



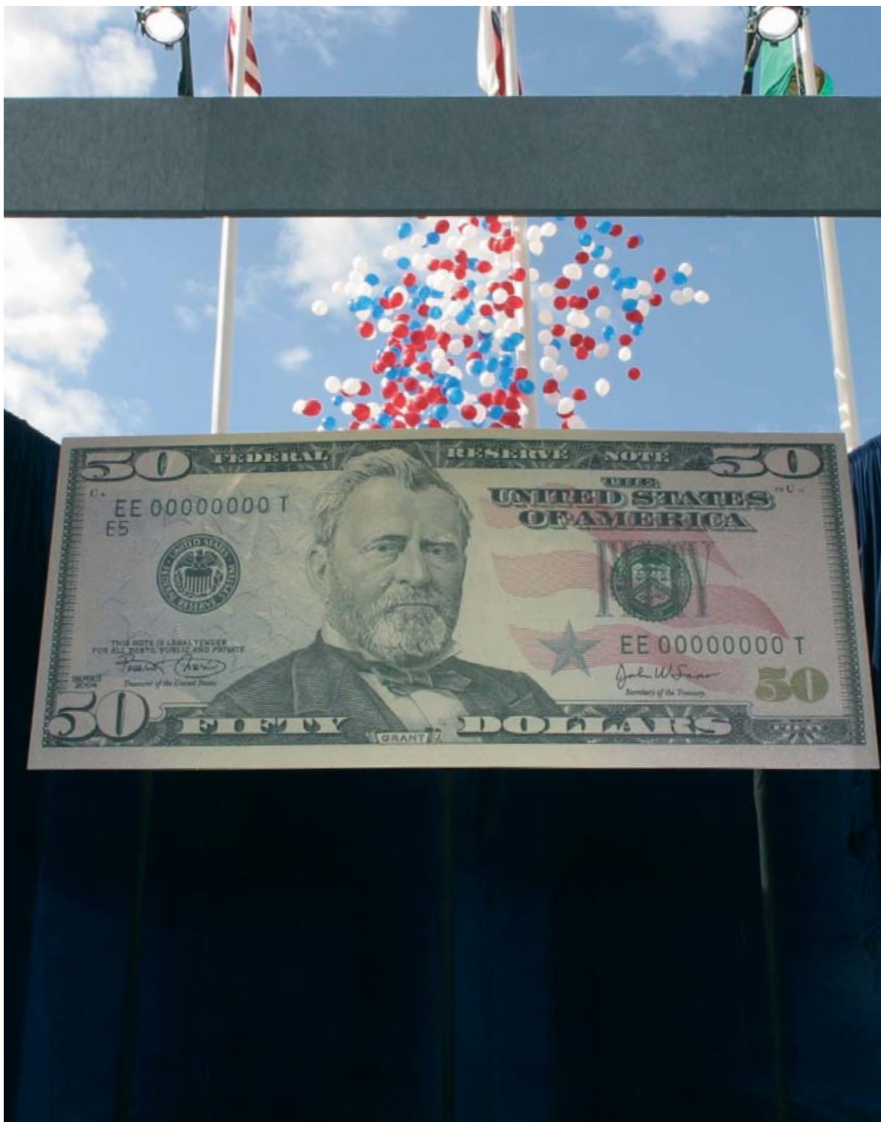
The U.S. Bureau of Engraving and Printing

Introducing the Newly Designed \$50 Note

Nine out of ten! “The Bureau’s Public Education Office relies on Burson-Marsteller to provide a smooth introduction of each denomination of the new currency throughout the world. The value of Burson-Marsteller’s tapping into various WPP companies has been its ability to seamlessly develop and implement an intricate plan using the disciplines of many speciality communications companies.”



Ellen Gano
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To help combat currency counterfeiting, the U.S. Government began introducing redesigned banknotes with enhanced designs and security features and the subtle addition of colour. The government understood that changes to the world’s most trusted brand involved risks: confusion among banks and the public, concern over recalls and devaluation and the perception that counterfeiting is increasing.

WPP lead company

Burson-Marsteller, Washington

WPP partner companies

Burson-Marsteller, 18 offices around the world
Direct Impact, Virginia
Marsteller, New York
Kang & Lee Advertising, New York
Landor, New York

Penn, Schoen & Berland, Washington
Y&R Russia, Moscow
National Public Relations, Toronto
Capitol PR, Istanbul
The Willard Group, Ukraine

Project Summary

Business issues

The new \$20 note had been launched successfully, but the \$50 bill was not as widely used or circulated. The widespread awareness and saturation of messaging of the new \$20 could have hindered the ability to gain fresh coverage. The U.S. Government decided not to use paid media to generate awareness in the United States. The program also faced budget constraints not encountered during the \$20 launch. It was imperative that strategy and creativity play an even greater role in program development and implementation.

Time frame

Burson-Marsteller was chosen in 2002 by the U.S. Government as their partner to mitigate the risks and educate the target audiences worldwide about the redesigned currency. The selection was based partly on Burson-Marsteller's experience launching the U.S. Treasury's previous currency redesign in 1996, as well as the breadth and depth of capabilities its relationship with WPP companies brought to bear.

The WPP team worked with the Bureau of Engraving & Printing, Federal Reserve System and the U.S. Secret Service to help achieve a smooth and successful launch of the \$20 note in 2003. Following this, the Government asked Burson-Marsteller and its WPP partners to develop a highly targeted and integrated public relations program supporting the redesigned \$50 note in 2004. Preparations are currently underway for the introduction of the new \$10 note in early 2006.

Partnership activity

Burson-Marsteller designed a program targeted to engage the audiences that would most frequently come in contact with the new \$50 note – business, financial and law enforcement agencies.

Burson-Marsteller acted as integrator, manager and strategic counsellor for the project. They also implemented the overall media strategy, materials development, special domestic events and international

coordination. Burson-Marsteller offices implemented the program in numerous countries. Where Burson-Marsteller did not have an office, National PR and Capitol PR developed a targeted media and stakeholder program for local outreach. Direct Impact developed a database of the target audience and managed the program's educational materials needs in 120 countries.

Kang & Lee identified and engaged Asian-American audiences while Marsteller provided graphic design materials to educate cash handlers and consumers about the new currency designs. Brochures, posters, take-one cards, training videos and CD-ROMs were available free of charge in 24 languages for worldwide use. Marsteller also worked with The Willard Group and Y&R to develop a multimedia strategy in Russia, where 40 percent of U.S. currency overseas is circulated. Landor designed a comprehensive graphics standards guide for the new note. Penn, Schoen & Berland helped develop a plan for quantitative research to guide each phase of the program.

Outputs

Following the introduction of the new currency designs and the public education program, confidence in U.S. currency rose to 83 percent domestically. In Russia, awareness of the changes jumped 16 percent to nearly 70 percent overall. As a result, the WPP team was able to meet performance measures set out in the contract and earn an additional \$283,000 in incentive revenue.

The client said that “this collaboration of companies proves efficient from a program management/contract management perspective as well because direction for all initiatives, discussion for all contract details and receipt of all invoices are handled through one primary source: Burson-Marsteller”.



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