

Creative Excellence Meets Sustainable Impact

CurateEngage: Creativity Redefined

Who We Are: CurateEngage delivers cutting-edge creative advertising solutions that captivate audiences and drive campaign outcomes. Our technology empowers us to provide engaging, innovative, and eco-conscious ad experiences tailored to meet the unique needs of our clients. With creativity at the heart of everything we do, we combine dynamic design with a sustainable ethos to deliver impactful campaigns.

Our Creative Services

1. Dynamic Ad Formats

- Interactive experiences include swipe, tilt, and tap features.
- Highly engaging designs tailored to resonate with your audience.

2. Customisable Solutions

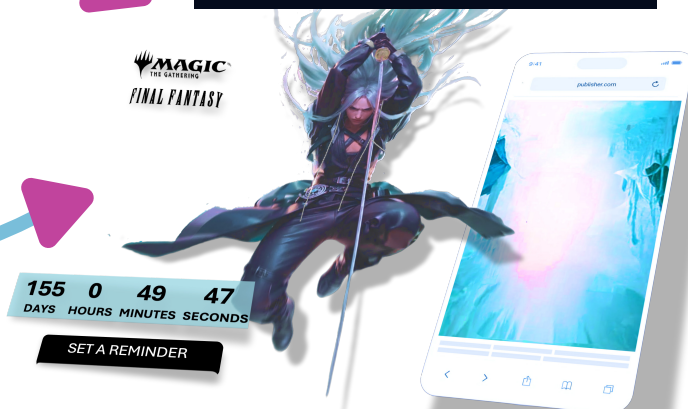
- Creatives personalised to align with your brand and target demographics.
- Flexible designs optimised for diverse industries and campaign goals.

3. Fast Turnaround

- Delivery of high-quality creatives within 48-72 hours ensures your campaigns' agility.



1. Dynamic Creativity at Scale
2. Significantly Higher Engagement Rates
3. Fast Turnaround
4. 50% Reduced Carbon Emissions
5. ESG-Aligned Campaigns
6. Boost in ROI
7. Overcome Ad Fatigue



Why Choose CurateEngage?

- **Enhanced Engagement:** Creatives optimised for interaction yield significantly higher engagement rates.
- **Optimised Performance:** Lightweight ad designs ensure seamless delivery across devices, improving user experiences.
- **Low-Carbon Impact:** Our creatives reduce environmental costs without compromising performance by leveraging lightweight technology.
- **Audience Resonance:** Authentic, ESG-aligned storytelling builds trust and fosters meaningful connections.

Our Philosophy

- **Premium Quality:** Exceptional ad placements and creatives paired with sustainable practices.
- **Sustainability First:** Campaigns aligned with global environmental and social goals.
- **Future-Ready:** Solutions designed to meet emerging regulations with confidence.
- **Lasting Impact:** Campaigns that drive outcomes and foster meaningful connections.

How it works

1. **Send Your Brief and Objectives:** Share your campaign goals and key performance indicators.
2. **Receive a Tailored Proposal:** We craft a customised plan, including a site list targeting your audiences.
3. **Submit Creative Assets:** Provide us with your assets, and we'll rebuild or create new creatives tailored to achieve your campaign goals.
4. **Final Delivery:** We will send you approved creatives and deal IDs at the final stage.

What is Next?

Ready to Elevate Your Creative Campaigns? Partner with CurateEngage to deliver impactful, sustainable campaigns. Visit www.CurateEngage.com to learn more.

Creative Excellence Meets Sustainable Impact

Tighter ESG and Sustainability Standards in 2025

Stricter ESG (Environmental, Social, and Governance) and sustainability guidelines are reshaping digital advertising. This shift is driven by regulatory, industry, and consumer pressures:

1. Regulatory Landscape

- EU Digital Services Act (DSA): Accountability for carbon footprints in digital advertising.
- Green Claims Code: Scrutiny on "greenwashing" by the UK's ASA demands substantiated environmental claims.
- Extended Producer Responsibility (EPR): Stricter reporting on energy use and recycling in the EU.

2. Industry Standards

- Net-Zero Ad Standards: Carbon-neutral advertising practices are becoming the norm.
- Sustainable Ad Placements: Preference for platforms with reduced energy consumption.
- Scope 3 Emissions Reporting: Transparency in indirect emissions, including server usage.

3. Consumer and Market Demands

- Demand for Authenticity: Transparent ESG claims to avoid backlash.
- Focus on Circular Economy: Campaigns aligned with societal goals like waste reduction.
- Technology Integration
- Sustainable AdTech: Energy-efficient algorithms for ad delivery.
- Data Efficiency: Reduced data waste supports privacy and sustainability goals.

The Technology Advantage

Our creative services offer:

- Lightweight Ads: Faster loading times and better performance, even in low-bandwidth environments.
- Cross-Device Compatibility: Seamless experiences across all devices and browsers.
- Data-Driven Insights: Continuous optimisation ensures only the best-performing creatives are scaled.

Creative Excellence, Sustainable Impact

At CurateEngage, we believe creativity can be a force for both business success and environmental good. By integrating premium design, advanced technology, and ESG-focused solutions, we deliver campaigns that captivate and inspire while aligning with global sustainability goals.

Meeting ESG and Sustainability Standards

- **Regulatory Compliance:** New laws demand transparency in carbon footprints and green claims
- **Carbon-Neutral Standards:** Industry moves toward Net-Zero and Scope 3 reporting.
- **Consumer Expectations:** Authenticity and circular economy campaigns are key.
- **Sustainable AdTech:** Energy-efficient and data-optimised solutions drive impact.