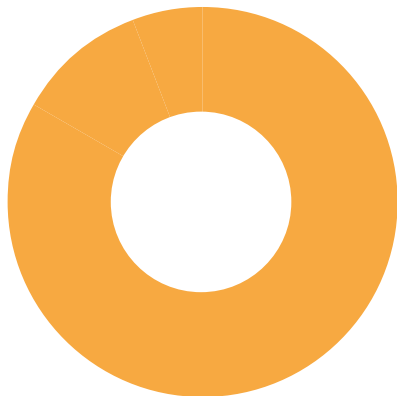
200 km by train

Carriage:

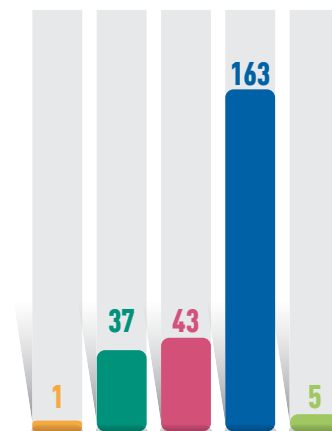
850 km

CAMPAIGN CARBON FOOTPRINT:

249 tonnes of CO₂ equivalent
or 1,555,752 km in a car.



- Billboard campaign
- Video, TV, cinema
- Press campaign
- Radio campaign
- Other print media
- Digital



BREAKDOWN PER SECTION FOR THE BILLBOARD CAMPAIGN

- Design and production
- Printing
- Carriage
- Installation
- End-of-life cycle