

WPP

Pro bono work 2017

A selection of campaigns from WPP companies





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This book, together with our Annual Report, trading statements, news releases presentations, and our archive of Sustainability Reports, are available online at wpp.com

Introduction – from our Head of Sustainability

WPP companies have a long history of pro bono work – putting their communications expertise at the service of NGOs, non-profits and charities for little or no fee. This work can have a powerful impact, helping to bring about positive change on pressing social and environmental challenges.

This year we're particularly proud to share several campaigns from the Common Ground initiative. Common Ground brings together the six biggest advertising and marketing services groups in support of the UN Sustainable Development Goals, seeking to harness the power of communications in the cause of ending poverty, protecting our planet, and ensuring prosperity for all.

Our focus through Common Ground is on gender equality, challenging stereotypes and promoting opportunity for women. More than 26 of our companies have participated so far through over 33 projects and we have launched a strategic partnership with UN Women, to foster further collaboration between local UN offices and WPP companies.

Whatever the subject, all the campaigns in this book are a testament to the creativity, insight and commitment our people bring to each pro bono assignment. Each one is unique, impactful and inspiring.

Andrea Harris

Group Chief Counsel
and Head of Sustainability

About our pro bono work

Through our pro bono work we support organisations working in six areas – the environment, health, local communities, human rights, the arts and education.

Our companies select their own pro bono partners, often reflecting the priorities or interests of their employees. These pro bono projects range from long-term partnerships to small-scale and one-off campaigns.

In some cases, WPP the parent company, plays a role in coordinating multi-company and global pro bono projects. A recent example is our Common Ground project tackling gender equality. Examples of the work by our agencies in support of Common Ground are included in this book.

Companies in all our disciplines undertake pro bono work, including advertising, research and insight, public relations and media buying. This book focuses on work by our advertising and design companies, with examples of pro bono research and public relations campaigns included on our sustainability website.

UN Sustainable Development Goals

Our agencies support the UNSDGs through their work with NGOs active in areas such as health, education, equality and the environment. In this book we have indicated where our pro bono campaigns align with the UNSDGs.



Performance in 2017

Our pro bono work was worth £12.7 million in 2017 (2016: £12.5 million). We also made cash donations to charities of £7.7 million, resulting in a social investment worth £20.4 million (2016: £19.5 million). This is equivalent to 0.97% of reported profit before tax. The value of our social investment (pro bono work and charitable donations) increased by 5% on the previous year.

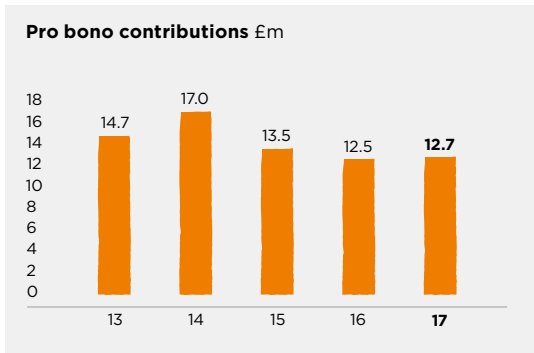
WPP media agencies negotiated free media space worth £29 million on behalf of pro bono clients (2016: £22.8 million), making a total social contribution of £49.4 million (2016: £42.3 million).

Wider impacts

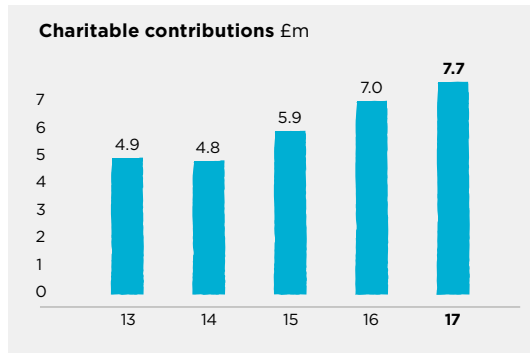
Pro bono work can be worth more than an equivalent cash donation because it enables charities to raise awareness, increase donations, recruit members, impact behaviour and achieve campaign goals. We have conducted research to quantify this wider impact. This shows that our pro bono work in 2017, created wider social benefits worth £103 million to society. This includes for example, the impact of charities being able to improve health and well-being in communities. The combined impact of pro bono work, charitable donations and free media space is worth an estimated £397 million.



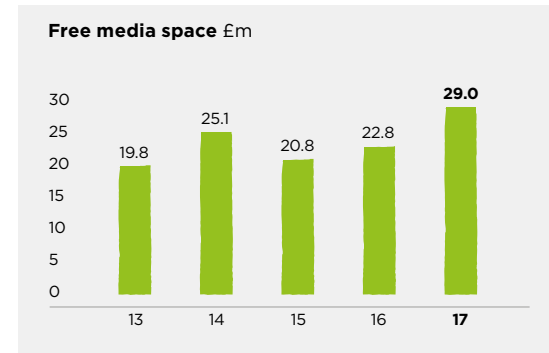
For more information on our social investment wpp.com/sustainability



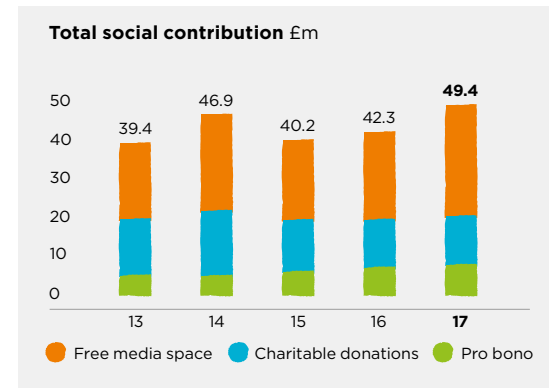
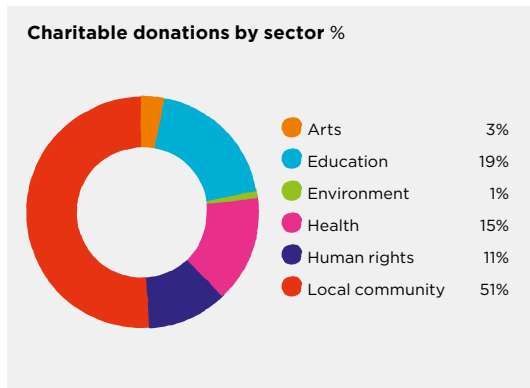
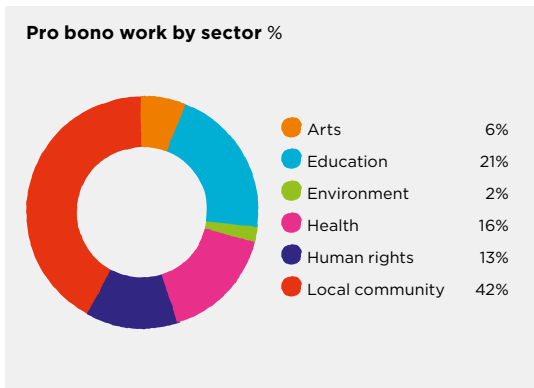
WPP companies undertook pro bono work worth £12.7 million in 2017. This is up 1% on 2016.



The Group and its companies made cash donations to charities worth £7.7 million in 2017, up 10% on 2016.



WPP media agencies negotiated free media space worth £29 million on behalf of pro bono clients, up 27% on 2016.



Our total social contribution in 2017 came to £49.4 million, up 17% on 2016.



Environment

Campaign: **African Trash Masks**

WPP company:
Advantage Y&R Namibia
Client: **Greenpeace Africa**

Advantage Y&R Namibia's campaign for Greenpeace highlighted the impact of waste on Africa's environment, featuring artworks of iconic African masks created by young artists from waste.

Results:
> 500,000 views.

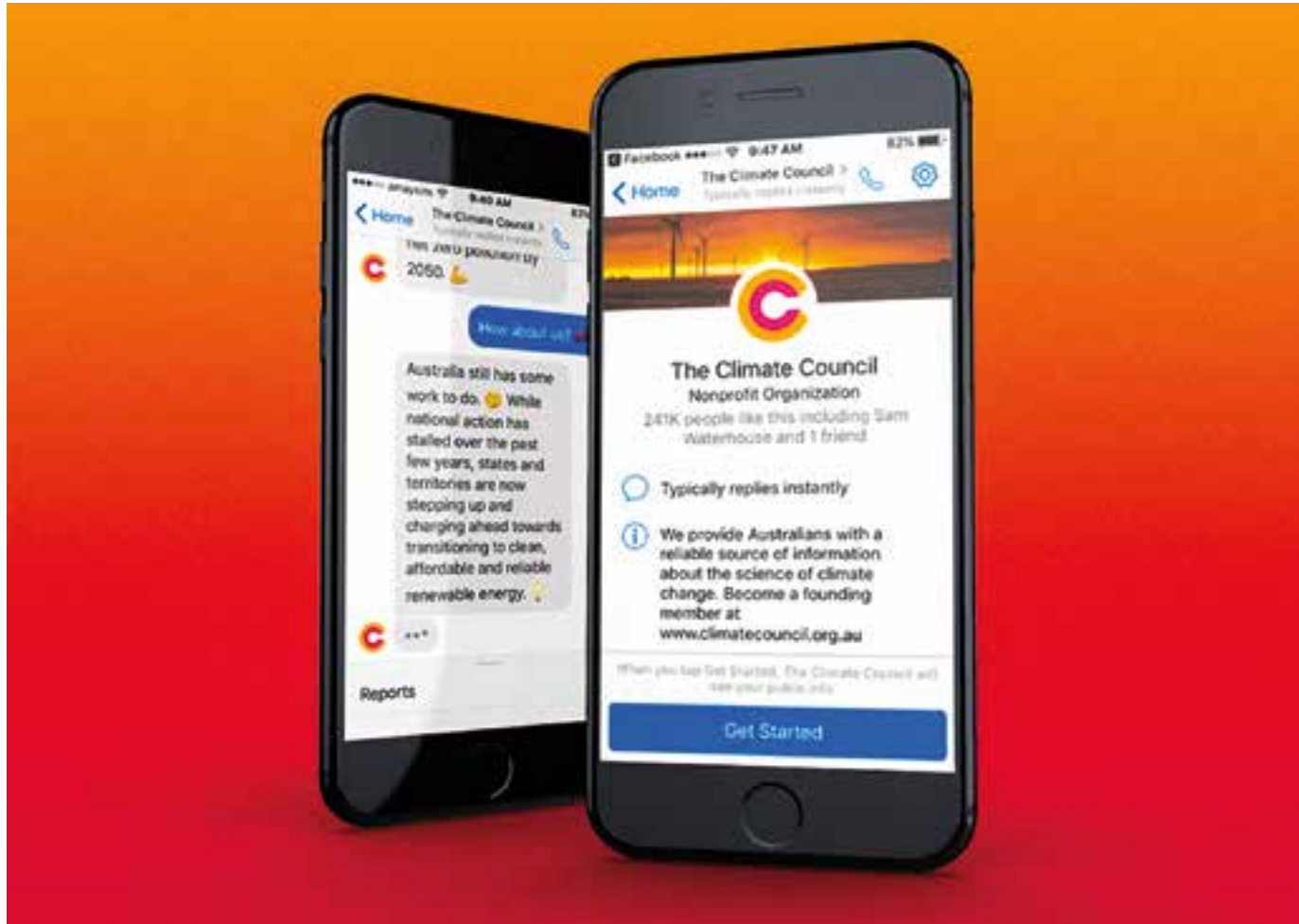
- Awards:**
- * Epica Awards: Gold.
 - * The Loeries Awards: Silver.
 - * Lucie Awards: Print Advertising Campaign of the Year.

wpp.com/africantrashmasks



TRASH
SHOULDN'T
DEFINE OUR
CULTURE.





Campaign:
Chatbot

WPP company:
AKQA Melbourne
Client: **Climate Council**

AKQA created Climate Council Chatbot to engage and inform the public on climate change. Built around a script, the chatbot presents positive facts and information from the Climate Council's research findings and encourages users that progress can be made against climate change.

wpp.com/chatbot





Campaign:
Jigsaw

WPP company:
Ogilvy Thailand
Client: **Seub Nakhasathien Foundation**

Ogilvy Thailand teamed up with Seub Nakhasathien Foundation, Thailand's wildlife and forest conservation organisation, to launch 'Jigsaw' – a campaign to raise public awareness of the deforestation. The jigsaw box shows an image of a rainforest. However, during the three hours it takes to assemble the jigsaw, the audience sees a tragic picture of a destroyed forest.

Results:
> \$370,000 in free media.
> 300,000 social media participations in one week.

wpp.com/jigsaw





Campaign:
Flora for Fauna

WPP companies:
**Geometry Bogota and
Geometry Hong Kong**
Client: **Colombian Ministry
of Environment and
Sustainable Development**

The use of animal parts such as rhino horn in 'aphrodisiacs' is having a devastating impact on many endangered species. Geometry Bogota and Geometry Hong Kong helped develop a wildlife-friendly alternative for China, the biggest market for illegal wildlife products. The products contain Chontaduro, a fruit used as an aphrodisiac in its native Colombia. Multiple products were developed including massage oil, candles and an energy drink.

Results:

> \$200,000 media impressions via Facebook, YouTube and Instagram.

Awards:

* PMAA Dragons of Asia 2017: Blue Awards, Silver.

wpp.com/floraforfauna





Campaign:
Bird, Snake, Bat, Frog

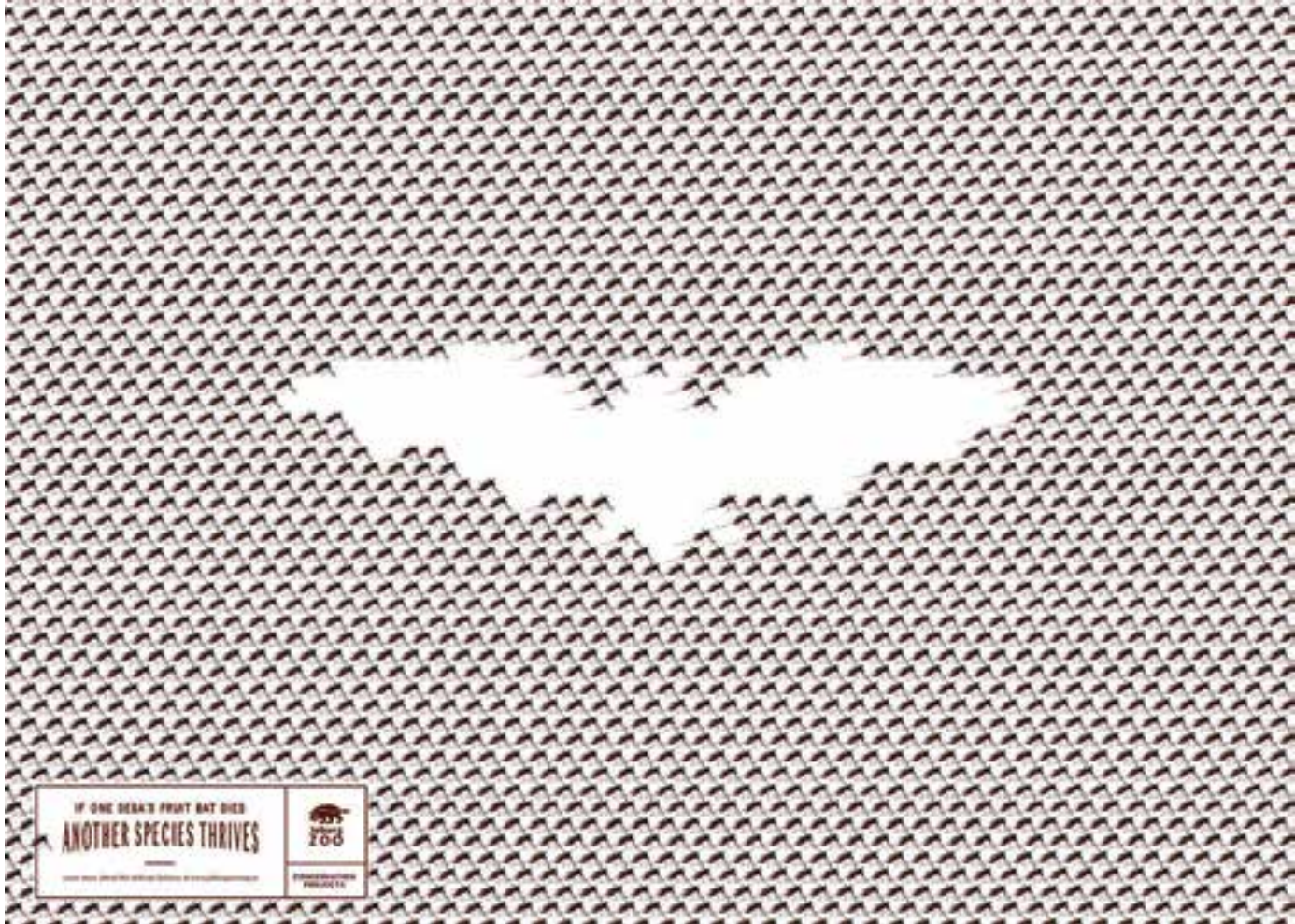
WPP company:
Y&R Cape Town
Client: **Johannesburg Zoo**

Y&R Cape Town created a series of posters to raise awareness of the Johannesburg Zoo's conservation and research efforts. The prints demonstrate graphically and metaphorically the impact of species loss on the ecosystem.

Awards:

- * Cannes Lions 2017:
2 Bronze.
- * The Loeries Awards:
Craft Certificate.

wpp.com/birdsnakebatfrog





Campaign:
Biosecurity: A Kauri Cries

WPP company:
Ogilvy Auckland
Client: **Auckland Council**

New Zealand's native and iconic Kauri trees are being killed by dieback disease. To raise awareness, Ogilvy Auckland set up special cameras around a diseased tree. These recorded the marks made by weeping gum, a symptom of the disease, and turned these images into musical notations. These were then used by the Auckland Philharmonic orchestra to compose a special piece of music – giving the trees a voice.

Results:

- > 300,000 people listened to the 'A Kauri Cries' track.
- > 20% increase in using the dieback cleaning stations.

Awards:

- * One Show: Silver.
- * D&AD Awards 2017: Pencil.
- * Axis Awards 2017: Gold, 2 Silver, 3 Bronze.

wpp.com/biosecurityakauricries





Campaign:
**Share This. Because
They Can't**

WPP company:
**J. Walter Thompson
Gurgaon**
Client: **The Sanctuary
Nature Foundation**

If animals could talk, what would they tell us? If they had access to cameras and mobile phones what images would they share with us? This campaign asked people to imagine how animals might use technology to show us how our actions are destroying their homes.

Awards:

* Creative Abby Awards
2017: Bronze.

[wpp.com/
sharethisbecause theycant](http://wpp.com/sharethisbecause theycant)





Campaign:
Spot the Poacher

WPP company:
Scanad Nairobi
Client: **Kenya Wildlife Service**

Poaching is decimating Africa's wildlife and more wildlife rangers are needed to help stop it. This recruitment advertisement for Kenya's Wildlife Service, displayed in 3,000 locations, included hard to spot poachers and encouraged people to join the service.

wpp.com/spotthepoacher





Campaign:
Bear/Turtle/Pelican

WPP company:
J. Walter Thompson
Caracas
Client: **Fudena**

This campaign highlighted the impact of waste on the environment – reminding the public that pollution is everyone's problem.

wpp.com/bearturtlepelican





Campaign:
**Posters for Catching
Lionfish**

WPP companies:
**Geometry London
and Geometry Bogota**
Client: **Ministerio De
Ambiente Y Desarrollo
Sostenible**

Lionfish are an invasive species with a devastating impact on the Caribbean marine ecosystem. Fishermen can play a critical role by catching Lionfish but often lack information. Geometry London and Geometry Bogota created a series of information posters that double up as lightweight bags that can be used to bring home the day's catch.

Awards:

- * Cannes Lions 2017:
2 Bronze.
- * LIA Awards: Silver.

[wpp.com/
postersforcatchinglionfish](http://wpp.com/postersforcatchinglionfish)





Campaign:
Choose Life

WPP company:

Y&R Paris

Client: **Association for the
Protection of Wild Animals
(ASPAS)**

Y&R Paris's campaign for ASPAS encourages people to protect animals not hunt them. At first glance, the image appears to show hunters with a kill but on closer inspection reveals two walkers, happy to have helped a mother give birth to a cub.

Results:

- > 1m people reached.
- > 45,000 reached on social media.

wpp.com/chooselife





Campaign:
The World's Most Eligible Bachelor

WPP company:
Ogilvy Kenya, Kenya
 Client: **Ol Pejeta Conservancy**

This campaign for Kenya's Ol Pejeta Conservancy in partnership with dating app, Tinder, aimed to help Suzan – the last male northern white rhino in the wild – find love. By swiping right, Tinder users could find out more or make a donation towards research into artificial reproductive techniques that could give the critically-endangered species a chance at survival.

Results:

- > 2.1bn impressions in 1 week.
- > 2m right swipes on Tinder.
- > 320% increase in donations.
- > \$165m in free media.

Awards:

- * Cannes Lions 2017: 3 Bronze.
- * Clio Awards 2017: 1 Grand Clio, 2 Gold, 2 Bronze.
- * The Loeries Awards: Gold, Silver, 2 Bronze, Craft Certificate.

wpp.com/theworldsmosteligiblebachelor





Campaign:
Eco Alarm

WPP company:
Wunderman Buenos Aires
Client: **Fundación Banco de Bosques**

Wunderman Buenos Aires celebrated the International Day of Forests with the Fundación Banco de Bosques, an NGO that fights against deforestation. The team created the first alarm clock that wakes you up to the sounds of Argentina's forests. Every time one of the Eco Alarm tracks is played the Foundation receives a royalty payment, raising funds to support its work.

Results:

- > \$1m in free media.
- > 2.9m people reached via social media.
- > 4,950 downloads in the first week.
- > 55 countries reached.

Awards:

- * Cannes Lions 2017: Bronze.
- * Effie Awards: 2 Gold.
- * Sol Awards: 2 Bronze.

wpp.com/ecoalarm





Campaign:
Hello in Elephant

WPP company:
whiteGREY Sydney
Client: **David Sheldrick
Wildlife Trust**

Research into how elephants communicate was used to create a new awareness and fundraising campaign for African elephants. whiteGREY Sydney partnered with the David Sheldrick Wildlife Trust and ElephantVoices, to create helloinelephant.com, a website where people can translate human words and emotions into elephant calls.

Results:

- > 400m impressions.
- > \$5m in free media.
- > 230m people reached.

wpp.com/helloinelephant





Health

Campaign:
**Periods Are Not a Luxury.
Period.**

WPP company:
**J. Walter Thompson
New York**
Client: **Period Equity**

Thirty-six American states collect sales tax on tampons. To highlight this absurdity, J. Walter Thompson New York created a PSA featuring model/actress Amber Rose wearing what seems a luxurious necklace but ends up being a tampon holder, posing the question ‘where else would you keep something that 36 states tax like a luxury?’

Results:
> 1m views in the first
10 hours.

[wpp.com/
periodsarenotaluxuryperiod](http://wpp.com/periodsarenotaluxuryperiod)





Campaign:
Big Ideas for Little Humans

WPP company:
john st. Toronto
Client: **Heart and Stroke Foundation**

16 and Under is the world's first ad agency that exclusively targets children. It's also an integrated campaign from john st. and the Heart and Stroke Foundation, to garner support for a bill prohibiting marketing to kids in Canada. The campaign leverages a fictional agency to highlight a social issue: the impact advertising to kids has on their health.

Results:

- > 852,000 impressions.
- > 279,000 views of the video.

wpp.com/bigideasforlittlehumans





Campaign:
Restored Memories

WPP company:
Wunderman Buenos Aires
Client: **INECO Foundation**

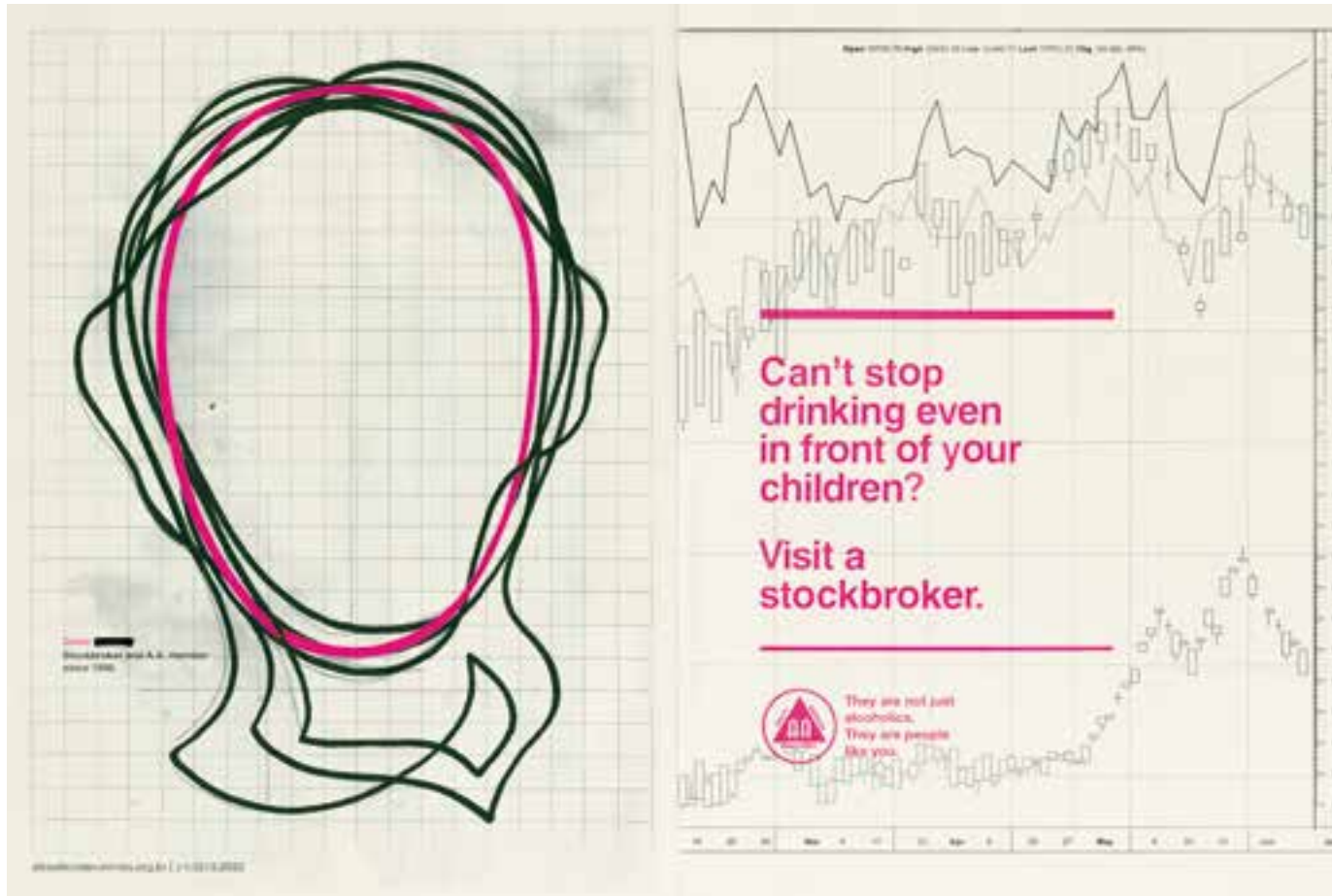
More than 500,000 people live with Alzheimer's in Argentina, 90% of whom are 65 years or older. INECO and Wunderman Buenos Aires developed a new therapy based on recent scientific studies about the importance of colour in human memory. The team collected old photographs from patients to restore and colourize them, helping to bring those memories back to life.

Results:

- > 1.5m media impressions.
- > 32% increase in public awareness of the INECO Foundation.

wpp.com/restoredmemories





Campaign:
Professions

WPP company:
**J. Walter Thompson
São Paulo**
Client: **Alcoholics
Anonymous**

There is a common stereotype that assumes Alcoholics Anonymous (AA) members are unemployed when in fact people from all walks of life, from students to well-educated professionals, find support in AA groups. To debunk the misconceptions, J. Walter Thompson São Paulo created 'Professions', a campaign encouraging people to rethink how they view alcoholism and AA.

Awards:

* Cannes Lions 2017: Silver.

wpp.com/professions





Campaign:
Faces of Autism

WPP company:
Y&R Amman
Client: **Amena Autism Center**

A child with autism often finds it difficult to communicate and make eye contact. Y&R Amman created a print campaign for the Amena Autism Center to raise awareness and help promote early detection of autism in children.

Results:

- > 76% increase in enquiries to the charity.
- > 26% increase in visits and phone calls to the charity.

wpp.com/facesofautism





Campaign:
Talking Numbers

WPP company:
Wunderman Buenos Aires
Client: **Fundación Huésped**

In Argentina, it's estimated that 30% of people with HIV are not aware they have the disease and haven't been tested. This campaign used ticketing machines at health centres to print personalised HIV statistics encouraging patients to include HIV in their routine blood tests.

Results:

- > \$13m of free media.
- > 45m people reached.
- > 2.2m use of the hashtag #EsTuTurno (#itsyourturn).
- > 270% increase in HIV tests.

Awards:

- * Cannes Lions 2017: 2 Bronze.
- * Clio Health Awards: 2 Gold, Silver, Bronze.
- * Diente Awards: 4 Bronze.

wpp.com/talkingnumbers





Campaign:
The Hold

WPP company:
J. Walter Thompson Sydney
Client: **Parkinson's New South Wales**

'The Hold' aimed to challenge perceptions about Parkinson's Disease, revealing that three Australians under 40 are diagnosed with the disease every single day. The movie features an older man holding on to his daughter, slowly revealing that it is the daughter's hands that are shaking.

Results:

- > 376% increase in social activity in Australia around Parkinson's Disease, compared to the seven days prior.

Awards:

- * Spike Awards: 2 Bronze.
- * Clio Health Awards 2017: Silver, Bronze.
- * LIA Awards: Silver, Bronze.
- * Ad Stars: Silver.
- * The Perth Advertising & Design Club Awards: 2 Gold, Bronze.

wpp.com/thehold





Campaign:
Dyslexic Sperm Bank

WPP company:
Y&R London
Client: **Made By Dyslexia**

The 'Dyslexic Sperm Bank' sought to change perceptions of dyslexia by highlighting the achievements of famous dyslexics such as Richard Branson and Albert Einstein.

Results:

- > 77m people reached in the first three days.
- > Positive tweets about dyslexia increased by 66% worldwide.

wpp.com/dyslexicspermbank





Campaign:
**Hopelessness/Loneliness/
Helplessness**

WPP company:
Ogilvy Hong Kong
Client: **The Samaritans
Hong Kong**

Ogilvy Hong Kong worked with typographer, Jordan Metcalf, to create a series of posters that encouraged people suffering from depression to call The Samaritan's helpline. The posters spelled out 'Helplessness', 'Loneliness', and 'Hopelessness' in Chinese, with the characters forming cages, symbolising the impact of depression.

[wpp.com/
hopelessnessloneliness
helplessness](http://wpp.com/hopelessnesslonelinesshelplessness)





Campaign:
News of Hope

WPP company:
Ogilvy São Paulo
Client: **LiveOnNY**

LiveOnNY teamed up with Ogilvy São Paulo to encourage New Yorkers to register as organ donors. The spot follows three former military officers delivering the news to families that an organ donor has been found, showing the joy this news brings.

Results:

- > 20% increase in the website traffic for LiveON.

wpp.com/newssofhope





Campaign:
Stop The Shame

WPP company:
VML Kansas City
Client: **The Samaritans**
First Call

What if we treated people with cancer the way we treat those suffering from addiction? This is the premise behind the Stop the Shame campaign which aimed to change perceptions about addiction. The thought-provoking short movies showed family members berating patients with cancer, using the same hurtful words we say to addicts.

Results:
> 2.5m views.

Awards:
* Philly Awards: Best in Show, 2 Gold, 3 Distinction Awards.

wpp.com/stoptheshame



Addiction is a disease.
stoptheshame.info



Una **niña** sólo debería cargar **responsabilidades** de una **niña**.

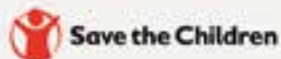


Ayúdanos a evitar que miles de niñas abandonen la escuela por un embarazo.



Periodo para Aprender

Conoce y apoya esta iniciativa en periodoparaaprender.savethechildren.org.mx



Campaign:
Learning Period

WPP company:
Grey Mexico
Client: **Save the Children**

Mexico has the highest teen pregnancy rate of any OECD country and young people often lack information about birth control. Grey Mexico worked with Save the Children to develop 'Learning Period', which includes information on safe sex inside packs of sanitary pads distributed to girls and young women.

Results:

- > \$8m in free media.
- > 1.3m social media followers.

wpp.com/learningperiod





Campaign:
Wisconsin Flag

WPP company:
VML Kansas City
Client: **American Civil
Liberties Union (ACLU)
of Wisconsin**

VML Kansas City redesigned the Wisconsin state flag to help celebrate Pride Month. The front of the flag remained the same, featuring a sailor and a miner flanking a shield. But the back revealed a new detail – the sailor and miner are holding hands.

Results:
> 9.4m views.

wpp.com/wisconsinflag





Campaign:
Toys of Hope

WPP company:
4129Grey Istanbul
Client: **UNICEF**

'Toys of Hope' is dedicated to bringing hope back to those who need it the most. Collaborating with toy designers, 4129Grey recreated the favourite toys that refugee children had to leave behind in Syria. The money from each toy sold was donated to UNICEF to help refugees.

Results:

> 20m impressions
on social media.

wpp.com/toysofhope





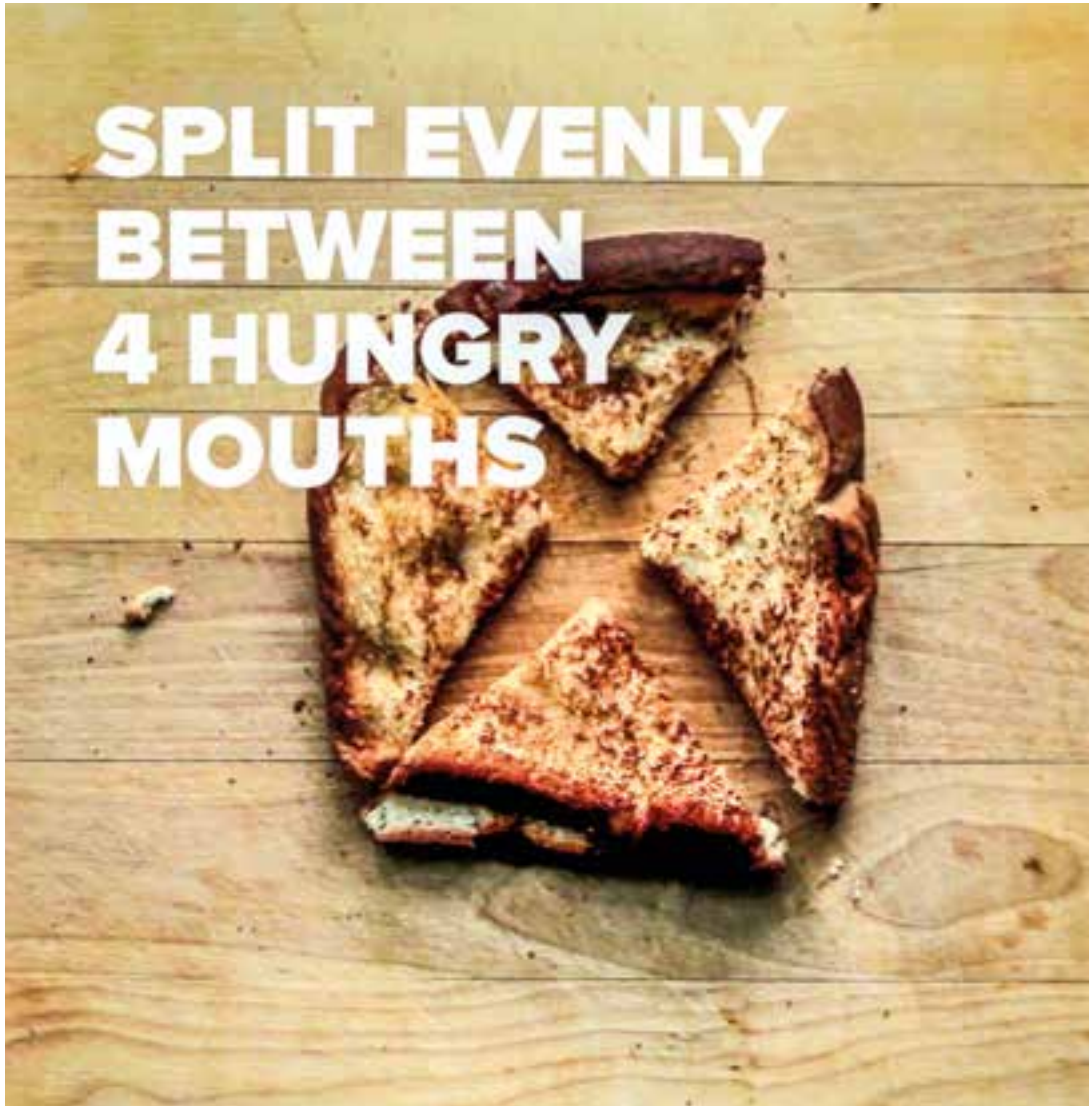
Campaign:
A Taste of Poverty

WPP company:
Grey Toronto
Client: **The Salvation Army
Canada**

When people picture poverty, they often think of people begging on the street. The reality is that 70% of those living in poverty are actually in work – and still can't make ends meet. This campaign reminded people that poverty affects more Canadians than meets the eye and encouraged donations to help the millions struggling to survive the holiday season.

Results:
> \$19m donated to the charity.

wpp.com/atasteofpoverty



Life Saving captcha

في حالات إصابة الرأس

ضعف ياديه بركة

Incise of head injury

Apply Cold Compress

Life Saving
captcha

THREE WOMEN CAN SAVE A LIFE

لثلاث نساء قد تنقذ حياة

THREE PEOPLE SPEAK THE WORD

PLAY THE GAME, SAVE A LIFE

ضعف على الوجه

لثلاث نساء قد تنقذ حياة

GAME: I'M A LIFE SAVER

ضعف ياديه بركة

THANK YOU

Abdullah Waleed

YOU ARE A POTENTIAL LIFE SAVER

ضعف ياديه بركة

Campaign: Lifesaving Captcha

WPP company:
**J. Walter Thompson
Amman**
Client: **Jordan Red Crescent**

In emergencies, it is common for people to freeze up because they lack medical knowledge or first aid experience. This campaign used captchas – the devices used on websites to verify the user is a human not a computer – to teach people basic first aid skills they could use in an emergency.

Results:

- > 1.2m media impressions.
- > \$960,000 in free media.
- > 525,000 people reached.

Awards:

- * Dubai Lynx: Bronze.

wpp.com/lifesavingcaptcha





Campaign:
The Teddy Bear Messages

WPP company:
Scholz & Friends Hamburg
Client: **Dunkelziffer e.V.**

Around 200,000 cases of child abuse go unreported in Germany every year. This campaign released hundreds of cuddly toys into the sky of Hamburg, each carrying a message to raise awareness of child abuse.

Results:

- > 4.5m views of the video.
- > 63,000 reactions and 20,000 shares on social media.
- > 1,200 media mentions globally within 48 hours of the campaign's launch.
- > 120,000 Facebook views.

Awards:

- * MAX Awards 2017: Silver.

[wpp.com/
thetteddybearmessages](http://wpp.com/thetteddybearmessages)





Campaign:
Safely Backpacks

WPP company:
Y&R Brisbane
Client: **Australian Road
Safety Foundation**

To remind drivers to slow down near schools, Y&R Brisbane created Safely Backpacks each carrying the speed limit sign. Whenever kids were on their way to and from school, the Safely Backpacks provided a powerful reminder to slow down.

Results:

- > 5,000 shares of the video on social media.
- > Several schools have made the bags compulsory.

wpp.com/safelybackpacks





Campaign:
**Put a Price on
Your Precious**

WPP company:
**Wunderman Antwerp -
These Days**
Client: **Child Focus**

Child exploitation isn't just a problem in developing countries. This campaign confronted parents in Belgium with this reality – enabling them to calculate the price criminals would pay for their child based on appalling but real data.

Results:

- > 16m people reached.
- > 170,000 use of the calculator in one day.
- > \$459,000 in free media.


Awards:

- * Epica Awards: Silver.
- * MIXX Awards: Silver.
- * IAC Awards: 1 Best Campaign, 1 Best of Show.
- * IMC European Awards: 2 Gold.
- * BOA Award: Gold.

[wpp.com/
putapriceonyourprecious](http://wpp.com/putapriceonyourprecious)



**Dads,
this script
can help you
talk to your son
about consent.**



Sen,
Do you know what sexual consent is?
It's actually pretty simple.
"Yes" is the only word that means "yes".
"No" means "no" as do a lot of other
words, and sometimes no words at all.
Remember, consent means that the
person you're with feels safe and wants
to do what you're doing.
You're a smart kid. Even if asking seems
awkward, it's the right thing to do.

Campaign:
#20minutes4change

WPP company:
**J. Walter Thompson
Toronto**
Client: **White Ribbon**

To stop sexual assault we need
to talk more about sex and
consent. This campaign helped
dads talk to their sons about
these topics – with a simple
message, only yes means yes.

Results:
> 220m media impressions.

wpp.com/
[#20minutes4change](https://twitter.com/20minutes4change)





Campaign:
Draw a Line

WPP company:
**J. Walter Thompson
London**
Client: **UN Women**

In the UK, two women die every week at the hands of their current or former partner. This campaign from J. Walter Thompson London and UN Women invited the public to #drawaline and no longer tolerate violence against women and girls.

Results:

- > 80m people reached.
- > 43% increase of Twitter followers.
- > 20% increase of Facebook followers.
- > 1,138% increase in Instagram followers.

wpp.com/drawaline



Donate at drawaline.org.uk

**UN
WOMEN**
NATIONAL COMMITTEE
UNITED KINGDOM



Campaign:
#RewritingTheCode

WPP companies:
Superunion London, Kantar Added Value London, Kantar Futures London, Wavemaker London, VML London
Client: **Theirworld**

#RewritingTheCode, a campaign by a collaborative team of WPP companies for global children's charity Theirworld, exposes the hidden values and behavioural codes of gender inequality. It raises awareness of the attitudes that prevent girls and women from achieving their full potential.

Results:

- > 86m people reached.
- > 21m people reached on Twitter.
- > 1.65m media impressions.

wpp.com/#rewritingthecode





Campaign: **Cursing Parrots**

WPP company:
Grey New York
Client: **UNICEF**

A UN report revealed that one in four children across the world are exposed to domestic violence. Grey New York created a digital spot to support the launch of the report, featuring footage of real parrots repeating the phrases they've learn from living in violent households. The message is simple: if a parrot can remember what happens in an abusive home, imagine the effect it has on a child.

Results:

- > 4.5m views of the video.
- > 1.2m use of #ENDViolence.
- > 63,000 people engaged.
- > 20,000 shares of the video.

wpp.com/cursingparrots





Campaign:
Projected Expectations

WPP company:
**J. Walter Thompson
New York**
Client: **#HeForShe
campaign, UN Women**

From the moment we are born, prevailing attitudes about gender can influence our lives from the toys we play with to the jobs we imagine having. This film for the UN's HeForShe initiative asks people to challenge their own gender biases and the expectations we put on the next generation.

Results:

- > 1.2m social media views.
- > 5m media impressions.

Video:

[wpp.com/
projectedexpectations](http://wpp.com/projectedexpectations)





Campaign:
Clocks of Violence

WPP company:
F.biz São Paulo
Client: **Maria da Penha Institute**

The 'Clocks of Violence' campaign draws attention to domestic violence, showing how common this crime still is, in countries around the world.

Results:
> 36,000 visits to the platform.

wpp.com/clocksofviolence





Campaign:
Kiteka

WPP company:
Superunion London
Client: **Kiteka**

Superunion London named, positioned and launched an African social enterprise with a new visual identity and website. Kiteka, named after the Ugandan earth goddess 'Kiteka', is an all-female, all-mobile digital outsourcing network. The visual identity bridges the gap between the project's roots as a social enterprise and its future as a tech start-up pairing technology with traditional pattern work to create a bold identity.

Results:

- > £15,000 in cash donations.
- > 100 women involved.

wpp.com/kiteka





Campaign:
More than 70%

WPP company:
**J. Walter Thompson
São Paulo**
Client: **Instituto AzMina**

In Brazil, the gender pay gap means that on average women earn just 70% of what men earn in the job market. This campaign featured songs by three female singers with each song stopping at 70% of the way through.

Results:

- > \$790,000 in free media.
- > 17.5m impressions.
- > 143,000 hours of music donated to the charity.

Awards:

- * Cannes Lions 2017: Silver, 3 Bronze.
- * Clio Music Awards: Gold, Silver.
- * El Ojo de Iberoamérica: Silver, Bronze.
- * Smarties Awards LATAM: 3 Silver, Bronze.

wpp.com/morethan70%





**“HOW MANY KISSES
ARE YOU GOING TO RUN FROM?
COME, BE MY WHORE!”**

HOW WE CONVINCED THE CENSOR BOARD OF INDIA TO BAN SUCH LYRICS IN BOLLYWOOD SONGS

WHAT WE WERE FIGHTING...

Bollywood music has always had a huge impact on India's youth. In the recent past however, degrading lyrics classifying women have become an integral part of ever big Bollywood productions.

Love Matters, a global youth programme fighting gender inequality, sought to address this.

Over the years, had become common to have lyrics that talk men to make them "believe just what they were dreaming to. And through them, get Bollywood to take a stand against including degrading lyrics in its songs.

HOW WE FOUGHT IT...

We put listeners in the same spot as the actress in the song. Throwing burning provocative banners into social media.

Radio spots were placed in the wake of chart-topping Bollywood songs on India's biggest music streaming platform. They were designed so it was that girl (actress) in the same situation as the actress. And replaced the lyrics of the Hindi song in English, thereby disrupting the routine listening experience. Having realized what they'd just found, listeners were invited to let Bollywood know that was #NotMusicToMyEars.

On Twitter, youth users tweeted the lyrics as if it was an experience they'd had, later revealing they were actually lyrics from popular songs.



#NotMusicToMyEars was the #1 trend across the country in less than two hours.



It attracted the attention of national and international media, including the United Nations.



The campaign earned \$1.7 million worth of PR for a cost of less than \$1400.



Bollywood celebrities, singers, songwriters, producers and cinematographers made public commitments to not use degrading lyrics in the films they're part of.



The Chairman of India's Censor Board passed a statement saying offensive lyrics will not be allowed against women even if the film is certified Adults Only.

Campaign:
#NotMusicToMyEars

WPP company:
Ogilvy Mumbai
Client: **Love Matters**

A growing number of Bollywood films include songs with lyrics that objectify and demean women. This campaign, developed by Ogilvy Mumbai, highlighted the issue and encouraged listeners to tweet the film studios with the hashtag #NotMusicToMyEars.

Results:

- > 50m impressions.
- > #1 trend in Mumbai, home of Bollywood, within minutes.
- > #1 trend in India within 2 hours.
- > \$1.2m in free media.

Awards:

- * Cannes Lions 2017: Bronze.
- * Kyoorius Awards: Blue Elephant, 3 In-Book.
- * DMA Echo Asia: 2 Silver, 1 Leader.

wpp.com/
#notmusicatomyears





Campaign:
Open Your Eyes

WPP company:
Grey Düsseldorf
Client: **Terre Des Femmes**

Every 11 seconds a girl or young woman becomes a victim of female genital mutilation. Grey Düsseldorf worked alongside the not-for-profit women's organisation Terre des Femmes to raise public awareness of the issue and create the microsite, 'Open Your Eyes'.

Results:

- > 60% increase in public awareness.
- > 106% increase in donations to the charity.

Awards:

- * Cannes Lions 2017: Gold, 4 Bronze.
- * Clio Awards 2017: Grand Prix, 4 Bronze.
- * Clio Health Awards: 2 Grand Prix, Silver.
- * LIA Awards: Bronze.

wpp.com/
openyoureyes



**OPEN
YOUR
EYES**





Campaign:
If It's Not Gay, It's Not Gay

WPP company:
Y&R Auckland
Client: **RainbowYOUTH**

Y&R Auckland's ad for RainbowYOUTH highlights the impact of casual homophobia. It uses humour to highlight an important message – using the term 'gay' in the wrong context can be harmful.

Results:

- > 1.2m Facebook views.
- > Tripled RainbowYOUTH's followers.

[wpp.com/
ifitsnotgayitsnotgay](http://wpp.com/ifitsnotgayitsnotgay)





Campaign:
Candy/Chocolate/Balloon

WPP company:
**J. Walter Thompson
Gurgaon**
Client: **Cyber Crime
Awareness Society**

Children are more likely to encounter a paedophile online than on the streets. These posters featured the lollipop, chocolate and balloon emojis to highlight the risks to children online.

Results:
> 70 websites worldwide featured the posters.

[wpp.com/
candychocolateballoon](http://wpp.com/candychocolateballoon)





YOU CAN SWITCH IT OFF. THEY CAN'T.

All over 2016 © Amnesty.org



Campaign:
Switch It Off

WPP company:
**Ogilvy Advertising
Frankfurt**
Client: **Amnesty
International Switzerland**

This campaign for Amnesty International reminded people that the horrors we see on our screens are the reality of life for others. When we have enough we can just switch off, but other people aren't so lucky.

Awards:

- * Cannes Lions 2017: Silver, Bronze.
- * Clio Awards 2017: 2 Silver, Bronze.
- * LIA Awards: 2 Silver, Bronze.
- * D&AD Awards 2017: Silver, Bronze.
- * ADC Awards Europe: Gold, Silver.
- * ADC Awards Germany: 3 Silver, 3 Bronze.

wpp.com/switchitoff





Campaign:
Youth Can Do It

WPP company:
The&Partnership London
Client: **The Prince's Trust**

In response to nationwide 'compassion fatigue', The&Partnership London's campaign for The Prince's Trust puts young people at the very heart of the campaign. 'Youth Can Do It' celebrates the potential of these young people through gritty optimism.

Results:

- > 4m views.
- > 1.3m tweets.
- > 8m reached.
- > 15,500 new visitors to the charity website.

wpp.com/youthcandoit



Prince's Trust
Believe. Support. Donate.



Prince's Trust
Believe. Support. Donate.



Campaign:
Swear Jar

WPP company:
Grey London
Client: **Comic Relief**

Grey London created the app 'Swear Jar' to help raise money for Comic Relief. The app uses the latest voice recognition and each time the user swears it gives them the choice of donating to Comic Relief. At the end of the session, users can compare themselves on the 'wall of shame' against other app users.

Results:

- > 100m impressions.
- > 11,000 app downloads in the first week.
- > £73m raised through the app.

Awards:

- * Cannes Lions 2017: Silver, 3 Bronze.

wpp.com/swearjar





Campaign:
The Whole Story

WPP company:
Y&R New York
Client: **UN Common Ground**

In the US, less than 8% of public statues depict real women. As part of the Common Ground initiative, Y&R New York created 'The Whole Story' app that uses augmented reality to add statues of historic women to public spaces.

Results:

- > 4m views.
- > 155 pieces of media coverage.

Awards:

- * Named 'Top 11 Mobile Apps' of 2017 by Proto.

wpp.com/thewholestory





Campaign:
Escalating GIFs

WPP company:
Ogilvy Berlin
 Client: **European Anti-Bullying Network (EAN)**

For the European Anti-Bullying Network (EAN), Ogilvy Berlin created three unique 'escalating' GIFs. Each starts with 'harmless' bullying, but as the scene repeats the acts become progressively more violent. The scenes were performed by victims of bullying and reflect real-life incidents from schools across Europe.

Results:

- > 5.3m views by teenagers within 6 weeks.
- > 120,000 people engaged.
- > 13m people reached.

Awards:

- * Clio Awards 2017: Gold, 2 Bronze.
- * LIA Awards: Gold, Bronze.
- * Die Klappe 2017: Bronze.

wpp.com/escalatinggifs





Campaign:
Finding Home

WPP company:
Grey Kuala Lumpur
Client: **United Nations High Commissioner for Refugees**

There are more than 150,000 refugees in Malaysia – a country that does not legally recognise refugee status. Grey Kuala Lumpur partnered with the UNHCR to launch the first smartphone app that allows users to ‘walk a mile in a refugee’s shoes’. The app transforms the user’s phone into the phone of Kat, a Rohingya refugee, enabling you to experience her day-to-day life and encouraging action on the global refugee crisis.

Results:

- > \$2m in free media.
- > 100,000 downloads of the app from 60 countries.
- > 700 new people volunteered to the UNHCR.

Awards:

- * Spikes Asia Awards: Finalist.
- * Effie Awards Malaysia 2017: Bronze.

wpp.com/findinghome



A B C D E F G H I J K L M
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the quick brown
 fox jumps over
 the lazy dog

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the quick brown
 fox jumps over
 the lazy dog

Campaign:
Type with Pride

WPP company:
Ogilvy New York
 Client: **NYC Pride and
 NewFest**

In 2017, Gilbert Baker, the creator of the Rainbow Flag as a symbol for the gay community, passed away. To honour his memory, the Ogilvy New York team partnered with NewFest and NYC Pride to create a font inspired by the design language of the Rainbow Flag. The LGBTQ community can now raise the flag with every letter they type and poster they create.

Results:

- > \$215,000 in free media.
- > 49m social media impressions.

Awards:

- * Cannes Lions 2017: Silver, Bronze.

wpp.com/typewithpride





Human Rights

Campaign:
Born Apart

WPP company:
Y&R Mexico City
Client: **Special Olympics**

Y&R Mexico City's campaign for the Special Olympics follows twin boys as they grow from newborn babies to men training for a sport event. Only when both are poised to start their races, is it revealed that one brother has Down's syndrome – highlighting that what brings us together is more important than our differences.

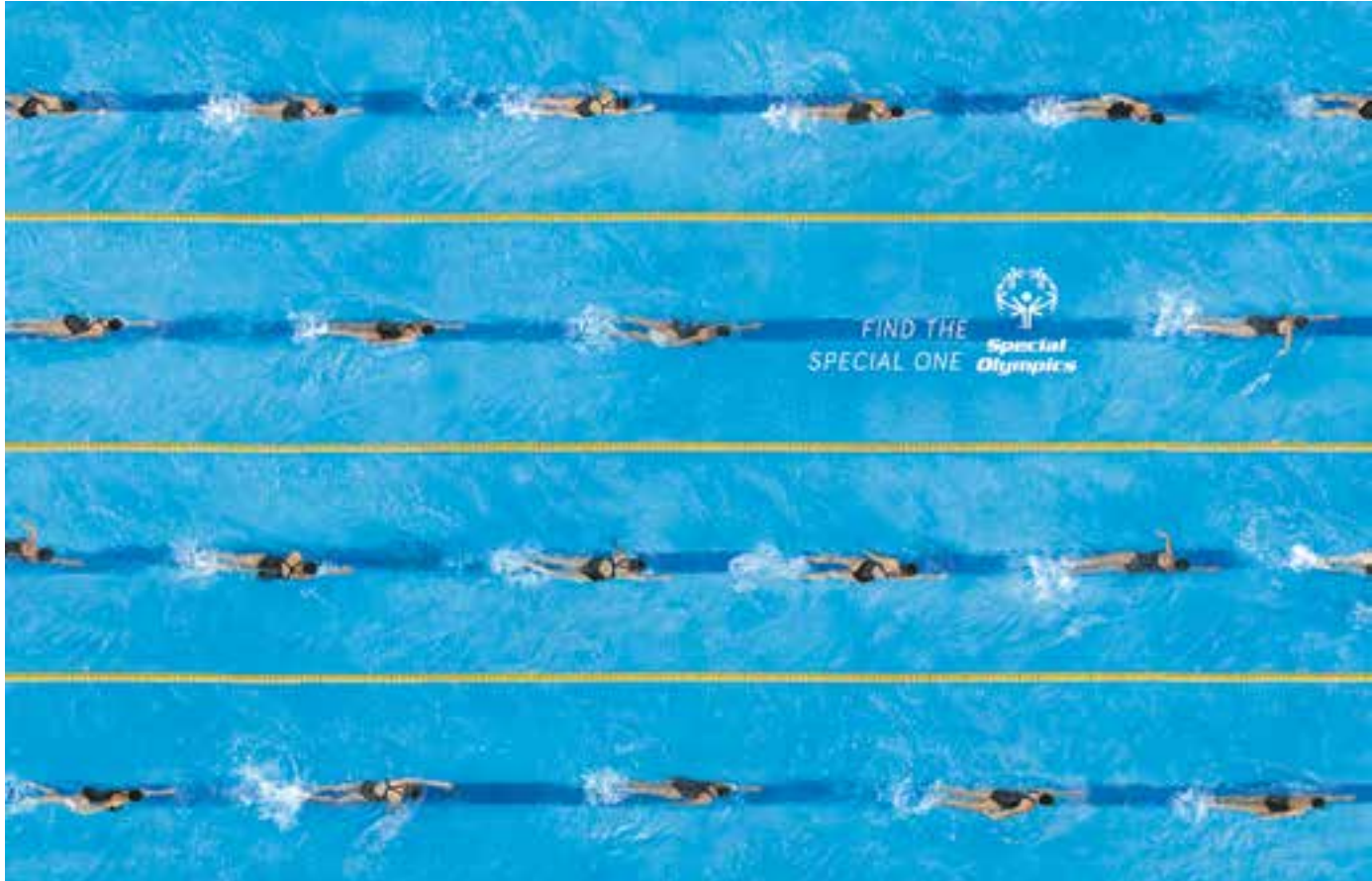
Results:

- > 12m video views in the first two weeks.
- > 60m impressions.
- > 28.5m people reached.
- > 116,000 Facebook shares.
- > 2,500 Facebook comments.

Awards:

- * El Ojo de Iberoamérica: 2 Silver.
- * Círculo de Oro Festival: 3 Gold, Silver, 2 Bronze.

wpp.com/bornapart





Campaign:
The End

WPP company:
Y&R London
Client: **Oxfam GB**

Global poverty has been halved in just 15 years and this shows it can be beaten altogether. Y&R London's campaign for Oxfam used vintage film credits to promote Oxfam's goal to bring about 'The End' of poverty.

Results:

> 3m impressions.

wpp.com/theend





Campaign:
The Redactivists

WPP companies:
**Superunion Hong Kong
and Ogilvy Hong Kong**
Client: **Amnesty
International**

When five Hong Kong booksellers were abducted for selling books that criticised the Chinese Government, Amnesty International took action to highlight this threat to freedom of expression. A temporary bookstore was opened selling books with their contents completely redacted and several news and social media websites showed blacked out posts for a day.

Results:

- > #1 Hong Kong Sub Reddit.
- > 80,000 Facebook interaction.
- > \$128,000 raised for the charity.

Awards:

- * Cannes Lions 2017: Winner, Silver, 3 Bronze.
- * D&AD Awards 2017: Wood Pencil.
- * Clio Awards 2017: 2 Silver.

wpp.com/theredactivists





Campaign:
Fairy Tales

WPP company:
DAVID Buenos Aires
Client: **UNICEF Chile**

DAVID Buenos Aires' posters for UNICEF remind parents that many child abuse cases start with a child being deceived online. The campaign was launched during the Buenos Aires International Book Fair and uses imagery from popular children's books – drawing parallels between bedtime stories told by parents, and lies told by child predators.

Results:

> 1.2m views.

wpp.com/fairytales





Campaign:
#NotATarget

WPP company:
VML New York
Client: **United Nations**

This global campaign for the United Nations World Humanitarian Day brought the true stories of civilians and humanitarian workers in conflict zones to millions of people via social media and TV, print and outdoor.

Results:

- > 166m views.
- > \$1m in free media.
- > 2.5m social actions taken.
- > 222,000 conversations on social media.

wpp.com/#notatarget





Campaign:
Unsafty Check

WPP company:
**J. Walter Thompson
New York**
Client: **Black Lives Matter**

In an emergency, Facebook’s safety check function enables people to let their family and friends know they’re safe. For Black Lives Matters’ week of action, J. Walter Thompson New York turned this idea on its head, creating a simple web app, ‘Unsafty Check’. By using the app, Black Americans could show that they don’t feel safe in America and highlight systemic racism.

Results:

- > 20m media impressions.
- > 40,000 unique visitors.

Awards:

- * Cannes Lions 2017: 3 Gold, 3 Silver, 3 Bronze.
- * Clio Awards 2017: 2 Silver.
- * One Show Awards 2017: Gold.
- * D&AD Awards 2017: Wood + White.

wpp.com/unsafteycheck





Campaign:
Colour of Corruption

WPP company:
Grey São Paulo
Client: **Reclame Aqui**

Brazilian politics has a significant corruption problem but often citizens lack information on corruption investigations and convictions. Grey São Paulo helped Reclame Aqui to launch 'Colour of Corruption', a browser plug-in that aims to shed new light on corruption. Once installed, the plug-in highlights the names of politicians under investigation or convicted of corruption providing users with information on their crimes.

Results:

- > 100,000 downloads in the first week.
- > \$8.5m in free media.
- > 73m people reached.

Awards:

- * Cannes Lions 2017: 1 Gold, 1 Silver, 3 Bronze.
- * Clio Awards 2017: Silver, Bronze.
- * D&AD Impact: Pencil.
- * El Ojo de Iberoamérica: Grand Prix, 2 Golds, 4 Silver.
- * Effie Awards LATAM: Gold.
- * Effie Awards Brazil: Gold.

wpp.com/
colourofcorruption





Campaign:
Home Is Where The War Is

WPP company:
**Bates CHI & Partners
Jakarta**
Client: **KPAI**

Bates CHI & Partners created posters and print ads for KPAI, the Indonesian Commission for the Protection of Children, to raise awareness and help stop child abuse.

Results:

> 100% increase in website traffic to the charity.

wpp.com/homeiswherethewaris



CHILDREN WHO ARE EXPOSED TO FAMILY VIOLENCE ARE AS MENTALLY TRAUMATIZED AS COMBAT SOLDIERS.
HELP US STOP THEIR WAR.

Photo by a group of volunteer photographers in Indonesia. Images © Bates CHI & Partners. All rights reserved. www.kpai.or.id

KPAI
www.kpai.or.id



Campaign:
Georgia Made by Character

WPP company:
**J. Walter Thompson
Metro Tbilisi**
Client: **Georgian National
Book Center**

Georgia will be a guest of honour at the 2018 Frankfurt Book Fair. To celebrate, J. Walter Thompson Metro Tbilisi and 23 Georgian artists created a unique animated alphabet highlighting Georgian history and culture.

Results:
> \$150,000 in free media.
> 500,000 media impressions.

[wpp.com/
georgiamadebycharacter](http://wpp.com/georgiamadebycharacter)





To rebuild The Glasgow School of Art, Douglas Gordon turned ash from the fire into art. ash.to/art

ASH
ART



To rebuild The Glasgow School of Art, Grayson Perry turned ash from the fire into art. ash.to/art

ASH
ART

Campaign:
Ash to Art

WPP company:
**J. Walter Thompson
London**
Client: **Glasgow School
of Art**

After a fire severely damaged the Glasgow School of Art, destroying the iconic Mackintosh Library, J. Walter Thompson London worked with 25 famous artists to create art using charcoal from the building's remains. The resulting artworks were auctioned at Christie's, raising funds to rebuild the school.

Results:

- > £700,000 raised to rebuild the school.
- > 25 artists collaborated.

Awards:

- * Cannes Lions 2017: Gold, Bronze.
- * Clio Awards 2017: Gold, 2 Silver.
- * LIA Awards: 2 Gold, Silver.
- * Epica Awards: Gold, 3 Silver.

wpp.com/ashtoart





Campaign:
Stories that Unite

WPP company:
**J. Walter Thompson
Melbourne**
Client: **Melbourne Queer
Film Festival (MQFF)**

This campaign for the Melbourne Queer Film Festival used voice data from the hate speech of two Australian politicians to create beautiful and colourful imagery. The resulting images symbolise how messages of love and unity can overpower negativity and hate.

Results:

- > Attendance for MQFF 2017 was better than all previous years, achieving a record box office.

wpp.com/storiesthatunite





Campaign:
The Power of You

WPP company:
Landor Dubai
Client: **Necessary Arts**

Necessary Arts' mission is to promote social justice and self-expression through the arts. Landor Dubai created a branding and visual identity for the charity including an orange bow-tie, to help engage donors.

wpp.com/thepowerofyou



Campaign:
School for Justice

WPP company:
**J. Walter Thompson
Amsterdam**
Client: **Free a Girl**

Hardly any of the criminals responsible for child prostitution in India are punished – in 2015 there were 1.2 million girls forced into prostitution and only into 55 cases that led to convictions. So, J. Walter Thompson went beyond the brief in its work for Free a Girl – helping to create the ‘School for Justice’. The School, which opened in 2017, aims to counteract the injustice of child prostitution by educating girls rescued from child prostitution to become lawyers and public prosecutors.

Results:

- > 1bn people reached through social media.
- > 34m people reached via press.
- > 19 girls enrolled in 2017.

Awards:

- * Cannes Lions 2017: Gold.
- * D&AD Impact 2017: Black Pencil, Wooden Pencil.
- * LIA Awards: 2 Gold.
- * Epica Awards: Silver, Bronze
- * Spike Asia 2017: 4 Silver.
- * Sabre Award 2017: Gold.

wpp.com/schoolforjustice





En el Perú 7 de cada 10 niños aún no pueden resolver problemas matemáticos*

Eso tiene consecuencias para todos

Sé parte del cambio
APRENDA M^S
JUNTO S

* Resultados de la Evaluación Censal de Estudiantes 2015 (ECE 2015). Niños de 2do grado de primaria.

Campaign:
Uncomfortable Bus Sit

WPP company:
Y&R Lima
Client: **Aprendamos Juntos**

Aprendamos Juntos, a non-profit organization, is dedicated to improving education in Peru. It estimates that 7 out of 10 students in Peru struggle with mathematics. This campaign by Y&R Lima showed the potential consequences, highlighting real-life design failures due to inaccurate calculations.

Results:
> 10,000 people reached on Facebook.

wpp.com/uncomfortablebussit



Campaign:
Bricks for Myanmar

WPP companies:
**Geometry Singapore
and Ogilvy Singapore**
Client: **Little Village
Preschool**

Textbooks and learning resources remain a luxury for low-income students in Myanmar. The 'Bricks for Myanmar' campaign encouraged families to donate their LEGO® pieces to support schools in Myanmar. The Brick Book is a game-based learning guides and lesson plans created by teachers themselves which were then distributed to disadvantaged schools in Myanmar.

- Results:**
- > \$32,000 in free media.
 - > 8,000 LEGO® pieces distributed.

wpp.com/bricksformyanmar





Campaign:
Fill a Backpack For a Future Genius

WPP company:
Grey New York
Client: **UNICEF**

A simple pencil and notebook can open a world of possibilities for children. Grey New York's campaign for UNICEF invited people to donate a backpack filled with the essential items a kid needs for school to help some of the 264 million children worldwide not currently in education.

Results:

> £18,444 donated to the charity in five days.

wpp.com/fillabackpackforafuturegenius



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by Christopher Corr

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