

362,401
people

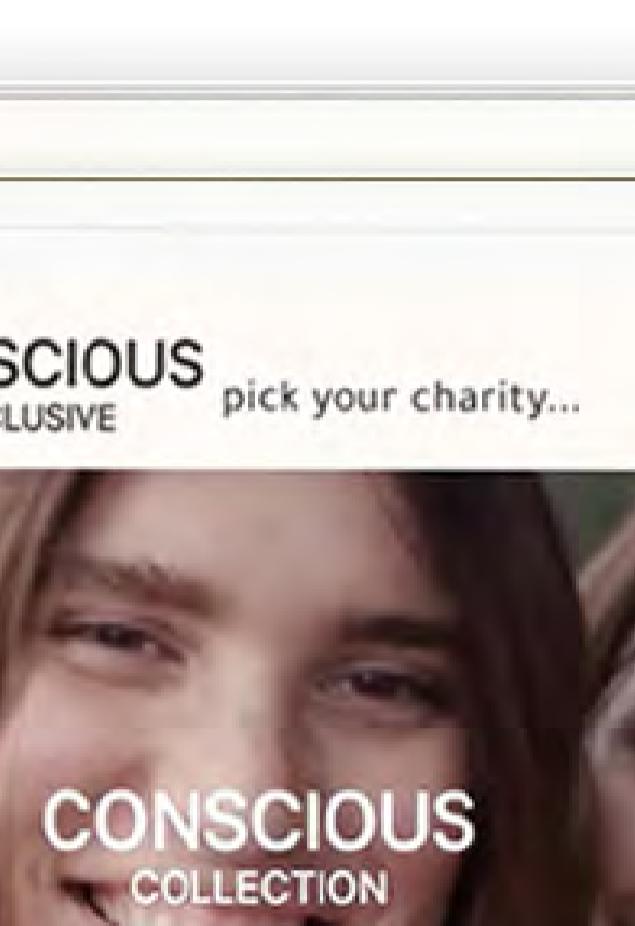
RAISED £24,970 FOR CHARITIES

by using ethical online ads

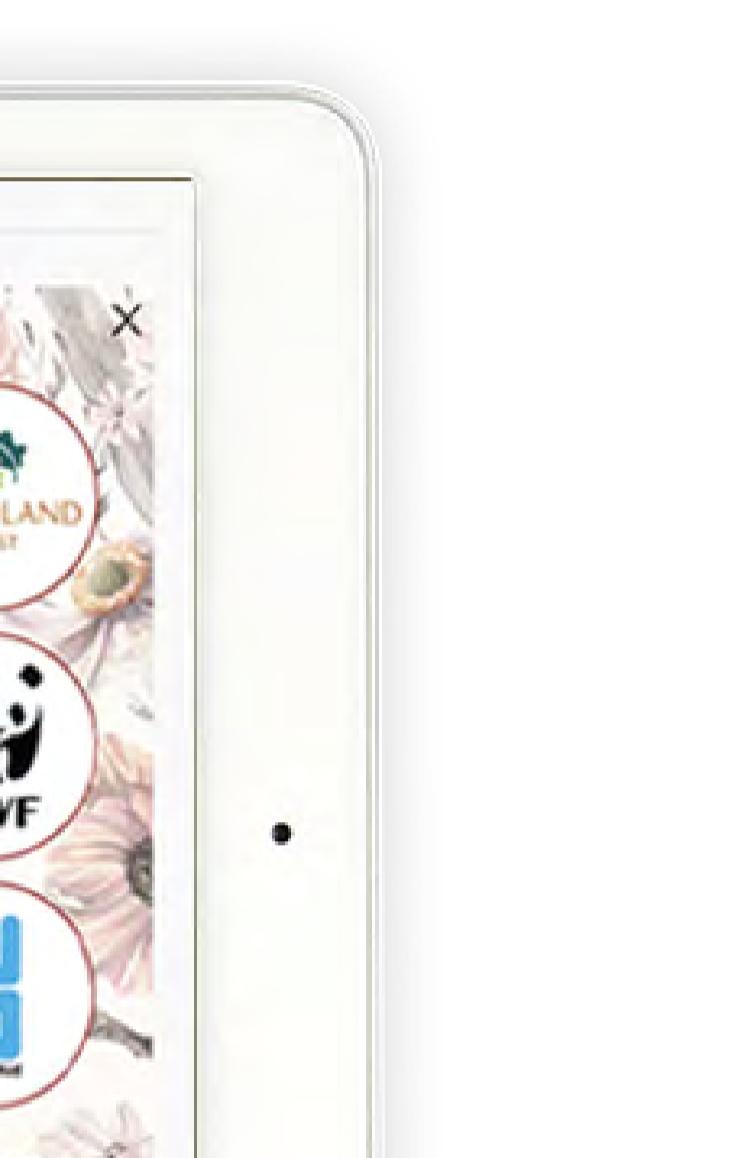
HOW DOES IT WORK?



1. H&M's video ad was 'wrapped' into Good-loop's ethical ad frame, as you can see on the video below.

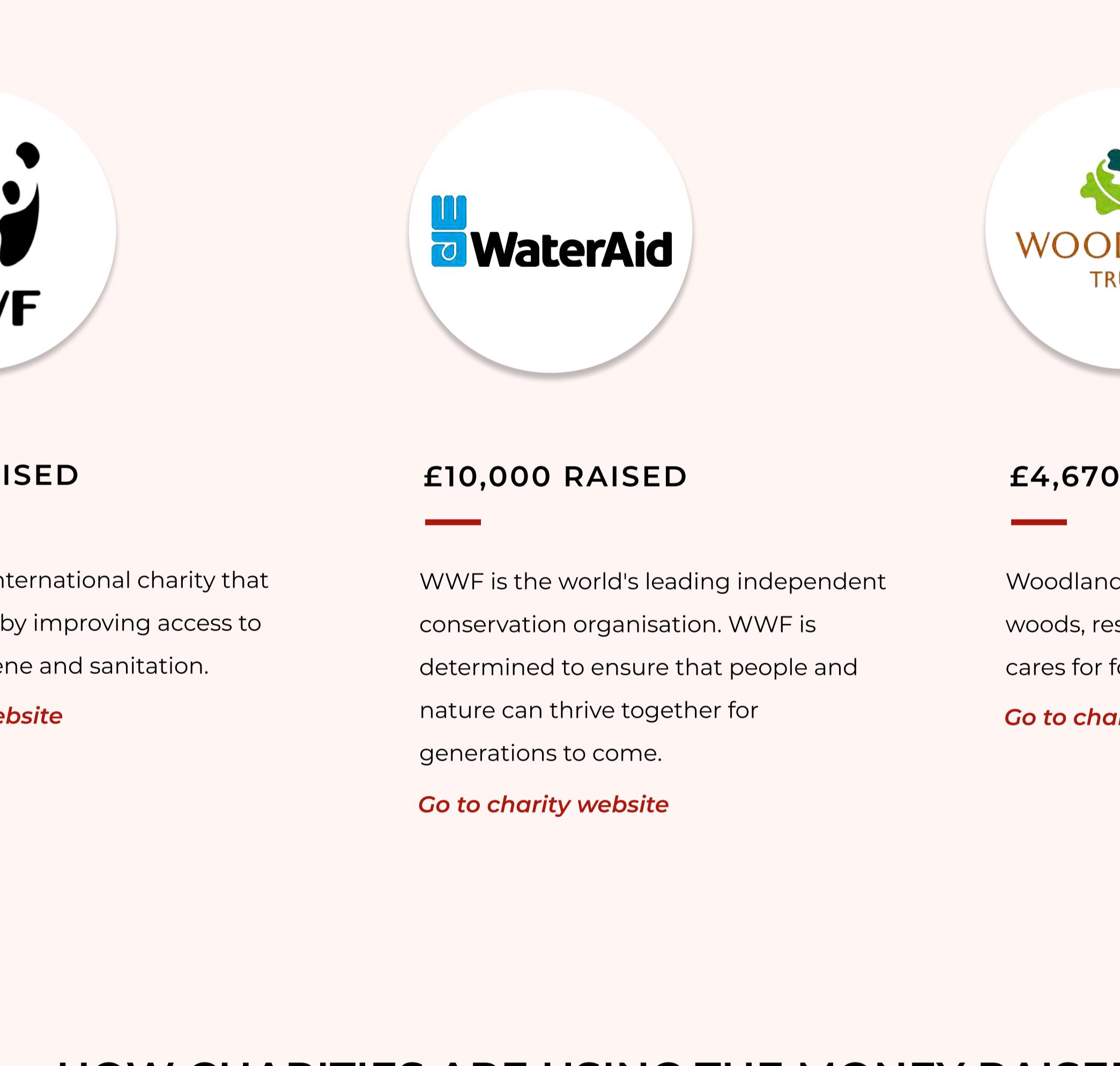


2. When the users chose to engage (by watching, swiping or clicking) they unlocked a donation, funded by H&M.



3. Once the donation was unlocked, the user could then choose which charity they wanted to fund with 50% of the ad money.

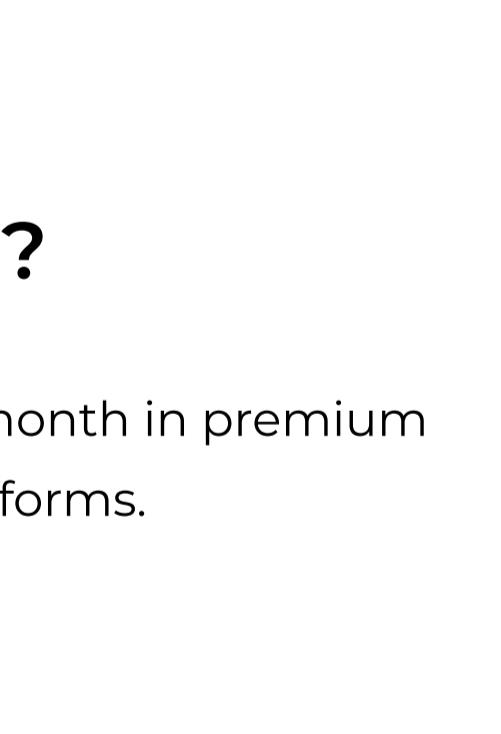
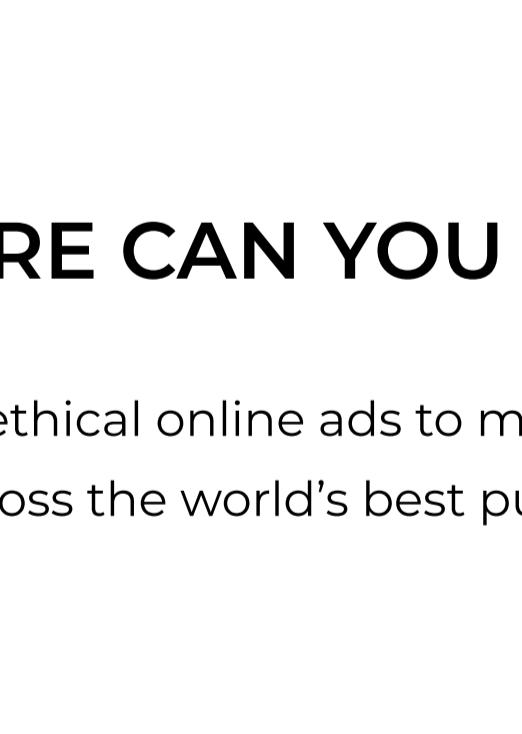
WATCH THE H&M AD THAT RAISED £24,970 WITH 362,401 AD VIEWERS



[See all campaigns](#)

OUR IMPACT

"At H&M we want to give back. We work with Good-Loop to put out Ads for Good, and donate money to charity. Together with 362,401 people we've raised funds for the following causes and can't wait to see our positive impact go even further."



£10,300 RAISED

WaterAid is an international charity that transforms lives by improving access to safe water, hygiene and sanitation.

[Go to charity website](#)

£10,000 RAISED

WWF is the world's leading independent conservation organisation. WWF is determined to ensure that people and nature can thrive together for generations to come.

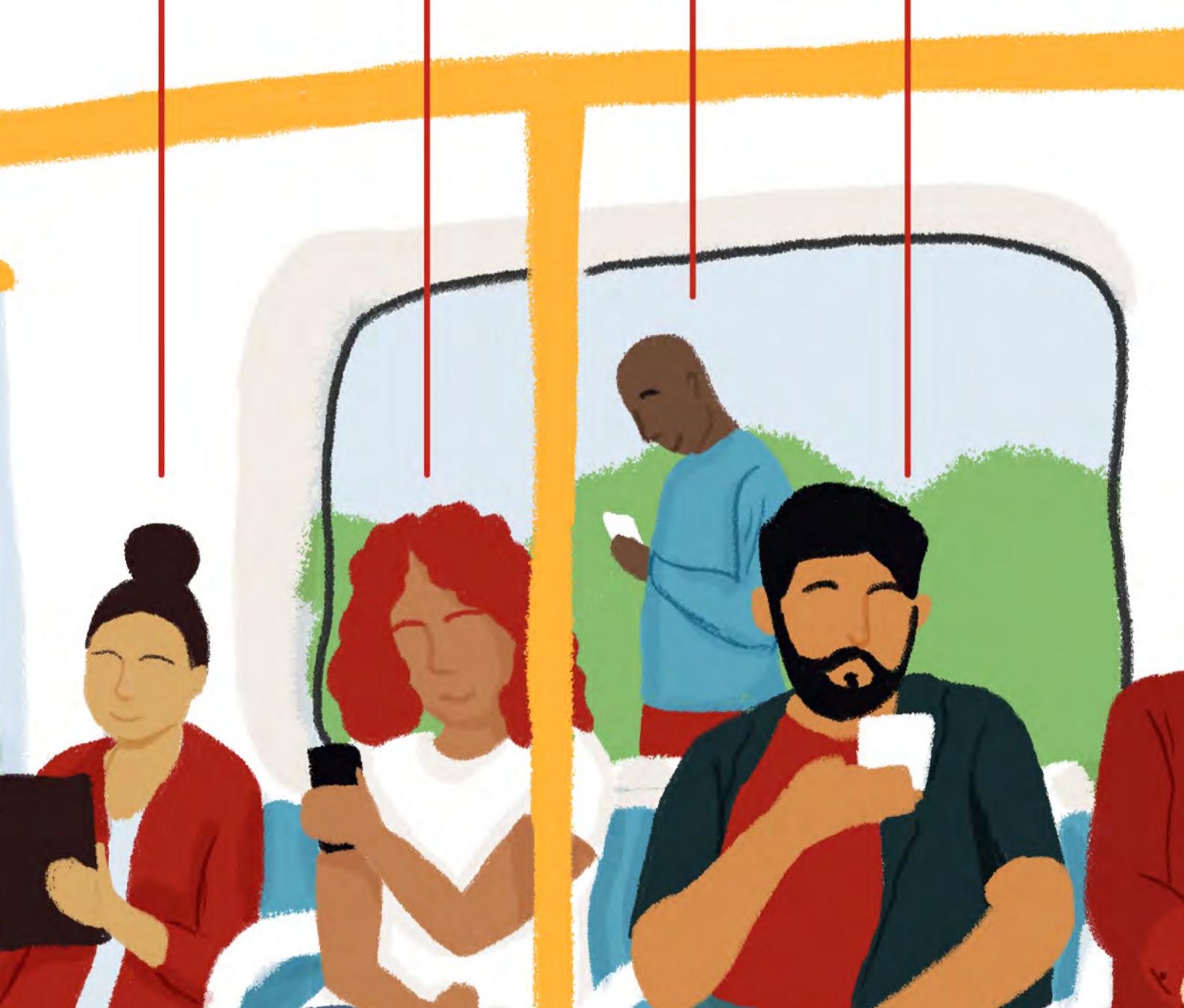
[Go to charity website](#)

£4,670 RAISED

Woodland Trust plants trees, protects woods, restores ancient woodland and cares for forests in the UK.

[Go to charity website](#)

HOW CHARITIES ARE USING THE MONEY RAISED?



£10,300 RAISED

"The money raised through the H&M campaign will support WWF UK's vital work, fighting for a world where people and nature can thrive, and continue to support schools, teachers and pupils to develop their knowledge and understanding of the environmental challenges facing our planet."

Chiara Cadei, WWF

WHERE CAN YOU SEE OUR ADS?

Good-Loop distributes ethical online ads to millions of people every month in premium websites across the world's best publishers and social platforms.

METRO

RollingStone

KERRANG!

BAZAAR

Le Monde

SLATE

billboard

GOOD
HOUSEKEEPING

COSMOPOLITAN

BuzzFeed

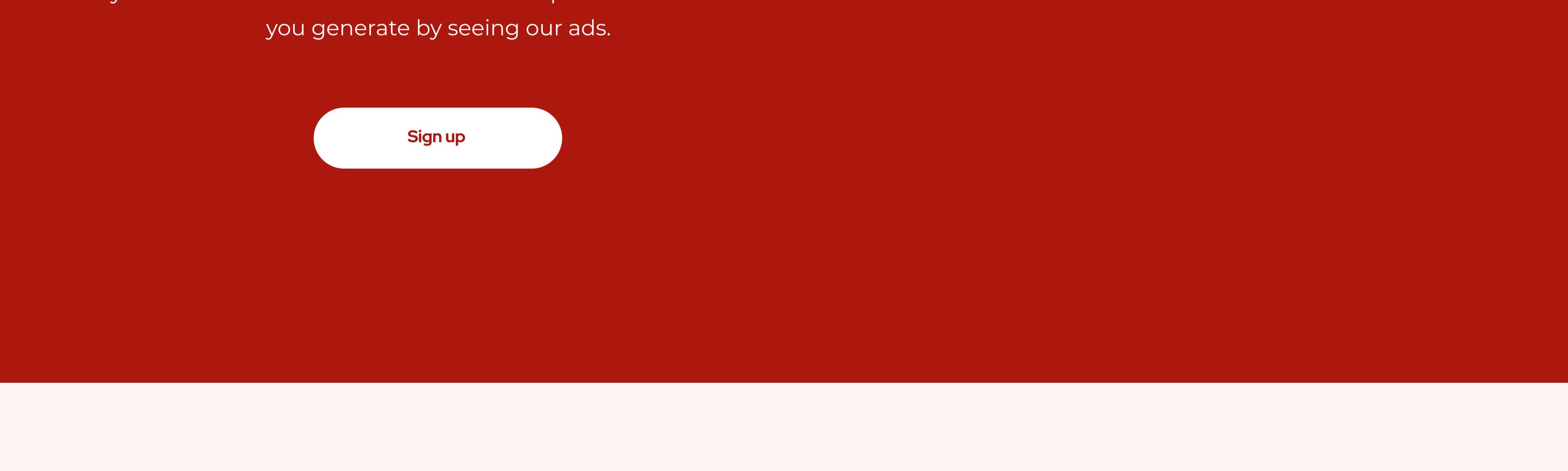
USA
TODAY

GIVEMESPORT

ELLE

RadioTimes

i News



JOIN THE REVOLUTION AND SUPPORT ADS THAT MAKE A DIFFERENCE

Help us do even more good in the world! All you have to do is sign up with your email or social account. This will help us boost the donations you generate by seeing our ads.

[Sign up](#)

ARE YOU A BRAND OR AN AGENCY?

Company website: www.good-loop.com
Email: hello@good-loop.com

[Book a call](#)

This H&M ad campaign is closed now. It has been running from May 2019 until June 2019.

50% of the campaign's cost - £15,000 has been donated to charities with the help of 362,401 ad viewers.