

WPP

Pro bono work 2016

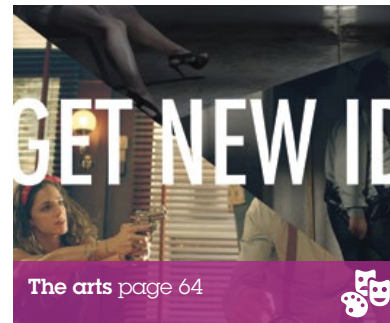
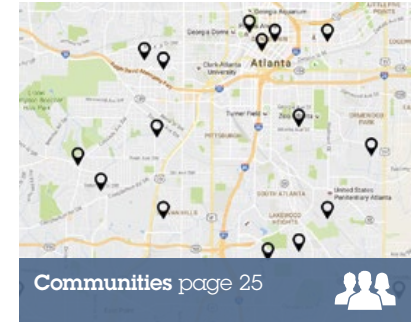
A selection of campaigns from WPP companies



JOSEPH - JEL

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

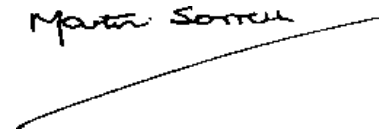
Introduction – from our CEO

Collaboration is key to tackling the complex social and environmental challenges of our time. This is the concept on which the United Nations Sustainable Development Goals are based – a global partnership between governments, NGOs, businesses and individuals in the cause of ending poverty, protecting our planet, and ensuring prosperity for all.

At WPP, we aim to be active participants in this global effort. Communication is a powerful tool that can help to create positive change. We want to use our expertise and the skills of our people to support and promote progress on the goals. One of the most important ways we can contribute is through our pro bono work.

Our companies have a long history of pro bono partnership, providing professional communications services for little or no fee, to organisations working in areas such as the environment, human rights and anti-poverty. These partnerships harness the power of communications to inspire, inform and positively influence behaviour. This work makes a contribution to addressing many of the themes covered by the global goals.

I'm pleased to share with you a selection of recent pro bono work. Each campaign is different but all are important, impactful and inspiring. I'd like to thank our people for sharing their time and expertise with our pro bono partners. Their creativity and insight really does make a difference.

A handwritten signature in black ink that reads "Martin Sorrell". The signature is written in a cursive style and is positioned above a long, thin horizontal line that extends across the width of the signature.

Sir Martin Sorrell
Group chief executive
sirmartinsorrell@wpp.com

About our pro bono work

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

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, which is profiled in our Sustainability Report.

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 in our Sustainability Report.



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

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 2016

Our pro bono work was worth £12.5 in 2016 (2015: £13.5 million). We also made cash donations to charities of £7 million, resulting in a social investment worth £19.5 (2015: £19.4 million). This is equivalent to 1.03% of reported profit before tax.

WPP media agencies negotiated free media space worth £22.8 million on behalf of pro bono clients (2015: £20.8 million), making a total social contribution of £42.3 million (2015: £40.3 million).

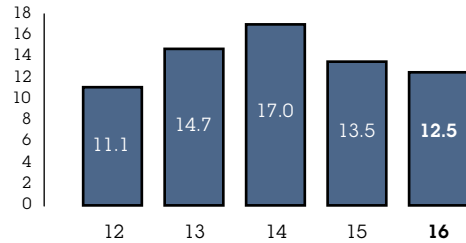
The value of our social investment (pro bono work and charitable donations) increased by 0.5% on the previous year.

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 2016, created wider social benefits worth £228 million to society. This includes for example, the impact of charities being able to improve health and well-being in communities.

Pro bono contributions

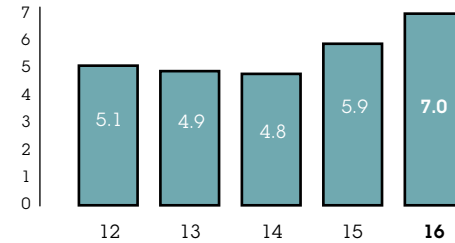
£m



WPP companies undertook pro bono work worth £12.5 million in 2016. This is down 7% on 2015.

Charitable contributions

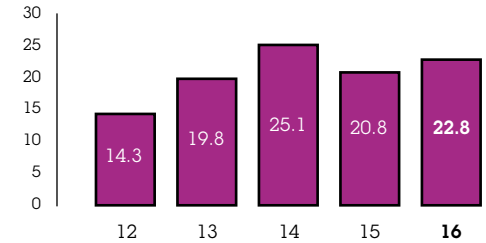
£m



The Group and its companies made cash donations to charities worth £7 million in 2016, up 19% on 2015.

Free media space

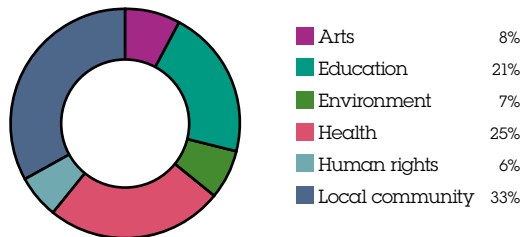
£m



WPP media agencies negotiated free media space worth £22.8 million on behalf of pro bono clients, up 10% on 2015.

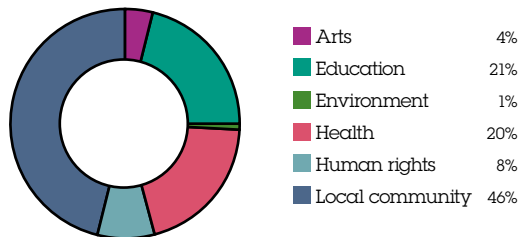
Pro bono work by sector

%



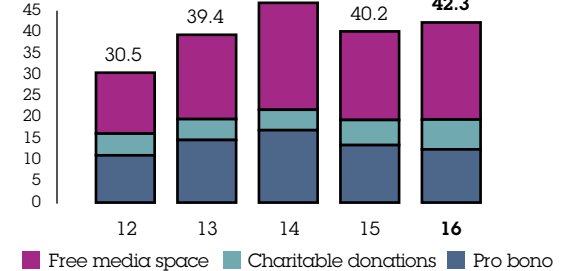
Charitable donations by sector

%



Total social contribution

£m



Our total social contribution in 2016 came to £42.3 million, up 5% on 2015.



Campaign:
The Last Word

WPP companies:
**Geometry Global and
Ogilvy & Mather Hong Kong**
Client: **WWF**

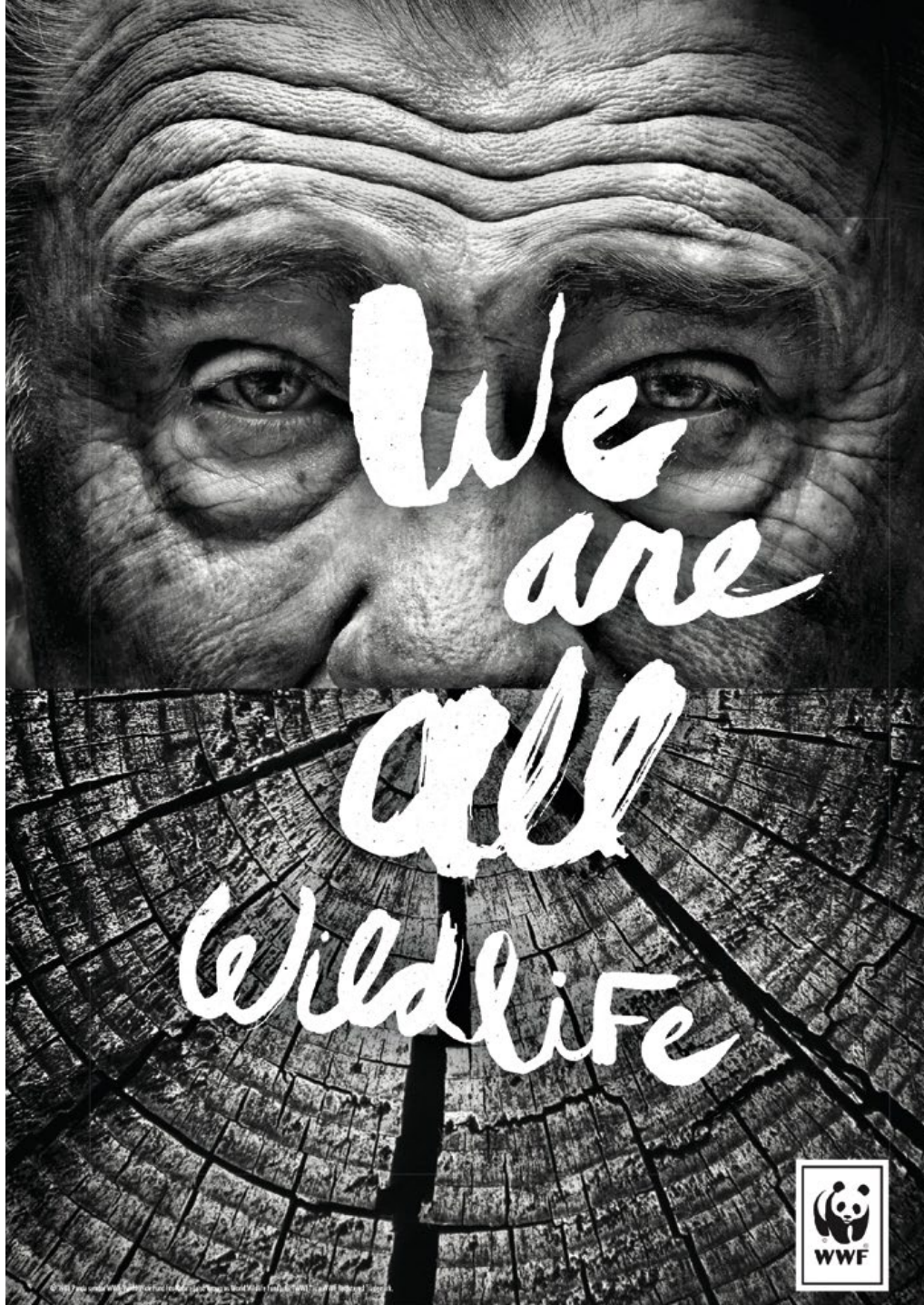
In China, 7 out of 10 people do not realise that you have to kill an elephant to take its ivory. Perhaps because the Chinese word for ivory literally translates to “elephant tooth”, leading people to believe that tusk removal is harmless. Geometry Global and Ogilvy & Mather Hong Kong worked with linguistic experts and the public to create a new Chinese character for ivory which accurately portrays the nature of ivory extraction. The campaign website invited people to submit their characters and sign a petition to ban the ivory trade.

Results and Awards:

- ★ 70,000 people signed the petition.
- ★ 8,000 characters submitted.
- ★ Ivory trade to be phased out in Hong Kong by 2021.
- ★ Spikes Asia Awards 2016: 2 Silvers.
- ★ Marketing PR Awards: Gold.
- ★ PMAA Dragons of Asia: Best in Asia, Best in Hong Kong, 1 Gold, 1 Silver, 1 Bronze.

wpp.com/thelastword





We
are
all
Wildlife



Campaign:
We Are All Wildlife

WPP company:
john st. Toronto
Client: **WWF**

This campaign highlights how all living organisms work hard to create life and yet we spend little effort protecting the environment needed for life to survive on this planet – we are all wildlife and all in need of protection.

Results and Awards:

- ★ 30m people reached, 470,000 likes, 122,000 shares and 13,000 comments on Facebook.
- ★ In the first month following the launch, WWF Canada received a 25% year-over-year increase in one-time donations.
- ★ Applied Arts Advertising Award: 7 categories.

wpp.com/weareallwildlife



Campaign:
Behind the Leather

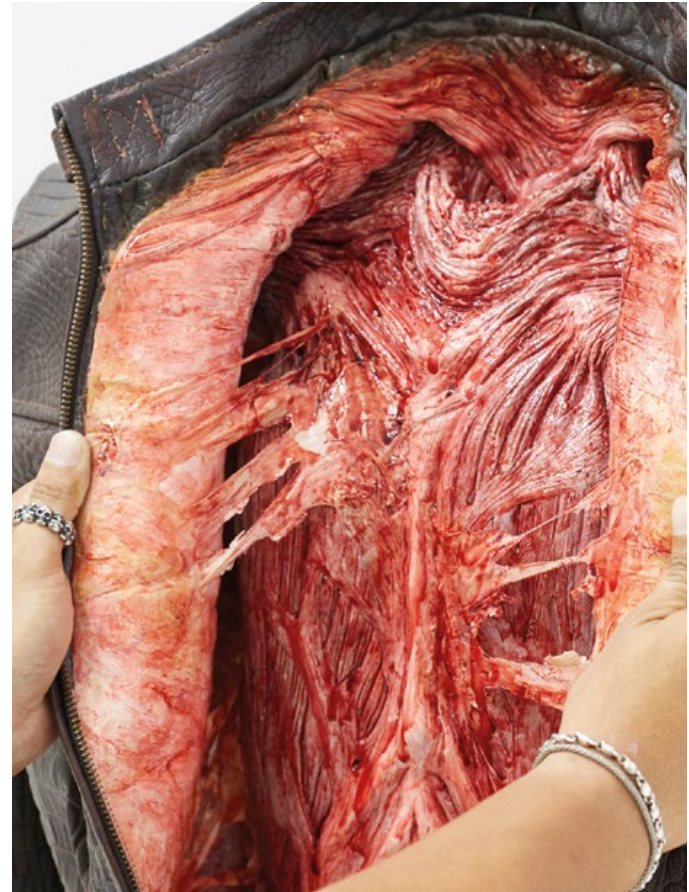
WPP company:
Ogilvy & Mather Bangkok
Client: **People for
the Ethical Treatment
of Animals (PETA)**

Ogilvy & Mather Bangkok teamed up with PETA to launch Behind the Leather – a campaign to make people think of the animal suffering involved in making popular fashion items. A pop-up store called The Leather Work was opened in a busy Bangkok shopping mall and filled with purses, shoes, jackets and accessories made of exotic hides. Customers browsing the store were quickly confronted with the gruesome truth behind each item.

Results and Awards:

- ★ 136m impressions.
- ★ 42m views in 12 days.
- ★ 800,000 social media interactions.
- ★ \$22m in free media.
- ★ 87% of shoppers changed their mind to buying leather goods.
- ★ Cannes Lions 2016:
3 Golds, 1 Silver, 1 Bronze.

wpp.com/behindtheleather





Campaign:
Add the Ring

WPP company:
Y&R Buenos Aires
Client: Fundación Vida Silvestre (WWF)

Y&R Argentina created and produced a video and series of posters for the Fundación Vida Silvestre Argentina (WWF) called Add the Ring. Antarctica is a continent that is threatened by climate change but has never been represented in the Games. The campaign calls for adding a sixth ring to the Olympic symbol and to take action on climate change.

Results:

- ★ 300,000 views.
- ★ \$590,000 in free media.
- ★ 97m media impressions.

wpp.com/addthering



Campaign:
Holidays

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

The Surfrider Foundation has been organising clean-up events on beaches in 34 countries across Europe for over 20 years. Y&R Paris is a long-term supporter of the charity and created their 2016 ad, Holidays.

Results:

- ★ 68,000 volunteers took part.
- ★ 120 tons of waste collected.
- ★ 500,000 views.

wpp.com/holidays





Campaign:
Microplastics

WPP company:
Bold Ogilvy & Mather Athens
Client: **Mediterranean SOS Network (MEDSOS)**

Bold Ogilvy & Mather Athens created this TV, radio, print and outdoor ad campaign to increase participation in the annual beach clean-ups organised by MEDSOS. It also helps to educate the public on the environmental harm of microplastics, which can cause poisoning and genetic disruption to marine life, and potentially in humans.

Results:

- ★ 13,000 volunteers joined the annual clean-up.
- ★ €54,000 in free media.
- ★ 7m views.

wpp.com/microplastics



Campaign:
The Lucky Ones

WPP company:
**J. Walter Thompson
Sydney**
Client: **Parkinson's NSW**

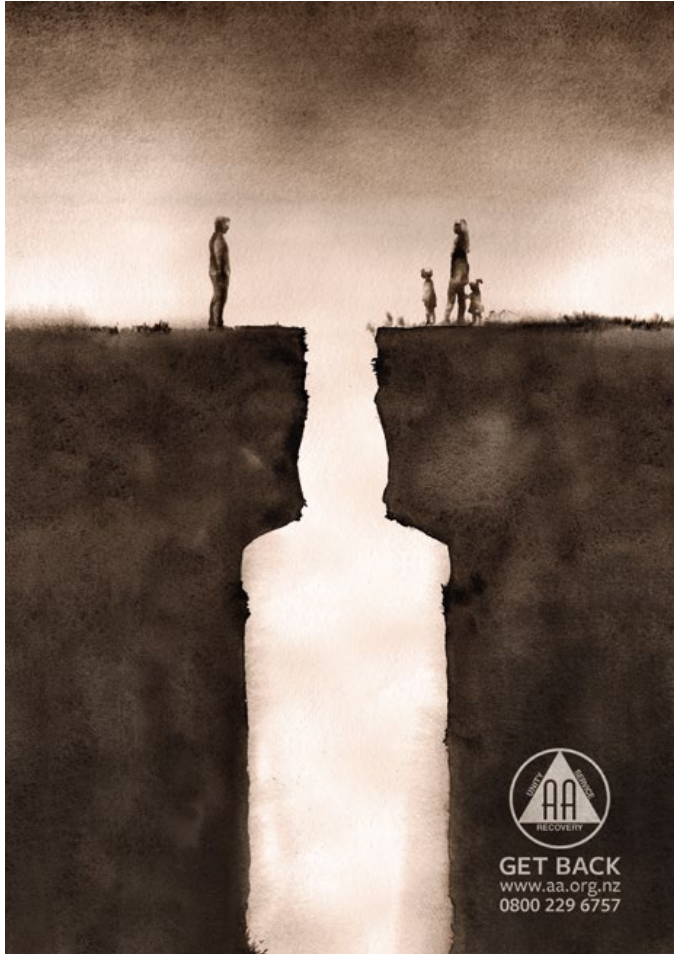
J. Walter Thompson Sydney created The Lucky Ones, a film to raise awareness of Parkinson's disease and encourage donations to help find a cure. The film showcases the current 'best' treatment Parkinson's sufferers can go through, Deep Brain Stimulation, where the patient is awake throughout the entire surgery.

Results and Awards:

- ★ 315,000 Facebook views.
- ★ 4.8m people reached.
- ★ 50,000 views of the video.
- ★ Cannes Lions 2016: Bronze.
- ★ Spike Asia 2016: 2 Silvers.
- ★ Clio Health Awards: Silver, Bronze.

wpp.com/theluckyones





Campaign:
Get Back

WPP company:
Ogilvy & Mather Auckland
Client: **Alcoholics Anonymous**

This ad by Ogilvy & Mather New Zealand for Alcoholics Anonymous shows how alcohol dependency not only affects a person's life, but also the people around them.

Results:

★ 54,000 people reached between the age of 18 and 34.

wpp.com/getback



Campaign:
Skins

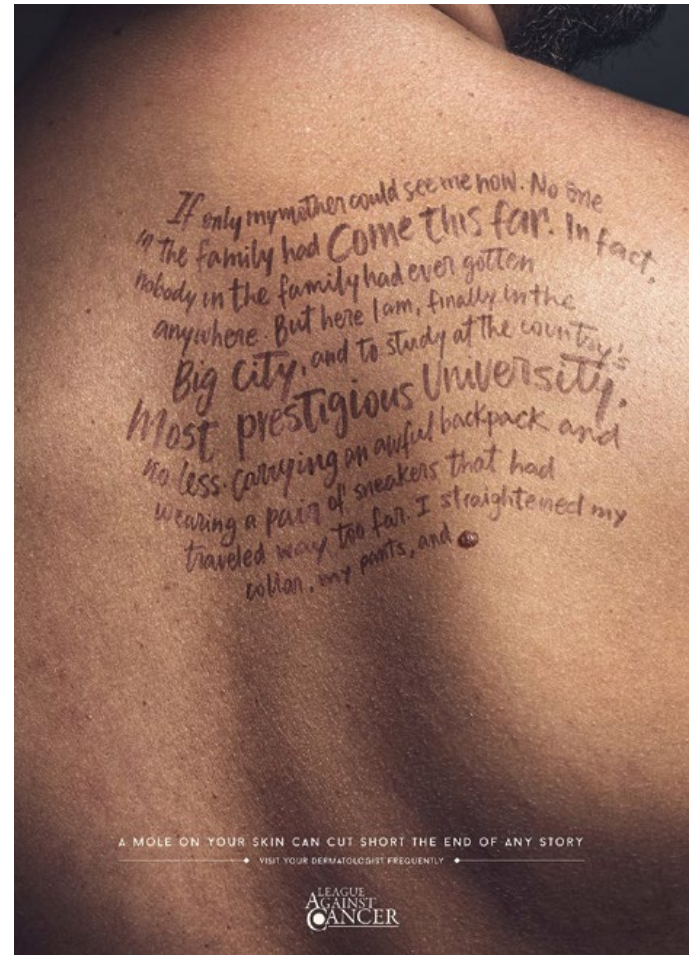
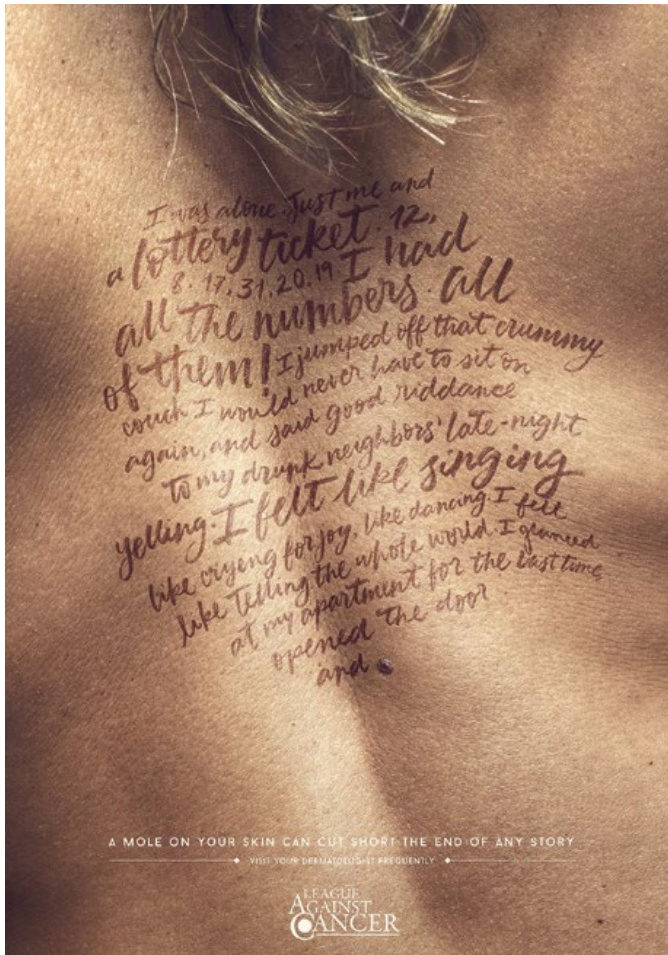
WPP company:
Y&R Lima
Client: Peruvian League
Against Cancer

Y&R Lima created a series of posters for the League Against Cancer featuring life stories of success, joy and triumph brought to an abrupt end by skin cancer.

Results and Awards:

- ★ 23% increase in web visits compared to 2015.
- ★ Ojo de Iberoamérica 2015: Bronze.

wpp.com/skins





Campaign:
Testimonies

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

Wunderman Buenos Aires partnered with Fundación Huésped, a leading AIDS awareness charity, to highlight people's apathy towards AIDS. Volunteers were invited to take an HIV test. When people with negative test results opened the envelope they heard the voice of an HIV sufferer sharing their story and inviting them to support the work of Fundación Huésped.

Results and Awards:

- ★ 4.5m media impressions.
- ★ \$2m in free media.
- ★ Cannes Lions 2016: Bronze.
- ★ Wave Awards: Bronze.
- ★ Sol Festival 2016: Bronze.
- ★ Adweek Project Isaac Awards: Gold.
- ★ Clio Health Awards: Silver.
- ★ El Ojo De Iberoamérica Awards: 2 Silvers.

wpp.com/testimonies



Campaign:
Organs

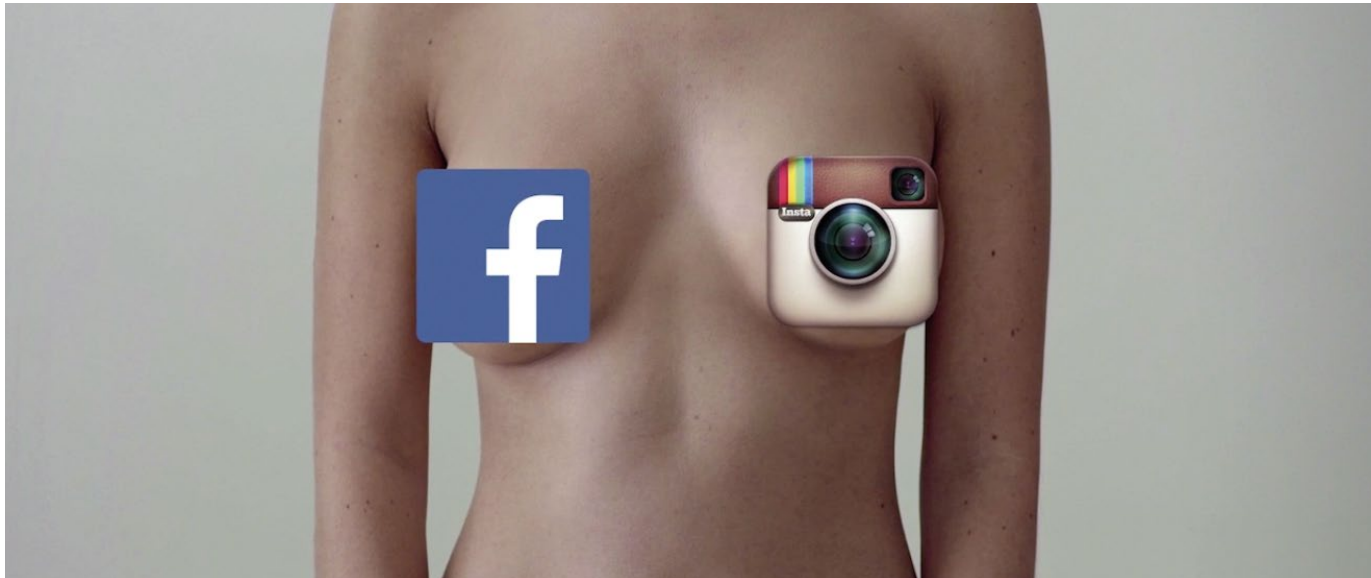
WPP companies:
**Y&R São Paulo and
Y&R London**
Client: **Gabriel**

Y&R São Paulo and Y&R London created three posters for the non-profit organisation, Gabriel. The striking visuals deliver a clear message: if you don't donate your organs they are simply going to waste. The campaign was also shared on social media.

Results:

- ★ 1m increase in the number of registered donors.
- ★ 2,000 shares on social media.





Campaign:
Manboobs

WPP company:
DAVID Buenos Aires
Client: **Movimiento Ayuda
Cáncer de Mama
(MACMA)**

DAVID Buenos Aires' campaign for the Movimiento Ayuda Cáncer de Mama (MACMA) shows women how to do a self-examination to detect early breast cancer. The breast check video features an overweight male to highlight the hypocrisy of social media censorship of female breasts.



Results and Awards:

- ★ 48m views in the first week.
- ★ 193m media impressions.
- ★ €17m in free media.
- ★ 20,000 new followers joined the MACMA website on launch day.
- ★ 700,000 shares.
- ★ Cannes Lions 2016:
1 Lion Grand Prix,
8 Golds, 1 Silver,
1 Bronze.

wpp.com/manboobs



Campaign:
Blood Banking

WPP company:
**J. Walter Thompson
Bangalore**
Client: **Indian
Red Cross Society**

According to the World Health Organization there is a shortage of over 3 million blood units in India. J. Walter Thompson India partnered with the Red Cross Society to launch the world's first savings account for blood. The initiative enables people to save their blood in a bank, just as they would save their money. An app allows donors to keep track of the blood they save, withdraw it when they need it or transfer it to someone else in need.

Results and Awards:

- ★ 3m media impressions.
- ★ 152,000 people registered and 132,000 units of blood were collected in the first 30 days.
- ★ Cannes Lions 2016: Silver.

wpp.com/bloodbanking



DEPOSIT



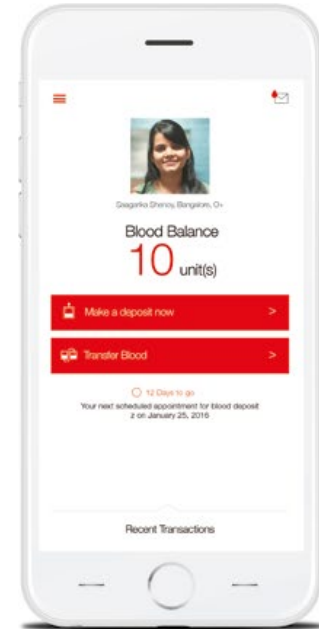
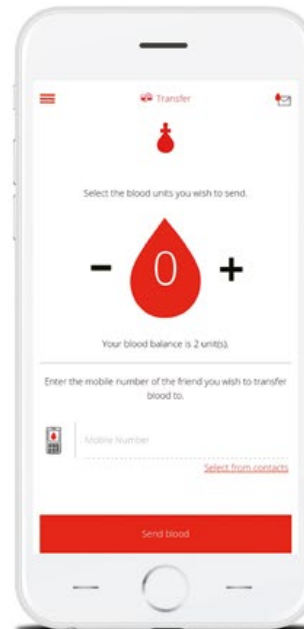
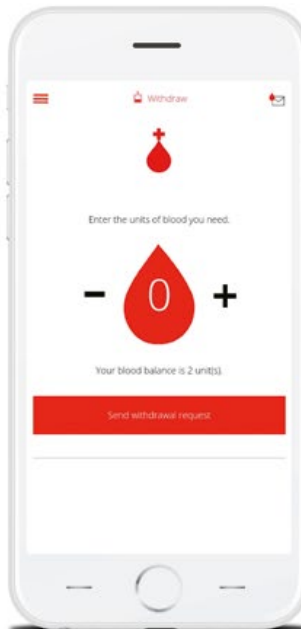
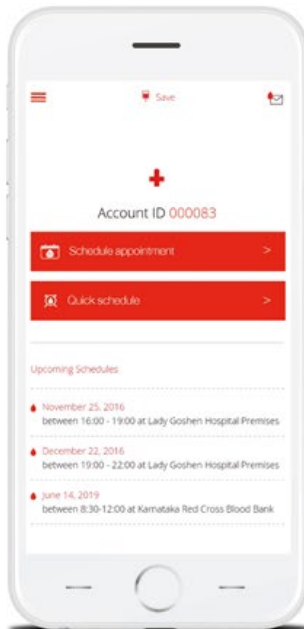
WITHDRAW



TRANSFER



CIRCULATION





Campaign:
Paper Glasses

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

An estimated 75% of school dropouts in Mexico are related to visual impairment. The problem is worse in remote areas where access to adequate eye healthcare is limited. Grey Mexico created a pair of paper glasses with a series of pinhole sized perforations and distributed them to children through a school guide. Paper Glasses improves clarity of vision of people with refractive errors allowing children to identify any issues with their vision and seek medical help.

Results and Awards:

- ★ 3m children reached.
- ★ Project to expand to 120 other countries.
- ★ Cannes Lions 2016: 2 Golds, 1 Silver, 1 Bronze.

wpp.com/paperglasses



Campaign:
Donor Cars

WPP company:
**J. Walter Thompson
Buenos Aires**
Client: **Cucaiba and UTMO**

There are thousands of people on the organ waiting list in Argentina, but in 2016 there were only 108 donors. J. Walter Thompson Buenos Aires along with Cucaiba and UTMO took working parts from cars found in scrapyards and gave them to taxis creating 'Donor Cars'. Passengers in these taxis could find out more about organ donation and register on the spot. If they spread the message on social media their ride was free.

Results and Awards:

- ★ 350% increase in the number of registered donors compared to 2015.
- ★ SOL Awards 2016: Silver and Bronze.

wpp.com/donorcars





Campaign:
I Am Your Fan

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

To coincide with Father's Day, Y&R Mexico created an ad featuring an expectant dad hoping for a boy. The baby turns out to be a girl, born with special needs, who goes on to make her father proud. This moving film raises awareness for the Special Olympics.

Results and Awards:

- ★ 88,000 media impressions.
- ★ 75,000 people reached.
- ★ 21,000 video views.

wpp.com/icamyourfan



Campaign:
MS Thru a Child's Eyes

WPP company:
Ogilvy & Mather Paris
Client: **Rocky Mountain
MS Center**

Ogilvy & Mather Paris' film 'MS Thru a Child's Eyes' captures what it is like to have a mum with Multiple Sclerosis. The film, which features Ogilvy employee Kim Ball and her daughter, was shared at the Rocky Mountain MS Center Gala where she was the keynote speaker.

Results:

- ★ \$330,000 raised for the Rocky Mountain MS Center.
- ★ 483,000 views, 2,500 Shares and 91,200 Likes on Facebook in the first 32 hours of launch.

wpp.com/msthruachildseye





Campaign:
Heads Together

WPP company:
**Lambie-Nairn London
and WPP**
Client: **The Royal
Foundation of The Duke
and Duchess of Cambridge
and Prince Harry**

WPP and Lambie-Nairn London worked with the Royal Foundation of The Duke and Duchess of Cambridge and Prince Harry to develop the branding and visual identity for Heads Together, a new campaign to end stigma around mental health. The campaign involves a partnership of leading mental health charities and is the 2017 Virgin Money London Marathon Charity of the Year.

Results:

- ★ Significant brand awareness already gained.
- ★ Almost 500 runners have signed up to run for Team Heads Together.
- ★ Millions reached through media and social media.

wpp.com/headstogether



Campaign:
The Ride Home

WPP company:
john st. Toronto
Client: **True Sport**

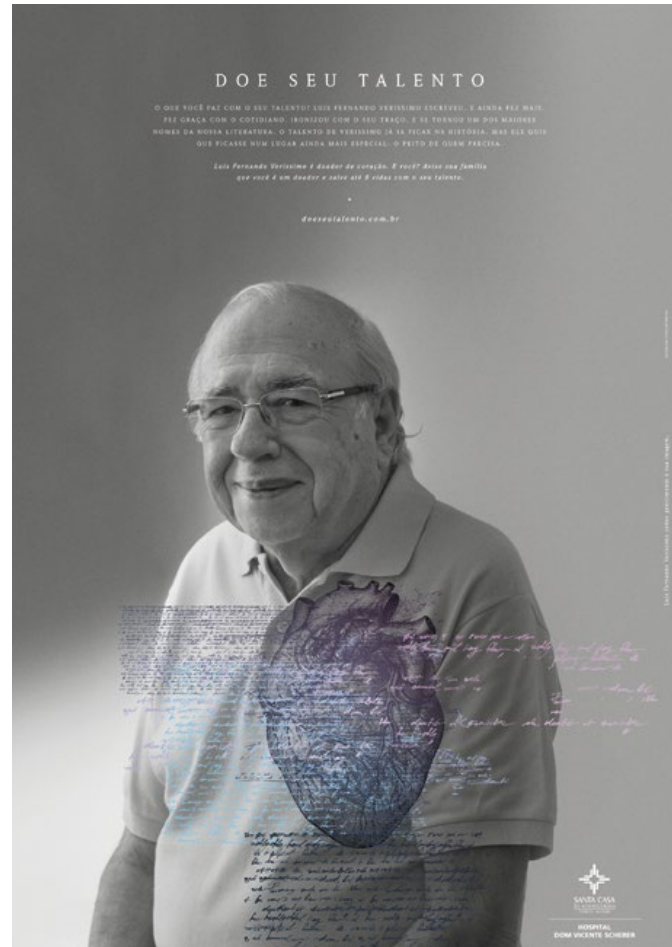
Kid's sports are undeniably beneficial, but 70% quit before high school. The number one reason is it isn't fun anymore, and many cite the car ride home as the worst part. Supporting True Sport, a charity for value-based community sport, john st. created 'The Ride Home' – a film driving to TheRideHome.ca, a resource with advice from NBA players' and Olympians' parents.

Results:

★ 10m media impressions.

wpp.com/theridehome





Campaign:
Talent Donors

WPP company:
J. Walter Thompson
São Paulo
Client: Santa Casa
de Misericórdia

This campaign created by J.Walter Thompson São Paulo for the Porto Alegre Holy House of Mercy features celebrities announcing themselves as organ donors. The ad invites people to publicly announce themselves as donors.

Awards:

- ★ Clio Awards 2016: Silver.
- ★ Columnistas Awards: Gold.
- ★ El Ojo Awards 2016: Gold.
- ★ Big Wave Awards: Silver and Bronze.
- ★ One Show: Silver.

wpp.com/talentedonors



Campaign:
Step Out

WPP company:
Y&R Shanghai
Client: **The Samaritans**

The Samaritans is a free helpline that provides support for people with suicidal thoughts. To compel those in need to call, Y&R Shanghai created a series of posters visually expressing the feeling of loss showing how a Samaritan counsellor can help.

Results and Awards:

- ★ 34% increase in calls to the charity.
- ★ Cannes Lions 2016: 1 Silver, 3 Bronzes.





Campaign:
PedalPure

WPP company:
Grey Dhaka
Client: **WaterAid**

Grey Dhaka partnered with WaterAid to create PedalPure, a pedal-powered water filter fitted to rickshaws that purifies up to 600ml of water per kilometre. The campaign aims to highlight the issue of poor access to safe drinking water in Bangladesh.

Results:

- ★ Filters are being installed in 500 rickshaws in Dhaka City.

wpp.com/pedalpure



Campaign:
Invisible Police

WPP company:
**J. Walter Thompson
Caracas**
Client: **El Hatillo District**

Caracas is one of the most dangerous cities in the world and has a heavily under-staffed police force. J. Walter Thompson Caracas placed empty police cars in areas with high crime rates to raise awareness of the issue.

Results and Awards:

- ★ 1m views of the video.
- ★ 30% increase in police recruitment in EL Hatillo District.
- ★ Cannes Lions 2016: Bronze.
- ★ El Sol Festival: Bronze.
- ★ Local Awards: 6 Golds.
- ★ Lapiz Creativo: 4 Golds.
- ★ Explosión Creativa: 2 Golds.

wpp.com/invisiblepolice





Campaign:
Life After Death

WPP company:
Grey Warsaw
Client: **Polish Red Cross**

Grey Warsaw worked with the Polish Red Cross to provide first-aid training to convicted murderers. They created a short documentary which was shown on TV to encourage people to learn these important life-saving skills. The campaign also gives prison convicts a useful skill, helping with their rehabilitation into society.

Results and Awards:

- ★ 50% increase in participation in the Polish Red Cross first-aid course.
- ★ KTR 2016 Awards: 2 Bronzes.
- ★ Golden Drum International Festival: Silver.

wpp.com/lifeafterdeath



Campaign:
**Shedding Light
On What Matters**

WPP company:
**J. Walter Thompson
Toronto**
Client: **Toronto PFLAG**

J. Walter Thompson Toronto launched a campaign for Toronto PFLAG, a charity that promotes the well-being of LGBT people. Posters featuring words like 'queer,' 'trans' or 'lesbian' were placed in schools around Toronto. When they were photographed with flash, someone's story was revealed, showing that sexuality is just one part of who they are.

Results and Awards:

- ★ 1m impressions of free media donated to Toronto university campuses to extend the reach of the campaign.
- ★ 23,000 Twitter impressions using #WhatMatters.
- ★ One Show 2016: Silver.

wpp.com/sheddinglightonwhatmatters





Campaign:
Too Short Stories

WPP company:
Grey Melbourne
Client: **Missing Persons
Advocacy Network
(MPAN)**

Along with authors and artists, Grey Melbourne has reimagined Missing Persons' posters and crafted an outdoor campaign telling the 'too short' stories of people who have gone missing. The work asks for the public's help in finding those missing in the hope their stories continue. 'Too Short Stories' will also be published as a book and released as a series of podcasts to help raise funds for the Missing Persons Advocacy Network.





DONATE STUFF. CREATE JOBS.
YOUR STUFF CAN HELP FUND JOB TRAINING AND PLACEMENT IN YOUR COMMUNITY. LEARN MORE AT GOODWILL.ORG.



Campaign:
Put Your Stuff Back To Work

WPP company:
VML New York
Client: **Goodwill**

VML worked with The Ad Council to create this PSA to increase brand awareness and donations to Goodwill, an NGO providing job training and employment placement services to people who are struggling to find work.

Results:
★ 54% increase in intent to donate to Goodwill.

wpp.com/putyourstuffbacktowork



DONATE STUFF. CREATE JOBS.
YOUR STUFF CAN HELP FUND JOB TRAINING AND PLACEMENT IN YOUR COMMUNITY. LEARN MORE AT GOODWILL.ORG.



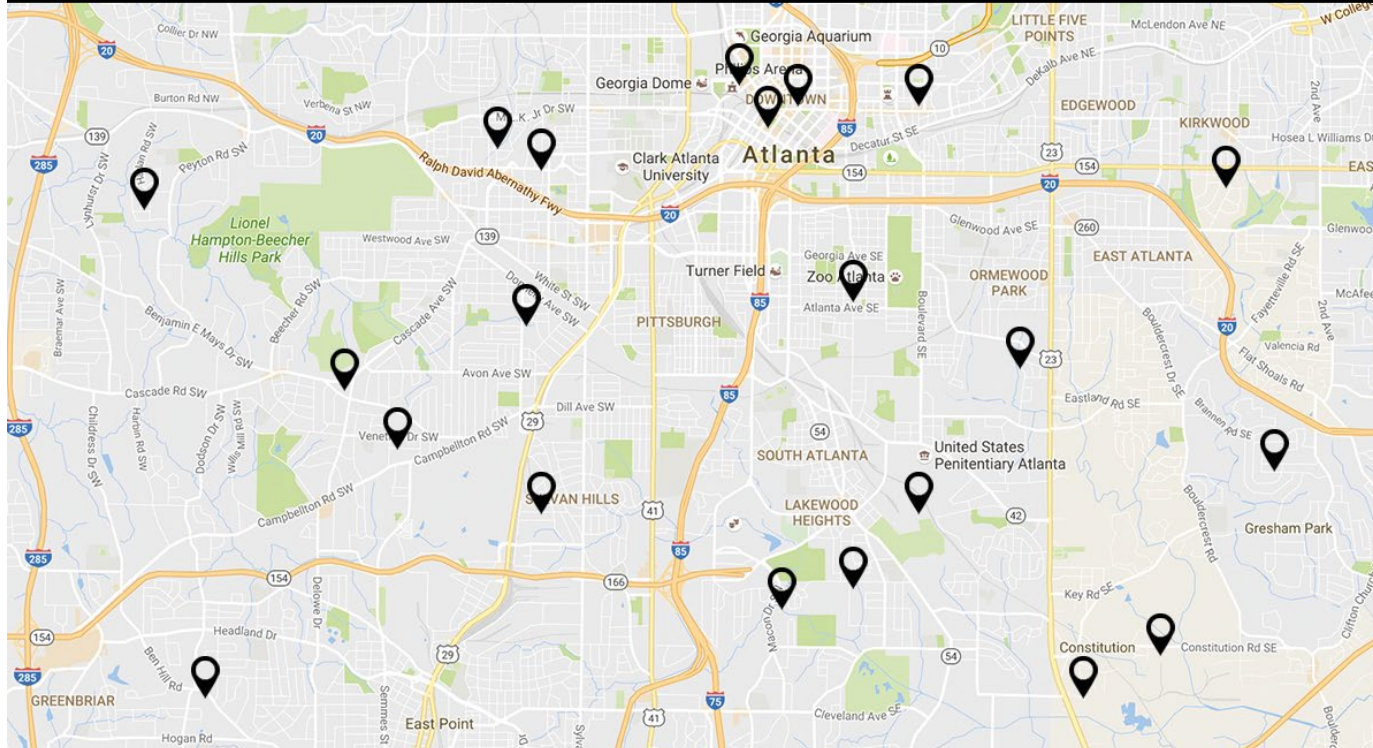
BACKING BLACK BUSINESS

ONLINE STORES | NON-PROFITS | ABOUT | ADD A BUSINESS |  BLACK LIVES MATTER

Make your dollars and your voice heard by supporting locally owned Black businesses. But doing it right takes time so please bear with us.

ATLANTA

CATEGORIES  



Campaign:
Backing Black Business

WPP company:
**J. Walter Thompson
New York**

Client: **Black Lives Matter**

J. Walter Thompson New York partnered with The Black Lives Matter network to create an online directory of black-owned businesses. They created a Google Maps integrated web tool allowing shoppers to search through listed businesses and show their support.

Results:

- ★ 2,300 business submissions in two months.
- ★ 20m media impressions.
- ★ 40,000 visits to the app in the first week.



Campaign:
Coins of Hope

WPP company:
**Wunderman/These Days
Belgium**
Client: **Child Focus**

On International Missing Children's Day, Wunderman/These Days presented Coins of Hope: a million new 2 Euro coins depicting a child who went missing in 1996. Child Focus, the Belgian Center for Missing Children, brought these coins into circulation as a permanent medium with infinite impressions across the Eurozone.

Results:

- ★ €22m in free media.
- ★ 180m media impressions.
- ★ 70m people reached on social media.

wpp.com/coinsofhope



THE LOST CHILDREN

TURNING THE TRUE STORIES OF YOUTH AT RISK INTO A "LOST CHILD" ANNOUNCEMENT




"Alon's parents, Alon's parents, Alon has been waiting for the past 6 months, hungry and tired in the streets of Jerusalem. The loneliness is killing him".



Announcing real stories of homeless youth News channels coverage Morning shows interviews Reaching 50% of Israel's population Announcements in many central locations

Campaign:
The Lost Children

WPP company:
Grey Tel Aviv
Client: **Shanti House**

One in twenty-five children in Israel is abandoned. Grey Tel Aviv and Shanti House, a shelter for abandoned youth, decided to give them a voice by showcasing their real stories. Employees in public spaces used their PA system to name each missing child.

- Results and Awards:**
- ★ 4m people reached, 1 in every 2 Israelis.
 - ★ 30% increase in donations.
 - ★ £705,000 free earned media.
 - ★ Effie Awards 2106: 2 Golds.
 - ★ Golden Cactus 2016: Gold.

wpp.com/thelostchildren



Campaign:
The Anti-Fashion Show

WPP company:
Ogilvy & Mather
Cape Town
Client: **The National Sea
Rescue Institute**

Over 2,500 South Africans
drown every year. The
National Sea Rescue Institute
wanted to encourage everyone,
even the most fashion-
conscious, to wear lifejackets.
Ogilvy & Mather Cape Town
partnered with leading South
African designers to create a
range of couture lifejackets,
which were modelled on the
runway during Fashion Week.

Results:

★ £308,000 in free media.

wpp.com/theanti-fashionshow

3 GOOD HEALTH
AND WELLBEING



11 SUSTAINABLE
CITIES AND
COMMUNITIES



THE ANTI-FASHION SHOW

HOW WE TURNED A FASHION SHOW INTO A MEDIUM TO PROMOTE WATER SAFETY





Campaign:
Life Saving Stickers

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

In Queensland, one in three motorists exceed the 50km/h speed limit in residential areas. GPY&R Brisbane and the Australian Road Safety Foundation created a set of life-size stickers of children running into the road. Residents were invited to place the stickers on their rubbish bins, to serve as a reminder to motorists to slow down.

Results and Awards:

- ★ £296,000 in free media in less than a week.
- ★ Expanded to 12 other Australian Councils.
- ★ Cannes Lions 2016: Gold and Bronze.
- ★ Spikes Asia 2016: 1 Gold, 1 Silver, 2 Bronzes.

wpp.com/lifesavingstickers



Campaign:
R U OK?

WPP company:
OgilvyOne Sydney
Client: **R U OK Foundation**

R U OK?'s mission is to inspire and empower everyone to meaningfully connect with people around them and support anyone struggling with life. OgilvyOne developed the overarching concept and created all the assets to champion the message in the workplace, school and community. No one needs to do it alone.

Results:

- ★ 44.5m people reached via traditional media coverage.
- ★ 13,500 social media mentions.
- ★ 26,000 Twitter followers.
- ★ 325,000 Facebook followers.
- ★ 242,755 visits to the charity website – a 16% increase from 2015.



Seeing who's struggling isn't always obvious.

Chances are one of your three mates needs to talk. One simple question could change their life. **Just ask R U OK?**

Visit ruok.org.au

Bristow | **R U OK?**

Seeing who's struggling isn't always obvious.

Chances are one of your three mates needs to talk. One simple question could change their life. **Just ask R U OK?**

Visit ruok.org.au

Bristow | **R U OK?**



For some of us this is a game.

Campaign:
ShareTheMeal

WPP company:
OgilvyOne Milan
Client: **United Nations**
World Food Program

OgilvyOne Milan created this video to raise awareness of food poverty and to encourage people to download ShareTheMeal, a World Food Program app that allows users to donate through their smartphone. The video was distributed on social media and shared by endorsers on their official Facebook pages.

Results:

- ★ 500,000 Facebook views.
- ★ 10,000 views on YouTube.
- ★ 2,000 meals donated in one week.

wpp.com/sharethemeal



For some of us this is not a game.



Campaign:
Fountain Against Torture

WPP company:
Scholz & Friends Berlin
Client: **Amnesty International**

The practice of torture still occurs in over 140 countries worldwide, despite the fact that most countries have signed the United Nations Convention Against Torture. To raise awareness, Scholz & Friends Berlin created The Fountain of Torture – a statue depicting someone being waterboarded – and displayed it in various German cities. Passers-by could stop the flow of water by donating to Amnesty International.

Results and Awards:

- ★ €30,000 of cash donations.
- ★ 11% increase in online donations.
- ★ One Show Award 2016: Silver.
- ★ New York Festivals 2016: Third Prize.

wpp.com/fountainagaintorture





Millions of kids shouldn't play football outside.
Find out why.

#ClearThePitch



Campaign:
#ClearThePitch

WPP company:
Grey4Good Singapore
Client: **DCA Mine Action**

DCA Mine Action has been clearing mines and providing assistance to affected communities around the world since 1999. Grey4Good Singapore created the #ClearThePitch campaign to raise awareness of their work.

Results and Awards:

- ★ 1.2m people reached through social media.
- ★ 360,000 Twitter users reached in one day.
- ★ 89% increase in visits to the DCA webpage.
- ★ Cannes Lions 2016: Silver.

wpp.com/clearthepitch



Campaign:
Zero Minutes of Fame

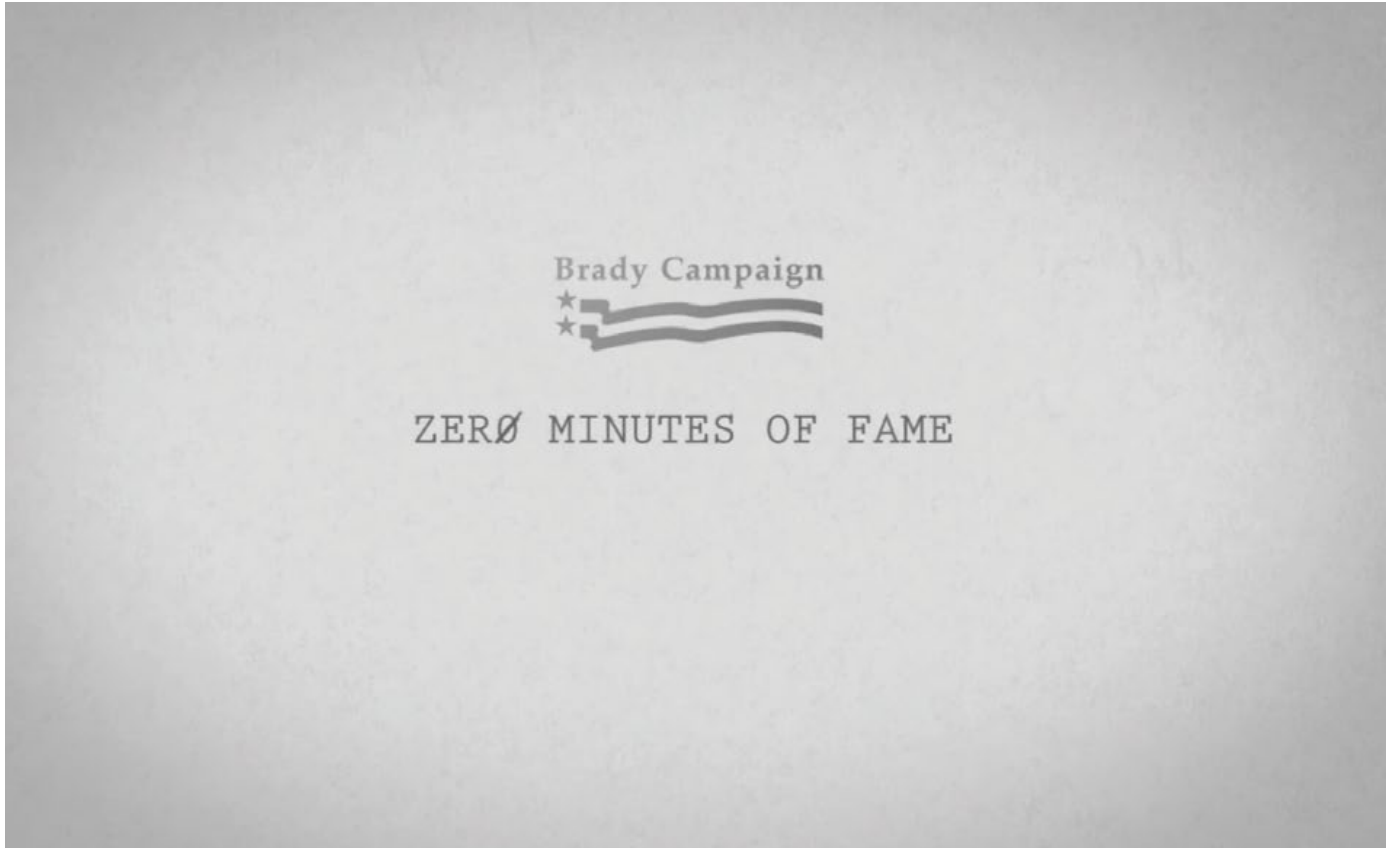
WPP company:
Ogilvy & Mather Chicago
Client: **The Brady Campaign**

A third of mass shootings and 22% of school shootings in the United States are inspired by previous events. In partnership with The Brady Foundation, Ogilvy & Mather Chicago sought to change that by removing past killers' names and images from the web. They developed a simple Chrome plug-in and made it available for anyone to download.

Results and Awards:

- ★ 1.25 billion media impressions.
- ★ \$4m in free media.
- ★ 5,000 downloads in first 5 months of the launch.
- ★ Published in the Communications Arts Advertising Annual, 2016.

wpp.com/zerominutesoffame





Campaign:
Target

WPP company:
Y&R Cape Town
Client: **Gun Free
South Africa**

Guns play a significant role in violence against women in South Africa. Most of these murders are committed by an intimate partner at home. Y&R South Africa created an ad campaign for Gun Free South Africa to help women realise their legal right to have a firearm removed from their home.

Results:

★ 4.6m people reached through national newspapers.

wpp.com/target



Campaign:
Gun Crazy

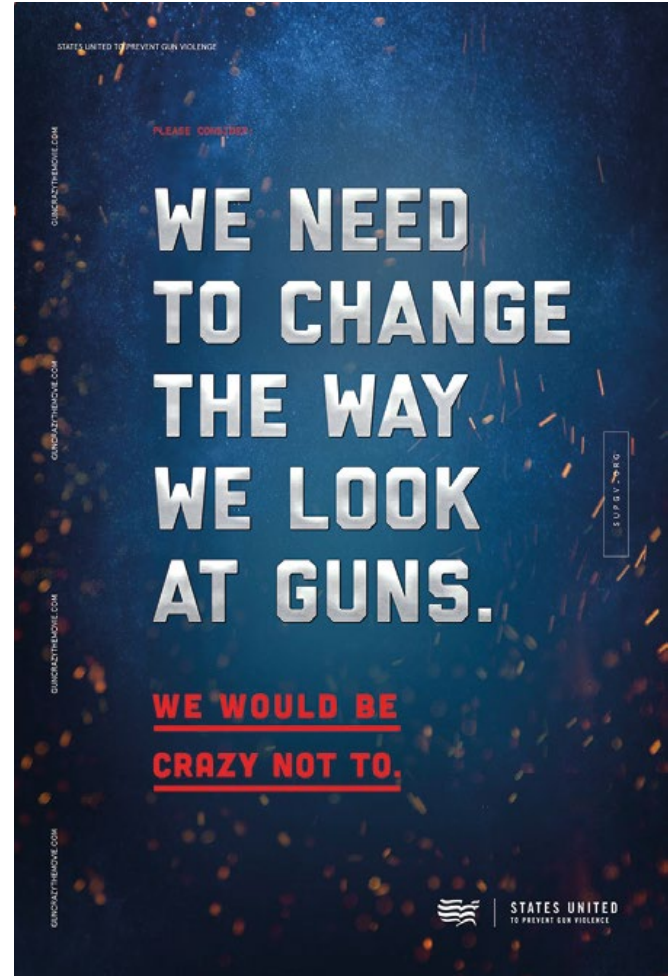
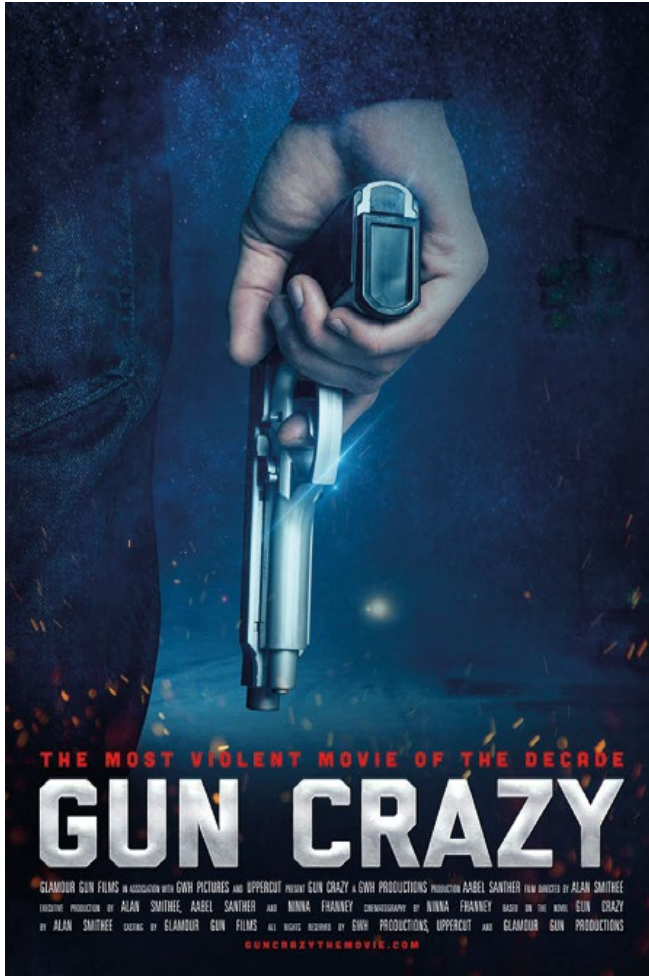
WPP company:
Grey New York
Client: **States United to Prevent Gun Violence**

Each year, 32,000 Americans die from gun violence. Grey New York created and produced an action movie, called Gun Crazy, featuring actual footage of gun violence, including incidences of domestic violence and homicide. The film was shown to unsuspecting cinema-goers in New York to raise awareness of States United to Prevent Gun Violence.

Results and Awards:

- ★ After seeing Gun Crazy, 94% of viewers changed the way they look at guns.
- ★ 72m media and social media impressions in the two weeks post-launch.
- ★ \$924,000 in free media.
- ★ Cannes Lions 2016: 1 Silver, 3 Bronzes.

wpp.com/guncrazy



FIRST PHOTO LAST PHOTO

喜樂生命
Joy of Life

Campaign:
First Photo Last Photo

WPP company:
Grey Hong Kong
Client: Joy of Life

Worldwide, a staggering 100 million unborn girls are killed after sonograms. To protest against gender-selective abortion, Grey Hong Kong collaborated with NGO Joy of Life to open a photography exhibition featuring ultrasounds of female embryos along with the message: 'Don't let her first photo be her last.'

Results and Awards:

- ★ 1m of impressions.
- ★ 16,000 views of the video.
- ★ Ad Stars 2016: 1 Gold, 2 Silvers.

wpp.com/
firstphotolastphoto



Campaign:
Parallel Lives

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

CHI&Partners helped the Prince's Trust mark its 40th anniversary with the campaign 'Parallel Lives', which uses a mirrored screen to show two versions of a girl's life. The film shows how different her life could have been without the support of the Prince's Trust.

Results and Awards:

- ★ 24m people reached.
- ★ 24,000 visits to the charity website.
- ★ Cannes Lions 2016: 2 Bronzes.

wpp.com/parallellives



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Source: Chief of Europol, Brian Donald statement, to The Observer. January 2016.

Campaign:
Missing

WPP company:
Y&R Mexico
Client: **Save the Children**

Since 2014, around 10,000 refugee children have disappeared soon after they arrive in Europe. Y&R Mexico created posters for Save The Children to raise awareness of how big the problem really is.

Awards:

★ Cannes Lions 2016:
Silver.

wpp.com/missing



Campaign:
#IAmMuslim

WPP company:
NATIVE VML Cape Town
Client: **People Against
Suffering Oppression
and Poverty (PASSOP)**

People Against Suffering Oppression and Poverty asked NATIVE VML Cape Town to remind the world that being a Muslim does not make someone a terrorist. The team at NATIVE VML created a global poster, print and social media campaign featuring Muslim women wearing flags as hijabs.

Results and Awards:

- ★ 165m people reached.
- ★ £1m in free media.
- ★ 330m media impressions.
- ★ Cannes Lions 2016: Gold and Bronze.
- ★ Loeries Awards 2016: Bronze.
- ★ Creative Circle: 1st place.

wpp.com/iammuslim





Campaign:
The Proposal

WPP company:
Circus Grey Lima
Client: **Flora Tristan**

Seven out of 10 Peruvian women have been victims of domestic violence and, every month, seven women are murdered by their partners. This campaign by Circus Grey Lima helps women detect the first signs of aggression and escape violence before it is too late.

Results:

- ★ 600,000 views of the video.
- ★ 25% increase in phone calls to the charity, compared to previous year.

wpp.com/theproposal



Campaign:
The Refugee Collection

WPP company:
Ogilvy and Mather Japan
Client: Refugees
International Japan

To raise donations for Refugees International Japan, Ogilvy & Mather Tokyo created The Refugee Collection. More than 100 items were collected from refugee camps across the world and placed in packaging which told the stories of the items and their donors. Profits from the sales were returned to the donors of the items.

Results and Awards:

- ★ Entire collection sold out in 48 hours.
- ★ 33m media impressions.
- ★ Cannes Lions 2016: Bronze.

wpp.com/
therefugeecollection





Campaign:
Talking Bones

WPP company:
Grey Paris
Client: **The Dignity Institute**

France is home to more than 125,000 victims of political violence and torture. Grey Paris recorded some of their testimonials onto records made of x-rays of their actual injuries. These were sent to key influencers and their communities to encourage them to support The Dignity Institute.

Results:

- ★ 9.5m people reached.
- ★ 200m mentions on Twitter and Instagram.
- ★ 170% increase in traffic to the charity website.

wpp.com/talkingbones



Campaign:
You're Accepted

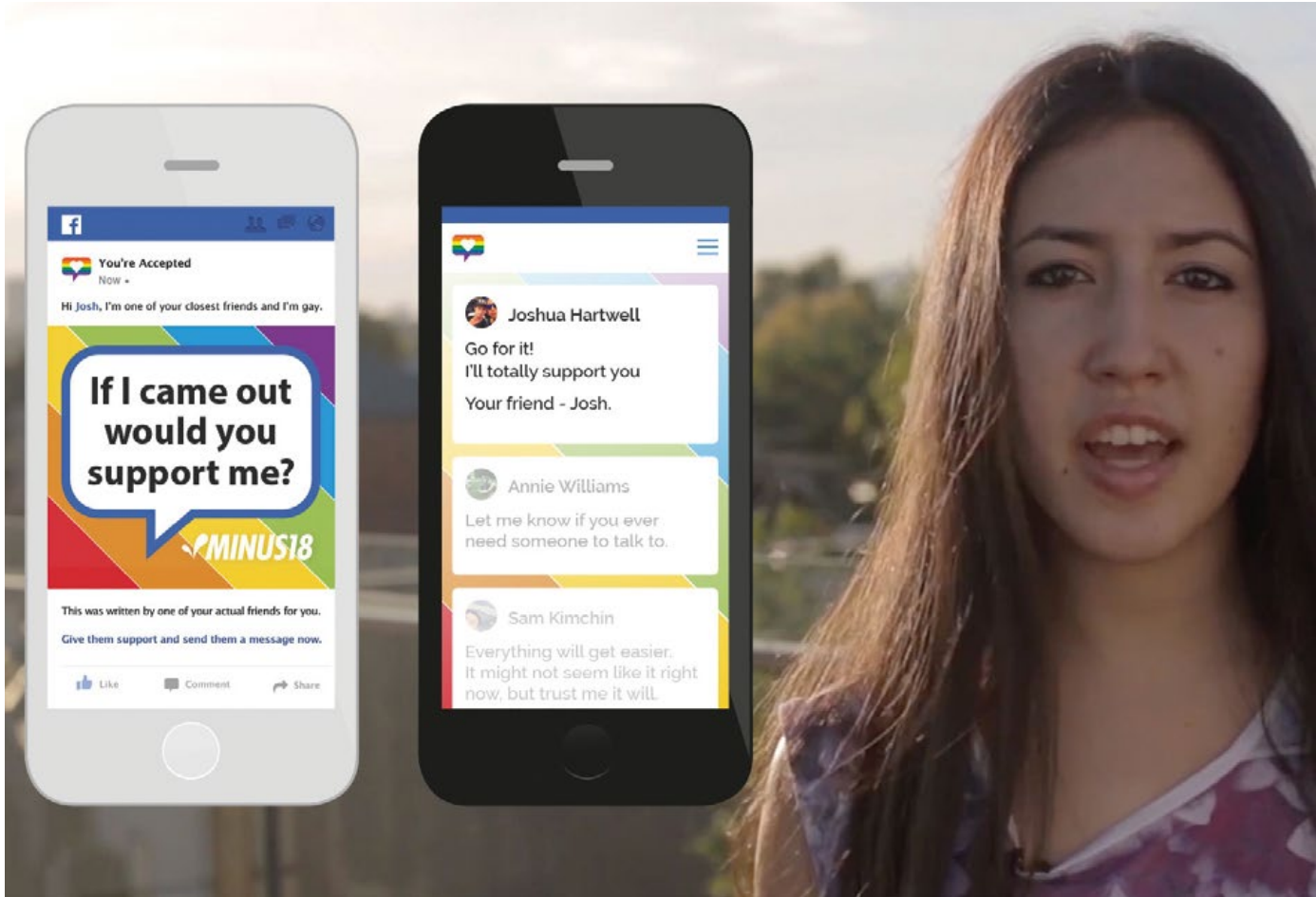
WPP company:
GPY&R Melbourne
Client: **Minus18**

LGBTI youth often fear coming out due to online discrimination. GPY&R Melbourne created an app called You're Accepted giving LGBTI youth the chance to anonymously find out how many of their friends would support them coming out. The platform allows users to garner support from the people they're closest to and gauge how their friends will react while remaining completely anonymous.

Results and Awards:

- ★ 1.1m messages requesting and giving support have been sent.
- ★ 67% of LGBTI youth engaged with the initiative.
- ★ 92% increase in confidence to come out to friends and/or family.
- ★ Cannes Lions 2016: 1 Silver, 2 Bronzes.
- ★ Spikes Asia 2016: Bronze.

wpp.com/youreaccepted





Campaign:
Shut Abuse Up

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

In Brazil, verbal harassment is one of the most common forms of aggression against women. To help change this reality, F.biz São Paulo created a campaign for the Maria da Penha Institute, a Brazilian domestic violence NGO. The videos, which were aired on sites with male audiences, could not be silenced, paused or skipped; forcing viewers to experience the same abuse women are exposed to every day on the streets of Brazil.

Results:

★ 483,000 people reached
in the first two weeks.

wpp.com/shutabuseup



Campaign:
We Were the Refugees Once

WPP company:
Y&R Prague
Client: **UNHCR**

In 2015, the migration crisis set off a wave of xenophobia in the Czech Republic. Y&R Prague found and re-told the authentic stories of brave Czechs who risked their lives to escape communism between 1948-1989. The simple message being 'we were the refugees once.'

Results and Awards:

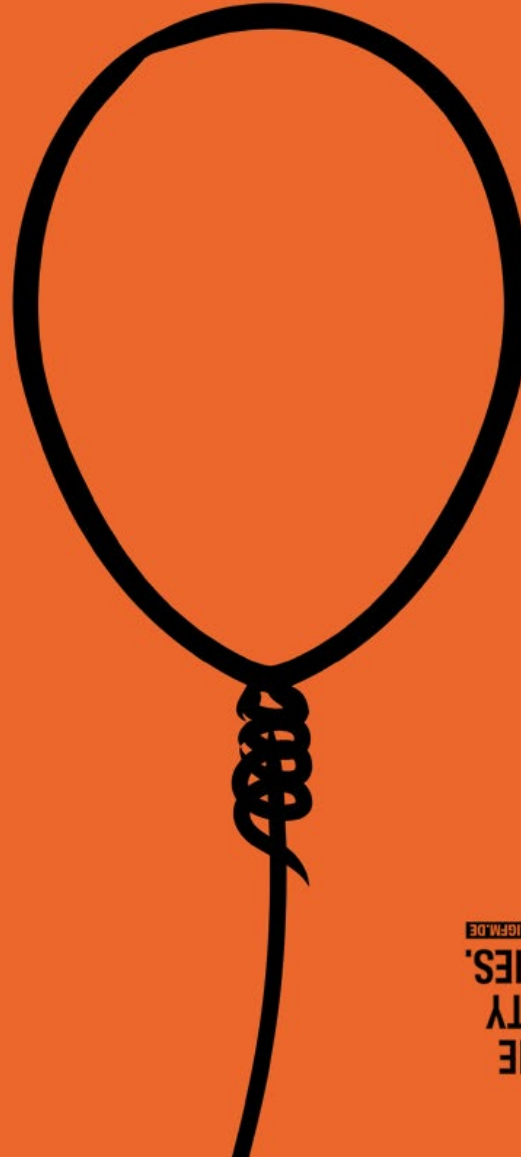
- ★ 80% increase in the UNHCR website traffic.
- ★ 35% increase in volunteering requests.
- ★ 50% increase in UNHCR's brand awareness.
- ★ 1,200% increase in web searches for "Czech refugees".
- ★ Cannes Lions 2016: 5 Bronzes.

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



**WE CELEBRATE
AN END TO THE
DEATH PENALTY
IN 102 COUNTRIES.**

FIGHT THE DEATH PENALTY AT WWW.IFGM.DE



**WE DEMAND
AN END TO THE
DEATH PENALTY
IN 96 COUNTRIES.**

FIGHT THE DEATH PENALTY AT WWW.IFGM.DE

Campaign:
The Positive Twist

WPP company:
Scholz & Friends Berlin
Client: **International Society
for Human Rights (IGFM)**

Scholz & Friends Berlin created this print campaign for the International Society for Human Rights. The posters celebrate the fact that the death penalty is no longer used in 102 countries, whilst also demanding continued action against the death penalty in the 96 countries that still use this practice.

Results:

- ★ 25% increase in number of visitors to the IFGM website.
- ★ 15% increase in donations compared to previous year.



Campaign:
**Mein Kampf Against
Racism**

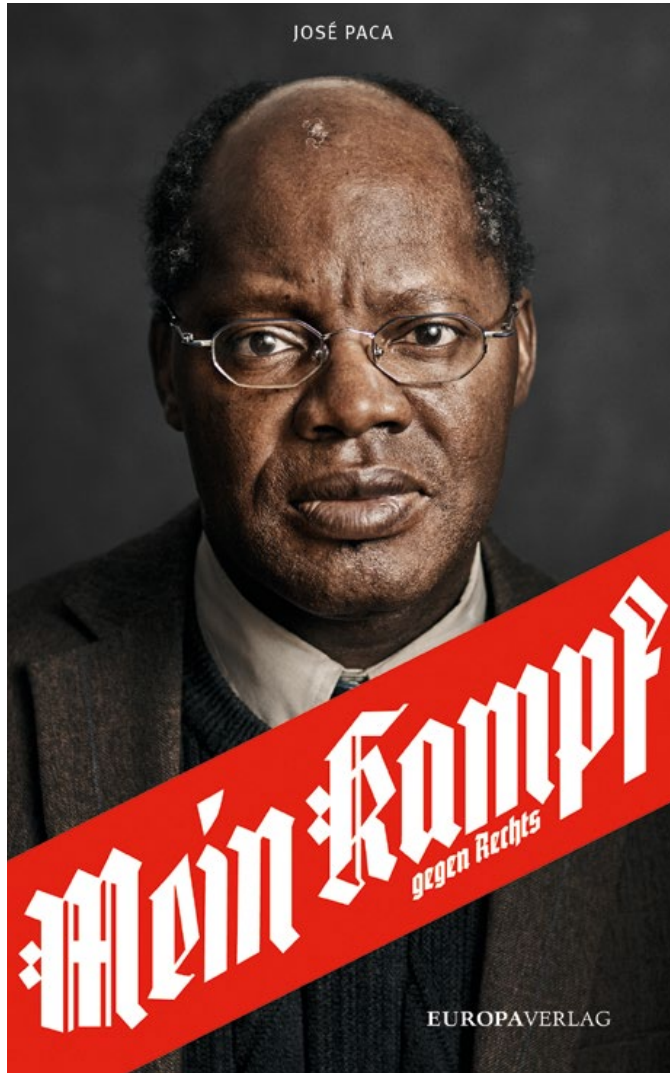
WPP company:
Ogilvy & Mather Frankfurt
Client: **Gesicht Zeigen!**

Adolf Hitler's *Mein Kampf* was republished in 2016 for the first time since 1945. On behalf of the anti-racism association Gesicht Zeigen! Ogilvy & Mather Berlin produced a book titled *Mein Kampf gegen Rechts* (*My Struggle Against Racism*), in an effort to combat right-wing extremism. The book showcases individuals who have fought xenophobia.

Results and Awards:

- ★ Top 15 bestseller on Amazon Germany.
- ★ 645m people reached.
- ★ €14.8m in free media.
- ★ Cannes Lions 2016: 2 Silvers.
- ★ Clio Awards 2016: 1 Gold, 2 Silvers, 1 Bronze.
- ★ One Show 2016: Gold.
- ★ ADC for Germany 2016: 3 Bronzes.
- ★ D&AD 2016: 2 Wooden Pencils.
- ★ New York Festivals 2016: 2 Bronzes.

wpp.com/
meinkampfgainstracism





Campaign:
Veterans

WPP company:
Prolam Y&R Santiago
Client: **Amnesty International**

Prolam Y&R Santiago created a series of posters for Amnesty International highlighting the issue of child soldiers.

Results and Awards:

- ★ 206,000 people reached.
- ★ Cannes Lions 2016: Silver.



Campaign:
#TeamRefugee

WPP company:
Grey London
Client: **United Nations High
Commissioner for Refugees
(I/O)**

For the first time, refugee athletes participated in the Rio Olympic 2016 Games under the Olympic flag as part of a unified team fully funded by the International Olympic Committee (IOC). Grey London and JustSo produced a documentary showing the story of the 65 million people forced from their homes.

Results:

- ★ 457,500 views on social media.
- ★ 4.6m people reached on Facebook.
- ★ Viewed over 457,000 times across UNHCR social platform.
- ★ 188 websites embedded the YouTube video.

wpp.com/teamrefugee





Campaign:
Break The Routine

WPP company:
**J. Walter Thompson
London**

Client: **Victim Support
and the National Centre
for Domestic Violence**

In England and Wales, two people a week are killed by their current or former partner and globally, one in three women will experience violence at the hands of a male partner. J. Walter Thompson London created an ad which depicts an abusive relationship through dance showing victims that there is a way out.

Results:

- ★ 12,200 visits to the charity website with more than 70% of those being first-time users in the first week of the launch.
- ★ 250,000 views.

wpp.com/breaktheroutine



Campaign:
Annual Calendar

WPP company:
Ogilvy & Mather Chile
Client: **UNICEF**

For the past 70 years, across 190 countries and territories, UNICEF has defended the rights of every child. To raise money for the charity, Ogilvy & Mather Chile created the Annual Calendar stressing the importance of each individual support.

Results:

- ★ \$174,175 in free media.
- ★ 33.7m people reached.

wpp.com/annualcalendar





Campaign:
Men Free Banner

WPP company:
MediaCom Bogota
Client: **Ministry of the Interior Colombia**

The Colombian Ministry of the Interior asked MediaCom Bogota to raise awareness of women in abusive marriages. MediaCom developed a video campaign targeting women using search terms such as 'my husband hits me'.

Results and Awards:

- ★ 23% increase in calls to the reporting line.
- ★ 197% increase in traffic to the Ministry website.
- ★ 183% increase in subscribers to the website.
- ★ FOMLA 2016: Silver.

wpp.com/menfreebanner



Campaign:
Barbwire

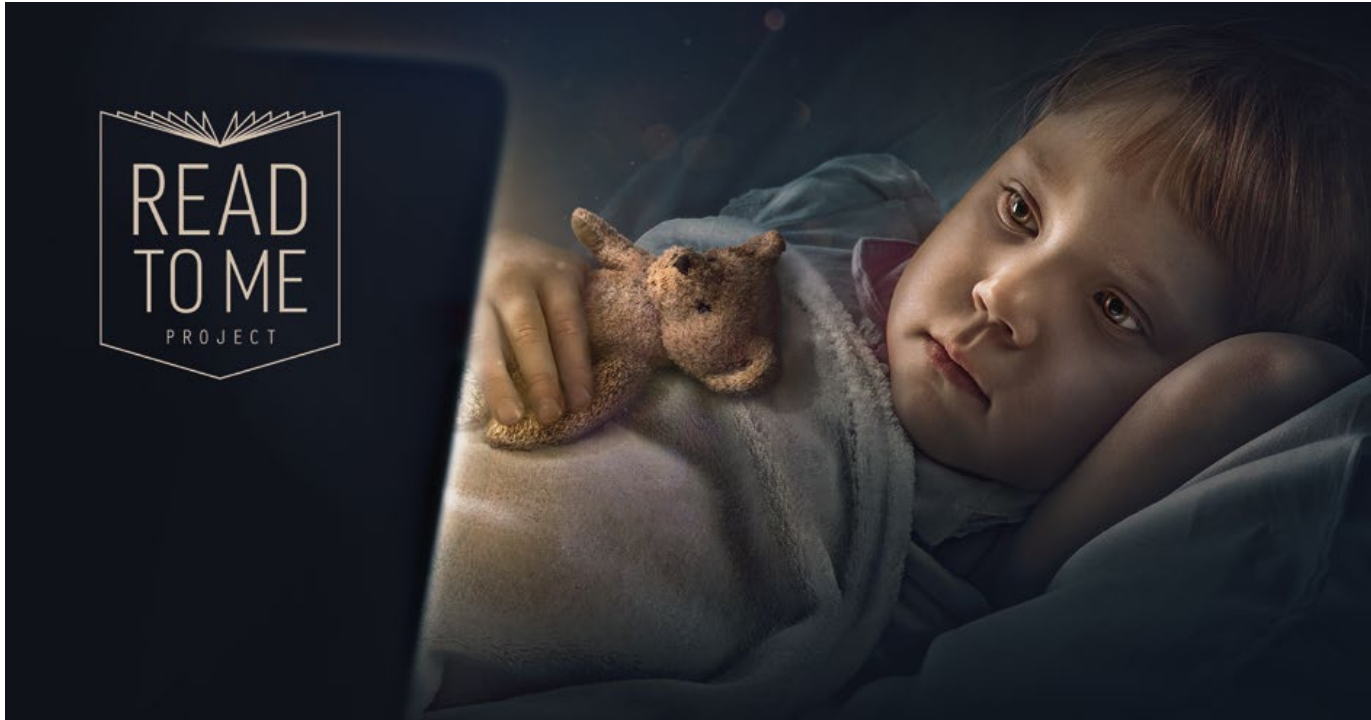
WPP company:
**Ogilvy & Mather
Advertising Frankfurt**
Client: **Amnesty
International Switzerland**

To raise awareness of human rights and the work of Amnesty International, Ogilvy & Mather created a series of four posters that were displayed across the city of Bern. The illustrations show prisoners bound and gagged by barbwire, with the Amnesty candle representing an end to inhumanity.

Awards:

- ★ Cannes Lions 2016:
Gold.
- ★ Clio Awards 2016:
Gold.





Campaign:
Read to Me

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

Orphans don't have the luxury of listening to nighttime stories read by a parent. With the Change One Life Charitable Foundation, Y&R Moscow created 'Read to Me', a channel on YouTube and Odnoklassniki (Russia's biggest social network), where children can upload their dream fairy tale requests and celebrities read to them in return. Donations were also raised for the foundation through the channels.

Results:

- ★ 22,000 subscribers on both channels.
- ★ 50 celebrities have been involved.
- ★ 106 countries reached.

wpp.com/readtome



Campaign:
The Interview

WPP company:
Y&R Milan
Client: **Publicità Progresso**

Y&R Italy created this ad to highlight the gender pay gap. The ad features a woman applying for the same job – first as herself, then dressed as a man. Both candidates had the same educational background and professional experience. The only difference was their appearance and the interviewers reaction to their salary requests. The ad was shown on TV, online and in cinemas.

Results:

- ★ €3m in free media.
- ★ Shown in 314 cinemas.
- ★ 140 press articles.
- ★ Discussed in Italian Senate and by the Pope during Sunday Sermon.

wpp.com/theinterview



**ESSERE UNA DONNA È ANCORA
UN MESTIERE COMPLICATO.**

DIAMOGLI IL GIUSTO VALORE.



www.puntosudite.it



#MyDaughterWill
mydaughterwill.org

Campaign:
#MyDaughterWill

WPP company:
**J.Walter Thompson
Mumbai**
Client: **Haiyya**

J.Walter Thompson Mumbai in association with Haiyya, a charity that develops leadership and community building as a means to create social change across urban India, created a digital campaign called #MyDaughterWill. The campaign aims to give daughters the same rights as sons to perform a parent's last rites. By using digital media, the agency has started conversations and debates on the subject around the country.

Results:

- ★ 300,000 Twitter impressions.
- ★ 3,000 Facebook Shares.

wpp.com/mydaughterwill



Campaign:
Get New Ideas

WPP company:
**Bold Ogilvy & Mather
Athens**
Client: **The Thessaloniki
Film Festival**

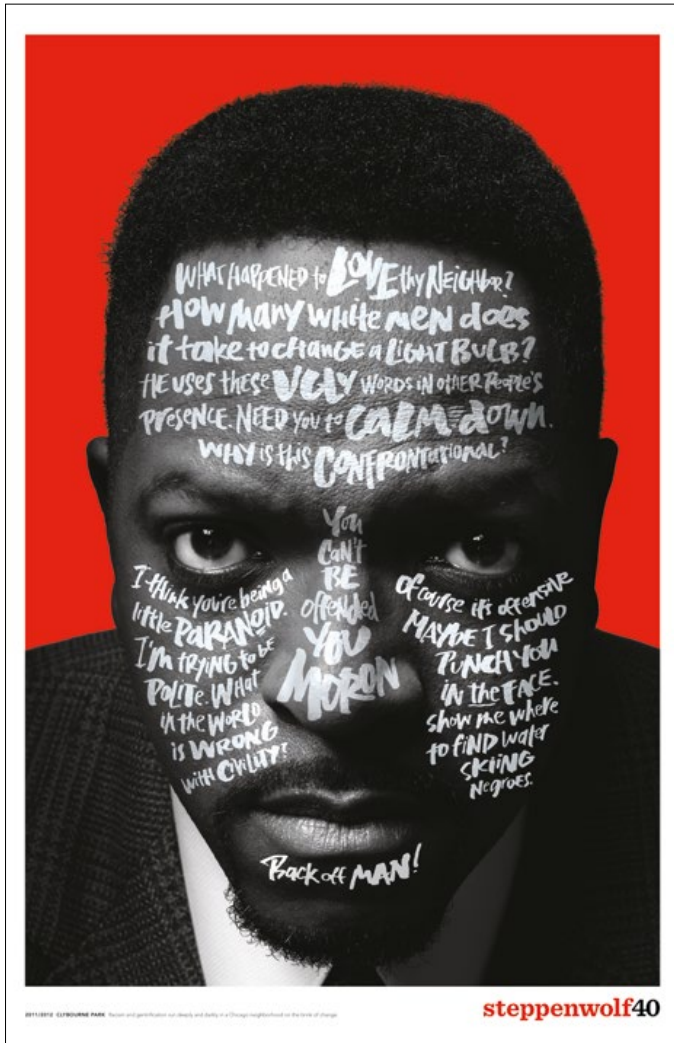
Bold Ogilvy & Mather Athens created three ads to promote the 57th Thessaloniki International Film Festival (TIFF), the top film festival in South Eastern Europe. The ads were aired online and on television.

Results:

- ★ 80,000 visitors to the festival.
- ★ 17% rise in visitors at TIFF's official site.
- ★ 115,000 views of the video.

wpp.com/getnewideas





Campaign:
Steppenwolf40

WPP company:
Ogilvy & Mather Chicago
Client: **Steppenwolf Theatre**

To celebrate Steppenwolf Theatre's 40th anniversary, Ogilvy & Mather Chicago assembled 40 of the world's best graphic designers, illustrators, photographers, and typographers to create posters representing 40 plays Steppenwolf has performed over 40 years.

Results and Awards:

- ★ \$16,000 raised for the theatre.
- ★ 2,000 followers in 8 months.
- ★ London International Awards: 2 Silvers, 2 Bronzes.

wpp.com/steppenwolf40



Campaign:
The Slave Calendar

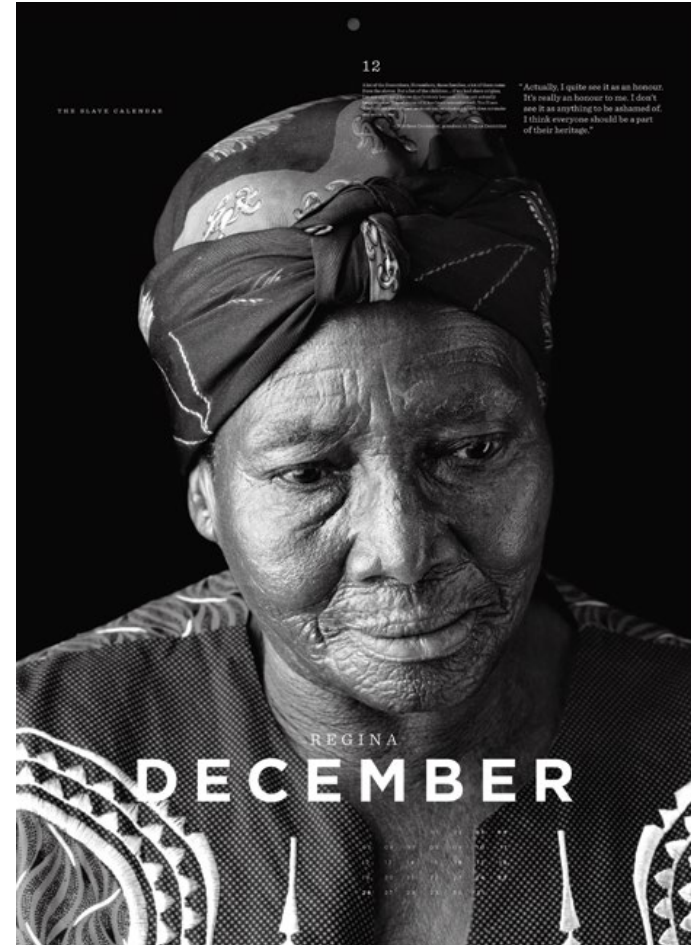
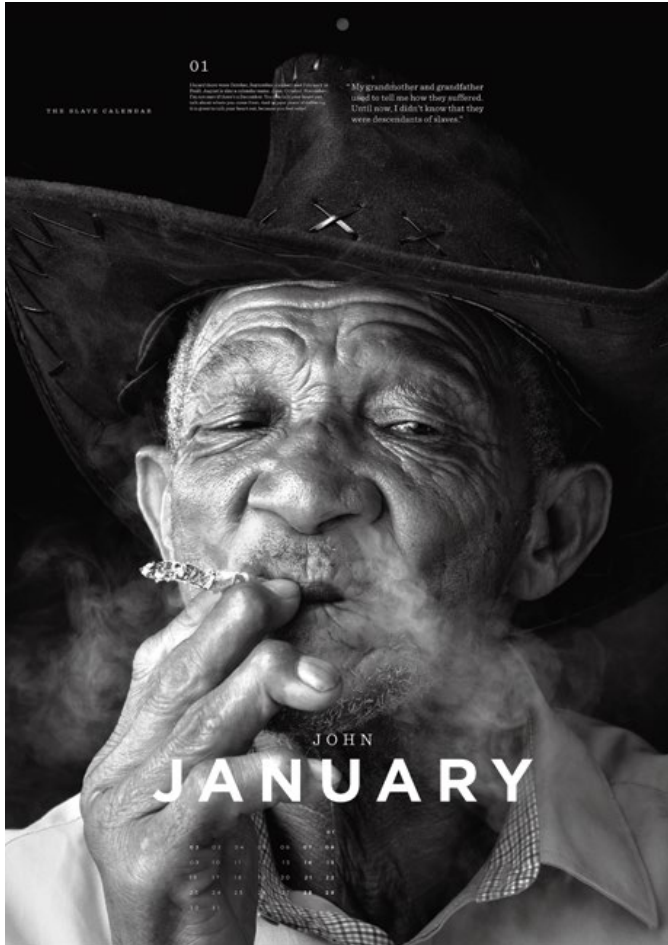
WPP company:
Geometry Global
Cape Town
Client: **Iziko Slave**
Lodge Museum

Over 71,000 slaves landed at the Cape of Good Hope between 1653 and 1856 and were stripped of everything, including their names. Many were renamed after the calendar month in which they arrived. Geometry Global Cape Town created the Slave Calendar for the Iziko Slave Lodge Museum as part of a project that seeks to put the story of slavery in South Africa back into public consciousness.

Results and Awards:

- ★ 26% increase in visitors to the museum.
- ★ 33.7m people reached.
- ★ Loerie Awards: 2 Golds.

wpp.com/theslavecalendar





Campaign:
**The Computer
With Potential**

WPP company:
**J. Walter Thompson
London**
Client: **Computers4Africa**

J. Walter Thompson London created an online film that tells the story of a bored laptop that dreams of living a more fulfilling life. The computer makes a break for freedom and travels to Africa to reach his potential helping educate schoolchildren. The spot was created for a charity that reconditions and sends old computers to Africa to be used in schools and hospitals.

Results:

★ 5% increase in donations to the charity.

wpp.com/thecomputerwithpotential



Campaign:
Word Debt

WPP company:
**Geometry Global
Hong Kong and
Geometry Global Moscow**
Client: **The Smile of the Child**

Geometry Global Hong Kong and Geometry Global Moscow created Word Debt – a social media platform showing users how many of the words in their posts are of Greek origin. The platform shows users the original Greek word and an option to donate €0.10 per word to The Smile of the Child, an NGO working to improve the welfare of children in Greece.

Results:

- ★ 14,000 Greek words used.
- ★ 500 new supporters.

wpp.com/worddebt



WORD DEBT

school (σχολή) *n.*
from *scholē*, meaning a group to whom lectures are given.

 **Smile of the Child**
@hamogelo

Over 1,000 schools are closed across Greece, in strikes over the debt crisis. @healworld

cri-sis (κρίσις) *adj.*
from *krisis*, meaning a decision, choice, election, judgment, dispute.



Campaign:
Teacher AM

WPP company:
**J. Walter Thompson
Jakarta**
Client: **Indonesia Mengaja**

Many children in remote areas of Papua New Guinea do not have access to education. J. Walter Thompson Jakarta discovered that children spend hours carving wood into a totem as a ritual to honour and communicate with their ancestors. The team made use of this ancient tradition by placing radio receivers inside blocks of wood. So when children carve their totems, they can listen to a lesson broadcast live from another school.

Results and Awards:

- ★ 153 children reached.
- ★ Citra Pariwara Awards 2016: Silver.

wpp.com/teacheram



Campaign:
The Job Switch

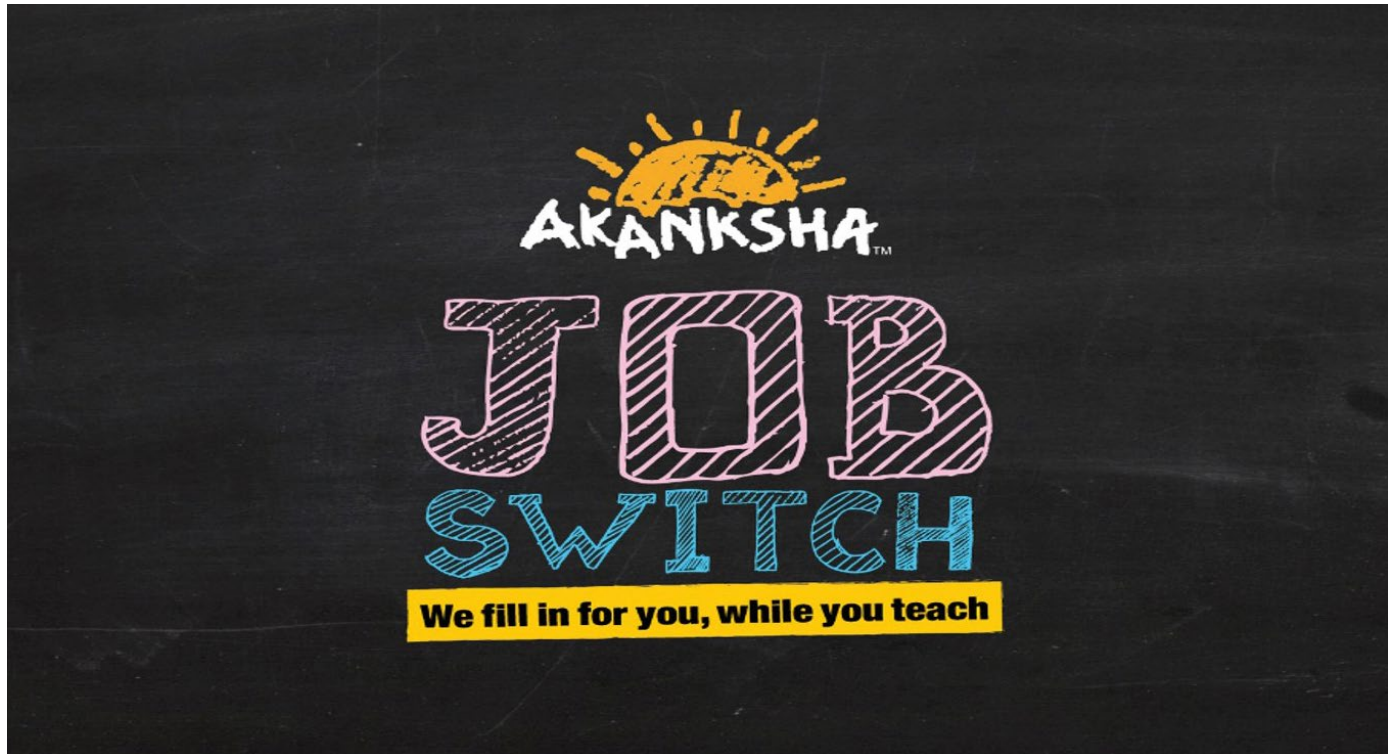
WPP company:
Ogilvy & Mather Mumbai
Client: **The Akanksha
Foundation**

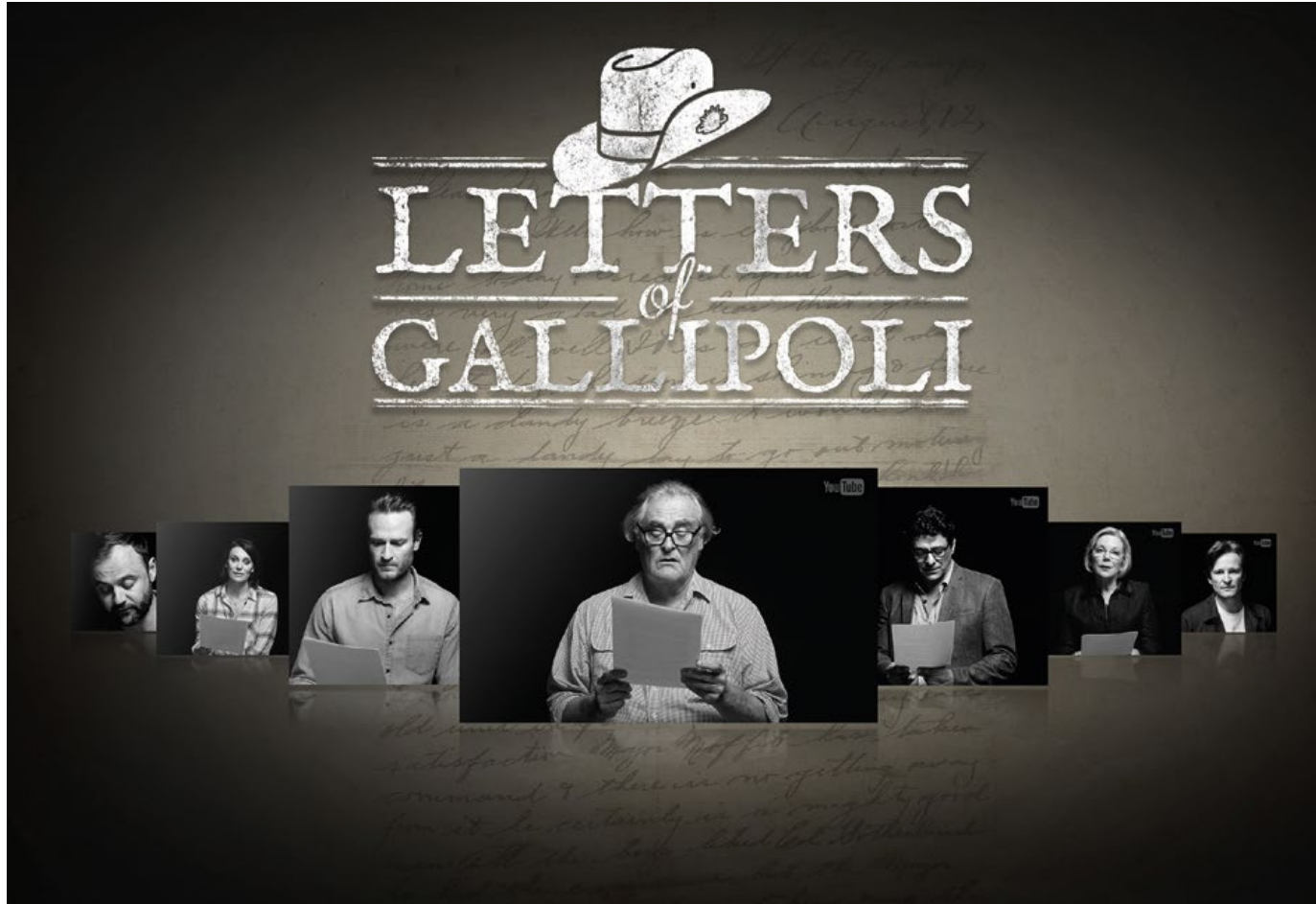
The Akanksha Foundation is an Indian NGO working to provide children from low-income communities with high-quality education. Ogilvy & Mather Mumbai created the Job Switch campaign to encourage people to volunteer for the foundation. Key business leaders were asked to give up an hour of their day to teach at an Akanksha school. In return, a student would take their place in the workplace.

Results:

- ★ 69m people reached.
- ★ 14m social media impressions.

wpp.com/thejobswitch





Campaign:
Letters of Gallipoli

WPP company:
GPY&R Melbourne
Client: **Australian War Memorial**

To commemorate ANZAC Day, GPY&R Melbourne created this seven-part webisode series. Working with the Australian War Memorial, they researched the letters and diary entries written by Australians while they were aboard ships, fighting in the trenches and wounded in hospital beds. The letters are read by Australian actors and personalities.

Results:

- ★ 20,000 views of the video.
- ★ AU\$1.2m in free media.
- ★ AU\$20,160 raised for the charity.
- ★ 62% increase in visitors to the charity website.



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Front cover illustration
by Jef Aérosol
Nuée de papillons (Cloud of butterflies)
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