

OUR WORK

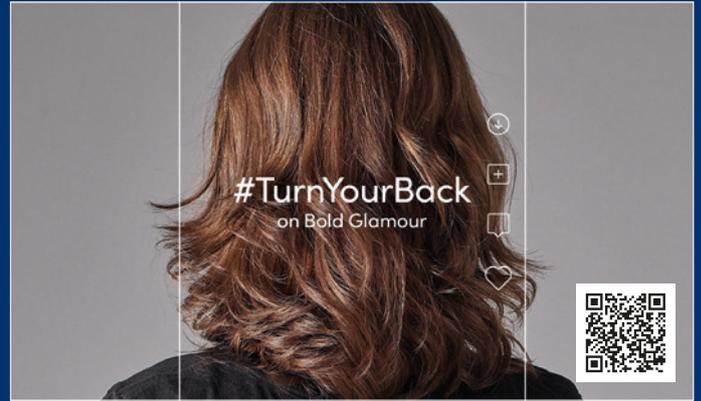
Our integrated offer across creative, media, production and PR delivers exceptional results for our clients

The next 12 pages showcase some of our award-winning campaigns from 2023



AB INBEV: CORONA EXTRA LIME
Creating a beer that bears fruit for Chinese farmers

42



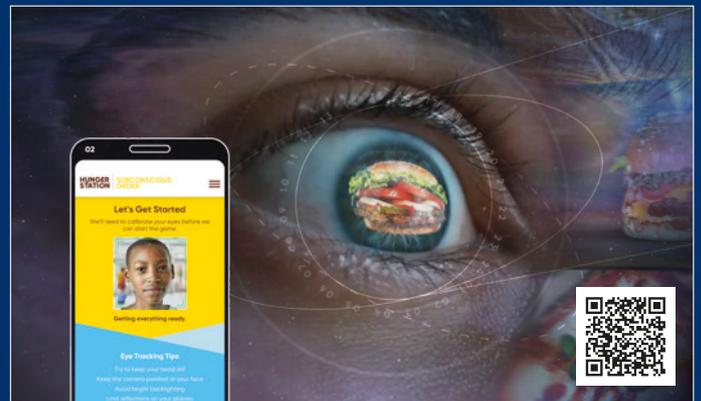
DOVE: TURN YOUR BACK
Challenging toxic beauty standards online

44



HONEST EGGS: FITCHIX
Changing the egg industry one step at a time

46



HUNGERSTATION: SUBCONSCIOUS ORDER
Using AI to tap into our subconscious desires

48



EBAY: PRE-LOVED ISLAND
An innovative partnership to promote second-hand fashion

50



LOUIS VUITTON: LV APP
A digital touchpoint crafted to elevate the client experience

52

CORONA EXTRA LIME

A beer that bears fruit

OFFER
COMMUNICATIONS
PR

AGENCY
DAVID, COLOMBIA

CLIENT
AB INBEV

THE QUESTION

The best way to enjoy Corona is with lime. While China drinks the most beer in the world, not many local farmers were growing limes. So, Corona should just import limes, right?

THE ANSWER

There was a better answer. Instead of importing, Corona and Ogilvy's DAVID thought – why not start a new business? So Corona partnered with local governments and industry leaders to provide local farmers with the knowledge and tools they needed to grow lots of high-quality limes. It's the biggest commitment the company has ever made in a single market.

After a thousand days of learning, growing and making, Corona Extra Lime – made exclusively with Chinese-grown limes – hit the shelves. Corona's lime supply problem was solved, while local farmers had a new economic opportunity.

THE IMPACT

Corona beer sales were boosted by 29%, while farmers' incomes rose 21%. Profits are being reinvested in farming, and Corona's commitment in 2024 is to increase farmers' incomes by 30%.

2m
 limes sold in first year

1bn+
 impressions

\$11m+
 earned media

Awards
 Titanium
 Cannes Lions 2023



Scan the QR code





TURN YOUR BACK

Challenging toxic beauty standards online

OFFER
PR
INFLUENCER

AGENCY
OGILVY, DAVID & MINDSHARE, UK

CLIENT
DOVE (UNILEVER)

THE QUESTION

In March 2023, a new AI-based filter, Bold Glamour, shocked the world. The filter presented an 'ideal' of beauty, and looked very real. Almost too real. Dove has always fought against damaging and unrealistic expectations of beauty. Along with Ogilvy and DAVID, Dove wanted to encourage people to #TurnYourBack on the Bold Glamour filter as part of its #NoDigitalDistortion mission.

THE ANSWER

An influencer-led campaign kicked off with creators sharing their feelings on the filter and the damage it can do to people's perceptions and expectations of beauty. As word spread, thousands of women around the world started to turn their backs on toxic beauty. The campaign made it to the Oscars, where entertainment host Nischelle Turner and actor Gabrielle Union bravely used the forum to show their support. What started on social media quickly became a global 360° campaign.

THE IMPACT

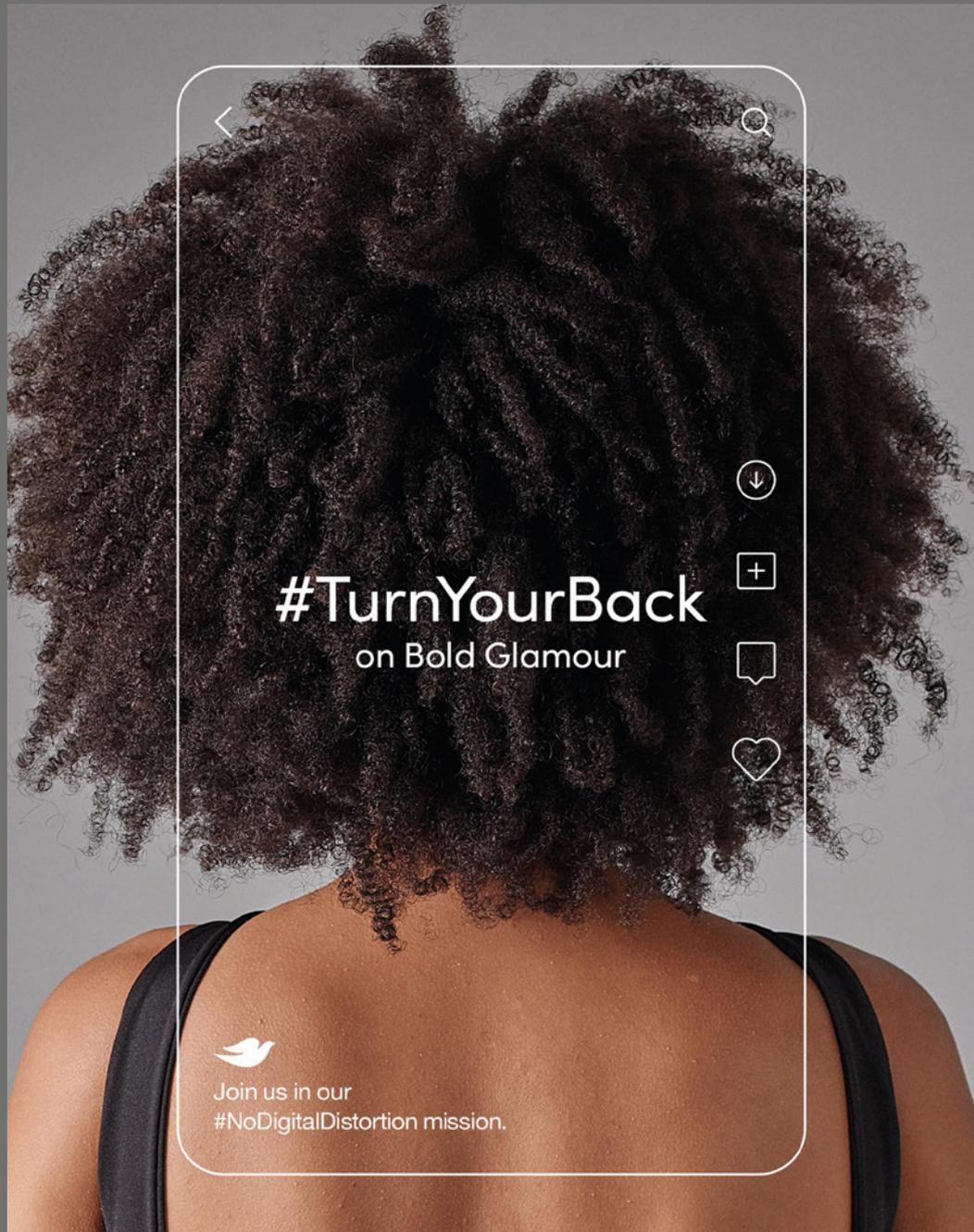
Over one billion impressions, and 54 million views in the first 72 hours.

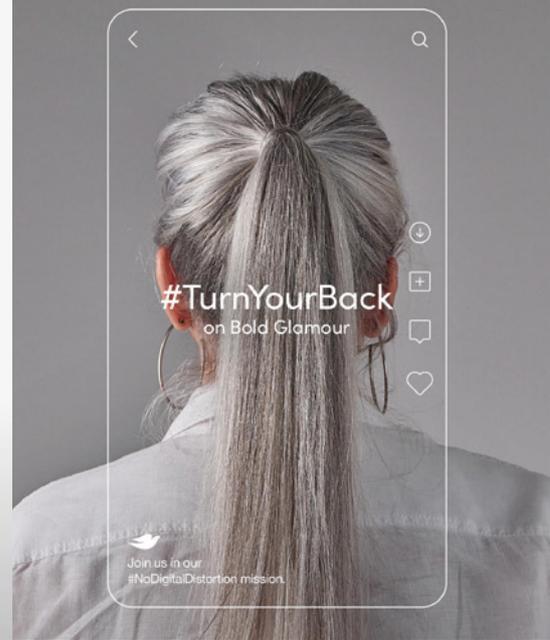
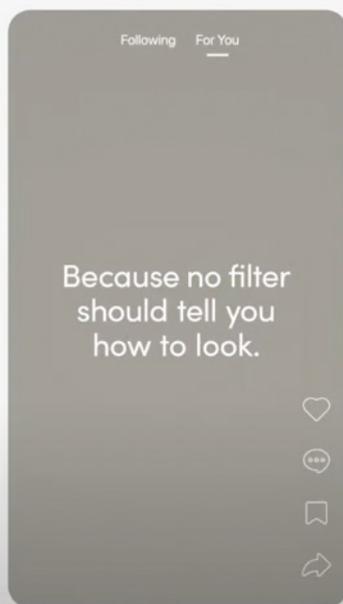
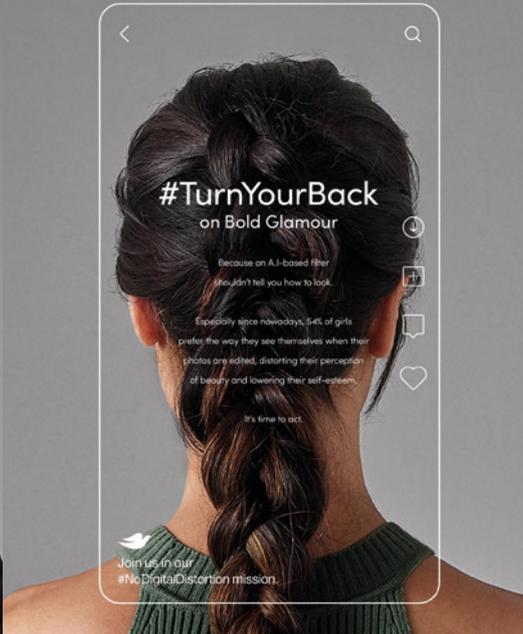
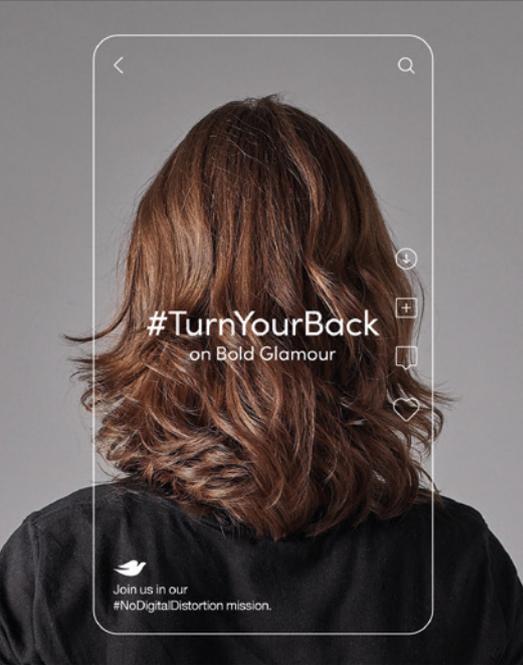
94%
positive sentiment
in key markets

Awards
Grand Prix
Cannes Lions 2023



Scan the QR code





comments

- Milly**
 LOVE this campaign and everything it stands for!!! 🥰🥰🥰
 1s ago 3
- Ale**
 No filter is better than my unique self! Thank you Dove!
 1s ago 4
- Cecile**
 This filter is definitely harmful, especially to impressionable teenage girls! I remember how easily I felt insecure about my looks growing up. 🥰🥰
 2s ago 9

FITCHIX

Changing the egg industry
one step at a time

OFFER
BRAND EXPERIENCE
CUSTOMER EXPERIENCE

AGENCY
VMLY&R (VML), BCW (BURSON) & MINDSHARE, AUSTRALIA

CLIENT
HONEST EGGS CO.

THE QUESTION

Australians eat 6.6 billion eggs a year, almost half marked 'free range'. Consumers believe this is an ethical choice. But 'free range' just means the birds are not caged. Honest Eggs Co. treats its animals fairly, with fewer than 30 chickens per hectare of farmland. Its quality product stands apart from the competition. But how to show consumers that?

THE ANSWER

FitChix. Fitbits for chickens. VMLY&R collaborated with Airbag to create chicken-friendly fitness trackers that wouldn't impose on the day-to-day life of the birds. The resulting step counts were printed on the company's eggs, showing how healthy and free their birds are.

To create awareness and drive traffic to stores, VMLY&R, BCW and Mindshare ran an integrated campaign across social, outdoor and earned media. They also made the device open source so every honest egg farmer in the world could use it.

THE IMPACT

Happy chickens. And purchase orders from existing stockists increased 40% in the first three weeks.

222
new stockist applications

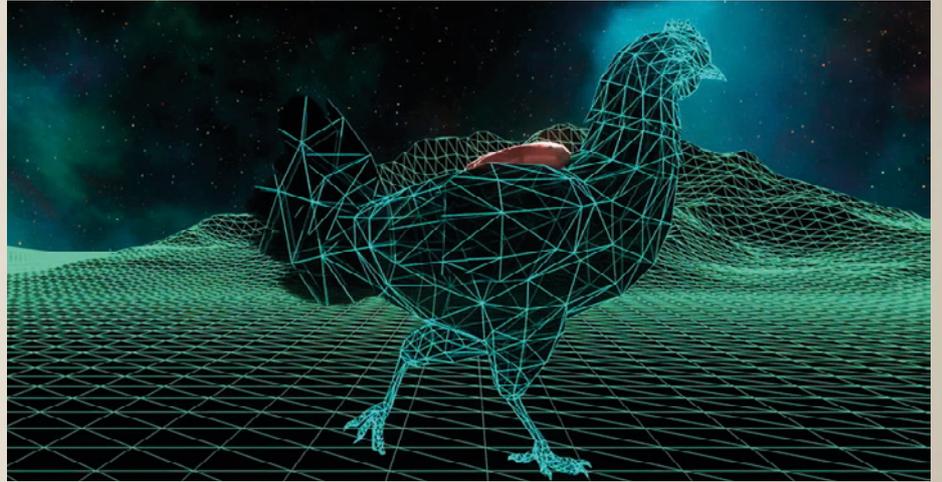
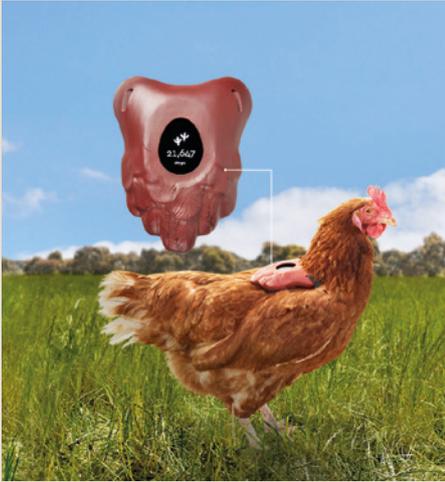
25%
sales revenue increase

493%
increase in online conversions

Awards
Gold
Cannes Lions 2023



Scan the QR code



HUNGERSTATION

Your subconscious knows better

OFFER
AI
DIGITAL
PR

AGENCY
WUNDERMAN THOMPSON (VML),
SAUDI ARABIA

CLIENT
HUNGERSTATION

THE QUESTION

They say the eyes eat before the brain can taste. But we waste on average 132 hours a year scrolling through countless online menus. The result? Too much choice. What if Wunderman Thompson and HungerStation, Saudi Arabia's leading food delivery app, could help people find exactly what they're looking for?

THE ANSWER

Introducing the Subconscious Order: a new feature on the HungerStation app that recognises when a person has been hopelessly scrolling and provides an innovative tool to help them decide what they really crave.

As a variety of delicious cuisines is displayed, a front-facing camera meticulously tracks the eye's interest using advanced algorithms. Smart AI then narrows down the options and presents a data report of what the subconscious mind is craving, providing the user with a list of relevant HungerStation restaurants to order from.

THE IMPACT

In the first two weeks after launch, HungerStation gained 78,000 new customers.

2.5m
media impressions

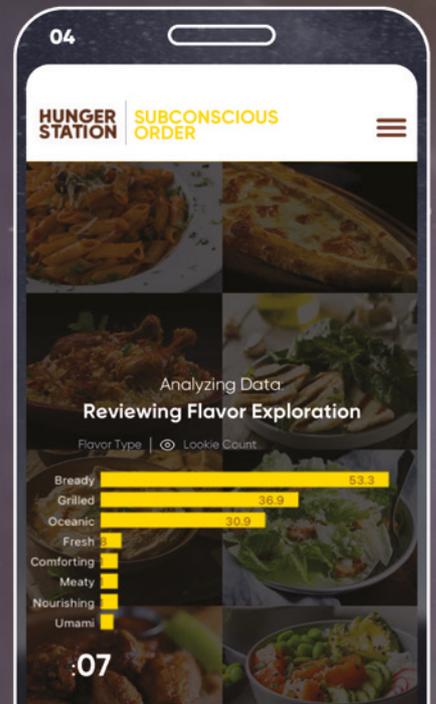
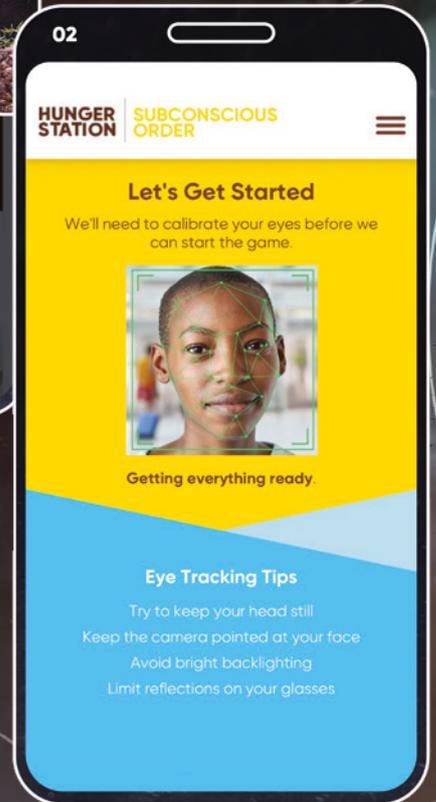
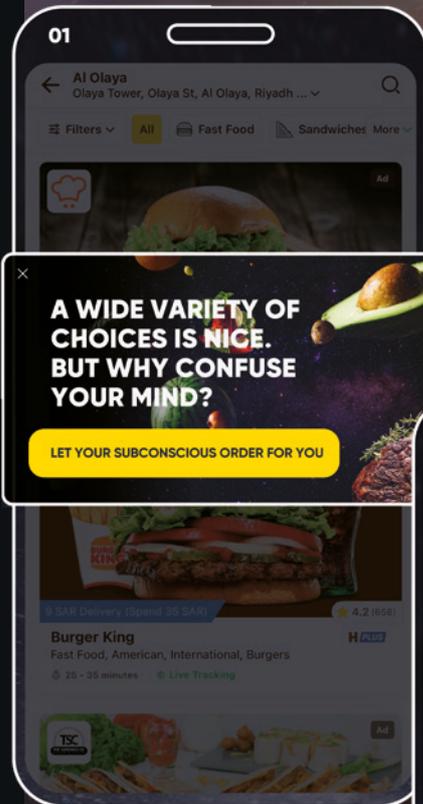
630k
portal visits

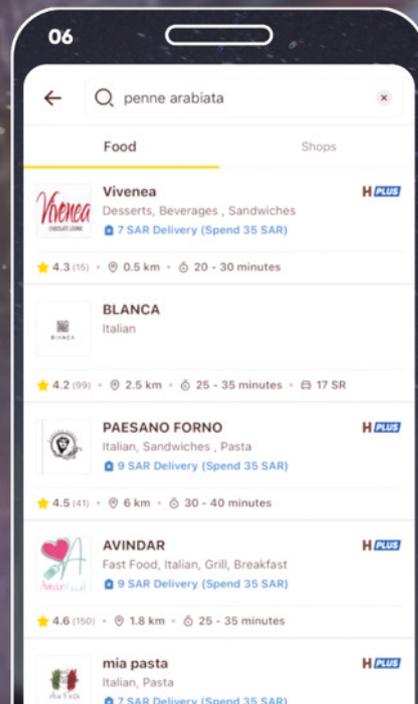
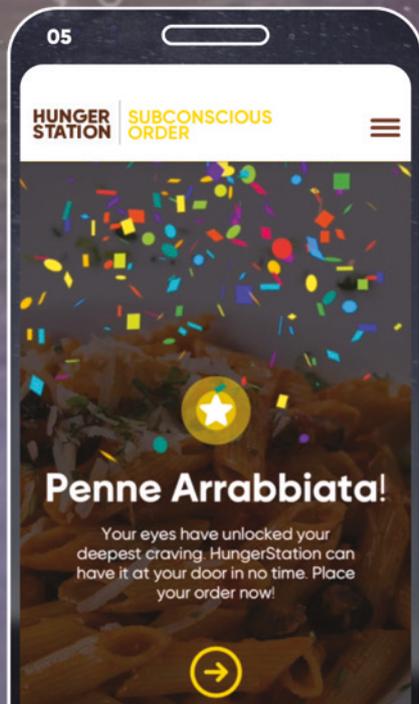
6k
new customers
per day

Awards
Grand Prix
Cannes Lions 2023



Scan the QR code





PRE-LOVED ISLAND

A new campaign to make second-hand clothes desirable

OFFER
BRAND EXPERIENCE COMMUNICATIONS

AGENCY
ESSENCEMEDIACOM, UK

CLIENT
EBAY

THE QUESTION

Many clothes are cheap; often worn only a few times, then binned. eBay, which has been selling pre-loved clothes since 1995, offers the perfect antidote to clothing waste. How could EssenceMediacom ignite a second-hand revolution, showing that used clothes could be on-trend and desirable?

THE ANSWER

ITV's Love Island. One of the UK's biggest and most talked-about fashion influencers, this show makes and breaks fashion trends amongst the Gen Z and Millennial audience eBay wanted to target. The items islanders were wearing were selling out in minutes.

Using product placement throughout the show, islanders were dressed in stylish pre-loved clothes, with viewers able to bid on shoppable edits of the looks seen on screen.

Co-branded TV and video ads and X (Twitter) content celebrated the looks and embedded pre-loved fashion into the conversation of the moment.

THE IMPACT

Over 1,700 pieces of positive press coverage, and a significant increase in searches for 'pre-loved fashion' on eBay.

1.7k

pieces of positive press coverage



Scan the QR code





THE LV APP

Enter the world of Louis Vuitton

OFFER
DIGITAL

AGENCY
AKQA, PARIS

CLIENT
LOUIS VUITTON

THE QUESTION

Louis Vuitton, one of the world's leading fashion houses, wanted to create a digital touchpoint crafted to elevate the client relationship and experience. How would AKQA fulfil the brief?

THE ANSWER

With the re-imagining of the LV App. A precision-designed digital touchpoint showcasing exclusive experiences. The app strategically establishes itself as the primary platform for personalised interactions, distinct from the website, immersing users in the LV universe.

Through UX, UI and navigation restructuring, the LV App was transformed with three main pillars: personalisation, immersion and exclusivity. A dedicated personalised section showcases exclusive previews of collections, app-only products and personalised services from a client advisor, helping to kick-start the user journey.

New services, including repairs, customisations and appointment bookings, add to the LV story and create added value.

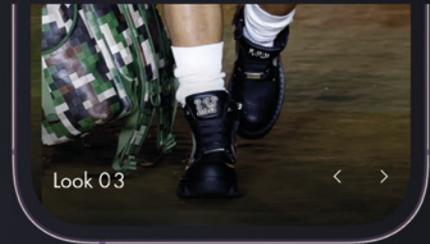
THE IMPACT

The LV App has become the go-to destination for Louis Vuitton clients, leading to a 40% increase in engagement.

40%
increase in
engagement



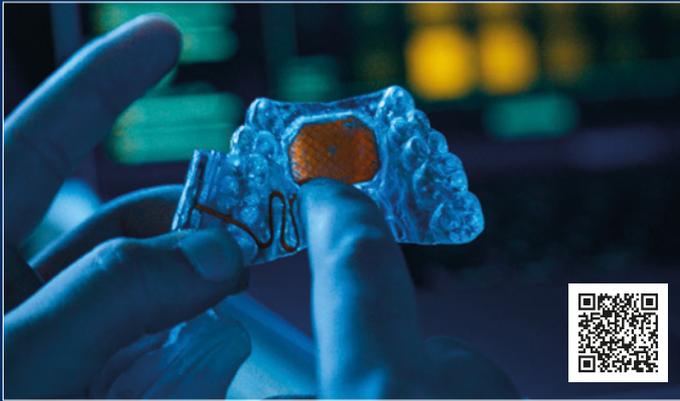
Scan the
QR code



OUR WORK IN SUSTAINABILITY

We believe the work we do can help change the world for the better, from shifting attitudes to food waste to promoting new accessible devices

The next seven pages showcase some of our best sustainability-focused campaigns from 2023



AUGMENTAL'S MOUTHPAD[^]
Changing the game in assistive technology

74



CANCER RESEARCH UK
Using the power of data to maximise charity fundraising

75



NOTCO: NATURAL LIFE EXPECTANCY
How AI helped promote alternatives to meat

76



MAKRO: LIFE EXTENDING STICKERS
Data visualisation to help reduce food waste

77



REGAL SPRING: HEAVEN FISH
Turning a unique phenomenon into an opportunity for local communities

78



LANDOR: {ACCESS}ORIES
A new standard for accessible design

79

AUGMENTAL'S MOUTH PAD^

Changing the game in assistive technology

OFFER
TECHNOLOGY

AGENCY
WUNDERMAN THOMPSON (VML), PERU

CLIENT
AUGMENTAL

THE QUESTION

According to the World Health Organization, in Peru an estimated 250,000 to 500,000 people suffer a spinal cord injury every year. Despite advancements in assistive technologies, many struggle with restricted computer control and access to web-based services. As a result, they often experience reduced autonomy and the sense of frustration that goes with it.

THE ANSWER

Augmental's Mouthpad^ is an inspiring, inclusive design innovation opening up a new way for people with disabilities to interact with the world. The simple device sits comfortably in the mouth, allowing users to control a wide range of Bluetooth-linked devices with their tongue.

The tongue offers an alternative for interacting with digital platforms. Its dexterity and sensitivity can generate a wide range of movements, enabling control of computers, smartphones, tablets and other electronics in the same way as a fingertip touchpad.

Wunderman Thompson provided brand support and brand experience for Augmental's MouthPad^, led by the team in Peru and working with the agency's inclusive experience practice.

THE IMPACT

1.3bn
media impressions

1k
pre-orders in the first week

188k
organic impressions in one week

Awards
Grand Prix & Silver Cannes Lions 2023



Scan the QR code

CANCER RESEARCH UK

The power of data

OFFER DATA

AGENCY
GROUPM NEXUS,
ESSENCEMEDIACOM, UK

CLIENT
CANCER RESEARCH UK

THE QUESTION

When Cancer Research UK relaunched its biggest fundraising drive, Race for Life, two key questions drove the campaign: how to better target men, and how to be locally relevant – most participants don't travel more than 10 miles for a race.

THE ANSWER

Data. And the cross-channel platform from GroupM Nexus, Unmissable. By overlaying location-based data, audience insights, YouGov data and client first-party data, Unmissable powered hyper-local ads on a national scale, supported by fluid budget allocation in real time.

This guaranteed that ads were seen at the right frequency at each race location, no matter the channel or device. To minimise wastage, media across all channels was switched off just before each race took place. Spend was then redistributed to continue supporting active races. The client's real-time sign-up data was used to identify which events needed further support, boosting sign-up performance.

THE IMPACT

Two-thirds of those exposed to an ad took action, with one in five making a donation. This granular, data-driven approach to media and messaging is set to transform how Cancer Research supports future fundraising events.

6x
 uplift in sign-up intent amongst males

75%
 uplift in audience engagement



Scan the QR code



NATURAL LIFE EXPECTANCY

Using AI to imagine farm animals growing old

OFFER
AI COMMUNICATIONS

AGENCY
AKQA BLOOM, US

CLIENT
NOTCO

THE QUESTION

When was the last time you saw an old cow, pig or chicken?

THE ANSWER

Most people have never seen old farm animals, because they only live a fraction of their natural lives in the food industry. NotCo, a global food tech company, is on a mission to eliminate animals from the food system by using AI to recreate flavours and textures of animal products using only plants.

Alongside AKQA Bloom, the company decided to educate people that, if allowed to, cows can live up to 48 years, pigs up to 23 years and chickens up to 20 years. To imagine these animals growing old, Bloom used AI to create a series of photographic portraits of elderly farm animals. The campaign was created using a combination of AI tools including Midjourney and Stable Diffusion.

The hyper-realistic images were seen on social media, billboards and print advertisements across the US, Chile, Brazil, Canada, Mexico and Argentina.

THE IMPACT

30%
increase in sales

430m
media impressions



Scan the QR code



LIFE EXTENDING STICKERS

Data visualisation inspired by nature

OFFER
BRAND EXPERIENCE

AGENCY
GREY, COLOMBIA

CLIENT
MAKRO COLOMBIA

THE QUESTION

In Colombia, fruit and vegetables make up 40% of the country's food waste. Many are still perfectly usable – if you know what to do with them. Preconceived ideas that fruit and veg must be perfectly ripe were causing a huge waste of resources.

THE ANSWER

Makro Colombia wanted to extend the shelf life of its products and encourage consumers to consider buying fruit beyond their normal preference for ripeness. Grey Colombia worked with them to produce Life Extending Stickers. Simple, low-cost, low-tech fruit stickers.

Each sticker shows a range of colours, from underripe to overripe, for the fruit or veg it is attached to. For each colour there is a suggestion of what to do with it – everything from cupcakes to soup to tempura. And if customers want to take things hi-tech, they can check Makro Colombia's Instagram feed for corresponding recipes.

A simple but impactful way to reduce food waste.

THE IMPACT

85k
interactions
on social media

25
countries with earned
media coverage

Awards

Gold
Cannes Lions 2023



Scan the QR code



HEAVEN FISH

Turning a unique phenomenon into an opportunity

OFFER
BRAND IDENTITY

AGENCY
OGILVY, HONDURAS

CLIENT
REGAL SPRINGS

THE QUESTION

Every year for the past 100 years, it seems a strange phenomenon occurs in the region of Yoro, Honduras. Fish appear on the streets. And they are said to have fallen from the sky. The locals call it lluvia de peces, the rain of fish. Some say it's a miracle. We say it's an economic opportunity for the people of Yoro.

THE ANSWER

Yoro is a largely rural area where most people earn about \$1 a day. Ogilvy worked alongside Regal Springs, a leader in sustainable fish production, to create a new brand and product that turns the 'miracle' of the rain of fish into a source of income for Yoro residents.

Enter Heaven Fish. When the fish appear, locals gather them and take them straight to their local Regal Springs centre, where they are cleaned, processed and packaged in containers mostly made from local banana peels. Heaven Fish is then sold at restaurants and markets around the country. Registered with a protected designation of origin, the people of Yoro have exclusive rights to distribute these ever more valuable fish for the benefit of their families and community.

THE IMPACT

80+
Honduran markets
selling Heaven Fish

200+
distribution
alliances

80%
of revenue goes
to Yoro's residents



Scan the QR code



{ACCESS}ORIES

One size fits one

OFFER
BRAND-LED INNOVATION

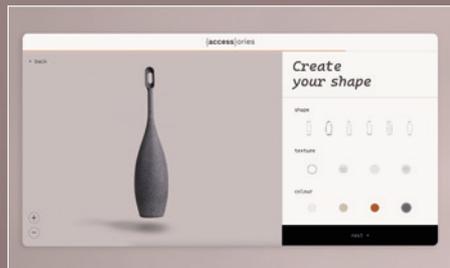
AGENCY
LANDOR, WORLDWIDE

THE QUESTION

We spend 113,760 minutes of our lives brushing our teeth. For the 360 million people living with dexterity challenges worldwide, this activity can be a daily pain. Could we help rapidly solve this challenge?



Scan the QR code



THE ANSWER

Landor created {access}ories, a new standard for accessible design, using transformative innovations in oral care design, technology and manufacturing to make oral health accessible to all, now.

{access}ories are adaptive add-ons that can be applied to any electric or manual toothbrush to make it both accessible and desirable. People personalise their handles through an easy-to-use digital platform that iterates and refines solutions for each individual. With three different dimensions across six handle shapes and over 500 variants, the interface accommodates the many different dexterity challenges, making {access}ories a truly one-size-fits-one solution.

By producing {access}ories with 3D printing technology, Landor challenged typical manufacturing processes to provide essential solutions by designing on demand.

THE IMPACT

TIME Magazine named {access}ories as one of the best inventions of 2023.



THIS PROJECT HAS GREAT POTENTIAL FOR DESIRABLE ORAL CARE, IMPROVING THE DAY-TO-DAY LIVES OF ANYONE LIVING WITH ARTHRITIS OR SIMILAR CHALLENGES"

Arthritis Action

