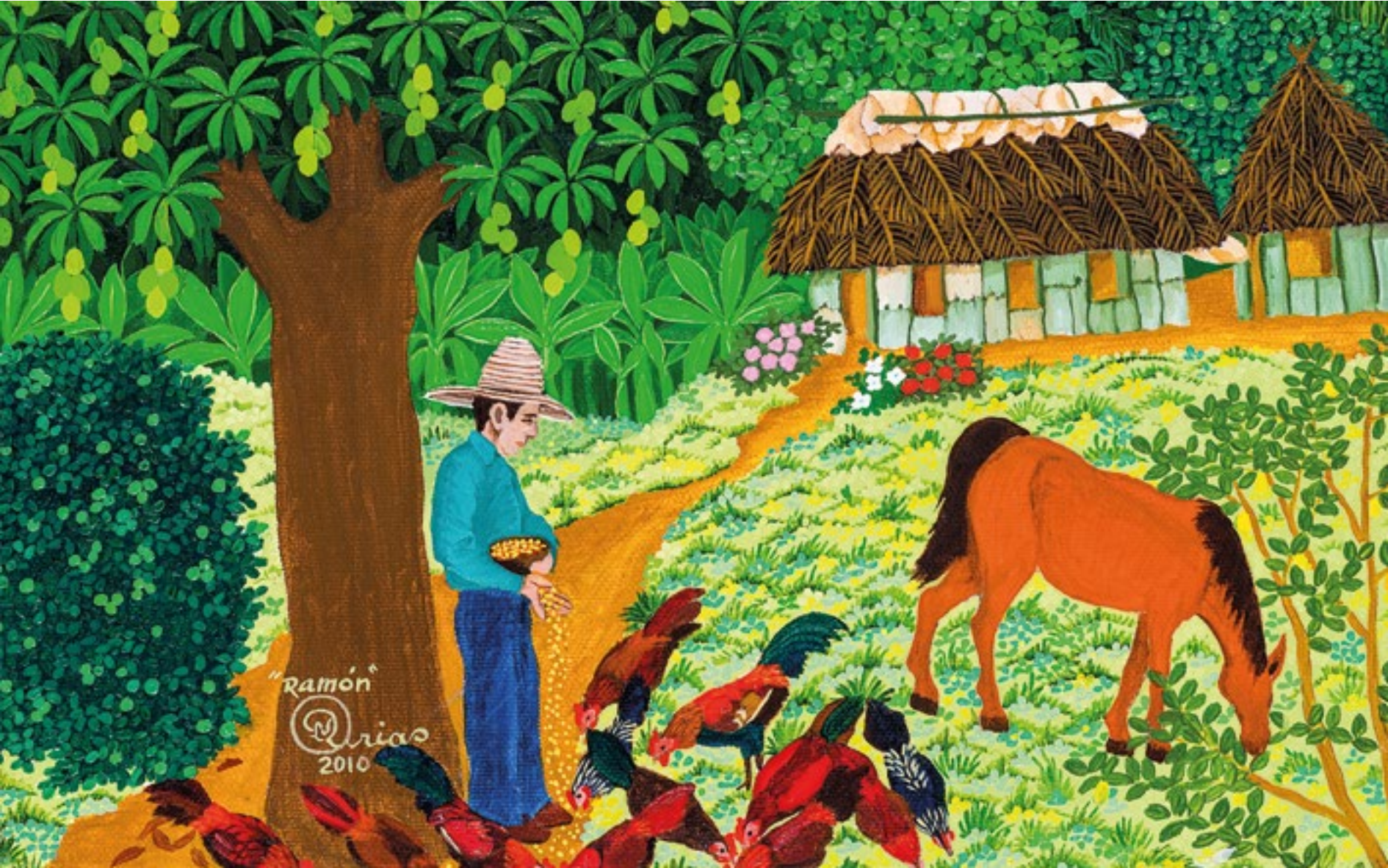


WPP

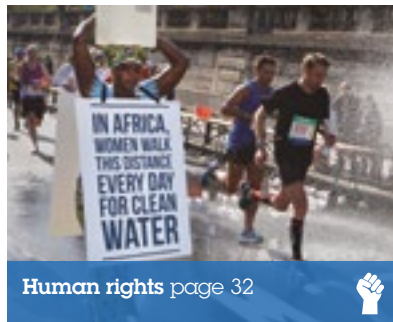
Pro bono work 2015

A selection of campaigns from WPP companies



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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

The United Nations Sustainable Development Goals (UNSDGs), launched in 2015, reminded us that though much progress has been made on tackling poverty, ill health, injustice and environmental decline, much more remains to be done – and we all, governments, businesses and individuals alike, have a part to play.

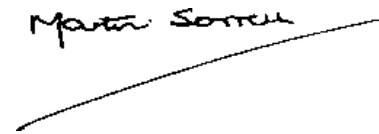
WPP is proud to support the UNSDGs and their ambition of ending poverty, protecting our planet, and ensuring prosperity for all. We believe that communications and marketing services, with their ability to inspire, inform and influence behaviour, can play a key role in tackling many of the challenges facing society.

One of the most important ways our Group can contribute is through our pro bono work: providing communications services and advice to charities for little or no fee. This enables organisations doing much needed work on limited resources to increase their impact and reach.

Our companies have a long heritage of pro bono work stretching back many decades, often before WPP was even founded. I am pleased to be able to share with you some of the latest work in this great tradition.

It is our view that our pro bono partners deserve the same insight, creativity and service we offer all our clients and I'd like to thank our people for giving their time and expertise to these campaigns during 2015. Their dedication is reflected in the many awards won by our pro bono campaigns.

Communication can change the world for the better, and we are pleased to be part of that process.

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

Our pro bono work focuses on six themes – health, education, local communities, human rights, the environment and the arts.

Within these six areas, our companies select the pro bono partners they want to work with, often reflecting the particular priorities or interests of their employees. In some cases, WPP the parent company, plays a role in coordinating multi-company pro bono projects.

Companies in all our disciplines make a contribution to our 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.

Our pro bono work ranges from small-scale and one-off campaigns to major partnerships over several years or even decades.



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 2015

Pro bono work by WPP companies was worth £13.5 million in 2015 (2014: £17.0 million).

Together with our cash donations to charities of £5.9 million, this means our social investment was worth £19.4 million (2014: £21.8 million), equivalent to 1.3% of reported profit before tax.

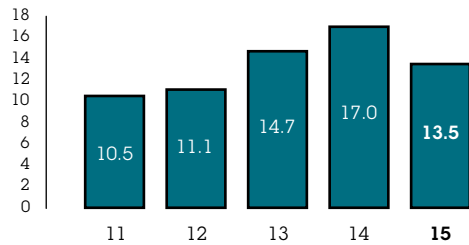
In addition, WPP media agencies negotiated free media space worth £24.4 million on behalf of pro bono clients (2014: £25.1 million), making our total social contribution worth £43.8 million (2014: £46.9 million). The value of our social investment (pro bono work and charitable donations) was down by 11% on the previous year, while our overall contribution including free media space decreased by 7%.

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 2015, created wider social benefits worth £72 million to society. This includes for example, the impact of charities being able to improve health and well-being in communities.

Pro bono contributions

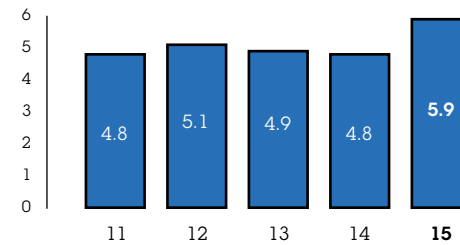
£m



WPP companies undertook pro bono work worth £13.5 million in 2015. This is down 21% on 2014.

Charitable contributions

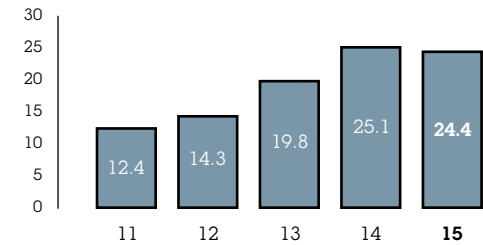
£m



The Group and its companies made cash donations to charities worth £5.9 million in 2015, up 23% on 2014.

Free media space

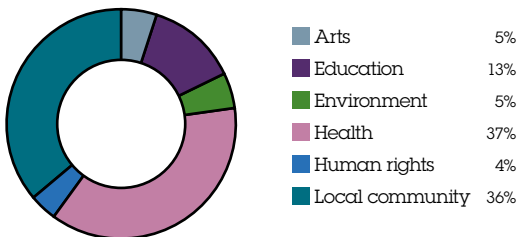
£m



WPP media agencies negotiated free media space worth £24.4 million on behalf of pro bono clients, down 3% on 2014.

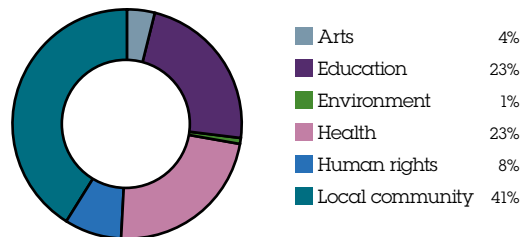
Pro bono work by sector

%



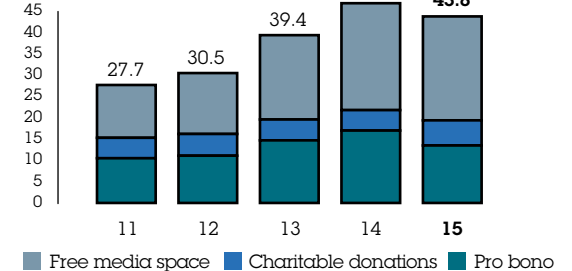
Charitable donations by sector

%



Total social contribution

£m



Our total social contribution in 2015 came to £43.8 million, down 7% on 2014.

Campaign:
#ClimateChain

WPP company:
Red Fuse New York
Client: **United Nations**

Red Fuse, a WPP full-service integrated global agency, developed the #ClimateChain campaign for UNICEF on World Water Day 2016 to draw attention to children put at risk by climate change-related floods, droughts and disease.

Over one month the campaign encouraged people to upload a photo to Instagram using the #ClimateChain hashtag, creating a virtual human chain with children from regions most affected by climate change.





Supporting the work of the United Nations

In 2015, our companies provided communications support to help numerous UN agencies advance their social and environment objectives. This included pro bono assignments and paid for work. Other examples include work for:

- UNHCR (Y&R Milan)
- The United Nations Foundation – World Humanitarian Day 2015 (OgilvyOne, Neo@Ogilvy and Ogilvy PR)
- UN Foundation, the UN Development Program and the UN Framework Convention on Climate Change (Ogilvy PR Washington DC)
- ‘He for She’ campaign for UN Women (Ogilvy PR New York)
- ‘Autocomplete Truth’ campaign for UN Women (Ogilvy Dubai)
- UNDP on ending violence against women (Ogilvy Turkey).

At a Group level, we participated in an initiative of the International Chamber of Commerce in 2015 to support the United Nation’s Sustainable Development Goals and encourage political leaders to work with business to implement the goals.

Campaign:
If Only

WPP company:
Y&R Paris
Client: **International Fund for Animal Welfare (IFAW)**

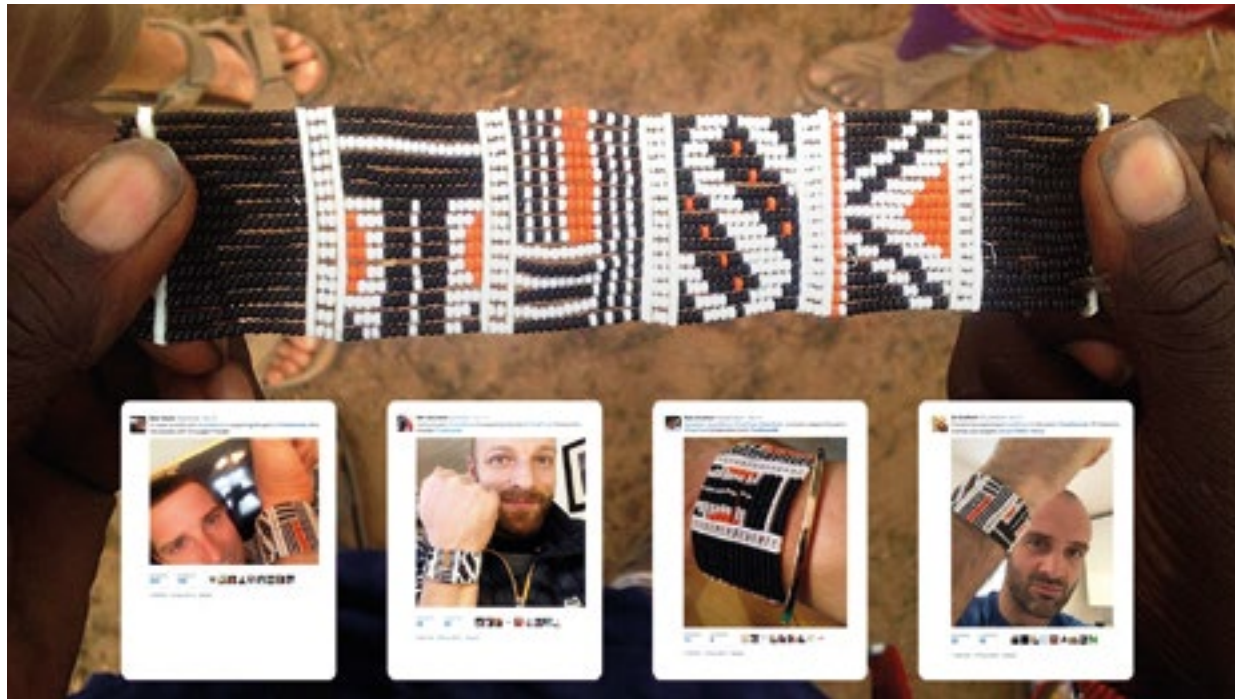
Y&R Paris worked with the International Fund for Animal Welfare to raise awareness of animals facing extinction. Each poster featured a 3D print-out of an endangered species with the tagline 'If only they were this easy to reproduce' showing that once these animals are lost, they are lost forever.

Awards:

- ★ Eurobest Awards:
1 Gold, 1 Bronze.
- ★ Clio Awards 2015:
1 Silver, 1 Bronze.



If only they were this easy to reproduce.  IFAW
International Fund for Animal Welfare



Campaign:
Tusk Conservation Awards

WPP company:
The Partners London
Client: **Tusk Trust**

The Tusk Trust is an organisation initiating and funding conservation, community development and environmental programs across Africa. In 2015, The Partners rebranded and updated the organisation's annual Conservation Awards. A new visual identity was created featuring a unique tribal pattern made up of the letters T.U.S.K., which was applied across the website, stage design, printed collateral and branded Land Rovers. The Partners commissioned a tribe in Kenya to make traditional beaded wristbands, which were handed out to high profile supporters, to raise awareness of the event.

Results and Awards:

- ★ Over 17.5m impressions across Twitter.
- ★ 400% increase in media impressions.
- ★ 250% increase in the use of #TuskTrust.
- ★ Clio Awards 2015: 1 Bronze.
- ★ One Club Awards 2015: Merit.
- ★ Brand Impact 2015: Winner for Best in Show.
- ★ D&AD Awards 2015 – Branding Wood Pencil.
- ★ The Drum Design Awards 2015 – Chairman's Awards and Identity Design prize.



Campaign:
Run4tiger

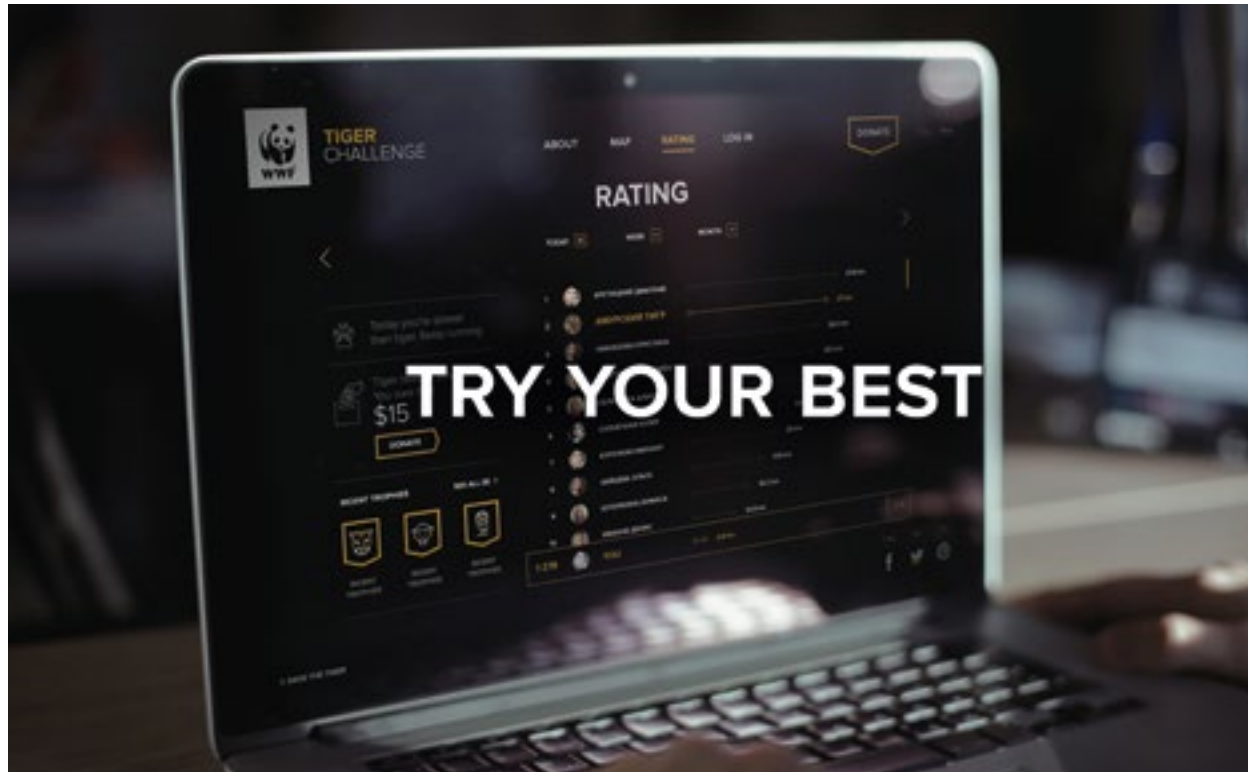
WPP company:
Hungry Boys Moscow
Client: **WWF**

Amur tigers are disappearing at an alarming rate due to poaching, habitat destruction and a decline in their prey. To help raise awareness and fundraise for the WWF, Hungry Boys Moscow created the website Run4tiger. The site allows people to compare their running achievements with those of an Amur tiger and donate \$5 to the foundation.

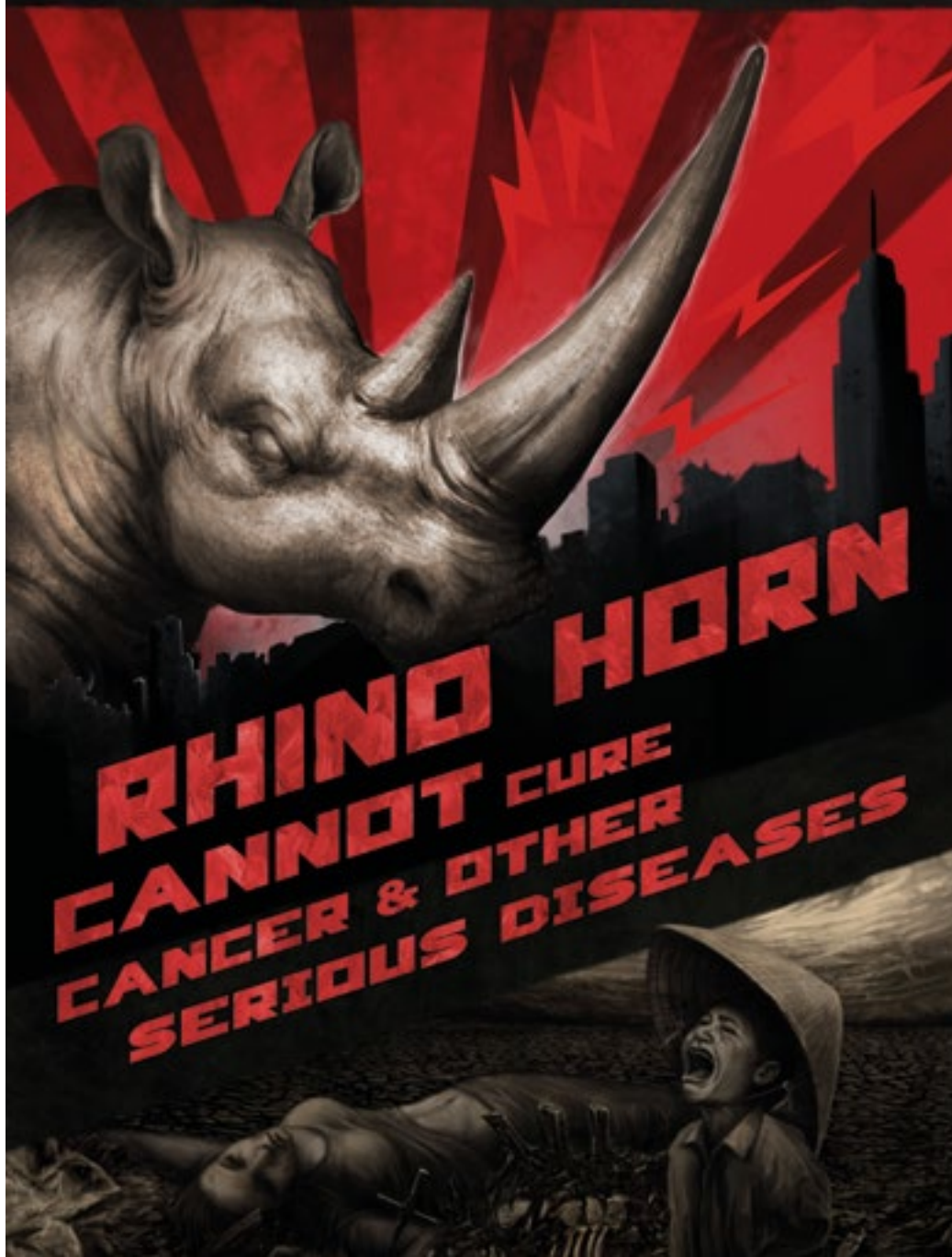
Results and Awards:

- ★ \$500,000 worth of PR effect.
- ★ 50,000 runners registered worldwide.
- ★ KIAF 2015: 2 Bronzes and 1 Grand Prix.
- ★ ADCR 2015: 5 Bronzes.
- ★ White Square 2015: 1 Silver.

wpp.com/run4tiger



PUBLIC HEALTH WARNING



Campaign:
Save the Rhino

WPP company:
Ogilvy & Mather Vietnam
Client: **WWF**

Some people in Vietnam believe that consuming rhino horn can cure disease – putting African rhinos on the brink of extinction. To reduce demand and kill off the trade, WWF injected the horns of wild rhinos with a substance that can make humans ill but is harmless to the animal. Ogilvy & Mather Vietnam created a campaign to ensure everyone was aware of the risks involved in consuming rhino horn, whilst targeting the international community for funds to keep the poisoning program running.

Results:

- ★ Approximately \$127,000 in total earned media and PR fee.
- ★ 600 traditional medicine practitioners signed the Pledge to abandon the use of rhino horn to treat illness.
- ★ 77% reduction in purchase intention.

wpp.com/savetherhino



Campaign:
The Last 55

WPP companies:
Geometry Global
New Zealand and Ogilvy & Mather New Zealand
Client: **WWF**

The Maui dolphin is the world's smallest dolphin with the world's smallest population – only 55 remain. To help WWF raise awareness and put pressure on the government to take action, Geometry Global New Zealand and Ogilvy & Mather New Zealand created an online campaign which reduced Facebook user's friends lists to just 55. As people saw their friends dwindle, they were encouraged to sign a petition and share #thelast55 through social media.

Results and Awards:

- ★ Over 100,000 people signed the petition.
- ★ #thelast55 shared 14,000 times.
- ★ \$625,000 worth of work value.
- ★ Political parties gave support and regional council actively setting up a marine reserve.
- ★ PMAA Dragon Awards 2015: 1 Navy, 1 Silver.

wpp.com/thelast55



#GodSaveTheOcean



APPARENTLY, THE FISH ARE LOOKING FORWARD TO THIS GANESHA CHATURTHI.

After visarjan, the toxic materials used in making Ganesha idols pollute the sea and kill the fish. At SPROUTS Environment Trust, we've made the idols from vegetarian food ingredients that the fish can consume. A noble way to keep the ocean clean.

To book your idol, call 98201 40254.

SPROUTS
Environment Trust

sproutsenvironmenttrust.org.in

A SPROUTS Environment Trust initiative

Campaign:
God Save The Ocean

WPP company:
Ogilvy & Mather Mumbai
Client: **SPROUTS
Environmental Trust**

Ganesha Chaturthi is a popular Hindu festival celebrating the elephant-headed god Ganesha. Every year, millions of Ganesha idols are made for the festival and are immersed in the sea. Most of these idols are made of non-biodegradable Plaster of Paris and toxic materials that pollute the sea and kill fish. Ogilvy & Mather Mumbai partnered with SPROUTS Environmental Trust to create and promote biodegradable Ganesha idols made from fish food.

Results:

- ★ Over 3,000 shares on Facebook, reaching more than 300,000 people.
- ★ 200 idols were created, not enough to satisfy the 3,500 requests.

wpp.com/godsavetheocean





Campaign:
Cut a Tree. Kill a Life.

WPP company:
Y&R Kuala Lumpur
Client: **Malaysian Nature Society**

Y&R Kuala Lumpur created a series of posters to reveal the damaging effect of deforestation on wildlife. The illustrations expose the vulnerability of Malaysia's most endangered animals including the Malaysian tapir, the critically endangered Sumatran rhino, the reclusive Hornbill and rare freshwater fish.

Awards:

- ★ Cannes Lions 2015:
1 Bronze.
- ★ Spikes Asia 2015:
2 Bronzes.
- ★ Clio 2015 Awards:
1 Silver, 1 Bronze.
- ★ AD Stars 2015: Finalist.





Campaign:
Year of the Elephant

WPP companies:
**Grey London, Grey China,
Ogilvy PR China
and VML's Teen**
Client: **WildAid**

Grey London created WildAid's Year of the Elephant to build on recent momentum and end the illegal ivory trade once and for all. The campaign, which launched alongside the Chinese New Year, encouraged anyone who cares about elephants to #JointheHerd by changing their social media profile photo at YearoftheElephant.org, or wish their followers a 'Happy Year of the Elephant' in Mandarin. It has been backed by a host of celebrities including Leonardo DiCaprio, Jackie Chan, Ellen DeGeneres, Sir Richard Branson, Yoko Ono, Lupita Nyong'o and Ricky Gervais.

Results:

- ★ 400m global impressions.
- ★ 37m views in China.
- ★ 2.2m interactions on Twitter and Instagram.

wpp.com/yearoftheelephant





Campaign:
Life Saving Dot

WPP company:
Grey For Good Singapore
Client: **Neelvasant Medical Foundation and Research Centre**

Many women in rural India suffer from life-threatening diseases linked to iodine deficiency. Grey For Good teamed up with the Neelvasant Medical Foundation and Research Centre to create a bindi, which doubles up as an iodine patch. The bindis, called the Life Saving Dot, were handed out for free at medical centres across the country.

Results and Awards:

- ★ 573m earned media impressions.
- ★ \$3.75m in media value.
- ★ Cannes Lions 2015: Innovation Lion, 1 Gold, 1 Silver, 2 Bronzes.
- ★ Spikes Asia 2015: 2 Grand Prix, 2 Golds, 2 Silvers, 1 Bronze.
- ★ Gong Show Singapore 2015: 5 Golds, 1 Silver.

wpp.com/lifesavingdot



OBESITY KILLS
MORE PEOPLE
THAN TRAFFIC
ACCIDENTS.

PREVENT IT BY
EXERCISING OFTEN



SANTA CASA
de São Paulo



Campaign:
Sweets

WPP company:
Y&R São Paulo
Client: **Santa casa
de Misericórdia de
São Paulo**

Y&R São Paulo created a set
of three posters to demonstrate
that diseases related to obesity
now kill more people than
traffic accidents.

Results and Awards:

- ★ Over 90,000 reached.
- ★ Cannes Lions 2015:
1 Bronze.



Campaign:
Cartoon Helpline

WPP company:
Ogilvy & Mather
São Paulo
Client: **GRAACC**

The Cartoon Helpline is a call centre manned by the same voiceover artists who dub popular cartoon characters in Brazil. It aims to lift the spirits of children undergoing cancer treatment at GRAACC, a children's hospital in São Paulo. Ogilvy & Mather São Paulo developed the initiative and designed branded content to promote it.

Results and Awards:

- ★ No children gave up treatment.
- ★ Cannes Lions 2015: 1 Silver.

wpp.com/cartoonhelpline





THE FIRST STEP IN SOLVING ANY PROBLEM
IS SEEING THERE IS ONE.

Campaign:
The Salt You Can See

WPP company:
Grey Buenos Aires
Client: **Fundación Favalaro**

Argentians consume on average 15g of salt per day, three times the WHO recommended amount. Excessive salt intake is linked to high blood pressure and an increased risk of heart disease and stroke. To encourage people to reduce their consumption, Grey Buenos Aires dyed table salt bright colours, making it more visible. The salt was handed out at medical centres, supermarkets, restaurants and public spaces.

Results and Awards:

- ★ Almost 1m Facebook users reached in two days.
- ★ #lesalqueseve trended on Twitter.
- ★ Over 100 celebrities shared the #salfie hashtag on Instagram.
- ★ 16m media impressions.
- ★ Cannes Lions 2015: 2 Golds, 1 Silver, 2 Bronzes.
- ★ Clio Awards 2015: 2 Silvers, 2 Bronzes.
- ★ Effie Argentina: Effie De Oro.

wpp.com/thesaltyoucansee



Campaign:
Melanoma Likes Me

WPP company:
**George Patterson
Y&R Brisbane**
Client: **Melanoma Patients
Australia**

Over 1,500 Australians die from melanoma every year and it is the deadliest cancer for people aged 15-30. George Patterson Y&R created a mobile campaign for Melanoma Patients Australia. A unique algorithm scoured popular social media applications for sun-related posts. They then liked, followed and commented on the posts in real-time, delivering millions of tailored messages to a hard-to-reach audience.

Results and Awards:

- ★ Over 2m people reached.
- ★ AUD\$1m earned media value.
- ★ Cannes Lions 2015:
1 Silver, 3 Bronzes.
- ★ Spikes Asia 2015:
Grand Prix for Good,
3 Golds, 1 Silver,
1 Bronze.
- ★ LIA Awards 2015:
2 Silvers.
- ★ BADC Awards 2015:
1 Gold.
- ★ Andy Awards 2016:
Grandy for Good.

wpp.com/
melanomaprevention





Campaign:
The HIV Positive Poster

WPP company:
**Ogilvy & Mather
São Paulo**
Client: **Life Support Group
(GIV)**

Ogilvy & Mather São Paulo partnered with the organisation Life Support Group (GIV) to help break down the stigma around HIV. HIV-positive volunteers dropped a dot of their own blood on posters 'infecting' them with the disease. The poster explains that being HIV Positive does not determine who you are, whether you are a poster or a human being.

Results and Awards:

- ★ 519m media impressions.
- ★ More than 50m people reached.
- ★ Cannes Lions 2015: 1 Bronze.
- ★ London Festival 2015 Awards: 1 Silver.
- ★ El Ojo Awards 2015: 3 Golds.

wpp.com/hivcampaign



Campaign:
Stammering is OK

WPP company:
Ogilvy & Mather Warsaw
Client: **British Stammering
Organisation/Employers
Stammering Network**

Ogilvy & Mather Poland created visuals for the British Stammering Organisation and the Employers Stammering Network member companies. The visuals have two main objectives: convince the audience that their reaction to someone stammering matters, and that people who suffer from stammering must seek help to grab work opportunities. They were used as posters in offices, direct mailing and corporate brochures and websites.

Result:

- ★ Reached 1.4 million employees of the member companies.





Campaign:
Music for Memory

WPP company:
J. Walter Thompson Toronto
Client: **Alzheimer's Society
Canada**

Music For Memory is an ongoing project of the Alzheimer's Society to bring music to people living with dementia. In 2015 J. Walter Thompson Toronto promoted the project by putting donation boxes for old MP3 players in music stores across Ontario. They also created eye-catching promotional posters, a website for Music for Memory and put on a fundraising concert.

Results and Awards:

- ★ To date 2,500 iPod shuffles have been donated and distributed to Alzheimer patients.
- ★ Over 60 assisted care facilities are participating in the project.
- ★ Applied Arts Advertising 2015: 1 Gold.
- ★ Communication Arts 2015: 1 Silver.

wpp.com/musicformemories



Campaign:
My Bike has MS

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

The debilitating symptoms of multiple sclerosis were hidden inside a bike in a campaign created by Grey Melbourne. The frame was buckled and the wheels deliberately bent, teeth were sheared off the gears and ball bearings tucked inside thin handlebar tape, making this bike difficult and uncomfortable to ride. The bike enables people to experience the symptoms of MS first-hand and better understand the disease.

Results:

- ★ 110,000 video views.
- ★ 12,000 social media likes.
- ★ 10,000 social media shares.

wpp.com/mybikehasms





Campaign:
Sun Lifeguard

WPP company:
J. Walter Thompson
Buenos Aires
Client: **LALCEC**
(Argentinian League
against Cancer)

J. Walter Thompson worked pro bono for LALCEC to raise awareness about skin cancer. They placed eight watch-towers along the Argentinian coast complete with 'Sun Lifeguards': qualified dermatologists who handed out sun cream, advised on skin cancer prevention and provided dermatological tests.

Results and Awards:

- ★ 30,000 people checked in 60 days.
- ★ 26% rise in sun block sales.
- ★ 82% increase in LALCEC'S website visits.
- ★ Cannes Lions 2015: 1 Bronze.
- ★ Clio Awards 2015: 1 Silver.
- ★ Diente 2015 Awards: 1 Gold.

wpp.com/sunlifeguard



Campaign:
**Even God Wears
A Helmet**

WPP company:
Ogilvy & Mather Mumbai
Client: **Indian Head Injury
Foundation (IHIF)**

This campaign by Ogilvy & Mather Mumbai for The Indian Head Injury Foundation shows Hindu gods and goddesses putting on their crowns while preparing to ride on their respective vehicles. The message reads 'Even those who protect you protect their heads. Protect yours.'

Results:

- ★ 720,000 views on Facebook.
- ★ 165,000 YouTube views.
- ★ Earned media worth about \$500,000.

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





Campaign:
#Operation45

WPP company:
Y&R South Africa
Client: **Operation Smile**

It takes as little as 45 minutes to perform a cleft lip surgery, the same amount of time as half a game of soccer. Y&R SA launched #Operation45, which was centred around Africa's biggest football event. During each half of the game, an operation was filmed on two young boys. Y&R captured their journey to recovery through a web series, amplified by the use of social media and PR. The films encouraged viewers to donate, volunteer and register a child at operation45.com.

Result:

★ Over 20 million people viewed the film.

wpp.com/operation45



Campaign:
More than a Sign

WPP company:
Y&R Moscow
Client: **Dislife.RU**

Disability NGO Dislife.RU launched 'More Than a Sign' to encourage drivers to not park in spaces reserved for people with disabilities. Y&R Moscow turned flat, disabled signs into hologram projections of real disabled people. If a car without a disabled sticker tried to park in the space, the projection appeared telling them to stop. The campaign was run in Moscow and the Y&R team set up a petition to increase the penalties for those who took reserved spaces.

Results and Awards:

- ★ More than 500,000 people reached on TV.
- ★ 114,700 digital media impressions.
- ★ 5,153 signed the petition officially delivered to government affairs.
- ★ Cannes Lions 2015: 1 Silver, 2 Bronzes.

wpp.com/morethanasign





Campaign:
Gimme Shelter

WPP company:
Tapsa | Y&R Madrid
 Client: **Acción Humanitatis**

Tapsa|Y&R worked pro bono for Acción Humanitatis to create the 'Gimme Shelter' campaign. Working with costume designer Matthias Zanotti, the team created a coat designed to help those living on the street stay warm. The coat has a hood, a pair of gloves, a backpack, 10 pockets and a pillow. It can also be used as a mattress and sleeping bag.

Result:

★ 422 coats were produced through donations.

wpp.com/gimmeshelter



Campaign:
GrinUp!

WPP company:
Landor Cincinnati
Client: **The Junior League of Cincinnati**

The Junior League of Cincinnati is a women's organisation aimed at improving communities through volunteering. In 2015, Landor Cincinnati worked on their GrinUp! Initiative, aimed at advancing awareness and education around children's oral health. Landor developed the branding and visual identity.

Results and Awards:

- ★ GrinUp! became the voice for the Children's Oral Health Network (COHN).
- ★ Over 1,000 children have received The GrinUp! message.
- ★ Cincinnati's 2015 Community Impact Award.

wpp.com/grinup





Campaign:
Spot It, Stop It

WPP company:
Wunderman Austin
Client: **Center for Child Protection (CCP)**

One in 10 children will be a victim of sexual abuse before their 18th birthday. Yet 90% of abuse goes unreported. Wunderman Austin created the 'Spot It, Stop It' campaign for CCP to educate people on the signs of child abuse.

Results:

- ★ 44% increase of forensic interviews.
- ★ Over 2.5m people saw the billboards.
- ★ Over 80,000 people reached via Facebook video.

wpp.com/spotitstopit



Campaign:
Parking Wheelchairs

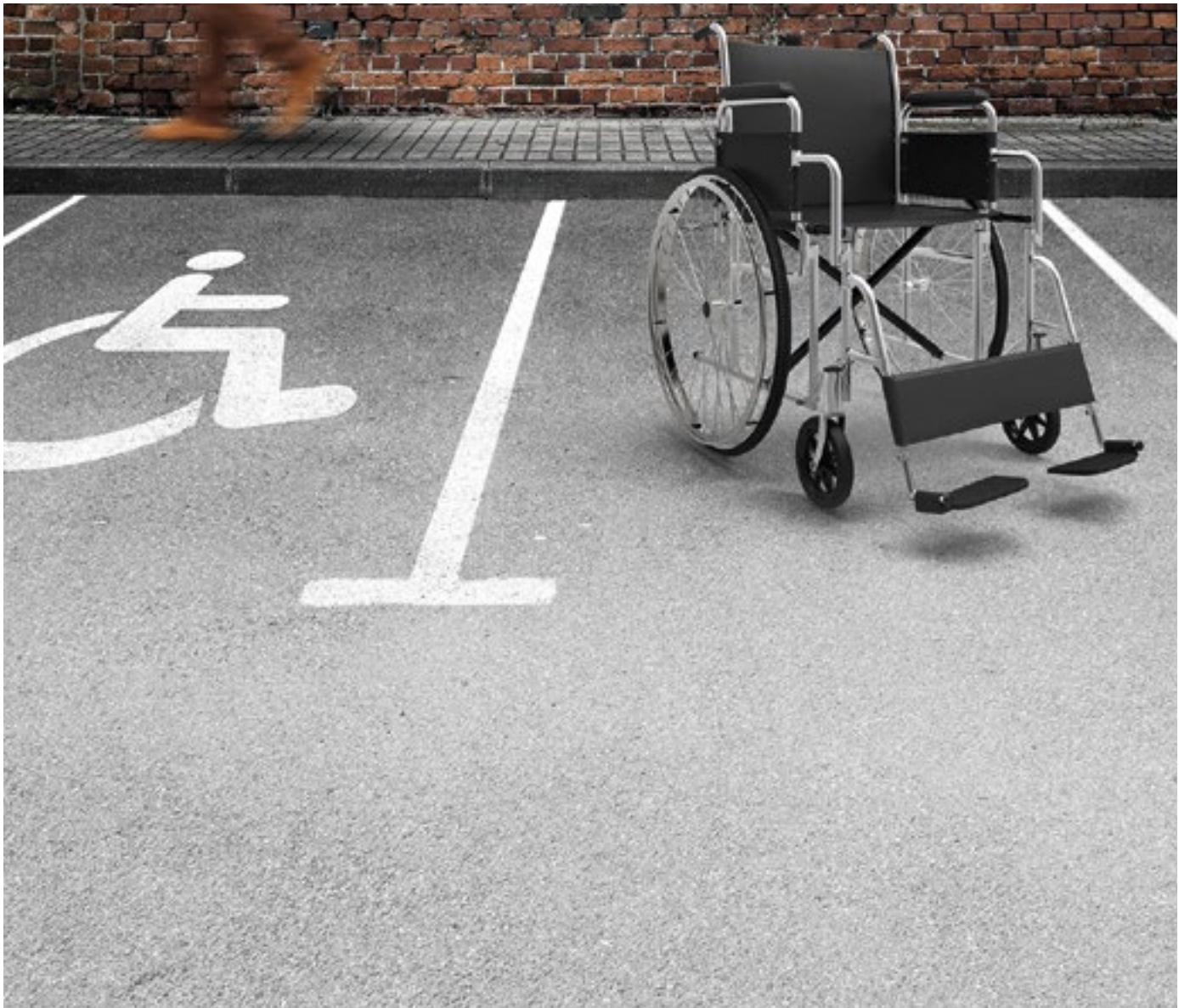
WPP company: **J. Walter
Thompson Metro Tbilisi**
Client: **Tree of Life**

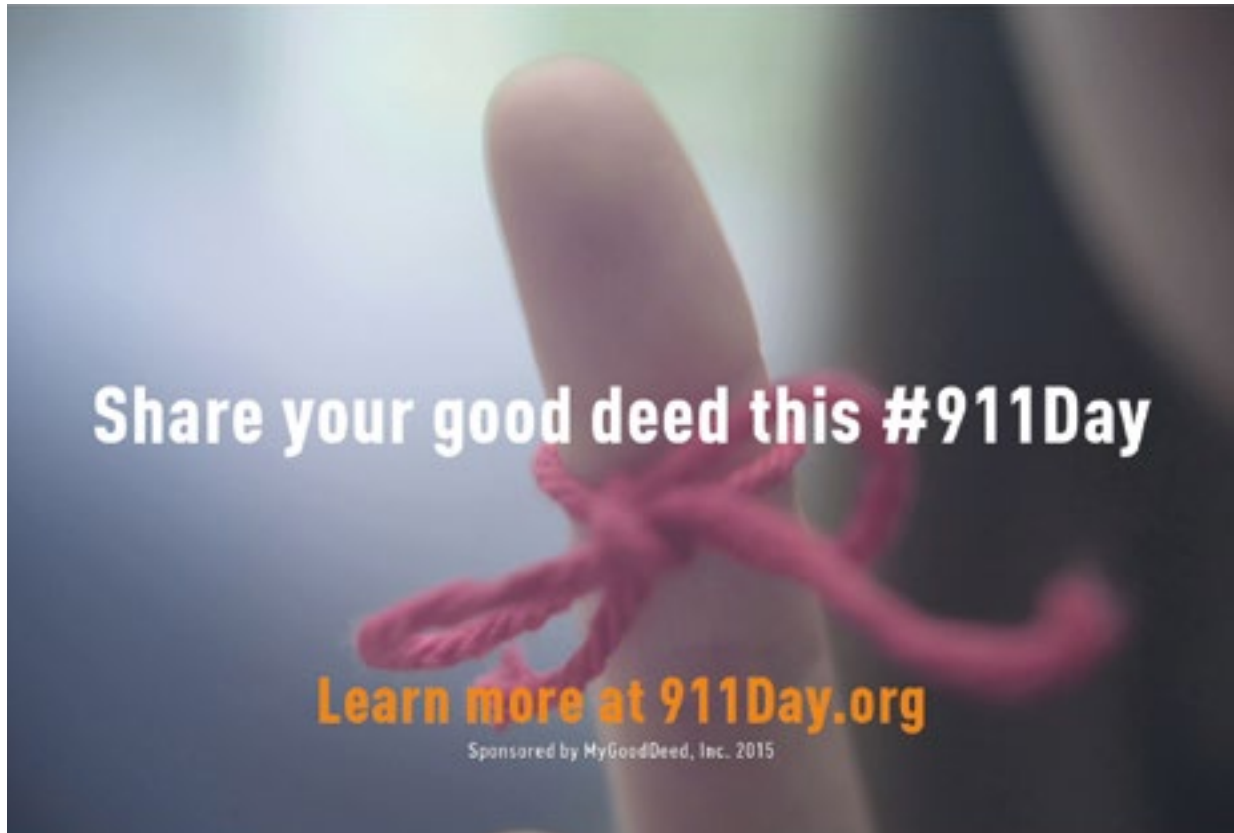
For a single day, a parking lot in one of Tbilisi's busiest streets was occupied by 70 wheelchairs to highlight the issue of non-disabled drivers parking in spaces reserved for people with disabilities.

Results:

- ★ Over 10,000 Facebook shares.
- ★ Over 1m impressions.
- ★ Over 50,000 shares of the video.

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





Campaign:
Born 9/11

WPP company:
Grey New York
Client: **9/11 Day**
Organization

Ahead of the 14th anniversary of 9/11, Grey New York launched an integrated ad campaign asking Americans to do good deeds for others on the anniversary to pay tribute to those who lost their lives that day. The spot aimed to convey the inspiration and hope generated by the more than 13,000 children who were born on September 11, 2001.

Results:

- ★ 200m PR impressions.
- ★ Over 10m social media impressions.
- ★ Over 47% increase in the use of #911day.





Campaign:
Mums and Maids

WPP company: **Ogilvy & Mather Singapore**
Client: **Transient Workers Count Too (TWC2)**

In 2013, the Singaporean Government introduced a new law giving domestic workers the right to one day off a week. Despite this, approximately 40% of Singapore's domestic workers still work a seven-day week. TWC2 and Ogilvy & Mather created a film aimed at mothers who employ domestic help. It was launched online on Igiveadayoff.org for International Worker's Day.

Results and Awards:

- ★ 54,000 pledges.
- ★ 6m views of the video.
- ★ 92m social media impressions.
- ★ 106 articles in 20 countries.
- ★ Cannes Lions 2015: 1 Silver.
- ★ Clio Awards 2015: 1 Silver, 1 Bronze.

wpp.com/mumsandmaids



MUMS MAIDS

#IGIVEADAYOFF

We encouraged families to give foreign domestic workers their legal day off by demonstrating maids know the family kids better than the parents themselves, hence giving them a day off is beneficiary for everyone.
SPEND MORE TIME WITH YOUR CHILDREN. GIVE YOUR MAID HER LEGAL DAY OFF.

★ 4 MILLION VIEWS IN ONLY 2 DAYS
 ★ 21,000 COMMENTS ON FACEBOOK
 ★ 54,000 PLEDGES ON CAMPAIGN WEBSITE

PLEASE WATCH THE VIDEO.



Campaign:
Share It For Real

WPP company:
VML Poland
Client: **Share Your Meal**
Food Collection

VML helped to raise awareness of the 160,000 malnourished children in Poland. Every time someone shared a picture of their meal on Instagram, VML Poland recreated their picture as a children's drawing. Instagram users were then encouraged to donate to the Share Your Meal Food Collection, which provides nourishing meals to underprivileged children.

Results:

- ★ More than 107,000 interactions with users, including Instagram, Twitter, Facebook, Snapchat and blogs.
- ★ 1,116,235 meals donated.



Campaign:
The Alien

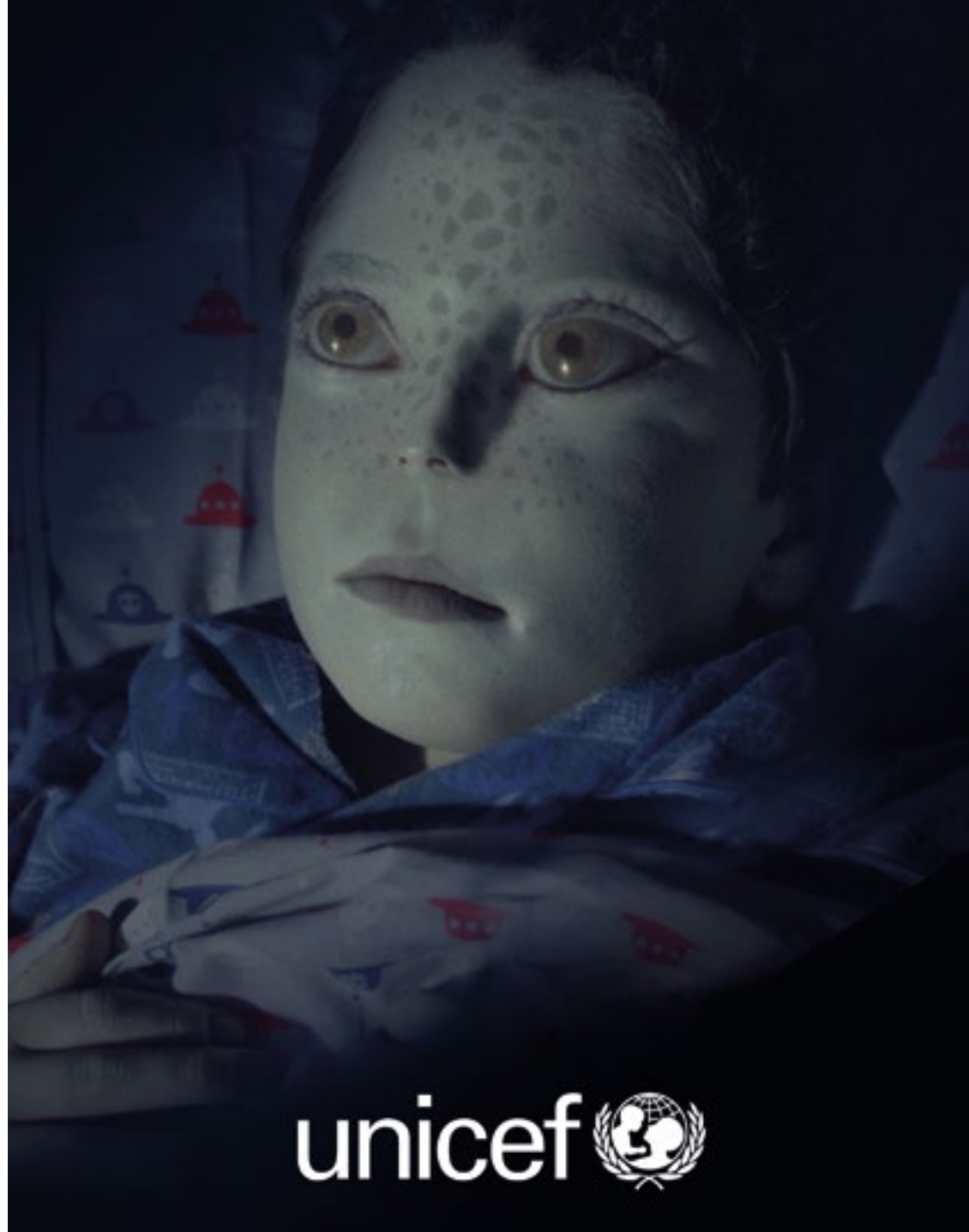
WPP company:
Ogilvy & Mather Chile
Client: **UNICEF**


Ogilvy & Mather Chile worked pro bono for UNICEF on this anti-bullying campaign. The video features a young alien who is bullied by the other children for being different. But they soon realise that the child has many hidden talents. The message reads 'Do not miss the opportunity to get to know someone different. Do not miss a life-changing opportunity.'

Results:

★ 12m views on
Facebook and 76,000
views on YouTube.

wpp.com/thealien



unicef 



Campaign:
The Marathon Walker

WPP company:
Ogilvy & Mather Paris
Client: Water for Africa

Ogilvy & Mather Paris created and conceived a documentary featuring Siabatou Sanneh, an inspirational woman who walked the 2015 Paris Marathon with a 20kg barrel of water on her head. Her aim was to raise awareness of the daily struggle many African women face to obtain clean drinking water and encourage people to donate to the charity Water for Africa. The team also devised the PR plan.

Results and Awards:

- ★ Over 14.5m viewed the websites.
- ★ 12m TV audience.
- ★ 10.7m radio audience.
- ★ Over 20,000 posts on Facebook, Twitter and Instagram.
- ★ Cannes Lions 2015: 2 Golds, 2 Silvers, 1 Bronze.
- ★ Clio Awards 2015: 2 Golds, 1 Silver.
- ★ Eurobest Awards 2015: 2 Golds.

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



Campaign:
Learn The Hard Way

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

CHI&Partners created a new integrated campaign for The Prince's Trust to urge employers to acknowledge the skills young people from troubled backgrounds may have. The campaign ran on TV, cinema, radio, out-of-home and print, and used LinkedIn to reach out to corporate decision makers.

Results and Awards:

- ★ 17m people reached.
- ★ Cannes Lions 2015:
1 Silver, 1 Bronze.
- ★ Clio Awards 2015:
1 Silver.
- ★ LIA Awards 2015:
1 Silver.
- ★ APG Awards 2015:
1 Bronze.

wpp.com/learnthehardway



Prince's Trust
Together we can
save young lives

Thousands of young people
learn the hard way

We can help them
realise their potential

I ran away from home because I
have an abusive step dad. He was all
good in front of mum. But the
problem was when we were alone. Drinking wasn't
solving anything, so I left. I soon realised it takes certain
skills to get by on the streets. Especially when you're alone.



Campaign:
One Shot

WPP company:
Prolam Y&R Santiago
Client: **UNICEF**

Prolam Y&R Santiago created the 'One Shot' campaign for UNICEF Chile. Cyberbullying is one of the main causes of depression and suicide among schoolchildren. Prolam Y&R Santiago created three posters for UNICEF. The message reads: 'If you have a smartphone, use it wisely. Don't kill anyone's self-esteem.'

Awards:

- ★ Cannes Lions 2015:
3 Golds.
- ★ Lia Awards 2015:
6 Silvers.
- ★ Clio Awards 2015:
2 Silvers, 3 Bronzes.



Campaign:
A Date You Can't Refuse

WPP company:
**J. Walter Thompson
London**
Client: **Plan UK**

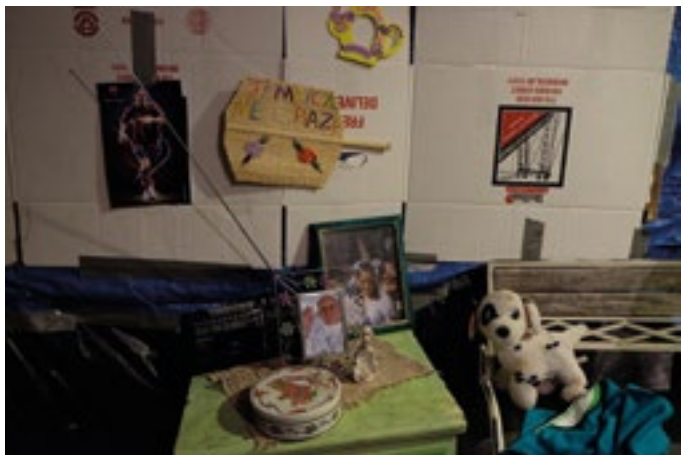
J. Walter Thompson London brought together global children's charity Plan UK and popular dating app Happn to raise awareness that every two seconds a girl is forced into marriage. Over 40,000 Happn users were presented with just one dating choice, a man called Mark. By taking away their choice for just one day they highlighted the reality that thousands of girls face every day.

Results:

- ★ 1,300 views of the video on the Plan UK channel.
- ★ 7,5000 users opened the app on the day.

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





Campaign:
#Zeroslums

WPP company:
Y&R/Bravo Miami
Client: **Techo**

Techo, an NGO working in Latin America to combat extreme poverty, teamed up with Y&R/Bravo to raise awareness of the 863 million people who live in slums. They converted an apartment in Manhattan into the sort of accommodation you would see in a slum, with cramped spaces and poor sanitation. People were invited in to see and experience the space for themselves, so they could understand first-hand the important work Techo is doing to build sustainable communities in Latin America.

Results:

- ★ 5.5m reached on social media.
- ★ 6.5m social media impressions.
- ★ 1.5m views of the campaign video.

wpp.com/zeroslums



Campaign:
Pictures

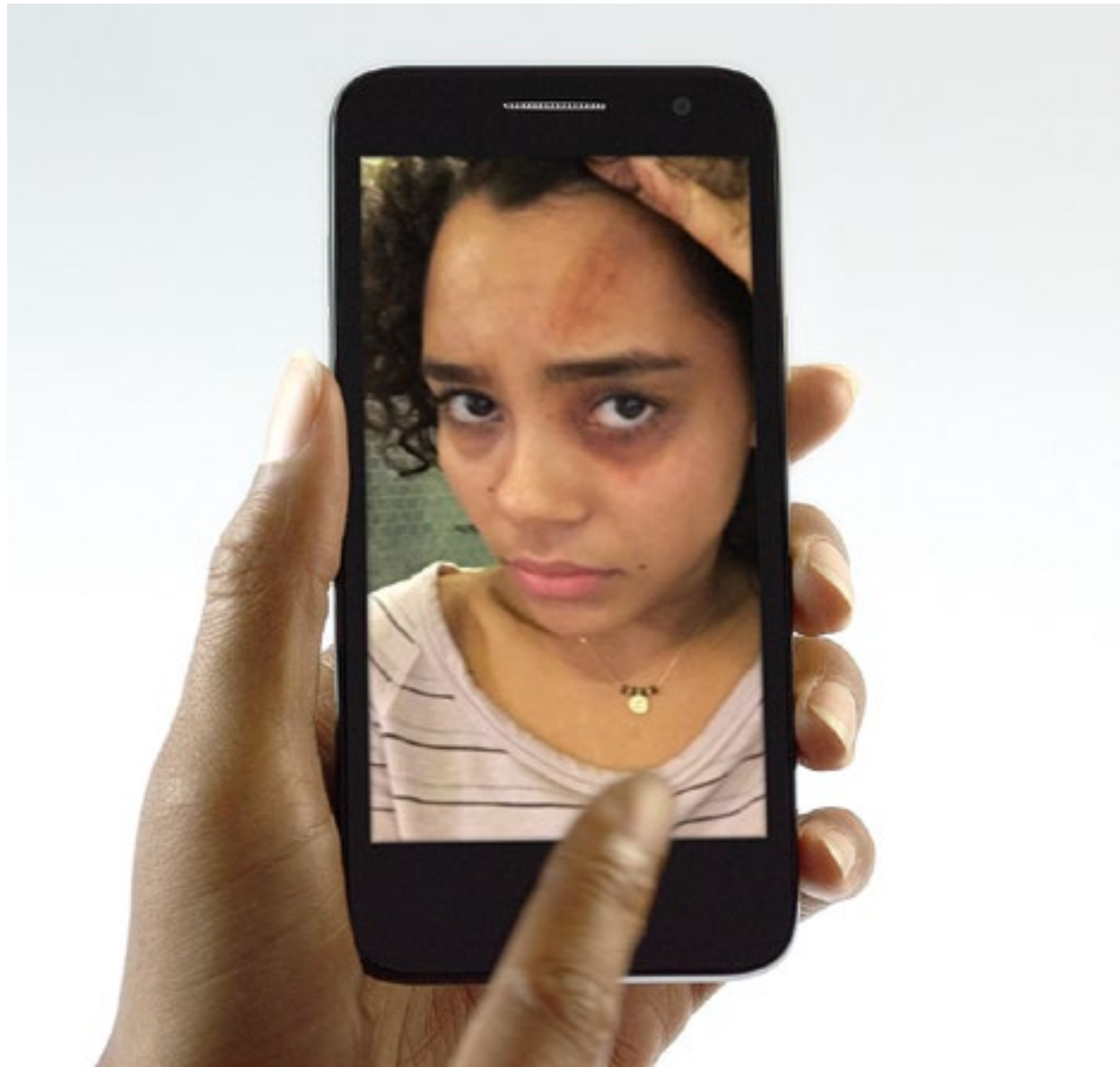
WPP company:
Y&R Chicago
Client: **National Domestic
Violence Hotline (NDVH)**

The NDVH provides 24-hour support to people affected by domestic violence. Y&R Chicago created a public service announcement to raise awareness about the hotline service. What starts as the story of a man and woman meeting and enjoying a happy courtship turns dark, as the images begin to show the woman bruised and crying.

Result:

★ The NFL donated \$74,000 in media to the NDVH.

wpp.com/pictures





Campaign:
**Homelessness is Happening,
StreetSmart Helps**

WPP company: **Forward
Worldwide London**
Client: **StreetSmart**

Since 1998, StreetSmart has been helping the homeless through one simple idea – an optional £1 donation on restaurant bills during the busy build up to Christmas. Forward Worldwide London created a short film with award-winning filmmaker Andy Taylor-Smith and broadcaster Jon Snow calling for people to support the charity.

Results:

- ★ 20,832 views of the campaign video.
- ★ 12,986 views on Facebook.

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



CHECK FOR ME BEFORE YOU TURN THE KEY.

Campaign:
**Check For Me Before You
Turn The Key**

WPP company:
**MediaCom/bcg2
New Zealand**
Client: **SafeKids**

In New Zealand, five children die after being run over by a car in their own driveway every year. Many more sustain life-changing injuries. The 'Check For Me Before You Turn The Key' campaign distributes free photo frame key rings to at-risk families to encourage them to check their driveway before they start their car.

Result:

★ 150,000 key rings distributed.

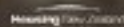
wpp.com/checkforme



Walk around the car before you get in and check for children. Separate play areas from driveways with fencing and gates. Supervise children whenever cars are moving.

FOR YOUR FREE 'CHECK FOR ME' KEYRING GO TO WWW.SAFEKIDS.NZ

THE PARTNERSHIP WITH:





Text HELLO to 70007 to donate £3 and help give an older person someone to talk to.



Campaign:
No Friends

WPP company:
**J. Walter Thompson
London**
Client: **Age UK**

J. Walter Thompson created the 'No Friends' campaign to highlight the over one million older people in the UK who go more than a month at a time without seeing or speaking to anyone. The campaign promotes the vital services provided by charity Age UK and invites people to donate £3 by text.

Results:

- ★ Media impressions of over 1.24m.
- ★ Reached 100,000 via press media.



Age UK provides advice, information and care for older people. We are a registered charity and a company limited by guarantee. We are a member of the Age UK Group. For more information, visit our website at www.ageuk.org.uk. © 2017 Age UK. All rights reserved. Age UK is a registered charity and a company limited by guarantee. Registered office: 100 Broad Street, London, W1P 3JQ. Registered in England. No. 2708941. Registered in Scotland. No. SC142894. Age UK is a registered charity and a company limited by guarantee. Registered office: 100 Broad Street, London, W1P 3JQ. Registered in England. No. 2708941. Registered in Scotland. No. SC142894.

HELPING PEOPLE IN NEED THEN AND NOW

CARE INTERNATIONAL'S CHRISTMAS APPEAL PROPOSAL

Campaign:
Then and Now

WPP company:
Addison Group London
Client: **CARE International**

CARE International is a global charity fighting poverty and injustice. It was founded in 1945 to send packages of food and basic supplies to millions of people in Europe in danger of starvation following World War II. In 2015, Addison Group helped CARE celebrate its 70th anniversary with an interactive exhibition telling the history of CARE packages and publicising the important work they do today.

Results:

- ★ 1,300 people attended the exhibition and surrounding engagement events.
- ★ Over 180 pieces of media coverage.



THEN The first CARE packages were sent to hungry families in Britain after the Second World War.

NOW Since then, we've been delivering them all around the world, wherever they are needed most.

PASS IT ON THIS CHRISTMAS

OUR APPEAL ASKS TELEGRAPH READERS TO SEND A MODERN-DAY CARE PACKAGE TO FAMILIES IN NEED AROUND THE WORLD





FEMALE GENITAL MUTILATION
DOESN'T ONLY HAPPEN IN
FAR AWAY PLACES.

Over 50,000 girls in the UK are at risk.
Take action at 28TOOMANY.org

Campaign:
It Happens Here

WPP company: **Ogilvy
& Mather London**
Client: **28 Too Many**

Female Genital Mutilation (FGM) has become a much-discussed issue among certain audiences within the UK. Many thought that it only happened to girls living far away in Africa. Ogilvy & Mather London developed a hard-hitting campaign to make people sit up and take notice. The line 'It Happens Here' accompanies shocking images of bloodied and mutilated European flags showing that the practice also affects girls in the UK and European countries.

Results and Awards:

- ★ 4,000% increase in traffic of the charity website.
- ★ UK Government pledged to change the law on FGM.
- ★ Cannes Lions Awards: 3 Golds, 1 Silver, 1 Bronze.
- ★ Clios Awards 2015: 2 Golds, 12 Silvers, Grand Clio, Advertiser of the Year.
- ★ London International Awards: 5 Golds, 1 Silver.
- ★ Eurobest Awards 2015: 1 Gold, 1 Silver.

wpp.com/ithappenshere



Campaign:
Beauty Tips by Reshma

WPP company: **Ogilvy & Mather Mumbai**
Client: **Make Love Not Scars (MLNS)**

Make Love Not Scars is an NGO supporting acid attack victims, most of whom are women. Despite a ban on over-the-counter sales of acid, it is still easily available in India. Ogilvy Mumbai launched the 'Beauty Tips by Reshma' campaign featuring a real acid attack survivor and encouraging people to petition the government to enforce the ban.

Results:

- ★ 293,092 signed the petition.
- ★ Over 1.5m watched the videos.

wpp.com/beautytipsbyreshma



CREATING SECURE WORKPLACES FOR WOMEN

BILLION
EYES



YOUR
POLICY
FOR ALL
TO SEE

AWARENESS IS KEY. BE SURE TO DISSEMINATE INFORMATION ON YOUR EMPLOYEES' RIGHTS AND THE MEASURES YOU HAVE IN PLACE TO ENSURE THEIR SAFETY. WITHOUT INFORMATION, THERE CAN BE NO SAFETY.

Campaign:
Billion Eyes

WPP company: **Bates
CHI&Partners Bengaluru**
Client: **B.PAC**

B.SAFE is an initiative of the Bangalore Political Action Committee (B.PAC) advocating for the rights of women and children to a safe and secure environment at work, in schools and in public places. Bates CHI&Partners Bengaluru helped B.PAC to host the Billion Eyes Conclave, bringing together industry associations, experts and NGOs to discuss sexual harassment at work, by positioning, designing and creating the communication package.

Results:

- ★ The event was attended by over 300 enterprises.
- ★ Reached 2,000 businesses in 2015.

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



Campaign:
**Creando Familias Donde
No Las Hay**

WPP company:
Grey Mexico
Client: **SOS Children's
Villages Mexico**

SOS Children is an international charity helping the most vulnerable children globally. Grey Mexico worked pro bono to help raise awareness of their work and increase donations. The campaign spanned print and TV and aimed to show the damage caused to children if there is an unstable family life during childhood.

Results and Awards:

- ★ 3.1m people reached during the three-month campaign.
- ★ 398% increase in the number of monthly donors.
- ★ Effie Awards 2015: 1 Bronze, 1 Silver.

wpp.com/creandofamilias



Campaign:
Call of Duty

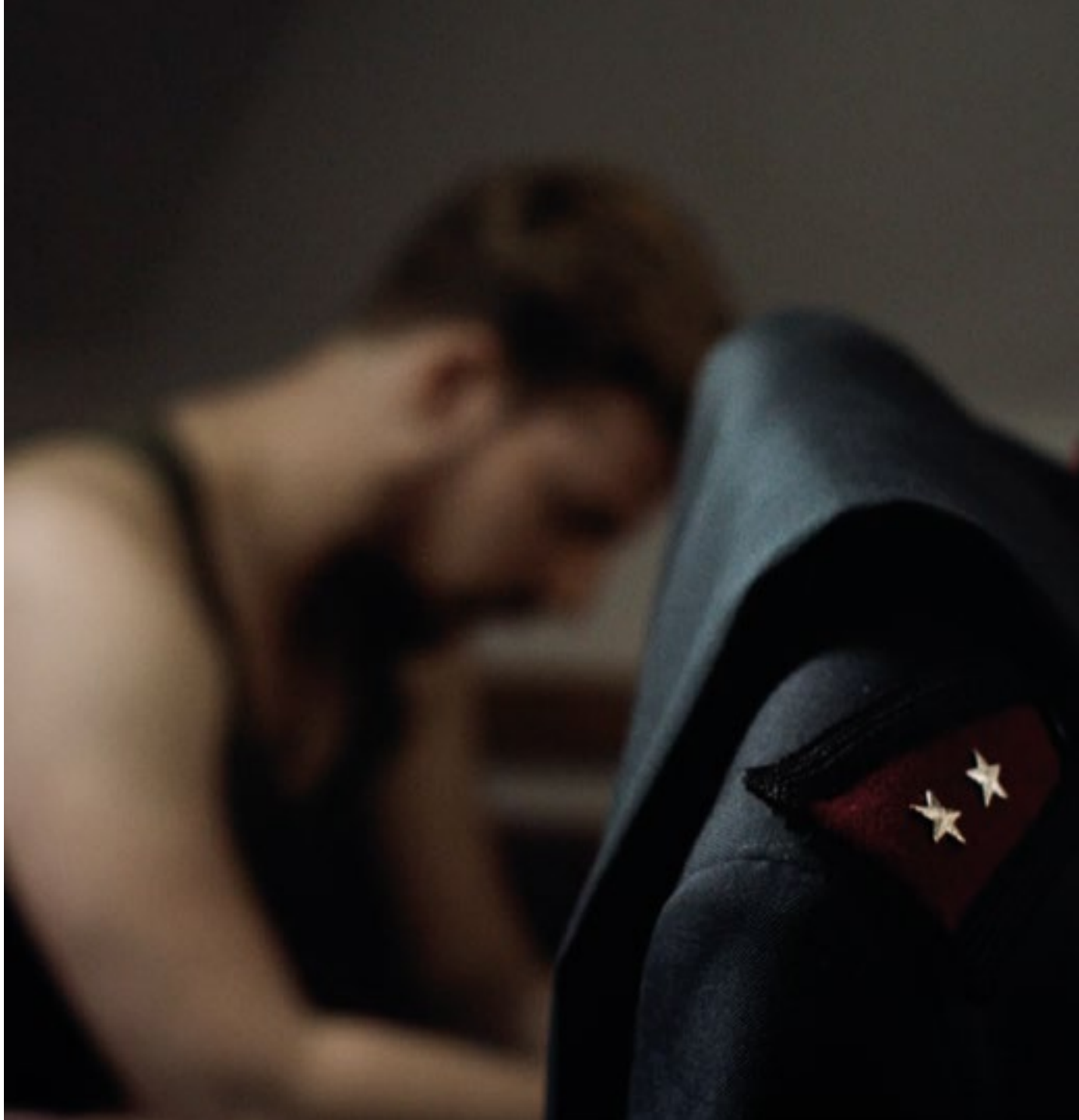
WPP company:
**J. Walter Thompson
Germany**
Client: **Salvation Army**

J. Walter Thompson created a film depicting the Salvation Army's work with homeless people to encourage text donations. The ad was shown online, on TV and during the Holiday on Ice shows in Germany.

Results:

- ★ 1m views.
- ★ During the first 10 weeks of the campaign, views of the Salvation Army website increased by 20% in comparison to the same time frame in 2014.

wpp.com/callofduty



Campaign:
[#thereisstilltime](#)

WPP company:
Ogilvy & Mather São Paulo
Client: **UNICEF**

Imagine an exchange program that sends students to experience life as a war refugee or to work in a dumpsite. Ogilvy & Mather São Paulo created a video on this theme, #thereisstilltime, that was shown at the largest student exchange fair in São Paulo. A booth was set up at the fair to house a mock-up student exchange where actors in the role of salespeople offered exchange programs to visiting parents. Ogilvy & Mather filmed the reactions of the parents when offered internships for their children, such as fighting in a civil war.

Result:

★ Over 4m views
on social media.

wpp.com/thereisstilltime





Campaign:
Not Just

WPP company:
Grey Melbourne
Client: **Cotton on
Foundation**

Grey Melbourne collaborated with the Cotton On Foundation to launch the 'Not Just' brand and product range. All proceeds from the sales go to support the Foundation's projects for communities living in poverty around the world. The range is available online and in over 1,000 stores globally.

Result:

★ Prior to the new launch, one in every seven customers purchased a Cotton On Foundation product; following the launch, one in every three purchased a Cotton On Foundation product.



Campaign:
Living Memories

WPP company:
Y&R New Zealand
Client: **Brake**

Each week in New Zealand, five families are told the news that someone they love has been killed in a road accident. Brake, a road safety charity, partnered with Y&R New Zealand to create the campaign, 'Living Memories', to encourage people to think about the potential life-long cost of their decisions on the road. Five families worked with a forensic age-progression specialist and a digital artist, to help create a portrait of what their child would look like today. The portraits were revealed on New Zealand's most watched current affairs show and the Brake website.

Results and Awards:

- ★ 25% drop in road fatalities in the month after the launch.
- ★ Brake received a 750% increase in general enquiries.
- ★ Over 6.3 million media impressions within the first five days of the launch.
- ★ Spikes Asia 2015: 1 Gold, 1 Bronze.
- ★ Best Design Awards in Digital Design: 1 Gold.
- ★ AdStars 2015: 3 Silver, 1 Bronze.

wpp.com/livingmemories



**TYREESE DIED WHEN
HE WAS 18 MONTHS OLD.**

Every week, 5 New Zealand families are robbed of a future.
Today, Tyreese would be 7.

LIVINGMEMORIES.ORG.NZ

Road Safety
Week 2015 | **Brake**
the road safety charity





Start Network

THE NETWORK FOR CHANGE

Our vision is to connect people in crisis to the best possible solutions

Campaign: Start Network

WPP companies: **Quirk South Africa and Quirk London**

Client: **Start Network**

Start Network is a global network of humanitarian agencies that provides platforms to enable collaborative approaches and faster provision of aid in 'under the radar' emergencies. After delivering a new brand identity, website and data portal, Quirk South Africa and Quirk London created a film to explain the unique proposition of Start Network to donors, governments, NGOs, academics and private sector organisations.

Result:

★ \$70,000 worth
of donated time.



Campaign:
Autohelply.com

WPP company:
Y&R Bravo Miami
Client: **LostNMissing**

Agency Y&R Bravo Miami developed Autohelply.com for LostNMissing, an organisation that helps find missing people. By clicking onto the website, Americans can select a local missing person to appear in their out-of-office email alert. So when someone is missing from their office, someone else who's really missing might have a better chance of being found.

Result:

★ Approx. 9,000 new views per month since the launch.

wpp.com/autohelpcom



The Auto-Helply

Now, when you are not there, you can help find someone who also isn't.

How does it work?

Where do you live?

Missing persons

Context
Nearly 2000 people go missing everyday in the United States, with over 635,800 missing people cases reported in 2014 alone. But the truth is that it is getting harder and harder to find the right channels to communicate and generate awareness about these missing people.

Solution
To help in the search of these missing individuals, we decided to use a common tool that already helps people tell where they went: Their auto-reply emails. So we created the Auto-Helply, an online application that transforms auto-reply messages in a media vehicle to help find those who are missing.

How it works
Based on your location, the website provides a list of the people that have disappeared in your area. It then generates a banner that is placed on your auto-reply message and replies to everyone who writes to you when you are away.

Results
Since its launch, more than 300 families with missing family members were able to add them to the Auto-Helply database, generating more than 6,000 banners and reaching more than 6,000 active users on the platform through emails that were automatically sent countless times.

LostNMissing initiative



Campaign:
Stories

WPP company: **Ogilvy & Mather Mumbai**
Client: **Breakthrough**

In India 92% of women and girls have experienced sexual harassment in public spaces. To try to change this sexist attitude in young boys, Ogilvy & Mather Mumbai created a film to talk to young men, featuring the greatest influencers in the boy's lives – their mothers. It was important for every son to realise that sexual harassment affects all women, including their own mothers.

Results:

- ★ Over 17.6m views.
- ★ Over 285,000 shares and 164,000 likes on Facebook.
- ★ 960,000 Twitter impressions.

wpp.com/stories



Campaign:
The Last Straw Fest

WPP company:
Wunderman Austin
Client: **UMLAUF Sculpture
Garden & Museum**

Wunderman Austin promoted the UMLAUF Sculpture Garden & Museum Last Straw Fest, a week-long celebration of autumn with a scarecrow-building competition as its main event. The agency created the website, invitations, logos, posters and social media.

Results:

- ★ Attracted 20 local businesses.
- ★ Over 360 votes on Facebook.



10/25 - Pumpkin Carving • 10/30 - Haunted Garden • 11/01 - "Scarecrows + Straw Men" Awards and Festival

UMLAUF Sculpture Garden & Museum | 605 Robert E Lee Rd, Austin, TX 78704 | www.umlaufsculpture.org

DIE WELT BAUT IHR MUSEUM.



Das Senckenberg braucht Platz für Neues. Spenden Sie auf: Die-Welt-baut-ihr-Museum.de

SENCKENBERG
world of biodiversity

Campaign:
**The World Build
its Museum**

WPP company: **Ogilvy
& Mather Advertising
Frankfurt**
Client: **Senckenberg
Museum**

In 2015, the Senckenberg Museum picked Ogilvy & Mather Frankfurt for a five-year campaign to help them re-invent the entire institution and fundraise to double their exhibition space. The team started with the launch of the campaign book and the museum's website.

Result:

★ Raised €1m.



Campaign: **SummerStage
30th Anniversary**

WPP company: **J. Walter
Thompson New York**
Client: **City Parks
Foundation – SummerStage**

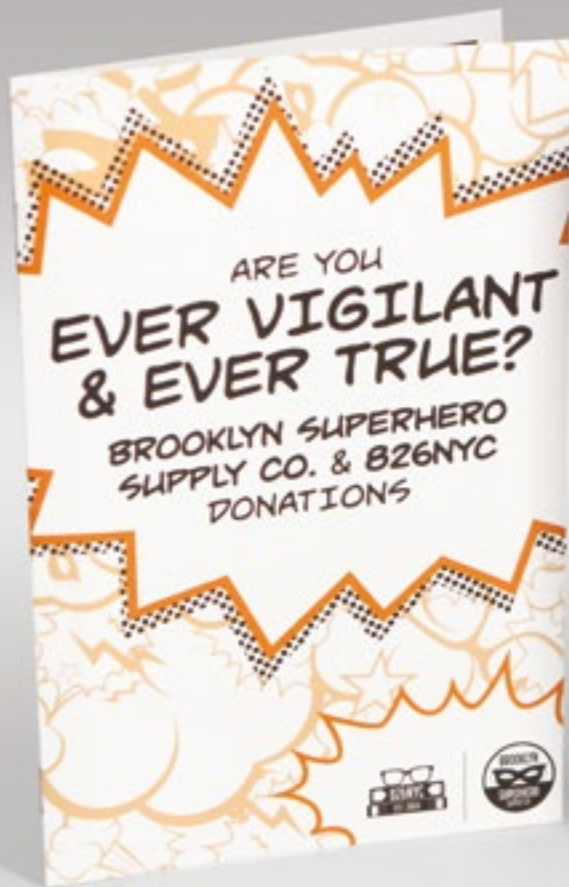
J. Walter Thompson New York worked pro bono to develop new artwork promoting SummerStage, a music and performing arts festival in NYC.

Results:

- ★ 15% increase in attendance from 2014.
- ★ 18% increase in number of shows from 2014.
- ★ 82% increase in overall site page views.



MAY 18TH – OCTOBER 5TH
SUMMERSTAGE.ORG | #SUMMERSTAGE30



Campaign:
**Brooklyn SuperHero
Supply Company**

WPP company: **Sudler &
Hennessey New York**
Client: **826NYC**

826NYC storefront, a non-profit organisation supporting students' creative writing skills, were in need of a new identity and some social media buzz to gain attention. Through a series of strategic branding exercises, Team Sudler created a brand book and new logo.



Campaign:
Help for Haiti

WPP company:
The Partners New York
Client: **uHELP Haiti**

The Partners New York worked with uHELP Haiti, a charity raising funds to send Haitian students to university. The team put together a BuzzFeed quiz based on real Haitian university entrance exams, encouraging participants to donate to the charity.

Result:

★ uHELP Haiti met its fund-raising goals for 2015.





妈妈，我能去上学吗？

你知道吗？儿童白血病有超过70%的治愈率。但因治疗期漫长、抵抗力低下而无法接受教育。

捐助新阳光病房学校，为这些孩子送去教育，也为他们送去欢乐吧。一个孩子1小时的教育时光，只需要28元。



Campaign:
**The Smile Behind
The Mask**

WPP company: **Bates
CHI&MeThinks Shanghai**
Client: **New Sunshine
Charity Foundation**

New Sunshine Ward School in Shanghai is an educational centre created by the New Sunshine Charity Foundation, for children with leukaemia who are not able to attend school. As part of the bigger fund-raising campaign called 'Charity day 9/9' by Tencent, Bates CHI&MeThinks created a series of visuals called 'The Smile Behind The Mask' to bring public attention to these children.

Results:

- ★ 2,053,000 people made donations.
- ★ Total donations worth \$19,598,229.

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



Campaign:
Learn it Young. Remember it Forever

WPP company: **Not Norm Cape Town**
Client: **Scouts South Africa**

In 2015, Not Norm Cape Town created a new ad for Scouts South Africa, showing that scouts learn some key skills which stay with them for life. The message reads: 'Learn it Young, Remember it forever.'

Results and Awards:

- ★ 3.1m views within its first six weeks.
- ★ Over 4m YouTube views.
- ★ Global Cristal Awards 2015: 1 Gold.

wpp.com/learnityoung





Campaign:
We Can Teach Each Other

WPP company:
J. Walter Thompson Dubai
Client: **Dubai Cares**

There are 124 million children and adolescents around the world that don't go to school and a further 250 million cannot read and write. Dubai Cares works to improve children's access to quality education in developing countries. It has created a first-of-a-kind skill exchange between children in developing and developed countries, and J. Walter Thompson Dubai helped promote the campaign. Through YouTube tutorials, children in developing countries taught the children of the UAE the skills they've learned. All they ask in return from the UAE's people is to teach them how to read through making donations.

Results:

- ★ Donations doubled from previous year.
- ★ 98,920 views of the campaign on YouTube.
- ★ One tutorial reached 80,358 views.

wpp.com/wecanteacheachother



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