



# Pro bono showcase

**W**PP companies produce hundreds of pro bono campaigns for good causes every year – tackling a wide range of social and environmental issues.

For the charities we work with, this is worth more than a cash donation. Pro bono campaigns help charities recruit new members, raise awareness of their work and progress their campaign objectives. Many of our companies have long-standing pro bono relationships with their charity partners, supporting their campaigns over several years.

On the following pages we highlight examples of our pro bono work from 2009 and spring 2010. More examples are available online at [www.wpp.com](http://www.wpp.com).



## Campaign: The Digital Divide

**Client:** Digital Links

**WPP company:** The Partners UK

In developed countries, consumers and businesses frequently upgrade their computers creating millions of tonnes of electronic waste. In the UK alone, more than three million PCs are disposed of each year, many of them still fully functioning. By sharp contrast, 95% of people in Africa do not have access to IT, and only 2% of African students have ever used a computer.

Digital Links is helping to tackle this waste mountain, while enabling thousands of Africans to get online. The charity collects unwanted PCs, refurbishes them and gives them a new life in schools and small business throughout Africa and the developing world.

In 2009, The Partners worked pro bono to create a new logo, identity and marketing campaign for Digital Links. The online and print campaign, worth £9,000, used bold images to communicate both sides of the 'digital divide': the negative aspect of excessive waste, and the positive opportunity for impoverished communities to benefit from technology.

It is estimated that over 1.5 million people have benefited from IT for the first time through Digital Links.



View the video at [www.wpp.com/cr2009/digitallinks](http://www.wpp.com/cr2009/digitallinks).



## Pro bono case studies 2009-2010

### Campaign: Graphology

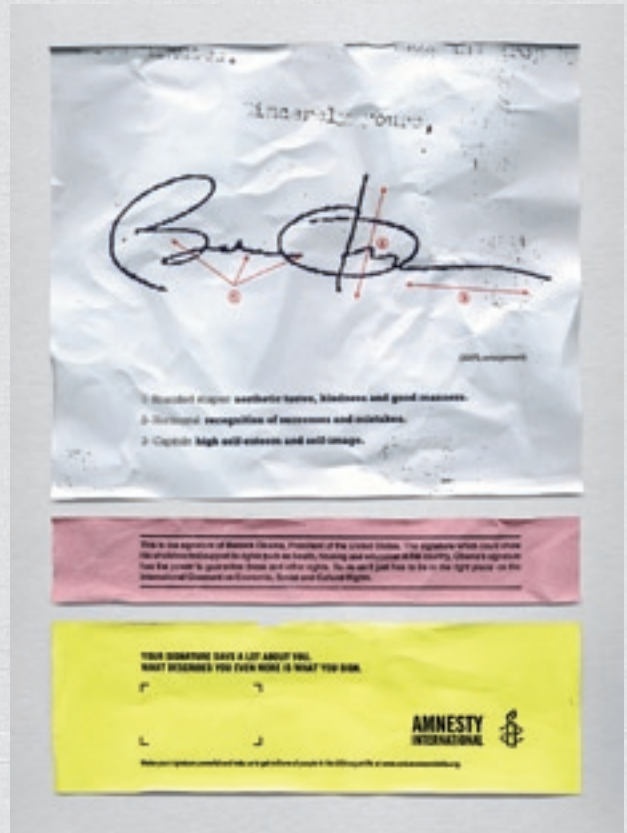
**Client:** Amnesty International  
**WPP company:** JWT Barcelona

To mark International Human Rights Day on 10 December 2009, Amnesty International asked JWT Barcelona to create an event to petition the presidents of China and the US to support international treaties protecting human rights. The agency created a compelling campaign that focused on the power of the signature.

In the run-up to 10 December, JWT created print ads and viral videos to encourage people to gather in one of Barcelona's most popular squares to send a message to the leaders. The ads highlighted that a signature is more than just a scrawl on a page, it reveals a lot about a person both when it is analysed by a graphologist, but more importantly when you look at how people choose to use it.

Amnesty set up two giant canvases with the outlines of the signatures of presidents Barack Obama and Hu Jintao. People were encouraged to sign their names to fill the signatures of the two leaders on the canvases, which were then sent to the United Nations headquarters, home of the Declaration of Human Rights. Participants also signed postcards which were sent directly to the American and Chinese leaders. Several graphologists attended the event to analyse people's signatures.

The pro bono campaign collected almost 15,000 signatures.





## Campaign: Beat the Odds Casino Night

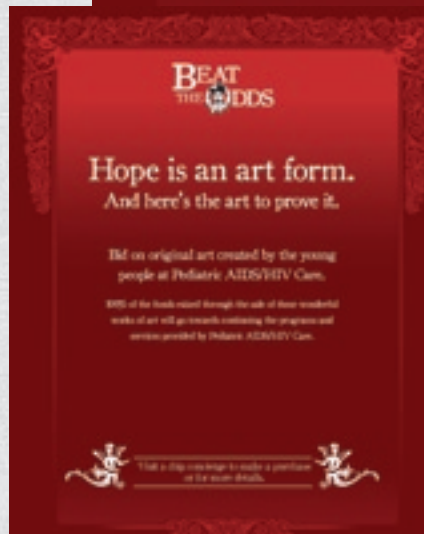
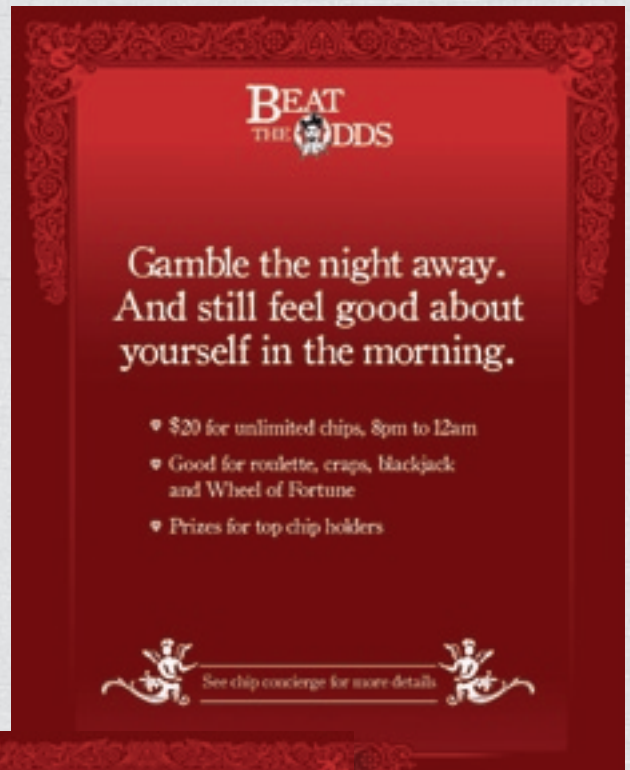
**Client:** PAHC

**WPP company:** RTCRM Washington DC

Pediatric AIDS/HIV Care (PAHC) supports children affected by HIV/AIDS through education, therapy and youth programs. In 2009, RTCRM supported the organisation's Beat the Odds Casino Night fundraiser with a promotion to encourage attendance and charity involvement.

RTCRM developed a special website allowing participants to register for the event and make donations. It used flyers, targeted emails, Facebook, and even hired a comedy team to generate awareness by staging a fake poker match in the middle of a busy location in Washington DC.

RTCRM donated approximately \$10,000 in resources to support the event which raised thousands of dollars for the charity. Equally important, armed with a more robust list of potential donors that resulted from the outreach, PAHC now has the opportunity to keep the conversation going with additional initiatives.



## Pro bono case studies 2009-2010

### Campaign: You can't afford to be slow in an emergency

**Client:** WWF

**WPP company:** Ogilvy Paris

In France, there is high awareness of climate change but many people feel powerless to do anything about the problem or have shut off from the issue due to negative campaigning.

Leading environmental charity WWF asked Ogilvy Paris to develop a pro bono campaign to overcome climate change fatigue and inspire governments, businesses and individuals to take action.

The agency developed a series of posters depicting emergency service personnel, such as paramedics and firemen, taking their time to respond to an urgent situation. The campaign was called 'you can't afford to be slow in an emergency' and aimed to remind people, in a humorous and light-hearted way, that we need to act now if we want to protect our planet from climate change.

The pro bono campaign was worth \$70,000 of agency time.





YOU CAN'T AFFORD TO BE SLOW IN AN EMERGENCY  
ACT NOW FOR THE PLANET



## Pro bono case studies 2009-2010

### Campaign: Contemporary Beauty Ideal

**Client:** ANAD

**WPP company:** O&M Frankfurt

ANAD provides support for people with eating disorders, raises public awareness and conducts research into the illnesses.

In 2009, O&M Frankfurt created a campaign to raise the profile of the charity and to challenge modern images of beauty that encourage people to strive for unattainable, unhealthy body shapes.

O&M commissioned an artist to copy world-famous paintings, but to modify the pictures to depict the body shapes of today's fashion models. The paintings were hung in museums of fine art alongside genuine paintings, providing a surprise encounter for thousands of visitors and encouraging them to question that notion of a fixed 'ideal' of beauty.

Several local and national newspapers ran articles about the campaign and traffic to ANAD's website increased by 16%. The charity also received substantial donations during the campaign.

The pro bono campaign, worth €15,115, won the 2009 Gold Eurobest advertising award.



View the video at [www.wpp.com/cr2009/anad](http://www.wpp.com/cr2009/anad).



## Pro bono case studies 2009-2010

### Campaign: Child Labour Free zone

**Client:** Stop Child Labour

**WPP company:** G2 Amsterdam

There are 218 million child workers around the world, who grow up without an education and into a life of poverty. Stop Child Labour is a partnership of non-governmental organisations that aims to raise awareness of the issue and get child workers back into full-time education.

In preparation for the International Day of the Rights of the Child on 20 November 2009, Stop Child Labour created the CLF brand, which stands for Child Labour Free zone. The partnership encouraged retailers and companies to use the brand to commit to only sell products, or do business with companies, that are free of child labour.

The CLF brand was launched at the opening of a pop-up shop in Amsterdam and G2 worked pro bono to advertise the event. The agency created print ads that were designed to attract attention but did not reveal the real story behind CLF. The store was opened on 19 November by Caroline de Bruijn, a famous Dutch actress, and only then was it revealed that CLF displayed only fashion items made from Child Labour Free zones, emphasising that fashion does not have to be built on exploitation.

The value of G2's pro bono work was €150,000. To date 739 retailers and businesses have signed up to CLF.



CHILD LABOUR FREE ZONE



## Campaign: No happy ending

**Client:** Dakshta

**WPP company:** Y&R Mumbai

India's cities and towns are growing rapidly, as people move from rural areas in search of jobs. The most dramatic example of the country's urbanisation is Guragon which in just 10 years has been transformed from a small farming village near Delhi to one of the biggest urban centres in India. This transformation means vast areas of forest are being sacrificed for commercial and residential development.

In 2009, Y&R Mumbai was asked to generate a pro bono campaign for Dakshta, an Indian NGO educating people about the need to secure green areas in or near cities. The campaign, worth approximately \$3,000, was launched in March. The posters depict dark, grey images of urban life alongside colourful, familiar cartoon characters, reminding people about the importance of protecting urban green spaces.

The campaign helped the NGO obtain 1,720 new members who helped to plant 3,021 trees across the city.



## Pro bono case studies 2009-2010

### Campaign: Turn soldiers back into children

**Client:** UNICEF

**WPP company:** Y&R Johannesburg

There are thousands of child soldiers in Africa, fighting in wars they don't believe in, for causes they don't understand. 'Turn soldiers back into children' is a UNICEF program aimed at rescuing these children and reintegrating them into society.

In 2009, UNICEF asked Y&R Johannesburg to help raise awareness of the initiative. The agency came up with a startling direct mail idea targeted at UNICEF supporters and potential corporate sponsors. The agency sent packets that at first glance appeared to be toy soldiers, but when opened contained figures of children doing normal childhood activities such as reading books, playing football and riding bikes.

The campaign appeared on over 15,000 websites in over 50 countries. It successfully increased donations and the number of people volunteering to support the initiative.



View the video at [www.wpp.com/cr2009/unicef](http://www.wpp.com/cr2009/unicef).





## Campaign: Nothing Special

**Client:** Special Olympics

**WPP company:** Grey Canada

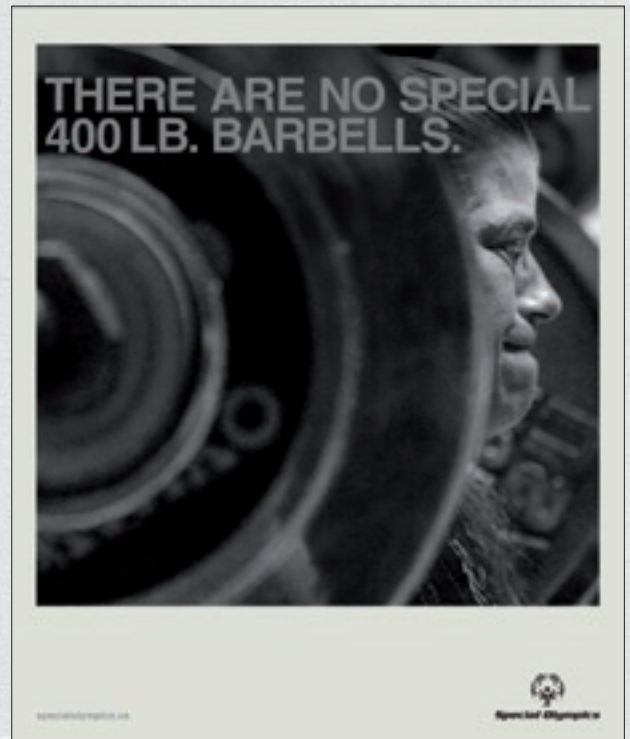
The Special Olympics is a global non-profit organisation working to empower people with intellectual disabilities through sport and to educate people about diversity and tolerance. The charity organises sports training and events year-round and national competitions every two years.

In 2009, Grey Canada worked pro bono to create a marketing campaign to raise awareness of the organisation and to help bring in donations. The agency created print, outdoor and ambient ads that highlighted the incredible achievements of the Special Olympic athletes.

The pro bono campaign, worth around CAN\$150,000, began with national newspaper and outdoor ads asking for donations with lines like “There are no special 400 lb barbells.” This was followed by street-level stunts that demonstrated what Special Olympic athletes are capable of. In one case a sign was placed on a five-foot fence that read, “Special Olympian Richard Gillis jumped this high at the 2007 Shanghai Games.”

Overall, Grey Canada helped increase the membership of Special Olympic athletes to over 32,000 as well as 10,000 volunteers coaches. The level of awareness of the organisation was heightened and the creative recognised at many local and international award shows.

WPP Board director Timothy Shriver is chairman and CEO of the Special Olympics.



## Pro bono case studies 2009-2010

### Campaign: San Patrignano Rehab Centre Fund Raising Campaign

**Client:** San Patrignano

**WPP company:** Sudler & Hennessey Milan

San Patrignano is one of Europe's largest rehabilitation centres which has helped 20,000 young people overcome drug addiction and rebuild their lives since 1978. As well as treating addiction, the centre provides professional training to give residents the skills they need to reintegrate into society.

San Patrignano is funded by donations and through the sale of products created by residents, including handmade furniture, wine, olive oil and cheese. WPP agency Sudler & Hennessey Milan has worked with San Patrignano for almost 10 years, donating over €100,000 of pro bono work, including:

- A print campaign to raise money for the centre's rehabilitation programs.
- Branding and packaging for the products made by residents, as well as brochures and catalogues to boost sales.
- Training courses in graphic design offered to residents as part of the rehabilitation programs.

In 2009, S&H Milan designed a CD cover for the San Patrignano community gospel choir.





## Campaign: Set me free

**Client:** Wildlife SOS

**WPP company:** JWT Contract Delhi

For over 400 years Indian sloth bear cubs have been captured from the wild and trained by bear handlers called Kalanders to 'dance' for entertainment. The cubs endure great cruelty, including having their teeth wrenched out and their muzzles punctured. Despite a ban in place since 1972 the practice continued until 2009, leaving thousands of bears in need of rehabilitation.

In 2009, animal welfare charity Wildlife SOS (which rescued the last dancing bear in 2009) asked JWT Contract Delhi to create a pro bono campaign to raise awareness and funds for their rescue centres.

The agency developed a sustainable fundraising model where they commissioned a vocational trainer to teach 117 Kalanders and their families how to make stuffed replicas of the sloth bear. The agency then planned an event in an upmarket department store in New Delhi where the bears were displayed with a noose around their muzzle and a placard reading "Set me free". People could then buy one of the toys, remove the chains and set it free.

The department store has now given Wildlife SOS a permanent space to sell products made by the Kalanders, providing an alternative living for 177 Kalandar families and helping to protect the sloth bear.



View the video at [www.wpp.com/cr2009/wildlifesos](http://www.wpp.com/cr2009/wildlifesos).

## Pro bono case studies 2009-2010

### Campaign: Women for Poland, Poland for Women

**Client:** The Women's Congress

**WPP company:** H&K Poland

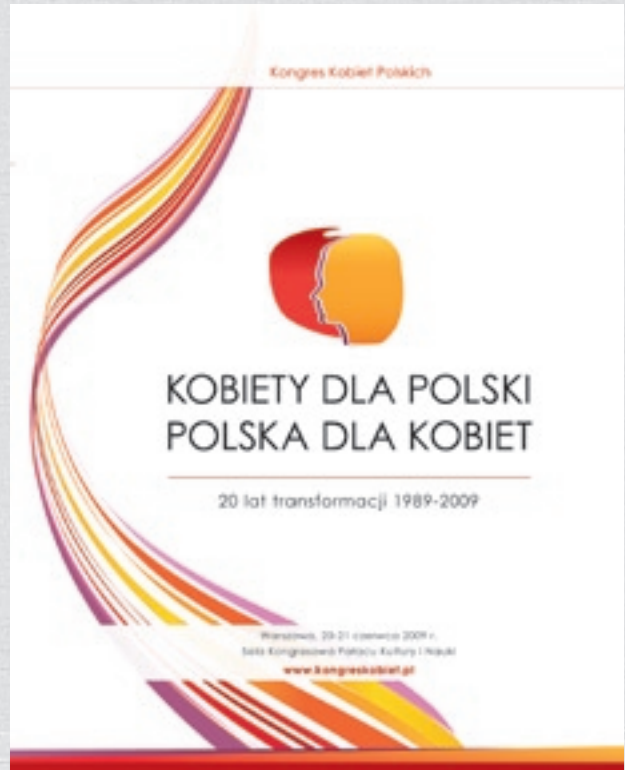
The Women's Congress is a Polish social movement founded by influential women to campaign for gender equality in government and the public sector.

In Poland only 20% of the members of Parliament and 7% of the Senate are women. Research shows that women often earn less than men and are under-represented in the boards of many important institutions.

H&K Poland, working pro bono, established a press office to look for story angles, disseminate press bulletins, set up interviews, organise press events and coordinate communications with the media. This helped to attract over 100 top women influencers and set up a Congress Policy Council, which drafted the program for the Polish Women's Congress in Warsaw. The agency also organised regional meetings and a two-day event to stimulate debate about gender equality. The event in the capital – endorsed by the top authorities, politicians, and leading intellectuals – called for gender parity to be guaranteed by law. It was attended by over 3,000 participants from different political and social backgrounds.

After the event, the Women's Congress movement launched a campaign of civic support for a bill to increase gender equality in electoral lists. H&K organised three press events which involved politicians, celebrities and other renowned persons who collected citizens' signatures inside shopping malls and on the streets of Warsaw. Over 150,000 citizens endorsed the bill which was eventually presented for debate before Parliament and proceeded to a second reading in a parliamentary committee.

The pro bono campaign, worth £32,000, generated almost 2,600 press hits within six months. The idea of election gender parity was endorsed by Poland's late president and prime minister, top politicians, the Catholic Church and leading intellectuals.





## Campaign: Stand for the dead

**Client:** STAND Canada

**WPP company:** JWT Ethos Toronto

STAND Canada was founded in 2005 as a student advocacy group with the objective of raising awareness of the humanitarian crisis in Darfur.

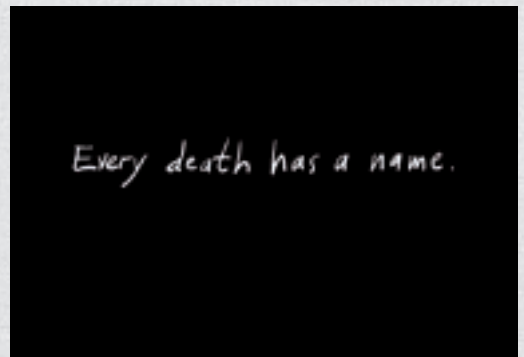
In 2009, JWT Ethos Toronto worked pro bono to help it engage Canadians to intensify the pressure on the Canadian government to end the crisis in Darfur, and prevent future genocides.

For many, the sheer scale of the conflict in Darfur makes it hard to grasp and take action, so the agency created a campaign that made the issue more personal by telling individual stories of true victims of the conflict.

The print work showed haunting images of men, women and children from Darfur who appear to be looking back at us from the grave. Newspaper ads told the story from the point of view of the victims. Both invited people to visit the website, [www.standforthedeath.com](http://www.standforthedeath.com) to purchase a sponsor package. Each package contains a t-shirt with the name of a person killed in Darfur. The user can then go back to the website where they can find out more about that individual and continue their involvement with the cause.

The pro bono campaign, worth \$100,000, triggered support across Canada with thousands of people wearing the t-shirts, writing articles, posting blogs online, and even organising a benefit concert. In 2009, a team led by STAND Canada travelled to Darfur with a group of aid workers and two members of Canada's Parliament to meet the displaced people of Western Sudan.

Kayla Simms, deputy director of STAND Canada, said the campaign "forced us to face the crisis of genocide on a personal level and approach the situation with a different perspective".



View the video at [www.wpp.com/cr2009/stand](http://www.wpp.com/cr2009/stand).