

WPP

Pro bono work 2013

A selection of campaigns from WPP companies



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Front cover illustration by **Diego Rivera (1886-1957): Still-Life**
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 © 2014 Banco de México Diego Rivera Frida Kahlo Museums Trust, Mexico, D.F./DACs.



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



Throughout this report this icon denotes that case study campaign footage can be viewed in the Sustainability Report online at wpp.com/sustainability

Introduction – from our CEO

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

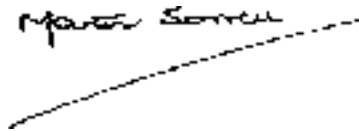
Pro bono campaigns by WPP agencies can have a significant positive impact on our charity clients, who do amazing work with often very limited resources. From health and education, to disaster relief, human rights and environmental protection, these organisations are working on some of society's toughest challenges. Through the right communications support we can help them to recruit more members and raise funds, to achieve their campaign objectives and to connect with the public.

Our pro bono clients benefit from the best of our people's creative talents and insights, across all our disciplines from advertising, to insight and PR. Many of our companies' relationships with pro bono clients are long-term partnerships that

date back years or even decades, sometimes longer than WPP itself has been around. Pro bono work is part of our heritage and who we are today.

Of course, it is not just our clients who benefit from our commitment to pro bono work. These assignments offer exciting creative opportunities and are a source of motivation and pride for our people. The quality of the campaigns our companies produce makes them a showcase for our people's talent, and each year their success and creativity is recognised at award ceremonies around the world.

This book features just a small selection of the many hundreds of recent pro bono campaigns from across our business. I hope you find them as inspiring as I do.



Sir Martin Sorrell
Group chief executive
msorrell@wpp.com

About the Group's pro bono work

Our pro bono work is focused on campaigns relating to health, education, local communities, human rights, the environment and the arts. It is global in nature, with pro bono clients in all our major markets and regions.

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

Our contribution in 2013

Pro bono work by WPP companies was worth £14.7 million in 2013. Together with our charity donations were worth £4.9 million in 2013, our investment was £19.6 million. This is an increase of 20% over 2012 and is equivalent to 0.18% of revenue and 1.5% of profit before tax.

Our media agencies also negotiate free media space for charity partners to run their campaigns, and this was worth a further £19.8 million in 2013, bringing our total social contribution to £39.4 million.

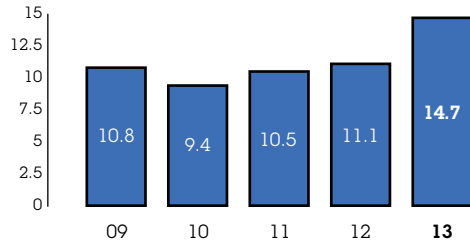
For more information on our social investment see WPP's Sustainability Report 2013/14.



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

Pro bono

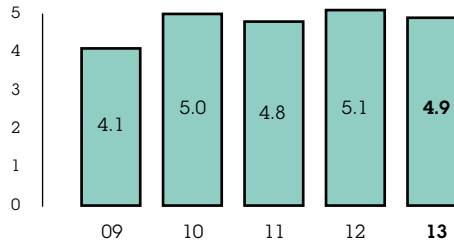
£m



WPP companies undertook pro bono work worth £14.9 million in 2013. This is an increase of over 30% on 2012.

Charitable donations

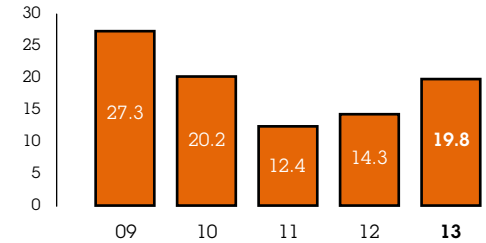
£m



The Group and its companies made cash donations to charities worth £4.9 million in 2013, down 2% on 2012.

Free media space

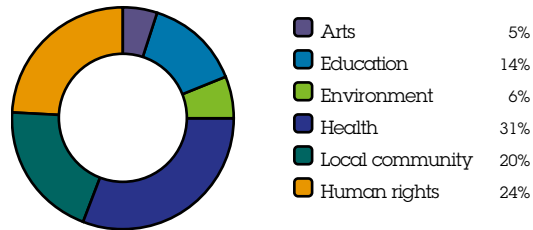
£m



WPP media agencies negotiated free media space worth £19.8 million on behalf of pro bono clients, up 38% on 2012.

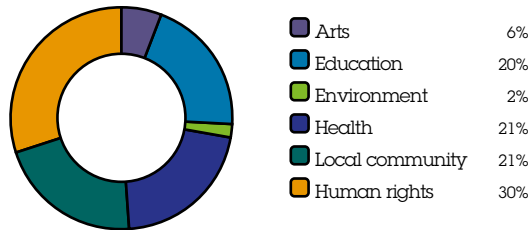
Pro bono work by sector

%



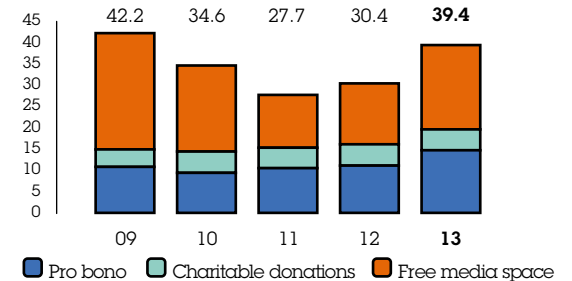
Charitable donations by sector

%



Total social contribution

£m



Our total social contribution in 2013 came to £39.4 million, up almost 30% on 2012.



Campaign: **Hope Soap**

WPP company: **Y&R Cape Town**

Client: **Safety Lab & Blikkiesdorp 4 Hope**

In South Africa thousands die from diseases, which regular hand washing could reduce by 70%. To foster hand washing among children, Y&R Cape Town created the Hope Soap, a see-through bar of soap with a small toy at the centre. Want the toy? Wash your hands.

Awards:

- ★ Cannes Lions 2013 – Two Silver Promo & Activation Lions.
- ★ LIA 2013 – One Gold and two Silver.





Campaign: **I Will Listen**

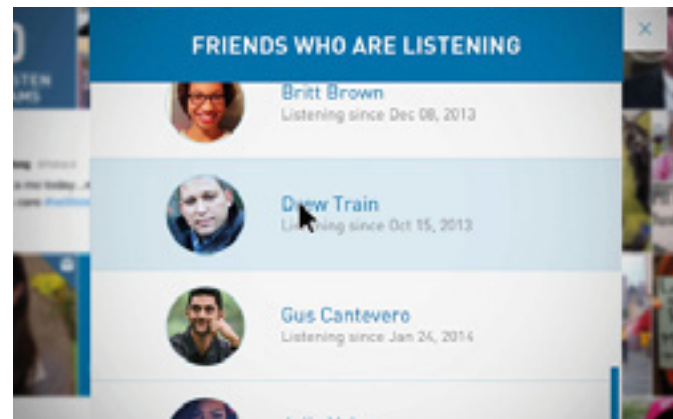
WPP company: **JWT
New York**

Client: **NAMI-NYC Metro**

One in four Americans are impacted by mental illness but many are afraid to talk about their experiences. This campaign aims to break down stigma by encouraging people to listen to those affected.

Results:

4,600
people promised to listen via IWillListen.org or with the hashtag #IWillListen, and the I Will Listen Facebook community grew fivefold in just three months.



Campaign: **Rebranding**

WPP company: **Lambie-Nairn Madrid**
Client: **Down's Syndrome Foundation, Madrid**

Lambie-Nairn developed a brand strategy and a new visual identity for the Down's Syndrome Foundation, which aims to improve life for people living with Down's Syndrome. Their work was recognised with the Down Madrid Solidarity Medal awarded by the foundation.

Result:

58%
increase in donations and subsidies compared to 2012.





Campaign: **Old Parts
for New**

WPP company: **Ogilvy
& Mather Hong Kong**
Client: **Orbis**

Orbis carries out sight-saving operations in developing countries using a modified aircraft as a mobile eye hospital. When a new plane was needed in 2013, members of the public were encouraged to fund the new flying surgery by buying an Orbis pin, a small badge made from part of the old aircraft.

Result:

HK\$6.2m
generated in four months.

Campaign: **If You Can't Spare a Couple of Minutes, Can You Spare a Couple of Breasts?**

WPP company: **JWT India**
Client: **Ogaan Cancer Foundation**

As part of the *ELLE* Breast Cancer Campaign in 2013, this ad reminded women how important it is to examine their breasts every day for early signs of breast cancer.

Result:

93,000
ELLE magazine subscribers reached.

IF YOU CAN'T SPARE A COUPLE OF MINUTES, COULD YOU SPARE A COUPLE OF BREASTS?

OGAAN/CANCER FOUNDATION

A delay in detecting breast cancer could lead to the loss of one breast or both, perhaps even death. A regular two-minute self-examination will help diagnose the disease in its early stages, providing a 99% chance of a full recovery. For more information on breast cancer, visit ogaaanccancerfoundation.org





Campaign: **Bald
Cartoons**

WPP company: **Ogilvy
& Mather Brazil**
Client: **GRAACC**

This campaign sought to change peoples' perceptions of children with cancer. Favourite cartoon characters shaved their heads and appeared on TV, in the press and in social media to spread the message that "kids with cancer should enjoy their childhood like any other kid".

Results:

127,824
visits to the charity's website and a 49% increase in fans on its Facebook page. The campaign reached 120 million people and achieved \$5 million in earned media in just one week.

Campaign: **The Kama Sutra Traffic Lights**

WPP company:
**Geometry Global
Germany**
Client: **Hamburg AIDS
Foundation**

To combat rising rates of sexually-transmitted infections, this safe sex campaign ran in Hamburg's party district. On World Aids Day, Kama Sutra traffic-light installations, with integrated condom dispensers and a QR code linked to Facebook, were placed on busy pavements.

Results:

4x

more consultations
within two months,
3,000 dispensed
condoms, over 3,500
Facebook likes.



THE MORE YOU DRINK WATER,
THE BETTER YOU ARE.



Campaign: **Drink Up**

WPP company: **Y&R New York**
Client: **The Partnership for a Healthier America (PHA)**

PHA is working with its honorary chair, First Lady Michelle Obama, to encourage everyone to make the healthy choice and drink more water. The Drink Up launch involved collaborative efforts across all channels.

Result:

>750m
media impressions in
the last quarter of 2013.




Campaign: **Know Drugs**

WPP company:
**AdPeople Worldwide
Copenhagen**
Client: **The Danish
Mental Health Fund**

Every week a 14-25 year old dies in Denmark from mixing drugs. This campaign aimed to open up a dialogue with young people on drug use.

Results:

100,000 
YouTube views and
a 600% increase in
visitors to the website.

Award:

★ Reklame for Alvor.





Campaign: **Toothbrush Games**

WPP company: **Ogilvy & Mather Frankfurt**
Client: **LZG – Regional German Centre for Health Information**

Ogilvy & Mather helped LZG get kids brushing their teeth by making it fun. The specially-designed game works on a tablet computers and is activated by the sound of the child brushing its teeth – as they brush they put out the fire but if they stop so does the game.

Result:

5,600
downloads in the first six months.

Award:

★ Cannes Lions 2013 – Bronze Mobile Lion.



Campaigns: **Where Do Your Unused HIV Medicines End Up?**

WPP company: **Sentrix Health Communications US**
Client: **AID for AIDS**

This campaign encourages health professionals and their HIV patients in the US to donate unused medicines for use in developing countries through the AID for AIDS medicine recycling program.

Results:

200,000 medical professionals reached weekly for two months through leading publications, including the *New England Journal of Medicine* and *The Lancet Infectious Diseases*. The campaign was also featured on the AID for AIDS website and social media pages, all helping to increase donations by 13%.



www.AIDFORAIDS.ORG
313.337.8643
Webmaster@aidforaids.org
@AIDFORAIDSINTL
[Facebook.com/aidforaids](https://www.facebook.com/aidforaids)

Put your unused, unexpired HIV medications to good use by saving lives and building futures in developing countries.

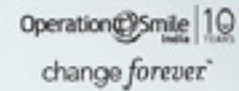
Contact AID FOR AIDS today to recycle your medication and become a part of our life-saving movement. When your medicine ends up in the right place, you help us create an HIV-free generation.



TWEET **:{to:}** FOR A CLEFT-FREE INDIA



:{to:} is a logo for cause of Cleft treatment, the life-changing transformation we bring to a child's life every day. Though in the struggle for funding, it's sadly neglected due to lack of awareness. With your help, we hope to bring the cause in the public eye by making :{to:} the world's most tweeted logo, with a goal to reach 1 million tweets by April 30th. Tweet now. Watch the video at www.CleftToSmile.com



Campaign: **Cleft To Smile**

WPP company: **Ogilvy & Mather Mumbai**
Client: **Operation Smile**

Operation Smile provides free corrective surgery to children with cleft palates in India. This campaign used social media to raise awareness of the condition and Operation Smile's important work.

Result:

16,000 
tweets in two months.

Campaign: **You Make Me Great**

WPP company: **JWT Mexico**
Client: **Red Cross Mexico**

This is the latest campaign to come out of JWT Mexico's long-standing pro bono partnership with the Mexican Red Cross.

Result:

Mex
\$300m
raised.

Award:

★ Aspid Award 2013 – Gold.



CAMPAÑA FE

SI HACEMOS A LA CRUZ ROJA MÁS GRANDE, LOS PROBLEMAS SERÁN MÁS CHICOS.
De tu donación depende que tengamos recursos para aliviar los problemas de quienes más lo necesitan.
Dona y ayuda a hacer más grande a la Cruz Roja.

*888 Dona con cargo a tu recibo telefónico.

CRUZ ROJA MEXICANA
COLECTA NACIONAL

TÚ ME HACES GRANDE
MARZO-ABRIL 2013
CRUZROJAMEXICANA.ORG.MX



Campaign: **Speed Fall**

WPP company: **Y&R Ho Chi Minh**

Client: **Asia Injury Prevention Foundation**

Almost 10,000 people die on the roads each year in Vietnam. Installations across Ho Chi Minh City gave people a new perspective on speeding.

Results:

5.2%

decrease in traffic accidents in 2013, with a 9.4% decrease in resulting injuries and 0.6% decrease in fatalities.



Campaign: **The Exchange**

WPP company: **NATIVE VML South Africa**
Client: **Organ Donor Foundation**

Just 1% of South Africans are registered as organ donors. This campaign saw a new store open up in a popular mall in Cape Town. Stocked with items donated by popular local fashion designers, each item could only be bought if you signed up to the organ donor register. Posters feature actual patients on the waiting list for organ transplants.

Result:

759

people registered as organ donors in just one month.



designing
A WORLD
WITHOUT
AIDS

FRIDAY, MAY 17, 2013
CIPRIANI WALL STREET
NEW YORK CITY

Campaign: **Designing
A World Without AIDS**

WPP company:
**IntraMed (Sudler &
Hennessey) US**
Client: **Latino
Commission on AIDS**

IntraMed has been helping the Latino Commission on AIDS with their annual fundraiser for the last eight years. The organisation provides HIV counselling, testing and educational programs to the US Latino and African American communities.

Result:
\$455,000
raised.

Campaign: 2013 Seattle AIDS Walk

WPP company:
Wunderman Seattle
 Client: **Lifelong AIDS Alliance**

Wunderman developed a new brand identity for the annual Seattle AIDS Walk. The event is a main source of fundraising for Lifelong AIDS Alliance.

Results:

2,000
 people participated in the walk, raising \$350,000 for the charity.

"I walk to keep the momentum going."

SEPTMBER 28

Volunteer Park Seattle

Register. Fundraise. Volunteer. SeattleAIDSWalk.org

Walk with us to benefit HIV/AIDS prevention and care



"I walk for my uncle."



"I walk to support today's HIV/AIDS community."



"We walk to share memories and change the future."

Walk with us on **September 28** to benefit HIV/AIDS prevention and care

Volunteer Park Seattle

Register. Fundraise. Volunteer. SeattleAIDSWalk.org

INVICTUS GAMES

LONDON 2014

Campaign: **Invictus Games**

WPP companies: **WPP and Lambie-Nairn in London**

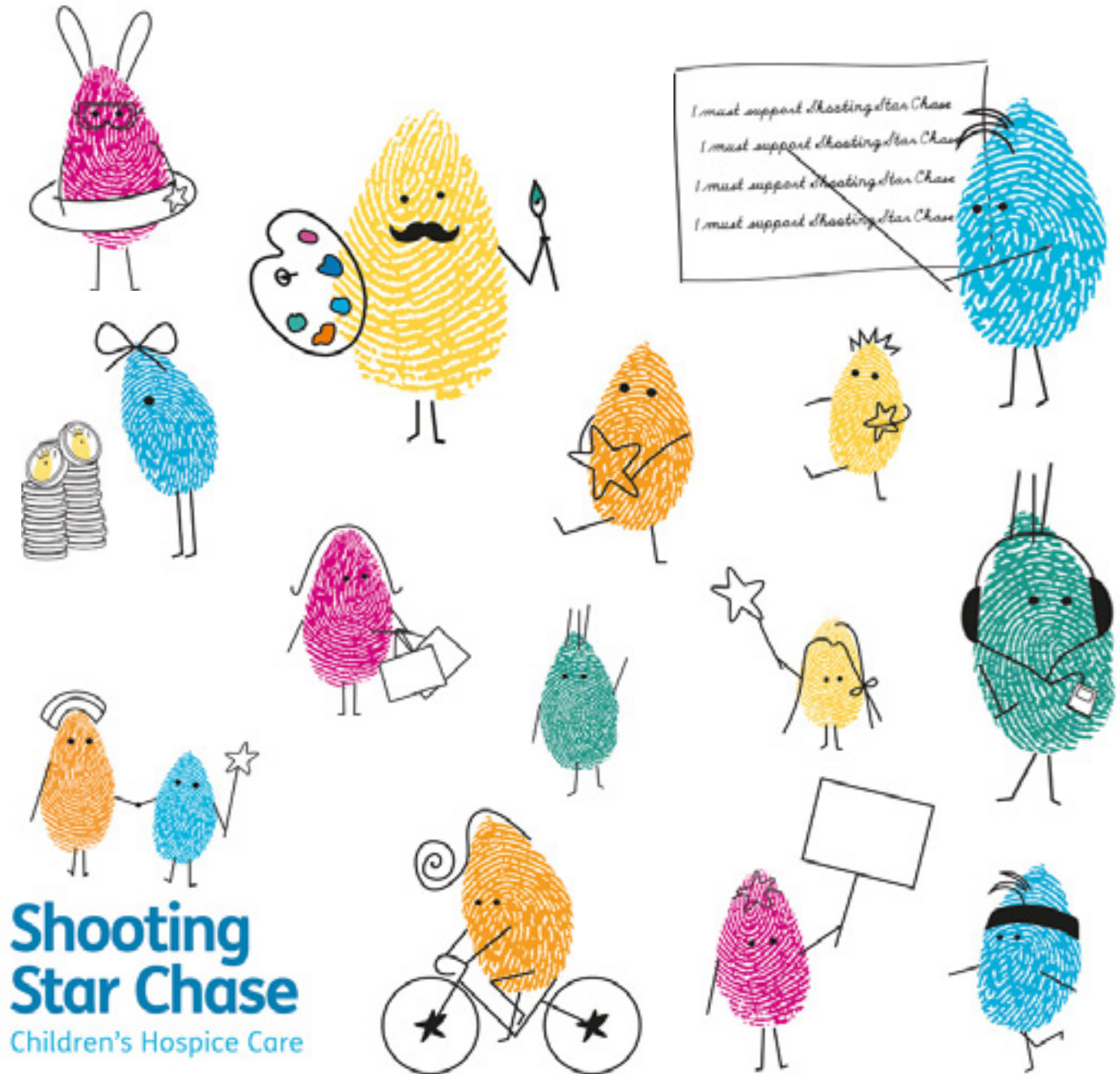
Client: **The Royal Foundation of The Duke and Duchess of Cambridge and Prince Harry & The Ministry of Defence**

WPP and Lambie-Nairn worked with the client to develop the brand identity for the Invictus Games – a new sporting event for wounded, injured and sick service men and women launched by HRH Prince Harry. The Games will see more than 300 participants, including veterans, from 13 different nations, competing in eight different sports.

Campaign: **The Friendlies**

WPP company: **FITCH London**
Client: **Shooting Star Chase**

FITCH created a new brand identity for children's hospice Shooting Star Chase. The Friendlies – a group of lively fingerprint characters – reflect the charity's bespoke care for each family and help break down the misconception that children's hospices are sad and depressing places.



**Shooting
Star Chase**
Children's Hospice Care



Campaign: **Helping Hands**

WPP company: **Ogilvy & Mather Düsseldorf**
Client: **Düsseldorfer Tafel e.V**

The Düsseldorfer Tafel collects surplus food for those in need. To raise funds, Ogilvy & Mather Düsseldorf created a hand-shaped fork which was offered at gourmet food festivals in exchange for a €2 deposit. Festival-goers could choose to keep the fork and donate their deposit to the Tafel.

Result:

€50,000
raised in one month.

Campaign:
Transformation

WPP company: **JWT Bogotá**
Client: **World Vision**

World Vision is a global humanitarian organization supporting children and adolescents. JWT Bogotá launched an awareness campaign using QR codes to encourage people to become regular donors.

Results:

3,965

new donors in just four months and a 9% increase in donations, year-on-year.

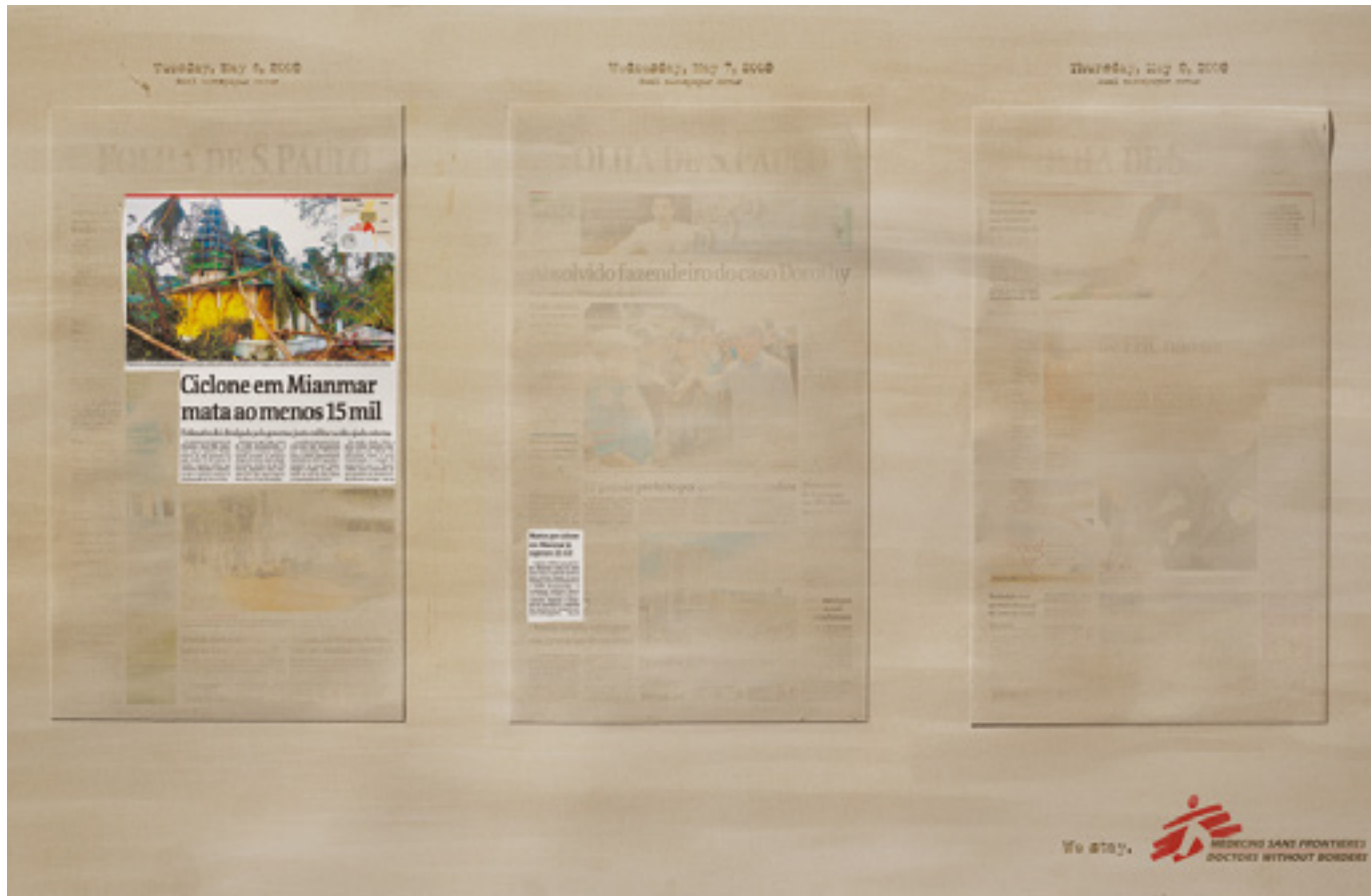


Visión Mundial
Colombia

Con tu aporte ayudas a las comunidades más necesitadas, dándoles oportunidades a largo plazo que de verdad transforman sus vidas.

Haz tu aporte en visionmundial.org.co o en la línea gratuita nacional 01 8000 9 10000

/VisionMundialCol @VisionMundialCo /VMCol



Campaign: **We stay**

WPP company: **Ogilvy & Mather São Paulo**
Client: **Médecins Sans Frontières**

This campaign for Médecins Sans Frontières (MSF), the humanitarian organisation, showed how human tragedies quickly become yesterday's news but MSF remains to help victims of disasters.

Campaign: **CV**

WPP company: **INGO Stockholm**
Client: **Situation Stockholm**

This campaign featured real life stories of some of the vendors of *Situation Stockholm*, a monthly magazine sold by the homeless.

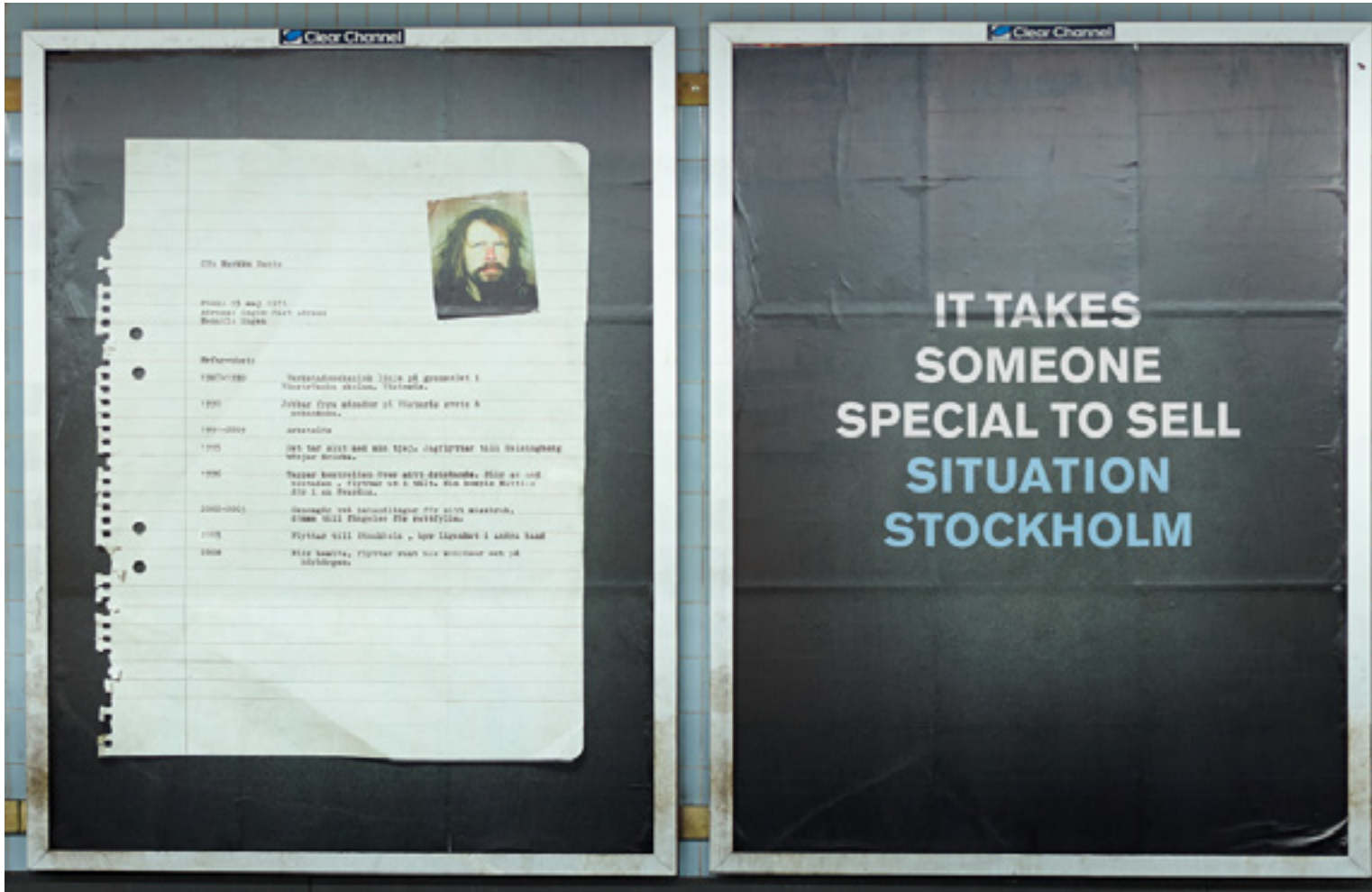
Result:

100%

increase in magazine sales compared to the previous month.

Awards:

★ Cannes Lions 2013 – Silver Media Lion, Silver Outdoor Lion & Bronze Direct Lion.





the next
GILDA RADNER
The Detroit of tomorrow starts with a donation today.

LIVE UNITED
United Way 

Campaign: **Invest In Our Kids**

WPP company: **Team Detroit**

Client: **United Way for Southeastern Michigan**

This campaign ran in support of the goal to transform Detroit into one of the top five places to live and work in the US by 2030. Using references to iconic Detroit residents of the past, it encourages donors, volunteers and the community to get involved to help Detroit's kids realise their potential.



the next
KID ROCK
The Detroit of tomorrow starts with a donation today.

LIVE UNITED
United Way 



Campaign: Building For America's Bravest

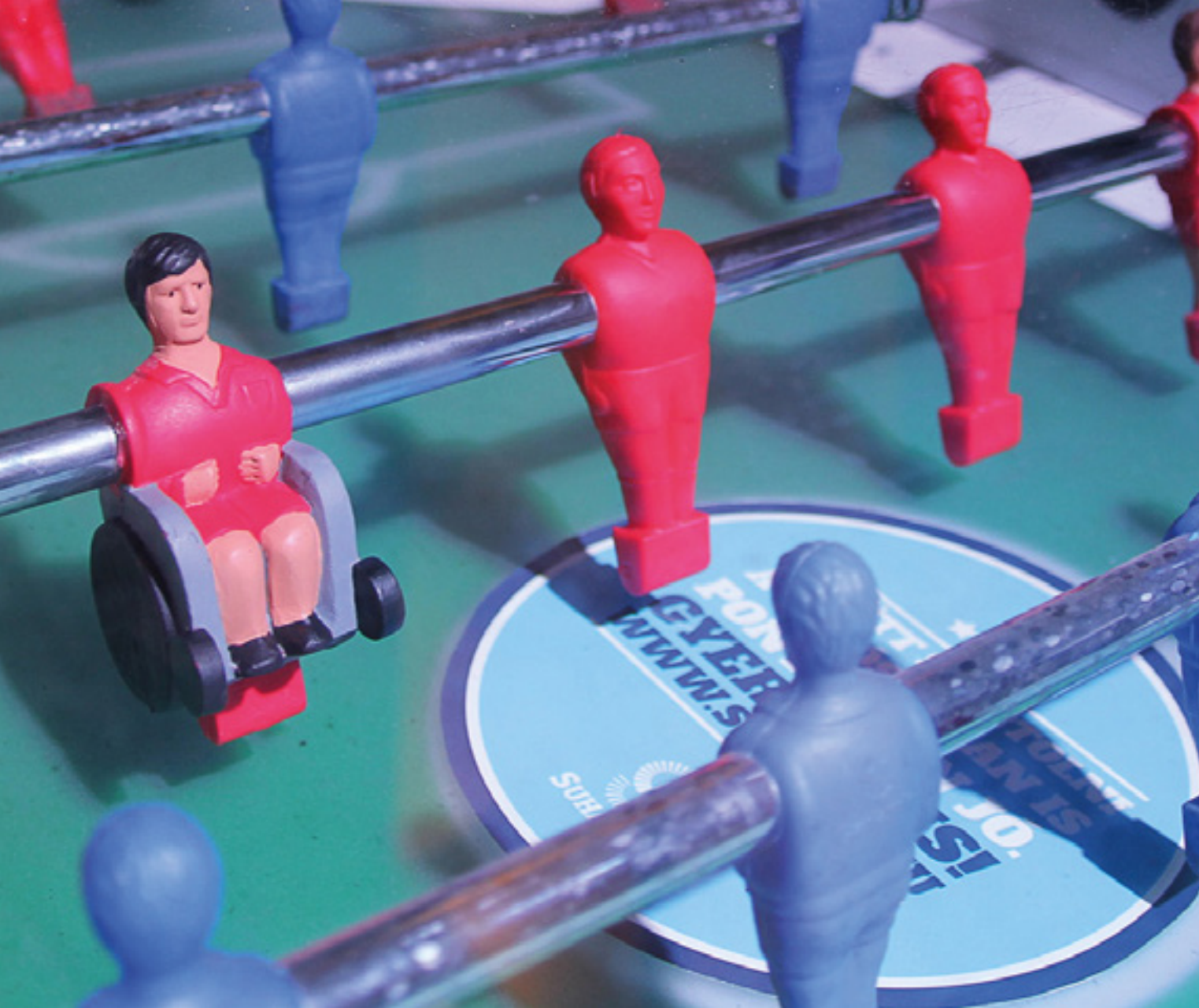
WPP companies:
**Ogilvy & Mather and
OgilvyOne in New York
and Chicago**
Client: **Stephen Siller
Tunnel to Towers
Foundation**

Returning veterans often don't have a suitable home to come back to. This campaign raised awareness of the work of Building for America's Bravest, an initiative to build custom-designed homes for catastrophically-injured veterans.

Result:

\$700,000
raised.





Campaign: **Integration
Table Soccer**

WPP company:
**Geometry Global
Hungary**
Client: **Suhanj!
Foundation**

Suhanj! organises sporting events where disabled people take part alongside the able-bodied. This campaign brought home the message that playing together is fun, through modifications to the players on table soccer tables in popular bars across Budapest.

Results:

10,000
people reached, seven-fold increase in visits to Suhanj's website and double the number of people at the next sporting event.



Campaign: The Art of Survival

WPP company: **Ogilvy & Mather Düsseldorf**
Client: **Franziskaner**

During the Night of Museums Event – one of the biggest cultural events in Düsseldorf – homeless people took part in art installations encouraging people to support the Franciscans' work for those in need. As well as this guerilla promotion, Ogilvy & Mather created a TV and cinema spot depicting a day in the life of a homeless person.

Result:

33,000
meals provided for the homeless as a result of the campaign.

Awards:

- ★ LIA 2013 – Silver and Bronze.
- ★ Eurobest 2013 – Bronze.





Campaign: **Missing Persons Pre-roll**

WPP company: **VML Sydney**
 Client: **Australian Federal Police**

There are over 1,600 missing persons cold cases in Australia. This campaign transformed the pre-roll (advert played while a video loads) on YouTube into a missing person banner. Viewers were shown details of missing persons last seen in their local area. If they clicked “yes I have” they were taken to a site to submit more information.

Results:

1.2m people reached during Missing Persons Week, with 238 viewers providing new information on missing people.



Campaign: **InvisiGRAM**

WPP company: **Y&R São Paulo**

Client: **TETO**

To highlight the impact of poverty and support TETO (which builds homes for people living in poverty), 28 Brazilian celebrities donated their Instagram profile for a day to residents from some of the poorest communities in Brazil. The campaign helped depict the impact of poverty on their daily lives to millions of Brazilians.

Results:

34%

increase in donations and half a million likes on Instagram.

Award:

★ 2013 Effie Brazil – Silver Award.



ONE OF THE BRAZILIAN CELEBRITIES
WITH MORE THAN 1 MILLION FOLLOWERS.

FOR ONE DAY THE CELEBRITIES DONATED
THEIR INSTAGRAM ACCOUNT TO SOMEONE
LIVING IN EXTREME POVERTY.

SOMEONE LIVING IN EXTREME POVERTY
PORTRAYED THEIR REALITY THROUGH
THE CELEBRITIES INSTAGRAM ACCOUNT.





Campaign: **Radio
Rescue**

WPP company: **Memac
Ogilvy Dubai**
Client: **Sawa Mninjah**

According to Human Rights Watch, one domestic worker dies every week in Lebanon, through suicide or by trying to escape their employers. Radio ads encouraged workers suffering abuse to call a helpline number.

Result:

4
domestic workers
rescued.

Award:

★ LIA 2013 – Radio
Grand LIA.



Campaign: Home Street Home

WPP company: **The Partners London**
Client: **Consortium For Street Children**

Consortium for Street Children (CSC) is the leading international network dedicated to the rights of street children. The charity is working to get the UN to recognise an international day for street children. Home Street Home is a guerrilla campaign using oversized children's bedroom signs in run-down spots in London to capture the public's attention and provide powerful PR images.



Results:

3,000

petition signatures secured on the first day alone. 8m people reached through national press, outdoor and online. CSC plan to extend the campaign to other European cities.






Campaign: **Only For Children**

WPP company: **Grey Madrid**
 Client: **ANAR Foundation**

Grey created a campaign for the ANAR Foundation to raise awareness and funds for its helpline for victims of child abuse. The ads used a lenticular lens, so that an adult sees one version and children another.

Results:

8.8m 
 YouTube views and calls to the ANAR foundation helpline have trebled.



Campaign: **Donate Live**

WPP company: **Y&R**

Miami

Client: **TECHO**

TECHO is a volunteer based organisation that has built over 100,000 houses for the poor to help overcome poverty through community development in Latin America. This campaign launched the TECHO brand in the US and promoted its first fundraising event in Miami.

Result:

900

volunteers participated
raising \$100,000.



IT'S LIKE MAKING A PAPER PLANE WITH A \$20 BILL, AND HAVING IT REACH YOUR COUNTRY.

We are TECHO, more than half a million youth volunteers who together with families, and through community development, have built almost 100,000 transitional houses in 19 Latin American countries.

We know that together we can overcome poverty.
Donate online and learn more about TECHO.

GO TO WWW.TECHO.ORG/EN

TECHO



Campaign: **The Booth**

WPP company:
**Geometry Global
Hungary**
Client: **NaNE and Avon**

Abused women generally endure 35 acts of violence before asking for help. NaNE asked Geometry Global Hungary to help raise awareness of their work helping victims of domestic abuse. Telephone booths were placed on busy streets in Budapest. When passers-by answered the ringing phone, they heard a recording depicting a typical call to the NaNE helpline from a victim of domestic violence. The call ended with a clear message – there is a way to get help.

Result:

1.5m
people reached through
50 media channels.



Campaign: **Women's Safety**

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

Crimes against women are under-reported in Mumbai, sometimes due to a lack of trust in the police. This campaign used real police officers to show that any crimes reported would result in prompt police action. An internal campaign also ran to increase awareness among the city's police force.

Results:

300%

increase in calls to the police and a 180% increase in reporting crimes against women.



* We'll teach Mumbai to respect its women



Campaign: **Missing Children**

WPP company: **JWT Beijing**
 Client: **Baby Back Home**

In China, more than 20,000 children go missing each year, with many sold into slavery and prostitution, or ending up on the streets. This campaign launched a face recognition app enabling members of the public to check whether suspected missing children are on the missing children's register.

Result:

40,000
 people have downloaded the app, becoming search volunteers.



Campaign: **Ed**

WPP company: **Grey
New York**

Client: **States United to
Prevent Gun Violence**

This hard-hitting campaign is designed to ignite the debate for gun control in the US. The TV ad features a man called Ed in what looks like a regular office. He raises his weapon and fires one shot, narrowly missing his target. He then begins the laborious process of cleaning and reloading his musket-style weapon, giving everyone in the room time to escape. The ad closes with the line: Guns have changed. Shouldn't our gun laws?

Results:

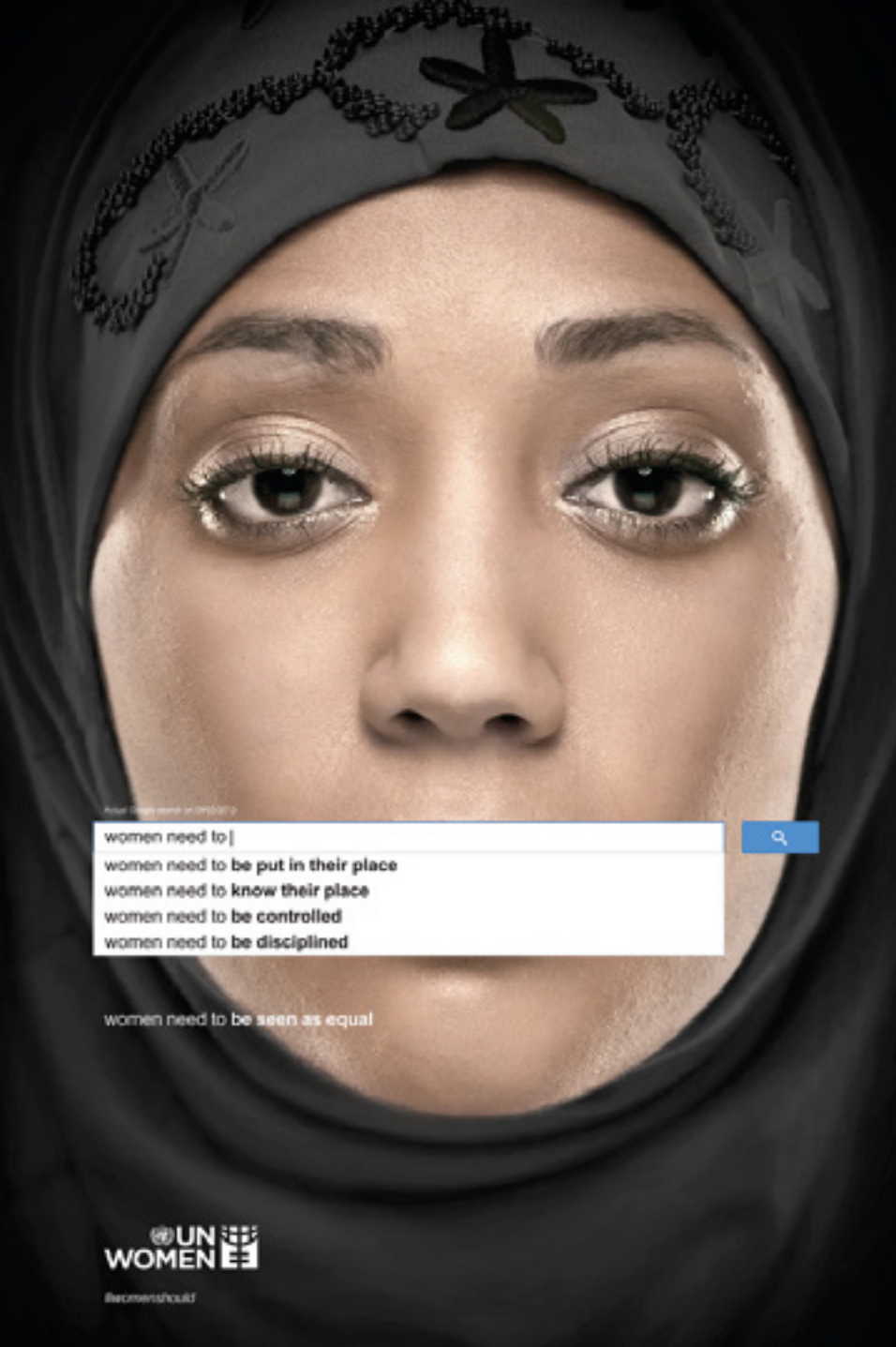
736%

increase in traffic to supgv.org website in one day. 760,000 shares on Facebook. 74m media impressions.

Award:

★ Cannes Lions 2013 –
Silver Film Lion.





Campaign:
Autocomplete Truth

WPP company: **Memac Ogilvy Dubai**
Client: **UN Women**

This campaign used real suggestions from Google's autocomplete function (fed by six billion searches daily) to expose the widespread prevalence of sexism and discrimination against women.

Results:

1.2bn
media impressions
globally. *Adweek's*
most shared
campaign of 2013.



Campaign: **No More**

WPP company: **Y&R New York**
Client: **Joyful Heart Foundation**

A celebrity-driven campaign addressing the silence and inaction of Americans in addressing domestic violence and sexual assaults.

Results:

100m people reached via broadcast, print, digital and outdoor media. #NOMOREexcuses generated over 30 million impressions in Twitter in the first week of the campaign.



NO MORE
"SHE WAS ASKING FOR IT"

Domestic violence and sexual assault are never the victim's fault. It's time we all speak out to stop the violence. No more excuses. No more silence. No more victims.

NO MORE
"THERE WILL BE NO MORE TALKING & REAL DRUG"
www.nothingisgoing.com
#noexcuses

JOYFUL HEART FOUNDATION **EIF ENTERTAINMENT INDUSTRY FOUNDATION**

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NO MORE
"IT'S JUST A WOMEN'S ISSUE"

NO MORE
"WE DON'T TALK ABOUT THAT"

NO MORE
"IT'S JUST THE WAY PEOPLE ARE"

NO MORE
"BOYS WILL BE BOYS"

NO MORE
"BUT HE'S SUCH A NICE GUY"

NO MORE
"WELL, HE WAS DRUNK"



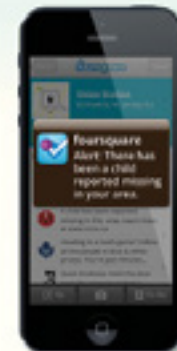
facebook

twitter

Google

Pinterest

foursquare



Campaign: **Milk Carton 2.0**

WPP company: **Grey Canada**

Client: **Missing Children Society of Canada**

Grey Canada created a mobile tool to help find the over 50,000 children who go missing every year in Canada. When a child is reported, missing alerts are sent to popular social networking sites, Facebook and Foursquare, reaching 70% of Canada's population. In the case of Foursquare, alerts are sent to people who are located near to where the child went missing, targeting people who are most likely to report a sighting.

Result:

6 children rescued in the first five months.

Award:

★ Cannes Lions 2013 – Silver Mobile Lion.



Campaign: **Vibetunes**

WPP company: **Y&R Bogotá**
Client: **Fundación Salvi/ Cartagena Music Festival**

At the Cartagena Music Festival, music is for everyone, including those who are deaf. This specially developed app enables deaf people to 'hear' the music at the festival through vibrations on their smart phone.

Result:

>8,000
people downloaded the app.

Award:

★ El Ojo de Iberoamérica 2013 – Bronze Award.



WATCH THE VIDEO
elproyector.com/vibetunes

The Cartagena Music Festival has always believed that music is for everyone.

That's why we created a free app that converts the beats of songs into vibrations that opens up a new pulsing universe of rhythm to deaf people in their mobile phones.

www.vibetunes.co

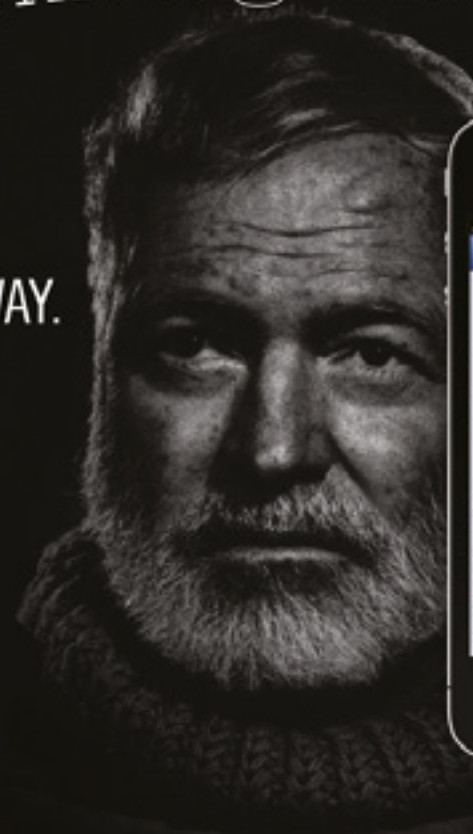
VIBETUNES
Music player for deaf

CARTAGENA
INTERNATIONAL MUSIC FESTIVAL

HEMINGWAY

STATUS  HIJACKER

BE MORE LIKE
ERNEST HEMINGWAY.
AND LESS LIKE,
YOU KNOW, YOU.



Campaign: **The Hemingway Status Hijacker**

WPP company: **Ogilvy & Mather Chicago**
Client: **The Ernest Hemingway Foundation**

This Facebook app, developed for the Ernest Hemingway Foundation in Chicago, raised awareness of the author's life and work among young people by 'hijacking' the users' status updates on Facebook.

Result:

45% 
increase in
Facebook Likes.



Campaign: **Pack from the Past**

WPP company:
Wunderman Sydney
Client: **Art Gallery Society of New South Wales**

To encourage potential corporate members to attend and experience a corporate members' night, personalised invitation packs were sent to key decision makers at design, architecture and engineering firms. Each one contained items from 1953, the year the society was founded.

Result:

42%

attendance rate at the event.



Campaign: **A Child Who Learns**

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

This campaign for UNICEF highlighted the importance of investing in education for young people.

Awards:

- ★ Cannes Lions 2013 – Two gold Press Lions.



Theirworld

A brighter future for every child

Campaign: **Rebranding**

WPP company: **The Partners London**
Client: **Theirworld**

The Partners rebranded children's charity Piggy Bank Kids, now known as Theirworld, to reflect its global reach and its vision to see the world through the eyes of a child, and to push for progress to give children a brighter future.





Campaign: **GraffitiTeach**
– The Learning Walls

WPP company: **The Campaign Palace**
Jakarta
Client: **Sahabat Anak & ISCO**

This project brought maths, science and English lessons to street children who don't attend school through graffiti art and teacher-led lessons on the street.

Result:

1,000
printed workbooks
distributed to street
children.

Awards:

- ★ AD STAR 2013 – One silver and one bronze award.
- ★ Citra Pariwisata 2013 – One silver and one bronze award.



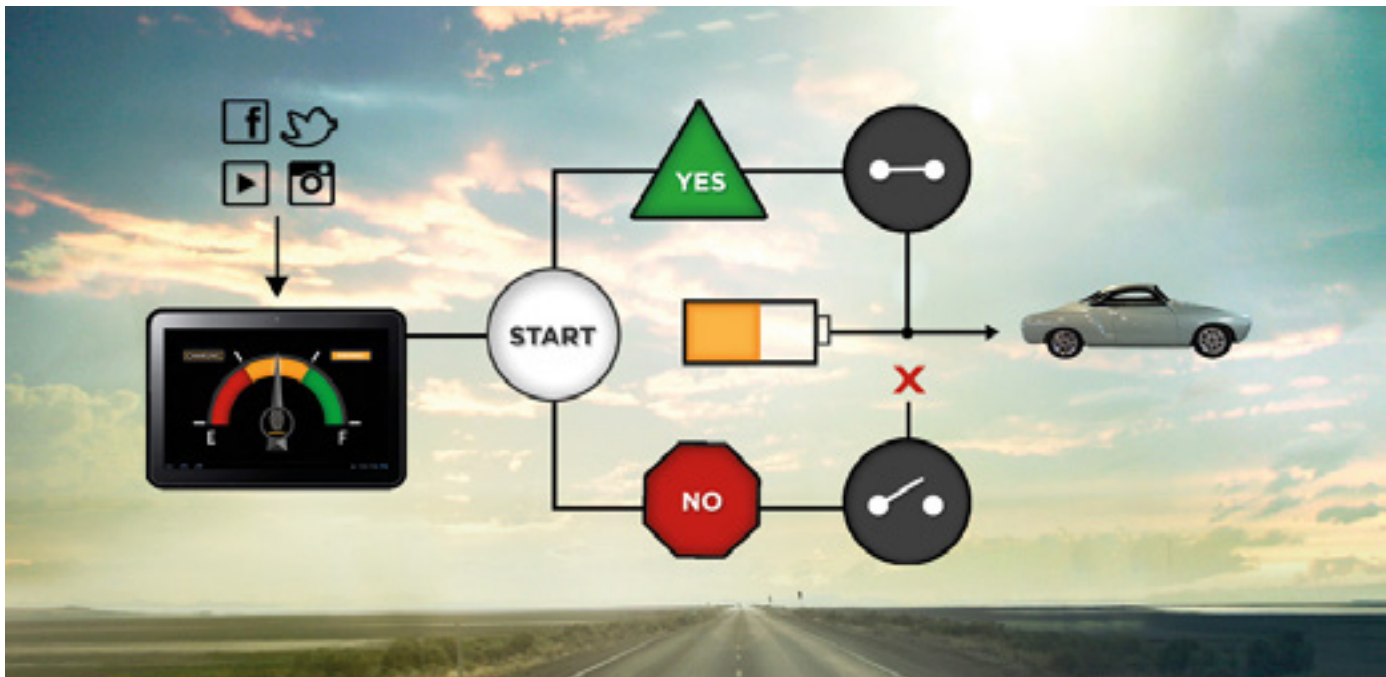
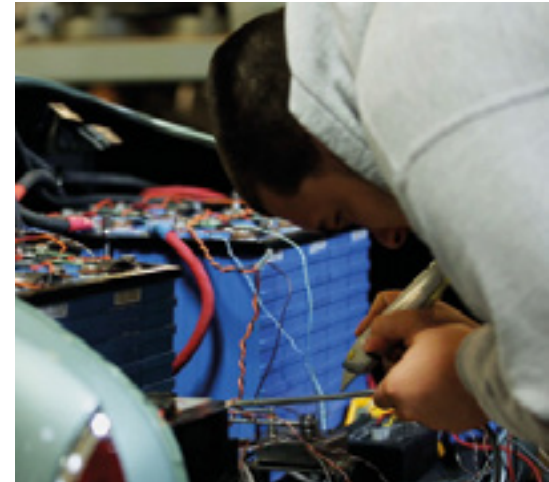
Campaign: **Social Fuel**

WPP company: **VML**
Kansas City
Client: **MINDDRIVE**

MINDDRIVE is an experiential learning program for at-risk youth. Kids build a fully-functional electric vehicle and drive it across the US to highlight the need for educational reform. This campaign generated awareness on social media to provide 'social fuel' for the car's journey. The more tweets, likes, mentions and comments, the further the car could be driven.

Results:

39m
social media impressions, 35,796 Facebook, Twitter and Instagram interactions. Worldwide media coverage across 13 countries and the launch of six new programs around the world.





IT'S NEVER TOO EARLY TO INVEST IN A GOOD THING.

Introducing Better Futures™—a whole new kind of investment with a greater return than money. When you invest, it helps kids go to college. Because a mind is a terrible thing to waste but a wonderful thing to invest in.™

Invest in Better Futures at UNCF.ORG/INVEST

©2013 UNCF

Campaign: **Better Futures**

WPP company: **Y&R New York**
Client: **United Negro College Fund (UNCF)**

Investing in the future of young people drives social change. To show this more clearly, Y&R hired economists to measure the impact on earnings, crime and health from donating just \$10 to UNCF. The campaign features students who have personally benefited from the UNCF's support.

Result:

\$35m
raised in nine months.



Campaign: **Holiday Card**

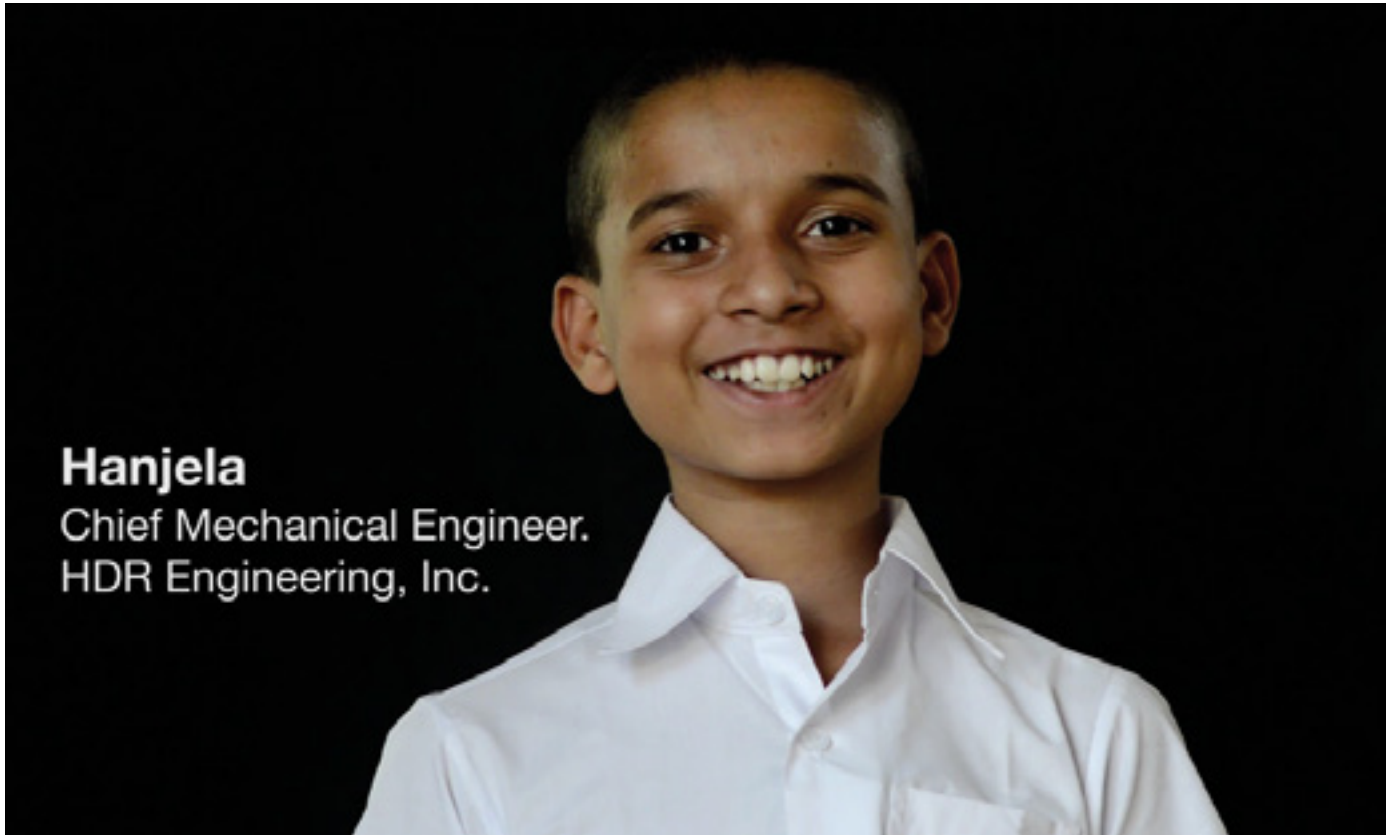
WPP company:
**AdPeople Worldwide
Copenhagen**
Client: **JAAGO
Foundation**

Education can transform the lives of children born into poverty. In 2013 AdPeople Worldwide Copenhagen created a digital holiday card to support the JAAGO Foundation in providing education to underprivileged children in Dhaka, Bangladesh. This card took viewers to the Global Giving site where recipients could make a one-off donation or sponsor a child's education.

Results:

>500

unique visits, and
enough raised to
provide education
for 24 children.



62
MILLION



DON'T USE THE INTERNET

LET'S GET EVERY LAST AMERICAN ONLINE.

everyoneon.org



powered by
connect
COMPETE

Campaign: [Everyone On](#)

WPP company: **Y&R
New York**
Client: **Ad Council
and Connect2Compete**

The 62 million Americans who don't use the internet miss out on opportunities to learn, interact and use public services. This campaign highlighted the benefits of getting online.

Results:

30,000

visitors to the website,
245 calls to the hotline
and 30,000 Facebook
likes in four months.



Campaign: **Rhino horn**

WPP company: **Ogilvy & Mather Vietnam**

Client: **WWF**

Demand for rhino horn in Vietnam contributes to poaching and rhino deaths in South Africa. This campaign aims to change attitudes by likening consumption of rhino horn to eating people's fingernails. Ads appeared on Facebook, in print, TV and outdoor with donated free media space, as well as being disseminated through the internal communication networks of corporations, NGOs and universities.

Results:

2.2m

people reached on Facebook, over 43,000 likes on the first image released and the number of fans on the WWF Vietnam Facebook page increased from 1,000 to almost 17,000.






Campaign: **The Tooth Fairy**

WPP company: **JWT London**
Client: **Care for the Wild International**

This campaign aims to inspire the next generation of supporters by encouraging children to donate their money from the tooth fairy to help save endangered elephants.

Result:

>12,000 
YouTube views in just two weeks.



**YOUR LITTLE TOOTH CAN
HELP STOP THE ELEPHANTS BEING
KILLED FOR THEIR BIG TUSKS.**

Campaign: **Vanishing Treasures**

WPP company: **Ogilvy & Mather Shanghai**
Client: **WWF-TRAFFIC**

Every eight minutes a wildlife species becomes extinct. Artist Mr Wang Xieda brought this alarming fact to life by creating water paintings of endangered species in public spaces around Shanghai. Spectators were directed to a microsite where they can pledge not to consume endangered species.

Result:

The campaign caught the attention of China's State Forestry Administration, resulting in it putting stronger protection of biodiversity on the 2014 National Agenda.



**EVERY 4 MINUTES
AN AREA THE SIZE
OF A FOOTBALL FIELD
IS DESTROYED
IN BRAZILIAN FORESTS.**



Campaign: **Deforested Field**

WPP company: **Grey 141 Brasil**
Client: **WWF**

Every four minutes an area the size of a football field is destroyed in the Amazon rain forest. Grey 141 showed this alarming rate of deforestation during a live game broadcast by gradually turning the pitch brown.

Result:

73%

increase in visits to the WWF website.

Awards:

★ Cannes Lions 2013 – Silver Direct Lion and a Silver PR Lion.



Campaign: **Live Love Local**

WPP company: **Team Detroit**
Client: **The Greening of Detroit**

This campaign supports a fund-raising event celebrating the innovative ways Detroit has progressed toward creating a greener, healthier and more sustainable city.

Result:

>\$140,000

raised to help support green initiatives in Detroit.

the Greening of Detroit

LIVE LOVE LOCAL

CELEBRATION

2013

A BENEFIT FOR THE GREENING OF DETROIT

Enjoy LOCAL FOOD, LOCAL BEER & WINE, LOCAL FUN!
LIVING GREEN, LOVING DETROIT, LOCAL FOOD

For more info, call: (313) 297-8730 or visit: greeningofdetroit.com

\$25.00
Event entry, tastings from chef stations and two drink tickets. Additional beverages may be purchased.

Ages 5-10 years, **\$5.00**
Children under 5 are FREE.

Saturday
AUGUST 24

EASTERN MARKET
SHED 5

WHAT TIME IS IT?
12 PM TO 3 PM

SIGNATURE PARTNER
edibleWOW

Sponsored by

HONDA Team Detroit Quicken Loans HONDA MAN hap



HOW DOES IT FEEL TO BE SKINNED ALIVE?

The campaign to reveal the horrific truth about Chinese fur farms.

Animals in Chinese fur farms are often skinned alive and often die in excruciating pain. The fur wearing Chinese public has no idea about the amount of suffering caused by their demand for fur, which is also multiplying year by year. Awareness campaigns using graphics could not have been more successful if the animals weren't also their personal best friend. To get through to people, we needed an approach that demonstrated an acute distress or desperate plea.

How it worked

Thousands of sharp needles were used to create relief images of furless animals and people. From a distance, the animals appear to be furry. It's only on closer inspection that viewers realize they are missing a piece. The accompanying video program was designed to imagine the creature's suffering and urge them to make a change in perspective on the 'high quality' product market.

The Results

Over 200,000 animals have already stopped to give up fur through 'Newspaper ads'. TV channels have halted animal slaughter. Thousands have turned to 'No Fur' and 'No Fur' has joined the cause. The campaign was also featured by the Chinese government, appearing at various events in Beijing and other major Chinese cities. The use of taxidermy has been widely featured, serving as a strong message against the fur industry.

For further information, visit peta.org/peta/asia

PETA



Campaign: **Fur Hurts**

WPP company: **Ogilvy & Mather Beijing**
Client: **PETA Asia**

In Chinese fur farms, animals are often skinned alive and left to die in excruciating pain. The Chinese describe terrible suffering as 'the pain of a thousand needles'. This installation project used over 500,000 needles to highlight the suffering of animals and show that fur is only beautiful until you look closer.

Result:

350,000
people pledged to give up fur.

Awards included:

- ★ Cannes Lions 2013 – Two Design Lions, one Silver and one Bronze.
- ★ LIA 2013 – Gold and silver award.
- ★ D&AD 2014 – In Book award.
- ★ ADFEST 2014 – Design Lotus, Integrated Lotus and two Gold awards.



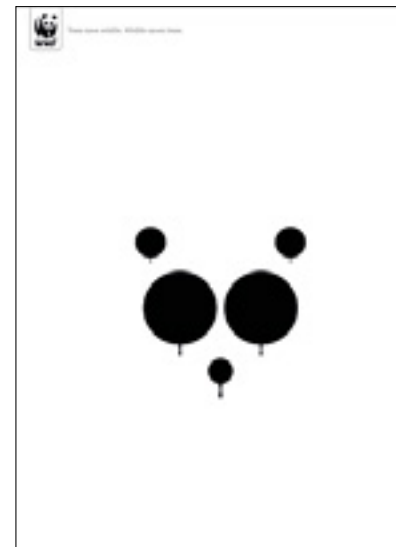
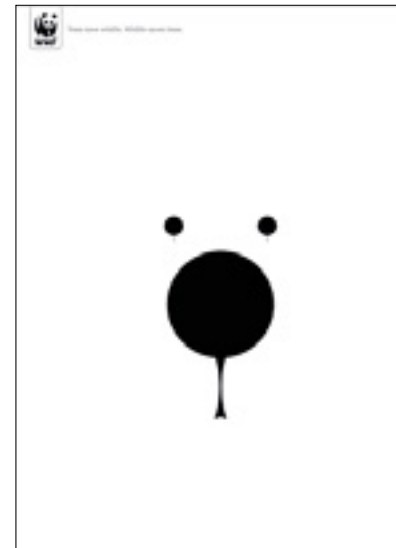
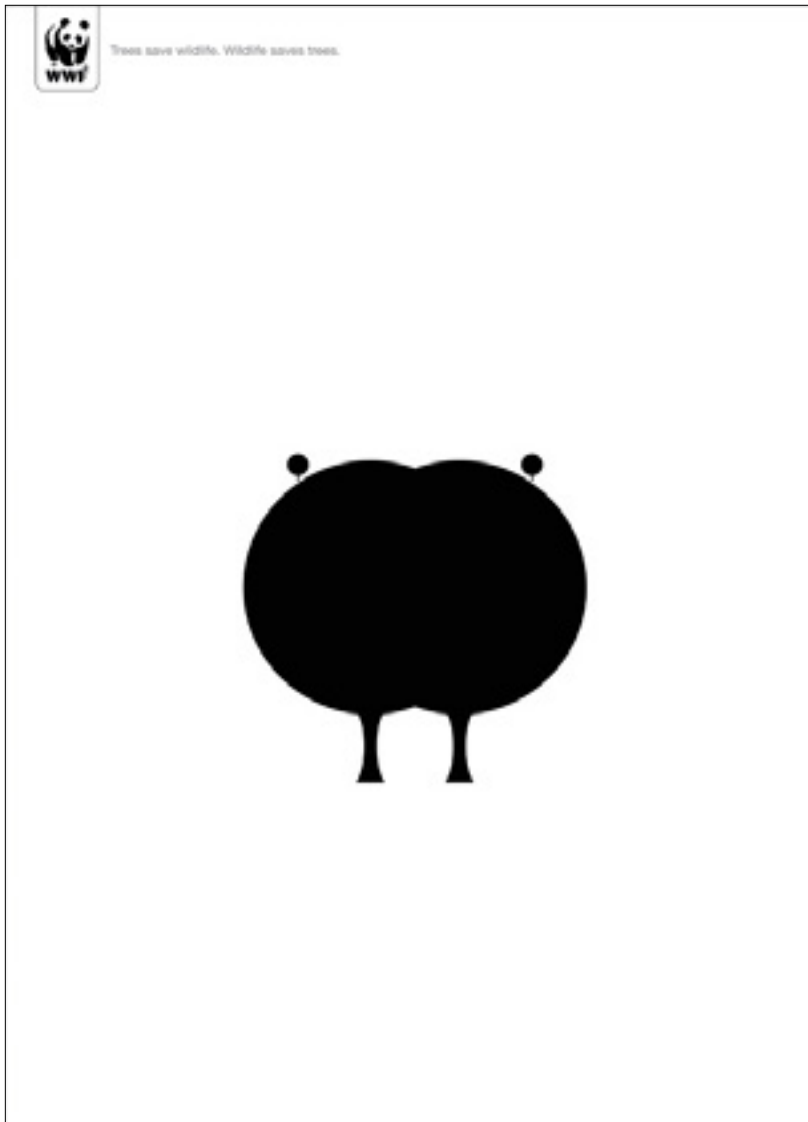
Campaign: **Trees Save Wildlife. Wildlife Saves Trees**

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

This poster campaign features trees looking like endangered animals, representing the symbiotic relationship between trees and wildlife.

Awards:

- ★ One Show Design 2013 – Gold Pencil.
- ★ Cannes Lions 2013 – Bronze Design Lion.
- ★ LIA 2013 – Bronze Award.





Campaign: **Stop the Invasion**

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

This campaign encouraged people to stop the plastic pollution on our beaches and in the sea by making sure the plastic we use in our daily lives ends up in the right place.

Result:

43,500 volunteers attended clean-up events on 1,300 beaches, up 8% on 2012.

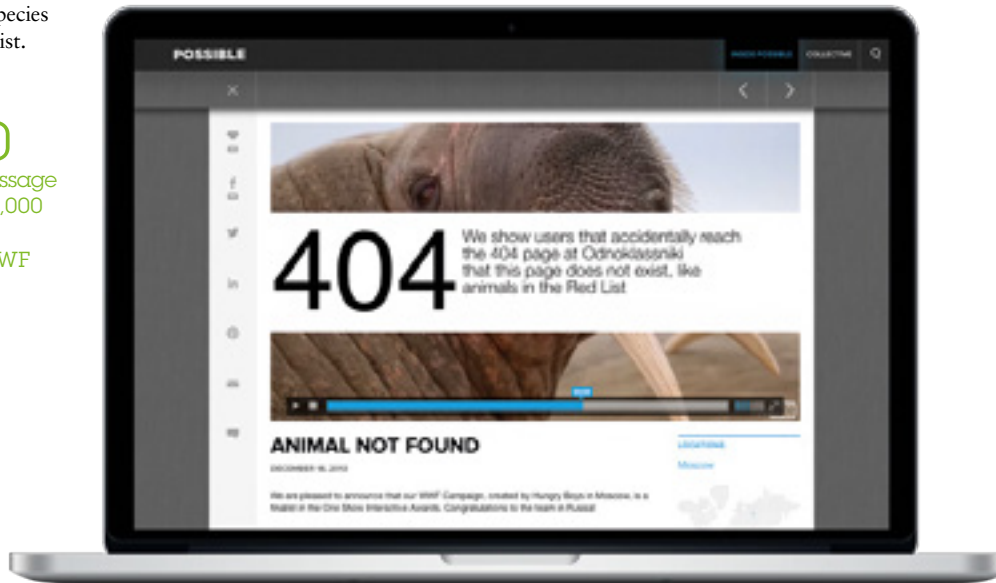
Campaign: **Animal Not Found**

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

When users on Odnoklassniki, one of Russia's most popular social networks, type the wrong web address or try to access a broken link, instead of a typical 404 Error page they see one of the endangered species on the IUCN Red List.

Results:

170,000
users saw the message
each day and 35,000
people joined the
Odnoklassniki WWF
community.





Campaign: **One Piece of Garbage is Not Just One Piece Of Garbage**

WPP company: **Bold Ogilvy Greece**
Client: **Mesogeios SOS**

This campaign highlighted the fact that even a single piece of garbage can be more detrimental than one could possibly imagine, and encouraged people to take part in clean-ups on Greece's Mediterranean beaches.

Result:

15,483
volunteers participated in 284 clean-up events across the country.

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