



The impact of our work

The social and environmental impact of the work we undertake for clients is one of our most important CR issues.

Our goal is for WPP to be a centre of excellence for environmental and social communication.

Three areas of our work are significant:

- Sustainability in marketing
- Social marketing
- Cause-related marketing





Sustainability in marketing

Consumer concerns about the environment and labour standards are creating markets for green and fair trade products. In many regions, businesses are subject to a growing volume of regulation and increased scrutiny from pressure groups, the media and the public on a wide range of social and environmental issues.

Leading companies are responding positively, by embedding ethical values in their brands and developing products with better social or environmental standards. They need effective marketing to communicate the benefits to consumers.

This is an opportunity for WPP and a number of our companies have developed bespoke sustainability services for their clients. Current examples include P&G's S-Team (including Added Value, Bridge, Fitch, G2, The Futures Company, Hill & Knowlton, Landor and Penn Schoen & Berland); OgilvyEarth, Ogilvy's global network of sustainability marketing specialists; PSB Green, Penn Schoen & Berland's sustainability strategy group; and Cohn & Wolfe's Sustainability Practice.

Winners will be the brands who find ways to develop authentic messages, categories and even products that meet changing expectations. This is an extraordinary opportunity for companies, a luxury in a world where it is increasingly hard to differentiate on price and quality alone. The companies that rise to the challenge will find that they, and the world, are richer for it

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Read a full perspective online at
www.wpp.com.

Case study: P&G S-Team

The S-Team is a group of experts from around WPP who have extensive experience in developing brand strategy and award-winning campaigns that leverage sustainability issues. The team collaborates with P&G and its partners on sustainability, helping them to accelerate meaningful change by connecting brands, stakeholders and consumers to the benefit of all.

The majority of today's consumers want to help the environment by choosing products that are more sustainable while not sacrificing product performance or paying a higher price. P&G has a goal to sell \$50-billion worth of Sustainable Innovation Products by 2012 – products that have demonstrated meaningful improvements to their environmental profile, with no trade-offs for consumers.

A core P&G sustainability initiative is Future Friendly, a multi-brand initiative aimed to inspire and educate consumers to save energy, water, waste, and packaging. This initiative achieved outstanding media coverage and messaging and generated incremental sales. Originally launched in 2007 in the UK and now active in North America and Europe, Future Friendly is a consumer education initiative, communicated in conjunction with leading environmental partners such as the Energy Savings Trust, Water Wise, and Waste Watch. The Future Friendly concept was developed in partnership with WPP company Added Value who researched how compelling the concept was with its target audience and WPP design agency Fitch who created an identity that resonates with consumers and stakeholders and works effectively in-store.



Read the full case study online
www.wpp.com/cr2009/pg.

Sustainability in marketing – case studies

Campaign: Tesco Greener Living website

Client: Tesco

WPP company: Forward UK

Tesco's Greener Living website showcases the UK supermarket's green products and advises customers on how to make quick and easy steps to lead a more environmentally-friendly lifestyle. The site also shows customers how being greener can help save money, supporting Tesco's brand proposition 'Every Little Helps'.

In 2009, Forward was asked to redesign the website and its content, making it more dynamic and easy to navigate.

Customer research indicated that saving money was the biggest motivator for environmental behaviour among Tesco customers. In response, Forward developed a fully interactive 'Save Money House,' which people can use to find out how to lower their carbon footprint and their living expenses. To encourage people to choose food grown closer to home, a new section was created where users can build their own recipe book based on seasonal produce recommendations. Other dynamic features, include a live 'Green news' feed, videos, blogs and interactive games.

To support the launch, Forward created a marketing strategy to raise awareness of the new website and inspire people to visit. This included mail-outs to customers and advertising in stores, online and in the in-store magazine. An interactive game which encouraged people to sign up to a monthly newsletter was played over 100,000 times.

In the first three months after launch, traffic to the website increased by 20%. A survey showed that 43% of people who had visited the site before the revamp felt that it was now more interesting and relevant, and 40% put something they'd read into practice after visiting the site.

Tesco marketing manager Steph Skeeles said: "Forward has put together a fantastic site that is dynamic, easy to use and visually appealing. It promotes every aspect of our Greener Living activity at Tesco, as well as providing excellent advice and support to our environmentally-minded customers, which is of real importance to us."



Visit the site at www.tesco.com/greenerliving.





Campaign: Start a Party

Client: Diageo

WPP company: G2 Mexico

Diageo's 'Start a Party' global advertising campaign promoted its J&B Scotch Whisky and encouraged consumers to drink responsibly.

G2 Mexico helped bring Mirrorball Man, J&B's responsible drinking spokesperson, to life and to spread his message that a responsible attitude to drinking makes partying more enjoyable. The character, wearing a sharp yellow suit and a mirror ball for a head, travelled to bars and clubs across the country to party while handing out free water bottles to encourage people to pace their drinking with non-alcoholic spacers and providing taxi numbers to discourage drink-driving.

In addition to his live appearances, Mirrorball Man spread his responsible drinking message through stickers and posters in washrooms. These told people to watch out for signs of drunkenness (such as not being able to walk in a straight line) and to call a taxi if they had too much to drink.

The campaign was effective, because it communicated a serious message in a fun and engaging way. Research following the campaign in Mexico found that 91% of consumers polled thought that promoting responsible drinking was a good idea for J&B and 71% said they thought better of the brand as a result.

Mirror Ball Man has also appeared in 13 countries in Asia, Africa, Europe and Latin America.



Sustainability in marketing – case studies

Campaign: E-billing campaign

Client: Vodafone India

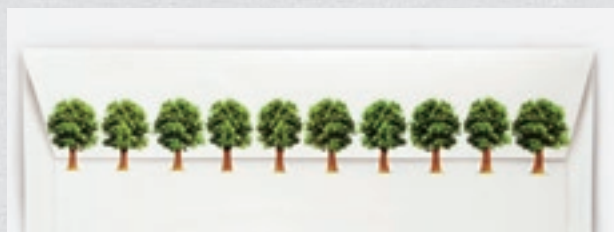
WPP company: Ogilvy Mumbai

With millions of new mobile phone subscribers added each year in India, the country is a key market for Vodafone. As the telecoms company expands its business, it is determined to limit the environmental impacts of growth.

In January 2009, Ogilvy Mumbai developed a campaign to encourage customers to opt for e-billing instead of paper statements. As well as saving paper and environmental impacts from posting the statements, e-billing also brings cost savings for Vodafone.

The agency developed the idea of printing a row of trees across the seal of the envelope. When the customer opened the statement, the trees were cut in two and a message was revealed informing them that over 5,000 trees are felled for every billing cycle and telling them how to switch to e-billing.

Since the launch of the campaign over 300,000 customers have switched to e-billing.





Campaign: Quality worth every penny

Client: Marks & Spencer Plan A

WPP company: RKCR/Y&R UK

In 2007, UK retailer Marks & Spencer launched ‘Plan A’, a set of 100 commitments with the ultimate goal to become the world’s most sustainable major retailer.

Two years on, the company celebrated its 125th anniversary with a marketing campaign showing how they have provided ‘quality worth every penny’ since 1884 and highlighting how their commitment to sustainability is undiminished despite the global recession.

RKCR/Y&R created a series of print and television ads which emphasised how environmental, animal welfare and labour standards are integral to the quality of M&S products and the way it does business.

Whereas previous Plan A ads ran separately from M&S’s main food or clothing ads, RKCR/Y&R decided that the time was right to integrate the campaigns. The agency used the same seductive close-ups of food and beautiful clothing that feature in broader M&S campaigns but added messaging and specific examples about how the company is dedicated to ‘Doing the Right Thing’.

The campaign was received very positively by shoppers who responded well to the message encouraging them not to compromise on quality even when times are tough.



View the video at www.wpp.com/cr2009/ms.

Social marketing – case studies

Social marketing

These are campaigns with social or environmental objectives, usually undertaken for government or non-governmental organisation (NGO) clients. Campaigns often tackle issues related to public health, safety or the environment. They are designed to raise awareness or encourage people to change their behaviour.

Many of our operating companies are involved in social marketing and several companies specialise in social marketing, including Ogilvy Outreach, Ogilvy PR's social marketing practice, JWT Ethos, Thompson Social and TNS Political and Social.

Examples of social marketing campaigns by WPP companies in 2009 are summarised here.

Campaign: Swine flu communications strategy

Client: The UK Department of Health

WPP company: MEC London

In 2008, MEC London was commissioned to develop a communications strategy as part of the response to a potential flu pandemic in the UK. A year later, the World Health Organization announced that a swine flu outbreak originating in Mexico had become a pandemic. MEC's strategy was put into action.

Throughout the pandemic, MEC gave the Department of Health advice on communications and developed communication plans for key campaigns. These included the 'Catch It, Bin It, Kill It' campaign, encouraging people to adopt good hygiene to limit the spread of swine flu, and a campaign to raise awareness of a national phone line and website which provided advice and enabled people to get anti-viral drugs. MEC also developed a communications plan to encourage 'at risk' people, such as healthcare workers and pregnant women to get vaccinated.

The severity of the situation, as well as the constant need for new communications working across multiple channels within tight deadlines, meant that the strategy was tested to its limit. Key messages were communicated to the right audiences in the right way which ensured public concern remained relatively low.

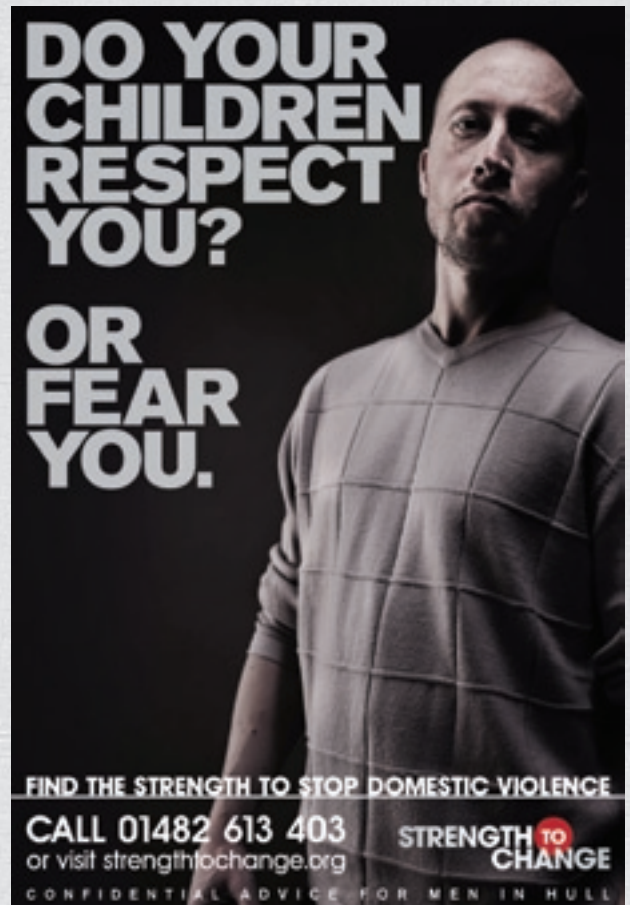


Campaign: Strength to Change – program against domestic violence

Client: NHS – Hull Primary Care Trust
WPP company: TNS Social UK

In 2009, the NHS launched the ‘Strength to Change’ campaign to raise awareness of domestic violence in Hull, in the UK, and to encourage perpetrators to get help to change their behaviour. TNS Social, which specialises in social and public sector research, undertook some pre-testing and evaluation research for the campaign to ensure that the advertising strategy was on track and made recommendations to increase the impact of ads.

With the help of TNS Social the campaign reached 60% of men in Hull aged between 18 and 50, well ahead of benchmark levels for comparative UK government campaigns. The vast majority of the men exposed to the campaign said it was believable and one in three men said that it had changed the way they thought about domestic violence, including those who admitted to being violent at home (the primary target group).



Social marketing – case studies

Campaign: Normal Life

Client: UNHCR (UN High Commissioner for Refugees)

WPP company: Y&R Buenos Aires

The UNHCR, a branch of the UN, helps to protect 32 million refugees worldwide who are displaced by persecution or conflict.

In Argentina, one of the consequences of the 2009 global economic crisis was a rise in hostility and xenophobia towards immigrants and refugees, as many locals became worried about losing their jobs.

Y&R Buenos Aires was asked to develop a creative campaign confronting this problem and educating people about the difficulties faced by refugees.

The campaign also targeted government departments, NGOs and businesses, encouraging them to support the UNHCR's work.

The campaign, which ran between May and October 2009, showed refugees confronting everyday situations that audiences could easily identify with. The tagline – 'Refugees want to have your problems' – reminded the public that refugees are just normal people, facing very difficult circumstances.





Los refugiados quieren tener los mismos problemas que vos.

Los refugiados son personas que tuvieron que abandonar sus países a causa de persecución por razones políticas, religiosas, de pertenencia a un grupo social o por conflictos armados. En el camino dejaron todo lo que les pertenecía. ACNUR trabaja para que más de 32 millones de personas en el mundo puedan renovar sus vidas. Vos también puedes ayudar. (811) 303 ACNUR | www.acnur.org



Cause-related marketing – case studies

Cause-related marketing

Cause-related marketing links brands to charities, usually through a donation for every product purchased. Executed sensitively, these campaigns generate awareness and funds for charity and benefit brands through increased sales and customer loyalty. Consumers are able to buy something they want and benefit a good cause. We help our clients create brand-charity partnerships that are meaningful and appropriate.

We profile two recent examples here.

Campaign: 50 states for good

Client: Tom's of Maine

WPP company: Cohn & Wolfe and ZAAZ US

Tom's of Maine is a Colgate-Palmolive company known for using natural ingredients and supporting communities.

In 2009, ZAAZ, part of the Wunderman network, and Cohn & Wolfe helped Tom's of Maine launch '50 states for good'. The initiative invites consumers to submit charity projects for consideration and then vote on those deemed most worthy. The five projects receiving the most votes are awarded \$20,000 each by Tom's of Maine. ZAAZ created a web-based program to enable consumers to vote and charities to apply for the scheme. Cohn & Wolfe developed an online campaign to promote the program.

The campaign was a tremendous success, demonstrating the company's commitment to community action and raising awareness about the charities that took part. More than 2,000 charities from all 50 US states applied for the initiative and more than 280,000 votes were received by Tom's of Maine. The campaign generated nearly 80 million impressions, increased traffic to the Tom's of Maine website by over 300% and doubled the number of people signing up to the company's newsletter.

Because of the positive response from customers and charities, Tom's of Maine has decided to rerun the initiative every year. The 2010 initiative will build on the previous year with the addition of a volunteer component.





Campaign: Coffee against loneliness

Client: Kraft

WPP company: OgilvyAction Denmark

In 2009, OgilvyAction created a cause-related marketing campaign to promote Denmark's leading coffee brand, Gevalia, and raise awareness of the Red Cross' visiting service for lonely people.

For almost 30 years Gevalia's advertising has revolved around their slogan 'Which coffee do you offer unexpected guests?' Building on this famous slogan, OgilvyAction launched a print campaign in major newspapers and magazines highlighting that not everyone has the joy of unexpected visitors and encouraging people to volunteer as Red Cross visitors. Kraft donated 1 DKK to the Red Cross for each of the 500,000 promotional packs of Gevalia sold.

The agency also organised events at shopping centres and large supermarkets where customers were invited to enjoy a cup of coffee as Red Cross volunteers distributed material about the work they do.

The campaign helped to raise awareness about loneliness and sparked debate about the issues on television, radio and newspapers all over Denmark. Besides increasing sales of Gevalia, more than 1,500 people signed up to become new visiting friends.

