

WPP

Pro bono work 2014

A selection of campaigns from WPP companies



Contents

Introduction – from our CEO	1
About the Group's pro bono work	2
Showcase	
Environment	4
Health	18
Communities	35
Human rights	41
The arts	53
Education	58



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

Introduction – from our CEO

One of our proudest traditions at WPP is the contribution our companies make through pro bono work – creative work for charities at little or no fee.

Charities and not-for-profit organisations need the best quality communications services to engage with the public and policy makers, to raise funds, to recruit new members and to achieve their campaign objectives. However, with limited financial resources they often can't prioritise these services.

Pro bono work, creative services provided for little or no fee, can make a real difference. It gives organisations working in areas such as education, human rights, health, arts and the environment access to the best creative talent and insight, enabling them to reach out and make a difference in the world.

Our agencies have a long history of pro bono work, with partnerships sometimes stretching back decades. Thousands of people in our companies across all disciplines devote their time and energies each year to creating powerful, impactful campaigns.

This isn't just good for our pro bono clients but for our business too. Pro bono campaigns are an opportunity for our people to explore and develop their creativity and to create meaningful work that supports their own professional and personal development. The success of their efforts is recognised in the many awards won by these campaigns each year, which is good for our companies too.

I'm pleased to recognise and thank our people for their work in this area during 2014, and to share with you some of the inspiring pro bono work produced by our companies.

A handwritten signature in black ink that reads "Martin Sorrell". The signature is written in a cursive style and is positioned above a dashed line that extends to the right.

Sir Martin Sorrell
Group chief executive
sirmartinsorrell@wpp.com

About our pro bono work

Our pro bono work is focused on campaigns relating to health, education, local communities, human rights, the environment and the arts.

Agencies in all disciplines work with pro bono clients, including advertising, research and insight, public relations and media buying.

Pro bono work ranges from small one-off campaigns to major long-term partnerships. Often our pro bono clients are selected by employees, reflecting their interests and priorities. In some cases, WPP the parent company, helps to coordinate pro bono assignments involving multiple Group companies.

Performance in 2014

Pro bono work by WPP companies was worth £17.0 million in 2014 (2013: £14.7 million).

Together with our cash donations to charities of £4.8 million this means our social investment was worth £21.8 million (2013: £19.8 million), equivalent to 1.5% of reported profit before tax.

In addition, WPP media agencies negotiated free media space worth £25.1 million on behalf of pro bono clients (2013: £19.8 million), making our total social contribution worth £46.9 million (2013: £39.4 million). The value of our social investment (pro bono work and charitable donations) increased by 10% on the previous year, while our overall contribution including free media space increased by 19%.

Wider impacts

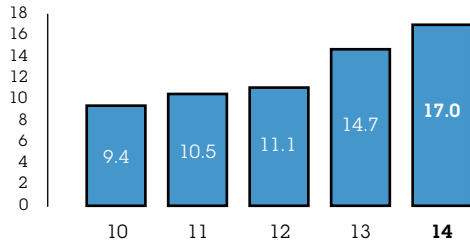
Our pro bono work is worth more than a cash donation because it helps charities to raise funds, recruit new members and achieve their objectives. We have conducted some research to begin to understand this wider impact. This shows that our pro bono work in 2014, created wider social benefits worth £91 million to society. This includes for example, the impact of charities being able to improve health and well-being in communities.



For more information on our social investment see the Sustainability Report, available online at wpp.com/sustainability

Pro bono contributions

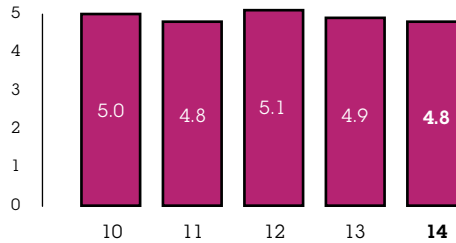
£m



WPP companies undertook pro bono work worth £17.0 million in 2014. This is an increase of 16% on 2013.

Charitable contributions

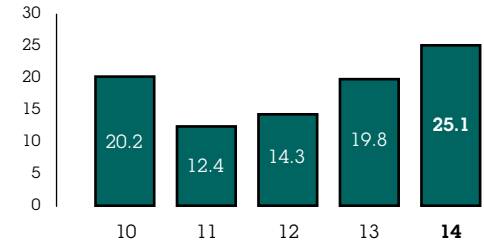
£m



The Group and its companies made cash donations to charities worth £4.8 million in 2014, down 2% on 2013.

Free media space

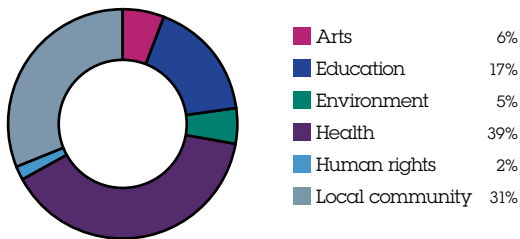
£m



WPP media agencies negotiated free media space worth £25.1 million on behalf of pro bono clients, up 27% on 2013.

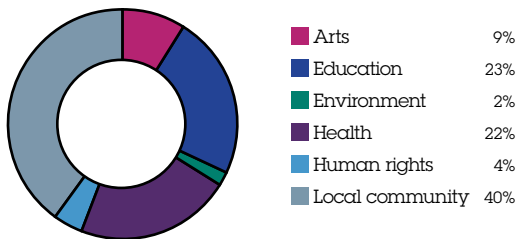
Pro bono work by sector

%



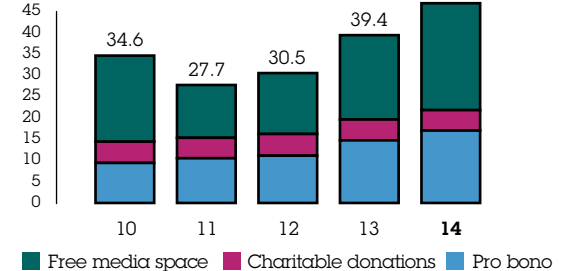
Charitable donations by sector

%



Total social contribution

£m



Our total social contribution in 2014 came to £46.9 million, up 19% on 2013.

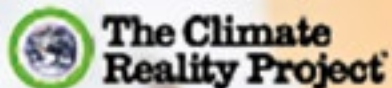


ON SEPTEMBER 23 THE
WORLD'S LEADERS WILL
BE DECIDING ON THE
FUTURE OF OUR PLANET
AND YOU CURRENTLY
DON'T HAVE A SAY.

WHY
NOT?



BE THE VOICE OF
YOUR GENERATION
ASK YOUR LEADER
A QUESTION AT
ASKWHYWHYNOT.ORG



Environment

Campaign:
Climate Reality Project

WPP companies:
WPP Group, George
Patterson Y&R Sydney,
Blue State Digital NYC,
Maxus Global, Y&R NYC,
The Futures Company,
The Glover Park Group,
GroupM Trading Group,
PPR Australia, JWT NYC,
Hogarth, Ogilvy &
Mather Shanghai, Grey
London, and affiliate
company VICE.
Client: Al Gore

Results:

1m
dollar budget.

95m
global reach
of campaign.

87
countries submitted
thousands of videos.

8
young people selected
to be the voices of
their generation on
climate change.

160
heads of state saw our
video at the opening
ceremony of the UN
Climate Summit.

Video:

wpp.com/
climaterealityproject



If you think we are on a path to economic uncertainty, speak up and tell your elected representative that it's time to get real on climate change.



If you think our stance on climate change needs to be addressed, speak up and tell your elected representative that it's time to get real.



If you think the impact of global warming is on more than just climate, speak up and tell your elected representative that it's time to get real on climate change.

Today's young people have the most to lose from climate change, yet have no voice in the political process. In the run up to the 2014 UN Climate Change Summit, the 'Why? Why Not?' campaign called on them to make their voices heard, and to challenge their leaders to take action on the global climate crisis.

Nobel Laureate and former US Vice-President Al Gore and his Climate Reality Project (CRP) requested WPP's help in creating an integrated communications campaign to put pressure on world leaders to commit to reductions in carbon emissions. These commitments were to be discussed at a United Nations Summit in New York on September 23rd, 2014, and ratified at the UN Framework Convention on Climate Change in Paris, in December, 2015. The aim of the campaign, in Al Gore's words, was to put 'a price on carbon in the economy, and a price on denial in politics.'

The strategy was to address world leaders not as politicians

but, instead, as parents. The campaign was based on a universal truth— that the first questions asked by children are 'why?' as they seek to understand the world around them, and 'why not?' as they try to change it. While previous climate communication had been largely complex, distant and negative, this was simple, personal, and positive.

Young people were invited to submit videos for a chance to be the voice of their generation, and address world leaders directly at the UN summit. Thousands of videos were received from 87 countries, and 8 winners were filmed asking their 'why' and 'why not?' questions. As 400,000 people marched through the streets of New York City to demand action on climate change, our film was shown to 160 heads of state at the UN Summit. Led by the USA and China, unprecedented commitments on emissions reduction have been made, giving great cause for optimism on the road to Paris.

Campaign:
Collectively.org –
a new platform for
sustainable living

WPP company:
WPP and VICE and
affiliate company **VICE**
Client: **Collectively**

WPP is sponsor and communications advisor to Collectively, a global online platform designed to help make sustainable living the new normal.

The site, launched in 2014, provides a new space for people to share stories and examples of sustainable innovation and action, and to connect and inspire each other to create positive change. It represents a new approach to engaging young consumers on sustainability and aims to stimulate the marketplace for more sustainable products and services. Content on the site is updated daily by an independent editorial team, and covers the areas of fashion, food, design, architecture and technology.

**Get informed.
Get inspired.
Take action.**

collectively
We are all in this together

collectively.org

collectively

A Sneak Peek At Collectively's First Doc Feature - America's Shrinking Farms



PRESIDENT OBAMA Scott Platten

Obamacare Has Been Around For Five Years -- Here's Why It Came Into Being



PLAY Rachel Sgarbi

Geocaching Is Your Free Ticket To Someplace Exotic . . . In Your Backyard



HEADLINES Collectively Staff

The Goods: 5 Reads To Start Your Busy Morning

Collectively was developed following discussions at the World Economic Forum through a partnership of leading businesses and not-for-profit organisations including Unilever, The Coca-Cola Company, Marks & Spencer, BT Group and Carlsberg. WPP provides communications advice to the initiative, with the platform co-developed by VICE Media's creative services division, VIRTUE, in which WPP holds a minority stake.

Results:

- 190,000 views of the Collectively.org video.
- 72,000 followers on social media.

Video:

wpp.com/collectively

Campaign:
The Lionfish Invasion:
Terribly Delicious

WPP company:
**Geometry Global/
Ogilvy & Mather Bogota**
Client: **Columbia
Ministry of Environment**

Lionfish have become a predatory species in the Caribbean, endangering hundreds of native fish species and destroying coral reef. This campaign set out to tackle the problem – by eating it! With the help of Colombia’s top chefs and religious leaders, Terribly Delicious has put Lionfish on the menu in restaurants and homes across the country.

Result:

– 9.3m people reached through media coverage.

Awards:

★ Cannes Lions
2014: 2 Silvers
and 1 Bronze.

Video:

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





Campaign:
Blue Sky app

WPP company:
**OgilvyOne Beijing
and Social@Ogilvy
Shanghai**
Client: **WWF China**
Value: **\$2 million**

Air pollution broke all records in China during 2013 and again in 2014. To raise awareness and motivate people to support Earth Hour, WWF China teamed up with OgilvyOne to create the “Blue Sky” app. This enables users to clear away the pollution from their photos and signal their support for action against air pollution by signing their phone screens.

Result:

– 10,000 downloads
within the first week
of launch.

Award:

★ Favourite Website
Awards – Mobile App
of the Day.

Video:

wpp.com/blueskyapp

Campaign:
Drought Draught

WPP company:
GPY&R Brisbane
Client: **WWF**
Value: **AUS\$75,000**

WWF wanted a new way to rally more Australians behind the issue of climate change. So GPY&R Brisbane teamed up with them to galvanise support from one of Australia's largest demographics – beer drinkers. Climate change means more droughts, impacting beer's main ingredients barley, hops and water. Teaming up with craft brewers, they created a beer from poor quality barley called Drought Draught, enabling Australians to literally 'taste the effects of Climate Change'. This is an ongoing campaign.

Results:

- 16,500 video views in the first 24 hours.
- Partnerships with leading Australian craft brewers: Young Henrys and Willie the Boatman.

Video:

wpp.com/droughtdraught



ABCDEFGH
 IJKLMNOPQ
 RSTUVWXYZ
 @123456789
 abcdefghijkl
 mnopqrstuvwxyz
 xyzâçéñôü

R R

Ryman Eco

The world's most beautiful sustainable font

ABCDEFGHIJK
 LMNOPQRSTU
 VWXYZ@12345
 6789abcdefghijk
 lmnopqrstuvwxyzâçéñôü

We have printing, but we don't see what printing does to the environment. So we've worked with world-class font experts. Message: It's an attempt to create the world's most beautiful sustainable font. We didn't want to compromise legibility for sustainability, after all: the font will only help the environment if people actually want to download. It must be completely free to download. The result: Ryman Eco, which uses 100% less ink than standard fonts. Be downloaded to, use it, and share it.

Because it isn't just what you write that can make a difference, it's how you write it.
 Designed by Monotype
 Released by Monotype
 Licensed by Grey London

ryman
eco

sustainable.beautiful.free
 sustainable.beautiful.free.sustainable
 sustainable.beautiful.free.sustainable.beautiful.free
 sustainable.beautiful.free.sustainable.beautiful.free.sustainable
 sustainable.beautiful.free.sustainable.beautiful.free.sustainable.beautiful.free
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Campaign:
Ryman Eco

WPP company:
Grey London
 Client: **Ryman**
 Value: **£200,000**

Grey London and stationery brand Ryman have launched a free font which could considerably reduce global ink consumption if adopted worldwide, saving 490 million ink cartridges and 15 million barrels of oil. Ryman Eco's characters are made up of fine keylines rather than a single, solid stroke. At display size, the gaps in these letters are visible but at 8, 9 or 10pt, they are filled by ink splatter, or bleeding, making it look like a normal serif.

Results:

- The video was viewed 90,969 times in 138 countries.
- 64,811 downloads of the font.

Video:

wpp.com/rymaneco

Campaign:
The ALS Ice Bucket Challenge

WPP company:
GPY&R Sydney
Client: **WaterAid Australia**
Value: **AUS\$15,000**

WaterAid Australia in partnership with GPY&R Sydney, used the social media phenomenon, The ALS Ice Bucket Challenge, to highlight the many people who don't have access to healthy, clean water. A specially created film was seeded across the Ice Bucket Challenge's social media channels gaining global awareness and receiving thousands of views and pledges from around the world.

Video:
wpp.com/ALSicebucketchallenge





Campaign:
Peace by Piece

WPP company: **Sudler & Hennessey London**
Client: **Animals Asia**
Value: **\$250,000**

As many as 10,000 bears are held in captivity in China and used for bile extraction, often under conditions that cause physical and psychological suffering. The “Peace by Piece” campaign raised funds to enable Animals Asia to turn a bear farm into a sanctuary, saving 130 bears – the largest ever bear rescue.

Result:

– Over \$3.5m raised for the Nanning Rescue for Animals Asia.

Video:

wpp.com/peacebypiece

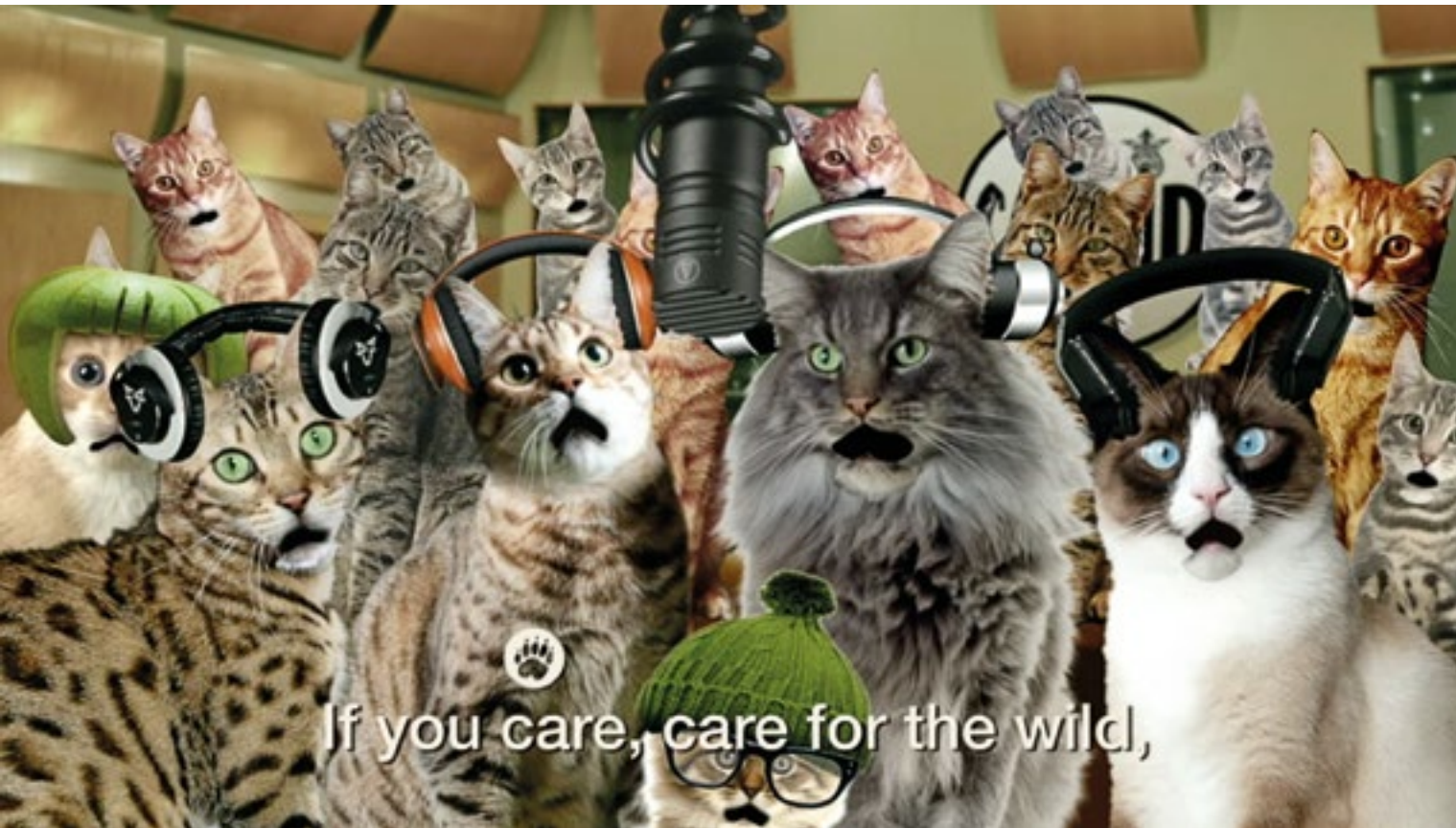
Campaign:
We Buy, the Sea Pays

WPP company:
Y&R Paris
Client: **Surfrider
Foundation**

Every second 206kg of plastic waste is dumped in the oceans often entangling and choking wildlife. 80% of this plastic waste comes from land. This latest Surfrider campaign by Y&R Paris asks people to think before they buy and to dispose of their rubbish safely to help protect marine animals.

Video:
[wpp.com/
webuytheseapays](http://wpp.com/webuytheseapays)





Campaign:
CATAID

WPP company:
JWT London
Client: **Care for the Wild**
Value: **£27,790**

Millions of people enjoy watching videos of cats on the internet. This campaign drew on people's love for videos of cats doing silly things to highlight the real plight of Big Cats in the wild and to raise funds for conservation work.

Results:

- Over 10,000 views on YouTube.
- 2m social media impressions.

Video:

wpp.com/cataid



Campaign:
Seeing MS

WPP company:
Grey Melbourne
Client: **MS Society**

Nine striking photographs illustrated the impact of MS symptoms on sufferers' lives, with the stories behind each photograph used in a nine-part mini-series for TV, cinema and online. People with MS also shared their experience through the Seeing MS app and book.

Results:

- App downloaded 10,000 times.
- 600 images posted in just one week.
- Reached 10.4m people, generating over AUS\$3m of earned media.
- 325% increase in calls to the MS Connect Helpline.

Video:

wpp.com/seeingms





Campaign:
The RGB News

WPP company:
Geometry Global
Client: **Observator**
Value: **€1.3m**

This campaign encouraged Romanians to give blood, by removing the colour red from TV screens for three minutes each day during the Observator prime-time news programme. Supporters could also remove red from their Facebook profile picture and get directions to their nearest blood donation centre.

Results:

- 1.4m Romanians reached within four weeks.
- Blood donations increased by 80% within six weeks.

Awards:

- ★ Grand Prix at the Golden Drum International Advertising Festival.
- ★ Golden Drum 2014: 2 Golds and 1 Silver.

Video:

wpp.com/theRGBnews

Campaign:
**Two Fingers
to Breast Cancer**

WPP company:
RKCR/Y&R London
Client: **Breakthrough
Breast Cancer**
Value: **£500,000**

#2Fingers2BreastCancer raised awareness and funds for Breakthrough Breast Cancer by asking people to make a donation then paint two nails pink, pose and pass the message on.

Results:

- 2m social media hits.
- 10 million social media impressions.

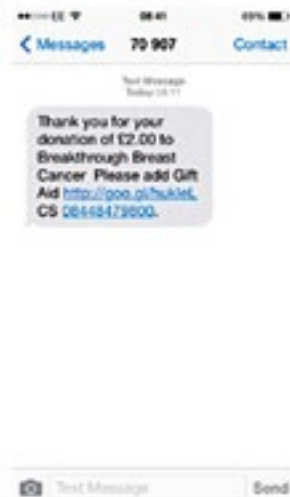


Results for #2Fingers2BreastCancer

**BREAKTHROUGH
CANCER**

**Are you giving
#2fingers2breastcancer
this weekend?**

**text NAILS to 70660
to give £2**





VERDIENT DE BRUYNE NU MINDER SUPPORTERS?

ELKE GROOTSE PRESTATIE
VERDIENT EEN GROOT PUBLIEK.

09-20 SEPT. - SO2014.COM



Campaign:
**Special Olympics
Antwerp 2014**

WPP company:
LDV United
Client: **Special
Olympics Games**
Value: **€56,000**

In September 2014, the Special Olympics were held in Antwerp. LDV United raised awareness of the event through a campaign featuring famous Belgian athletes, adjusted to look like Special Olympians.

Results:

- 4 hours of TV coverage on main TV channels and 3 hours of radio coverage.
- 780 print articles.
- 6,500,000 digital impressions.

Video:

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

Campaign:
Seat Belt Crew

WPP company:
Ogilvy & Mather
Advertising, Mumbai
Client: **Channel V –**
WithU app for
Motorist safety

Hijras, transgender people in India, are often invited to bless new babies and weddings. Many make their living by exchanging blessings for cash at traffic junctions. This humorous campaign featured Hijras educating Mumbai motorists about the importance of road safety and wearing a seat belt.

Results:

- 2.1m views of the video in just 4 days.
- 4.7m views on YouTube in just 5 months.

Award:

- ★ 2015 Effie Awards – Silver.

Video:

wpp.com/seatbeltcrew





Campaign:
UN-BOTTLE

WPP company: **Ogilvy & Mather Australia**
Client: **R U OK? Day**
Value: **AUS\$325,000**

In Australia, at least six people take their own lives every day. R U OK? is a not-for-profit organisation that encourages Australians not to bottle up emotions and to ask each other "Are you OK?"

Results:

- Total value of TV spots reached AUS\$117,878.
- Total value of Print reached AUS\$68,538.62.
- Total impressions of 1,145,726.
- 1,064 users of the website on 11 September 2014.

Video:

wpp.com/un-bottle

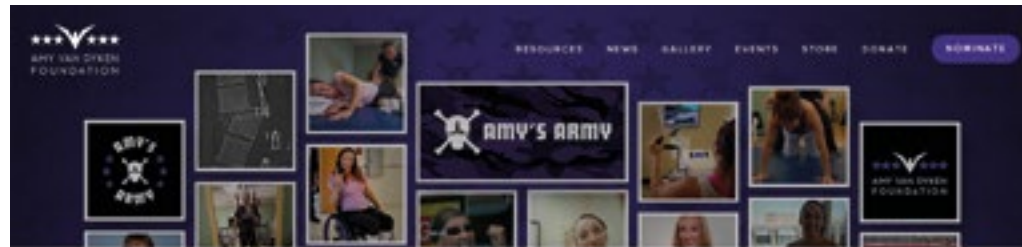
Campaign:
Amy's Army

WPP company:
POSSIBLE Los Angeles
Client: **The Amy Van Dyken Foundation**
Value: **\$120,000**

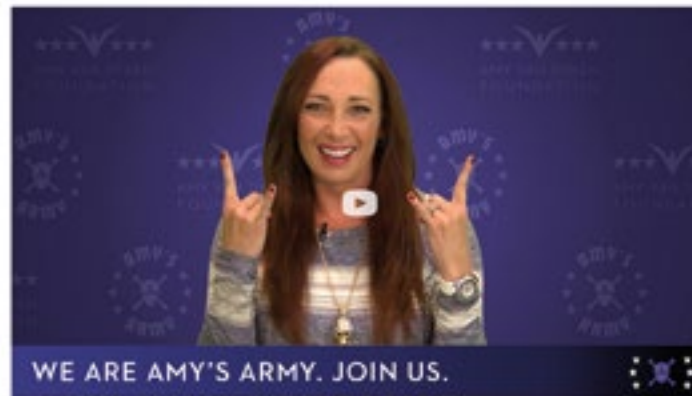
Amy Van Dyken, a former Olympic athlete, set up Amy's Army, a charitable Foundation to help people adjust to life with a spinal cord injury. POSSIBLE created the new Foundation's brand, vision and marketing for its launch.

Results:

- Traffic to the Foundation's website went from 0 to over 10,000 visitors per day.
- 5.6m viewers reached with news of the Foundation's launch via coverage on NBC.



WE IMPROVE THE LIVES OF PEOPLE WITH
SPINAL CORD INJURIES



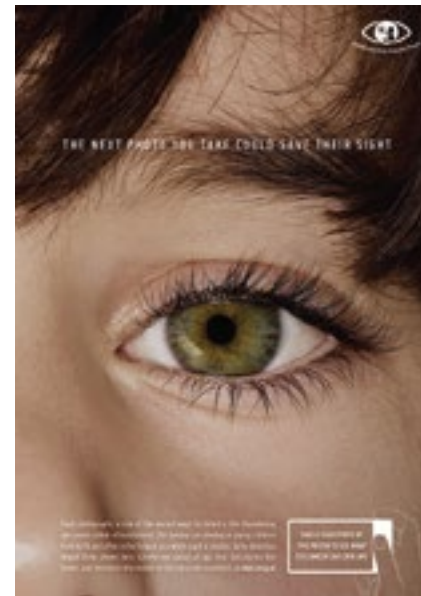
We're here to provide essential medical equipment for people with spinal cord injuries who cannot afford these necessities.

NOMINATE SOMEONE IN NEED



Information about spinal cord injuries isn't always easy to find. So we've compiled a list of helpful resources that Amy recommends.

EXPLORE RESOURCES



Campaign:
Have you CHECT?

WPP company:
Wunderman London
Client: **Childhood Eye Cancer Trust (CHECT)**
Value: **£100,000**

Retinoblastoma is a deadly eye cancer which predominantly affects young children. Wunderman created four interactive posters using innovative reflective ink to show parents and carers how they can detect the early signs of the condition.

Results:

- Reached 3.7m people in Brazil, the United States and South Korea.
- YouTube video viewed 1 million times.
- 200,000 impressions on Facebook and 4,000,000 impressions on Twitter.

Award:

- ★ 2015 One Club Awards: Best in Mobile, Gold Pencil.

Video:

wpp.com/haveyouCHECT

Campaign:
**Driving Community
(2014 Tribute
to Excellence)**

WPP company:
Team Detroit
Client: **Arthritis
Foundation**
Value: **\$500,000**

The Arthritis Foundation is the largest non-profit contributor to arthritis research in the world.

For its annual fundraising event, Team Detroit created a unique brand, promotional materials and video which communicated to donors, volunteers and the community the positive impact their contributions make to those suffering with arthritis.

Result:

– \$1m raised compared with \$250,000 the previous year.





presents

KNOW YOUR STATUS STAGE

KYSS

GET TESTED | GET IN

FREE CONCERT | VISIT LIFEBEAT.ORG FOR INFO

A\$AP FERG
FLATBUSH ZOMBIES
PO JOHNSON
BODEGA BAMZ
DJ ZEKE THOMAS

NATIONAL HIV TESTING DAY

JUNE 27TH 2014 | MUSIC HALL OF WILLIAMSBURG



Campaign:
KYSS – Know Your Status Stage

WPP company:
Wing New York
Client: **Lifebeat**
Value: **\$50,000**

In the US, over 1,000 people aged between 13 and 24 are infected with HIV every month and 60% of them don't know they carry the virus. To raise awareness about the importance of getting tested, Wing organised the KYSS concert (Know Your Status Stage). The only way to get tickets for the concert was to get tested in one of the mobile centres across New York City.

Results:

- All 500 concert tickets were sold.
- Testing at the local centres rose by over 300%.
- 60% of the participants were tested for the first time and 98% said they would get tested again.
- Other KYSS concerts are planned in other US cities.

Video:

wpp.com/KYSS

Campaign:
La Marató 2014,
malalties del cor

WPP company:
Ogilvy and Mather
Publicidad Barcelona
Client: **La Marató**
2014 de TV3
Value: **\$80,000**

Spain's annual telethon
La Marató de TV3 raises
funds for medical research.
This year's campaign,
supported by Ogilvy &
Mather Barcelona, focused
on heart disease, the main
cause of death in Catalonia
and throughout the world.

Result:

- Donations exceeded
€11 million - the
largest per person
amount raised by
telethon in Europe.

Video:

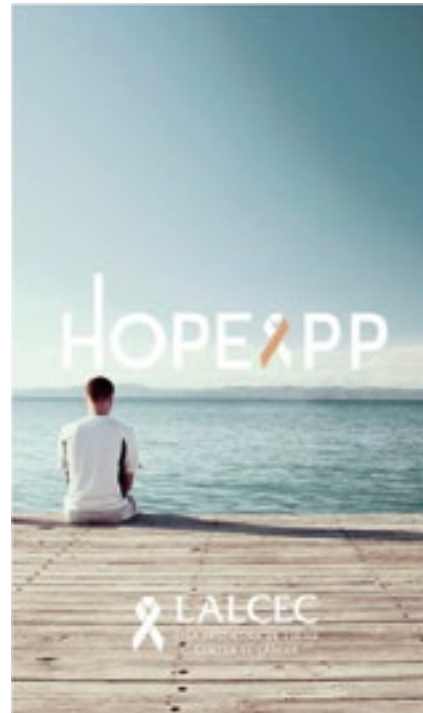
wpp.com/lamarato2014





Campaign:
HOPE APP

WPP company:
J. Walter Thompson
Buenos Aires
Client: **LALCEC**
Value: **\$45,000**



Cancer death rates have doubled in some parts of Argentina in the past five years. J. Walter Thompson Argentina created the HOPE APP to connect those suffering from cancer with others who have overcome the disease, giving patients hope and motivation so they don't feel alone in their illness.

The app featured on Google Play and AppStore.

Campaign:
The Healing Machine

WPP company:
Y&R São Paulo
Client: **Santa Casa
de São Paulo**
Value: **\$56,000**

To raise funds for Santa Casa Hospital, Y&R created “The Healing Machine” – a medicine vending machine. When passers by paid the price of the medicine, they received an empty package, with the real medicine donated to treat patients in hospital.

Result:
– \$20,000 raised
in two weeks.

Video:
[wpp.com/
thehealingmachine](http://wpp.com/thehealingmachine)





WE CAN WIN THE OSCAR FOR BEST PICTURE. WE CAN END EBOLA.

#AFRICAAGAINSTEBOLA



WE CAN BECOME THE MOST INFLUENTIAL WOMAN IN THE WORLD. WE CAN END EBOLA.

#AFRICAAGAINSTEBOLA



WE CAN BECOME DEAN OF HARVARD. WE CAN END EBOLA.

#AFRICAAGAINSTEBOLA



WE CAN BREAK EVERY RECORD IN SPORT. WE CAN BREAK EBOLA.



WE CAN BECOME LEADER OF THE HOUSE OF LORDS. WE CAN END EBOLA.

#AFRICAAGAINSTEBOLA



We have topped every chart.

We will end Ebola.

#AfricansAgainstEbola

Campaign:
#AfricaAgainstEbola

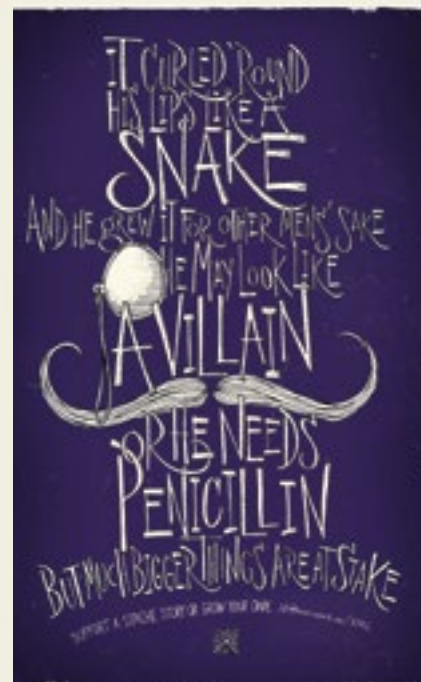
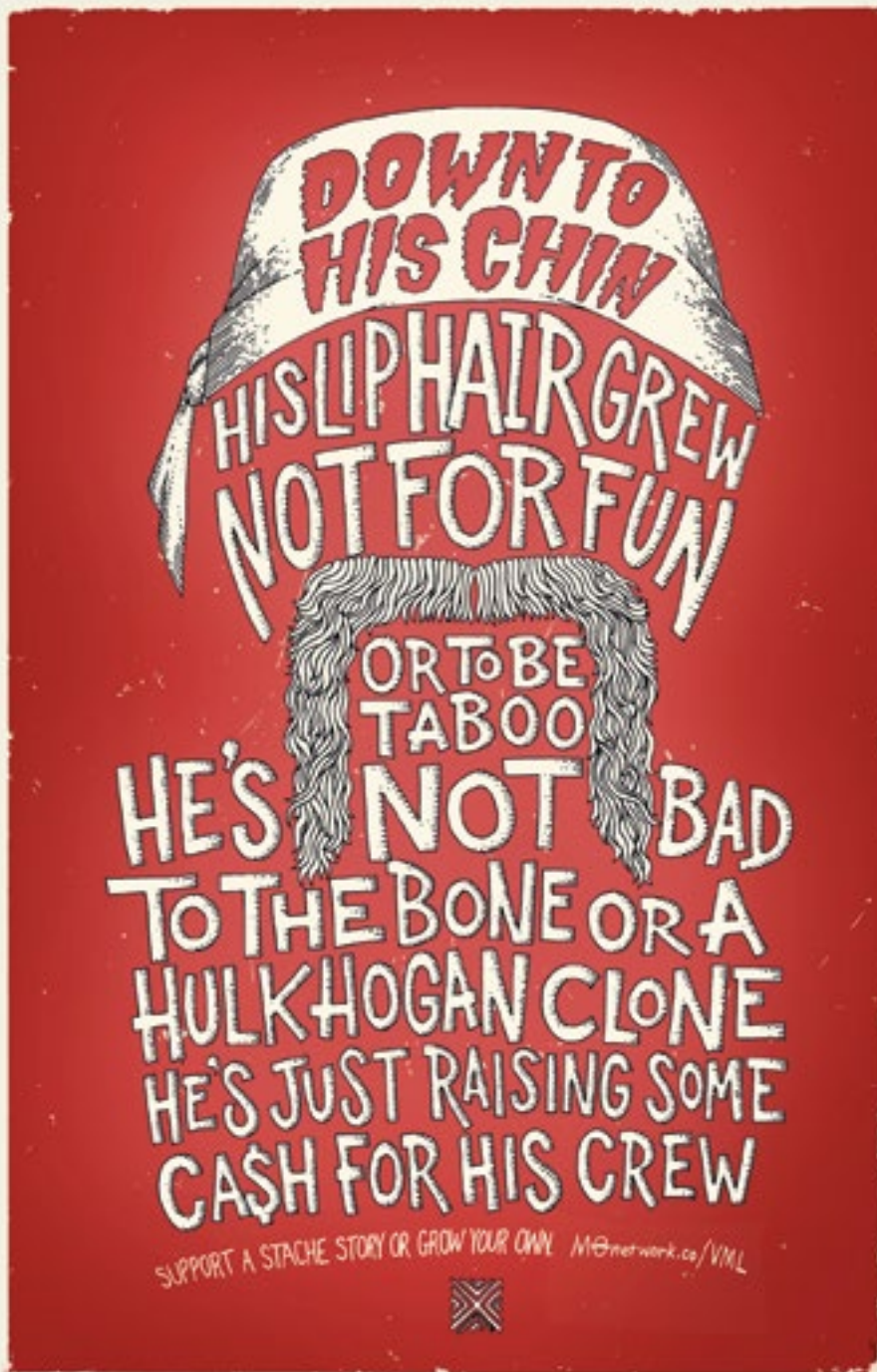
WPP companies:
RKCR/Y&R and Burson-Marsteller London
Client: **Africa Against Ebola Solidarity Trust and African Union**

The recent Ebola outbreak has claimed the lives of thousands of people. RKCR/Y&R and Burson-Marsteller London created a campaign to engage the African diaspora – communities around the world of African descent – and raise funds to train and develop African health workers.

Campaign:
Movember 2014

WPP company:
VML Kansas City
Client: Raise Awareness
for men's health
Value: \$37,000

Movember is about growing
questionable moustaches
to raise awareness and
funds for men's health.
VML Kansas City
created a series of posters
that used humorous
limericks to recruit new
moustache growers.



"THE BILLS ONLY COLLECTION BOX"



PROBLEM

Every year, the Mexican Red Cross uses coin collection boxes to raise money. This year the goal was to raise over 50 million pesos. A goal impossible to achieve with coin donations only. So, what did we do to encourage people to donate more money?



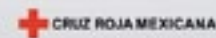
IDEA

We came up with the simplest idea in the world: we changed the slot on the collection box to a slot that had no room for coins, only bills.



RESULTS

The President of Mexico instructed us to get bigger and put the first bill in the new collection box. Americans made 40 bills in just two weeks, increasing by 1,000%. The Mexican Red Cross succeeded in collecting an unprecedented amount, thanks to this simple but powerful idea.



Campaign:
**Red Cross
Collection 2014**

WPP company:
**J. Walter Thompson
Mexico**
Client: **Mexican
Red Cross**
Value: **\$81,000**

To increase donations during the 2014 Mexican Red Cross fundraising drive, J. Walter Thompson Mexico made a simple change – it redesigned collection boxes to take notes not coins.

Result:

– Donations broke all records. Each donation increased 2,000% in the first two weeks.

Award:

★ 2014 Cannes Lion – Gold Lion Promotion.

Video:

wpp.com/redcrosscollection2014

Campaign:
**Building support for
our wounded warriors**

WPP companies:
**WPP and Lambie Nairn
in London**
Client: **Invictus Games,
The Royal Foundation
and The Ministry of
Defense**

WPP and Lambie Nairn worked with the client to develop the brand identity for the Invictus Games – a new sporting event for wounded, injured and sick service men and women launched by HRH Prince Harry in September 2014. The Games saw more than 413 competitors, including veterans, from 13 different nations, competing in ten different sports. Invictus Games was a huge success: it received over 79,000 spectators throughout the week and BBC coverage reached an audience of over 9.8 million. There are plans to take the games to an even wider audience.

Awards:

- ★ Received at the BBC Sports Personality of the Year Awards
- ★ BT Sport Industry Award
- ★ Drum Design Award





I'M A MOTHER. A FATHER. A SON. A BROTHER. A SISTER. A DAUGHTER. A BEST FRIEND

A FRIEND'S FRIEND. I'M A RELATIVE. A NEIGHBOUR. A COLLEAGUE. AN ACQUAINTANCE.

I AM 38,000 PEOPLE THAT GO MISSING EACH YEAR. AND I NEED YOUR HELP.

HELP FIND ME

HELPFINDME.COM.AU
#HELPFINDME

MPAN MISSING PERSONS ADVOCACY NETWORK

Campaign:
Help Find Me

WPP company:
Grey Group Singapore
Client: **Missing Persons Advocacy Network (MPAN)**
Value: **€40,000**

Over 38,000 people go missing in Australia each year equating to one person every 15 minutes. In partnership with Missing Persons Advocacy Network (MPAN), Grey Group Singapore's new philanthropic arm, Grey for Good, launched 'Help Find Me.' An initiative which turns Australia into one big search engine for missing people. Businesses donated search power on their websites displaying a profile and a photo of a missing person as a pop-up banner. A link to the campaign website with all the missing people are in the ads.

Results:

- In the first 10 days, the campaign:
- Reached over 10m people.
 - Social media repetitions of over 500,000.

Video:

wpp.com/helpfindme

Campaign:
Raising Voices

WPP company: **Ogilvy & Mather Buenos Aires**
Client: **Colegio Las Lomas Oral**
Value: **\$731,000**

All radio and TV channels in Argentina are required to play the national anthem every day, with performers receiving royalties for each broadcast. To support the Lomas Oral School for children with hearing impairments, a new recording of the anthem was made, sung by pupils from the school.

Result:

- 20.3% increase in funds to the Lomas Oral School in the first month.

Awards:

★ Cannes Lions 2014: 1 Gold and 1 Bronze.

Video:

wpp.com/raisingvoices



MISSING ONES

For most of the people, to lose a child is a distant reality that does not directly affect their lives. We had to tell people that it can happen to anyone and get them to act and share informations with the Prosecutor Office and help locating the missing ones.

The film reproduces a moment of extreme tension, to draw the viewer's attention and get him to help, through the anguish of a mother who loses her daughter in the middle of an amusement park. In this case specifically there is a happy ending as she finds the little girl a few seconds later. But it's not always like that and some mothers have to live with the pain of a loss for the rest of their lives.

IMPACT - AFTER THE CAMPAIGN

57
PEOPLE WERE
LOCATED

23
PEOPLE WERE
ALIVE

25
PEOPLE WERE
DECEASED

MPSP
Ministério Público
do Estado de São Paulo

Campaign: Missing Ones

WPP company:
VML São Paulo
Client: **Ministerio
Publico de Estado
de São Paulo**
Value: **\$120,000**

Every day, up to 60 people disappear in the state of São Paulo and many of them are children. Missing Ones campaign raised awareness of the issue and encouraged people to share any information that could help find missing people.

Result:

- Following the campaign, 57 people were found: 23 alive and 25 deceased.

Video:

wpp.com/missingone

Campaign:
Embers of Empathy

WPP company:
GPY&R Sydney
Client: Red Cross

In 2013, fierce bushfires destroyed many homes in Australia's Blue Mountains. Australia's Red Cross played an important role in relief efforts. GPY&R helped the Red Cross raise awareness and funds with an auction of work by prominent Australian artists using charred fragments from houses and land destroyed in the bushfires.

Results:

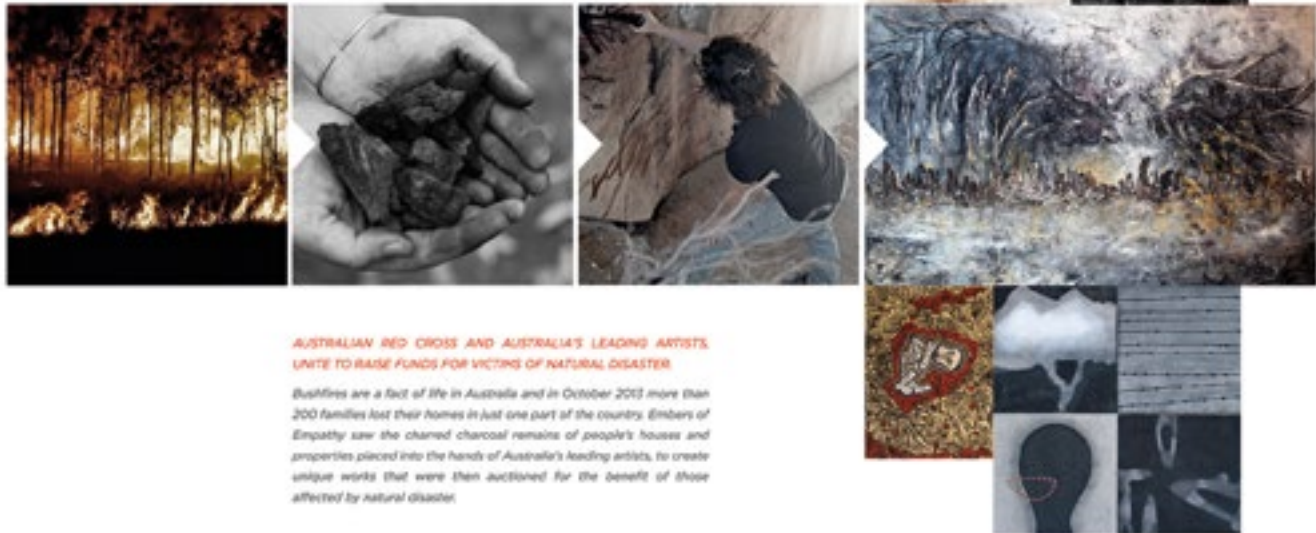
- Raised AUS\$69,000 funds.
- AUS\$149,782 worth of free editorial coverage.
- AUS\$449,346 worth of free PR.
- Over 13,218,000 people touched by the campaign.

Video:

wpp.com/
embersofempathy



FROM ASH TO ART



AUSTRALIAN RED CROSS AND AUSTRALIA'S LEADING ARTISTS UNITE TO RAISE FUNDS FOR VICTIMS OF NATURAL DISASTER

Bushfires are a fact of life in Australia and in October 2013 more than 200 families lost their homes in just one part of the country. Embers of Empathy saw the charred charcoal remains of people's houses and properties placed into the hands of Australia's leading artists, to create unique works that were then auctioned for the benefit of those affected by natural disaster.

13	\$69,000	\$149,782	\$449,346	13,218,568	\$0
PROMINENT AUSTRALIAN ARTISTS	RAISED	WORTH OF FREE EDITORIAL COVERAGE	WORTH OF FREE PR	PEOPLE TOUCHED BY THE CAMPAIGN	MEDIA SPEND



ЖЕНЬКА

КОГДА ЧЕЛОВЕК СВОБОДНЫЙ...

РЕЖИССЕР ТИГРАН БЕЖАНОВ

СМОТРИТЕ НА WWW.CHANGEONELIFE.RU



Campaign:
**Movies that
Change Lives**

WPP company:
Y&R Moscow
Client: **Change One Life**

There are 105,000 orphans in Russia, but potential parents could only find out about them from poor-quality photos and descriptions on the State online archive. To help more children find new families, Y&R Moscow and the Change One Life Foundation invited leading film directors to create short films about 13-orphaned boys screened in Moscow cinemas.

Results:

- 10 out of the 13 children have been adopted.
- Several regional authorities are now introducing videos to their adoption websites.

Awards:

★ Cannes Lions 2014:
2 Silvers.

Video:

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

Campaign:
Voltar a Casa
(Returning Home)

WPP company:
Wunderman Lisbon
Client: **Casa dos Rapazes (House of Boys)**
Value: **€40,000**

The House of Boys provides a home for boys who have been removed from their family and who are often victims of neglect or abuse. When the original building burnt down, Wunderman Lisbon helped raise the funds needed to build a new home through a new website and fundraising campaign.

Results:

- The goal to raise €266,000 in 4 years was achieved in less than 2 months.
- The campaign gained the support of footballer Cristiano Ronaldo and the Portuguese President.

Video:

wpp.com/voltaracasa





Campaign:
Freedom Candles

WPP company: **Ogilvy & Mather London**
Client: **Amnesty International**
Value: **£152,164**

Amnesty International works to end human rights abuses. This campaign highlighted its work through an online auction of 30 limited edition 'freedom candles'. Candles were designed by well-known artists and when each candle melts a bronze statue and symbol of hope is revealed.

Results:

- 13,468 active Facebook engagements in two weeks.
- 21,000 YouTube views and 1,421 Twitter mentions.
- 40m media impressions across social media.

Award:

★ Cannes Lion 2014:
Product Design.

Video:

wpp.com/freedomcandles

Campaign:
Matrimonial

WPP company: **Ogilvy & Mather Mumbai**
Client: **Breakthrough – Prevention of Child Marriage**
Value: **\$48,000**

In India, 14 million boys and girls under the age of 15 are illegally married every year. This campaign used realistic video matrimonial ads featuring young boys. When parents considering child marriage for their daughters called the number they were put through to the Breakthrough Foundation for counselling and monitoring.

Results:

- 240m people reached through the media campaign and 7.5m people reached through direct interaction.
- 35,000 phone calls to the Breakthrough line from families considering child marriage.

Video:

wpp.com/matrimonial





Campaign:
Innocent Children

WPP company:
Wunderman Shanghai
Client: **Morning Tears**
Value: **\$200,000**

When a parent goes to jail, their children suffer too and can even end up losing their home, school and friends. The “Innocent Children” campaign raised funds for Morning Tears, a non-profit organisation working to help children whose parents have gone to prison.

Result:

– Donations increased by 20% over the previous year.

Video:

wpp.com/innocentchildren

Campaign:
Shoot Goals, Not Guns

WPP company:
Ogilvy & Mather
Advertising, Shanghai
Client: **Peace One Day,**
Internal Day of Peace
Value: **\$600,000**

21 September is World Peace Day, a global day of ceasefire and non-violence. To raise awareness and encourage people to take action for peace, Ogilvy & Mather Shanghai created a table football game with a difference – each of the 22 players was replaced by an iconic world leader, all playing together and shooting goals, not guns.

Results:

- 27,000 people played in under a month.
- The game was covered by media in 10 countries.

Video:

wpp.com/shootgoalsnotguns





Campaign:
Domestic Violence

WPP company:
**J. Walter Thompson
London**
Client: **National Centre
For Domestic Violence**
Value: **£50,000**

In the UK, domestic violence rises by 25% after an England football match, win or lose. This spot brought the issue to life by showing the fear experienced by many women during the final stages of an England match. It was launched to coincide with the 2014 World Cup.

Result:

– 43,200 views
in two weeks.

Video:

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

Campaign:
Words Can Be Weapons

WPP company: **Ogilvy & Mather Beijing**
Client: **Center for Psychological Research, Shenyang**
Value: **\$200,000**

Emotional abuse in childhood can cause mental health problems in later life, and even contribute to young people becoming involved in violent crime. This campaign highlighted the issue through 'word weapons' created by artist Yong Xie. Each weapon told the story of the abuse received and the crime committed by a real young offender.

Results:

- 3.2m people reached.
- 300 calls made in two weeks to a new helpline for young people experiencing abuse.

Video:

wpp.com/wordscanbeweapons



#laceitup

for YOUTH OFF THE STREETS



Campaign:
#laceitup

WPP company:
Mindshare Sydney
Client:
Youth Off The Streets
Value: **AUS\$45,000**

More than 47,000 under-25s are homeless in Australia. Each night they don't have the luxury of taking their shoes off before bed. Through the #laceitup campaign, the public could show its support to end youth homelessness by purchasing and wearing the distinctive blue shoe laces.

Results:

- 1.2m Australians reached in two months.
- 300 editorial pieces generated and 32,000 engagements on Instagram.
- 112% increase in campaign donations to Youth Off The Streets.

Award:

- ★ Cristal Festival 2014 – Emerald Media Cristal.

Video:

wpp.com/laceitup

Campaign:
**An Easy Way
To Do Good**

WPP company:
**J. Walter Thompson
Toronto**
Client: **Habitat for
Humanity Greater
Toronto Area ReStore**
Value: **CA\$265,000**

Habitat for Humanity's ReStore accepts donations of new and gently used furniture, building materials, appliances, and décor items. ReStore then sells those items to the public at a reduced cost to support Habitat for Humanity. J. Walter Thompson Toronto created "An Easy Way To Do Good" campaign to raise awareness and donations with a big endorsement by Canadian actor, Alan Thicke.

Results:

- Habitat GTA doubled their Twitter impressions to 2m.
- 22,000 views of AlanThickesBed.com.

Video:

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





Campaign:
#throughmyeyes

WPP company:
Ogilvy & Mather
Czech Republic
Client: **Nadace**
Leontinka
Value: **\$34,000**

Nadace Leontinka helps visually impaired children and students. To raise funds and awareness, Ogilvy & Mather worked with an ophthalmologist and five visually impaired teenagers to show people how the world looks when you're living with a visual impairment. Each time a celebrity or trendsetter uploaded a new photo to Instagram, the image was copied and one of five special filters applied – each representing a different visual impairment.

Results:

- \$100 000 free media space negotiated in 2014.
- 8% increase in donations.

Video:

wpp.com/throughmyeyes



Campaign:
The Guardian Angel

WPP company:
**J. Walter Thompson
Singapore**
Client: **Association of
Women for Action and
Research (AWARE)**
Value: **\$30,000**

J. Walter Thompson Singapore created a device to help protect women from abuse or rape. By pressing a button on the wearable device, their mobile phone rings allowing them to step away discretely from an uncomfortable situation. When the button is held for three seconds, an SOS text message is sent to a designated number providing GPS coordinates of the location.

Result:

– \$5m value in media and press coverage since launch.

Award:

★ Cannes Lions
2014: 1 Silver.

Video:

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





Campaign:
[#impresastraordinaria](#)

WPP company:
MEC Access Italy
Client: **UNICEF**
Value: **€18,000**

To raise awareness of UNICEF's #IMAGINE campaign, MEC Access placed doors at locations in central Rome and Milan. When a member of the public opened the door they saw a video of Samantha Cristoforetti, Italian astronaut, singing John Lennon's Imagine while at work on the international space station. The #IMAGINE campaign asks people around the world to imagine and create a better future for children.

Results:

- 2,000 people opened the door.
- More than 30,000 people saw the doors.

Video:

wpp.com/impresastraordinaria

Campaign:
Cocktail Party

WPP company:
Y&R Vienna/labstore
Client: **African
Refugee Help**
Value: **€20,000**

This campaign, featuring illustrations by a leading Austrian artist, raised funds for the work of Integrationshaus, an NGO working with refugees and asylum seekers.

Result:

– Media reach €250,000.

Award:

★ VÖZ, Austrian
Newspaper's
Association ADGAR
Award – Social Ad
of the year.

WER
KLOPFET
AN?

Lassen Sie die Menschlichkeit nicht im Mittelmeer ertrinken.
Bitte spenden Sie jetzt, damit das Integrationshaus auch 2014 ein sicherer Hafen bleibt.

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Bitte am Bankaushaber auf Spende hinweisen. Ihre Spende ist steuerlich absetzbar.

Integrationshaus
Online spenden auf www.integrationshaus.at



Campaign:
KC Fringe

WPP company:
VML Kansas City
Client: **KC Fringe**
Festival
Value: **\$160,000**

Spanning 10 days and 13 venues, KC Fringe is Kansas City's annual arts festival. VML partnered with KC Fringe to kick off its 10th anniversary season, including creating a new website and enhanced mobile app for festival-goers.

Results:

- Tickets sales increased by 30%.
- 87% increase in mobile app sessions.

Campaign:
**Steppenwolf
Poster Series**

WPP company: **Ogilvy
& Mather Chicago**
Client: **Steppenwolf
Theatre Company**
Value: **\$114,000**

Every year since 1998, Ogilvy Chicago has created a beautiful set of posters to promote the Steppenwolf Theatre Company's season of plays. In 2014, the series included five expressive images created by local artists.

Result:

– Performances sold out on all three stages.



tribes

steppenwolf



Campaign:
Hemingway shorts

WPP company: **Ogilvy & Mather Chicago**
Client: **Ernest Hemingway Foundation of Oak Park**
Value: **\$570,000**

Ogilvy & Mather developed a social media campaign for the Ernest Hemingway Foundation to help engage a younger audience on the life and work of the author. This included ultra-condensed 15-second films based on some of Hemingway's masterpieces streamed via Instagram.

Results:

- Over 1,100 Instagram followers.
- Media coverage included articles in Esquire magazine and the Huffington Post.

Video:

wpp.com/hemingwayshorts

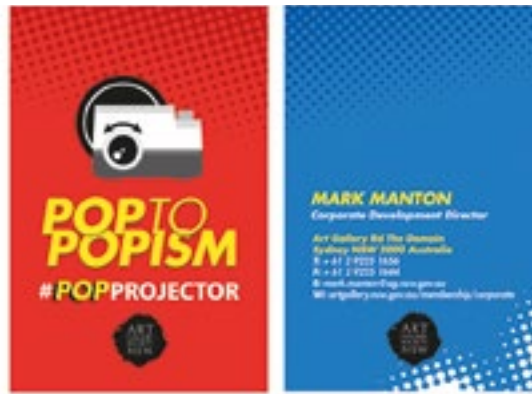
Campaign:
Pop to Popism

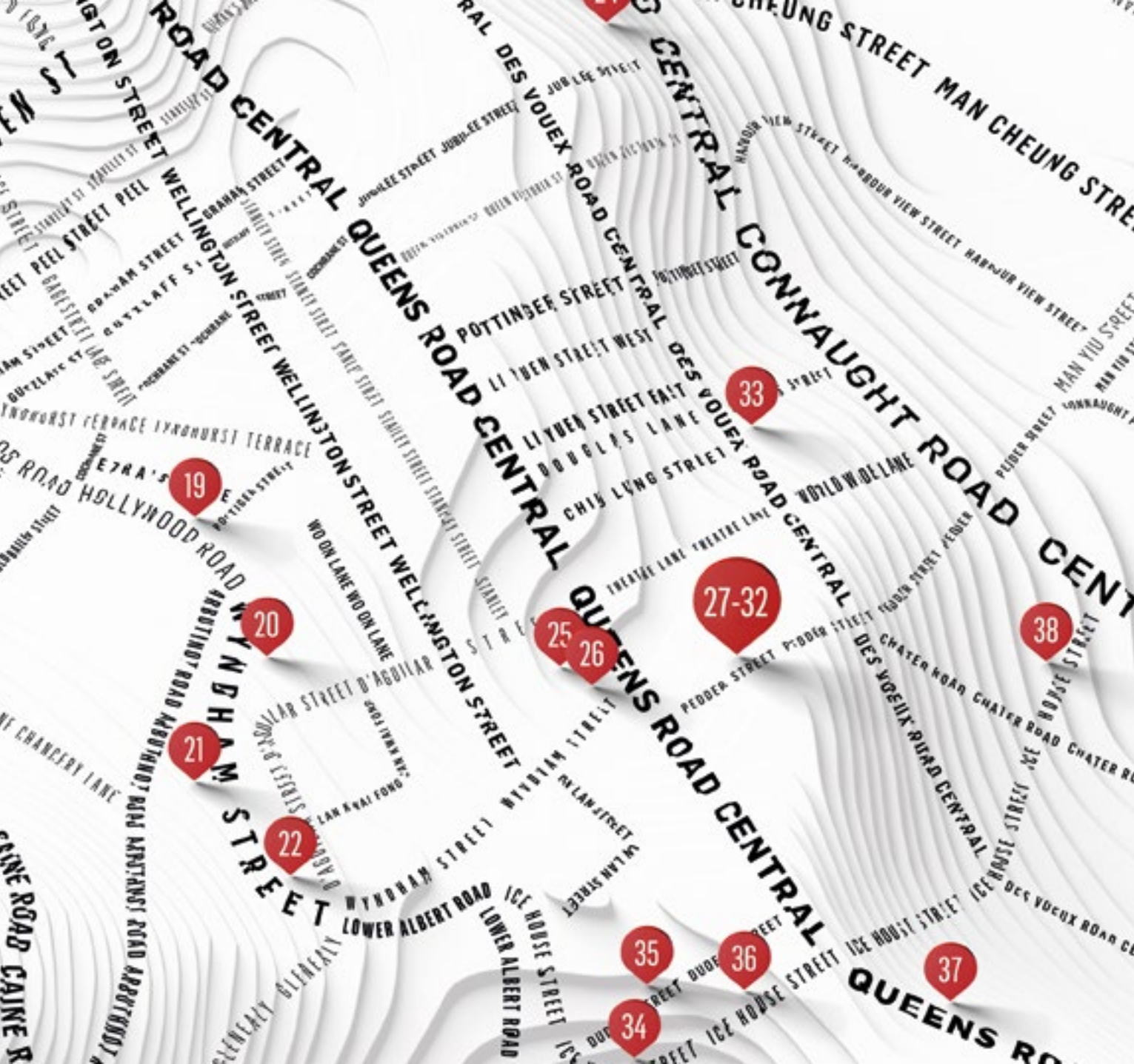
WPP company:
Wunderman Australia
Client: **Art Gallery of NSW**
Value: **AUS\$1,500**

The Art Gallery of New South Wales' annual corporate membership night is an important event in the gallery's fundraising calendar. Wunderman created a series of personalised invitation packs to encourage potential corporate partners from local advertising, media and print agencies to attend and hear about the benefits of corporate sponsorship.

Results:

- Generated a 20% response rate with a conversion rate of 10%.





Campaign:
Hong Kong
Art Gallery Week

WPP company:
The Partners Singapore
Client: **Hong Kong**
Gallery Week
Value: **SGD\$162,570**

Hong Kong Gallery Week brings together over 50 galleries and museums to promote local artists and draw global attention to Hong Kong's contemporary art scene. The Partners Singapore created a brand for the event that helped position Gallery Week both as a central part of the city's cultural life and an essential event in the international cultural calendar.

Result:
– Hong Kong Gallery Week is now Hong Kong's largest art event.

Campaign:
**Launch of Place2Be
 Wellbeing in School
 Awards programme**

WPP company:
Forward Worldwide
 Client: **Place2Be**
 Value: **£19,000**

Place2Be, provides counselling and mental-health support for children in schools helping them to cope with issues such as bullying, bereavement, domestic violence, family breakdown, neglect and trauma. Forward helped Place2Be launch its Wellbeing in School Awards to raise awareness and celebrate the vital work carried out by Place2Be volunteers and sponsors.



Results:

- Awards presented by the Duchess of Cambridge.
- Raised £375,000 for Place2Be.
- National media coverage reached a potential 310m people.

Video:

wpp.com/place2be





Campaign:
#UpForSchool

WPP company:
The Partners London
Client: **A World
at School**
Value: **£24,000**

#UpForSchool is a global initiative from charity A World at School which aims to make global education a number one priority. A campaign, uniting people and organisations from over 80 countries, was launched to end the barriers preventing children going to school which include poverty, work, early marriage, conflict, attacks on schools, exploitation and discrimination. The Partners London worked with the charity to come up with the campaign idea, name and brand in the hopes of creating the worlds largest petition and getting every child into school and learning.



Result:

– 5,244,176 supporters
have signed the
petition.

Video:

wpp.com/upforschool

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