

2019

Common Ground Report

Highlights of our work tackling the Sustainable Development Goals



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A digital economy that works for all

Digital technology is transforming every aspect of our lives. It's changing the way we live and work, and generating huge amounts of growth and prosperity. But these opportunities are unevenly distributed across society. According to our Digital Society Index (2019), 49% of people do not believe digital is realising its potential for good.

This is a missed opportunity. And one that Dentsu Aegis Network, as one of the world's largest media and digital communications networks, can do something about. As an industry we have a tremendous opportunity to influence the way people think, feel and act. We can use this influence to effect positive change, transform the role of brands, and inspire people to take part in creating a better

future for our society. Not only is it the right thing to do, it's a business opportunity – the market for digital solutions to the UN Sustainable Development Goals is estimated at \$12trillion in economic benefits by 2030.

Throughout this brochure you will see examples from across the globe of work that we are doing in support of the Sustainable Development Goals. We hope this will inspire action across the network and signal a move towards this becoming a 'new normal' in the way that we serve our clients for the long term, delivering sustainable growth for Dentsu and helping to create a digital economy that works for all.

We hope you enjoy the read.

The 2030 Agenda for Sustainable Development and Common Ground

In September 2015, United Nations (UN) member states unanimously adopted the 2030 Agenda for Sustainable Development, focusing on three interconnected elements of economic growth, social inclusion and environmental protection. With 17 Sustainable Development Goals (SDGs) at its core, the Agenda is universal, integrated and transformative and aims to spur actions that will end poverty, reduce inequality and tackle climate change between now and 2030. This relies on government, business and civil society to work together to achieve them.

In response, the world's six largest advertising groups (Dentsu, Havas, IPG, Omnicom, Publicis Groupe and WPP) launched Common Ground in June 2016 at the Cannes Lions International Festival of Creativity. A collaborative initiative to address the 2030 Agenda in and by our industry, its goal is to harness the creativity and influence of the advertising and marketing community to tackle the Sustainable Development Goals (SDGs).



The Business Case for Change

The world around us is changing. Society is facing some of the biggest challenges we have ever seen; from climate change to increasing economic inequality and social and demographic change. There is general discontent with politics across the western world, resulting in a rise in populism. There are also changing expectations from business. Consumers want more from companies; they don't just expect business be economically viable anymore, we expect them to be environmentally mindful and socially responsible. They believe in purpose beyond profit.

Whilst this can seem daunting, this presents a great business opportunity where tackling these issues and taking action on the SDGs can bring about significant rewards.

Companies focused on product-level sustainability, 64% significantly reduce costs across logistics and supply chains (Deloitte, 2017)

64% of people choose, switch, avoid or boycott a brand based on its stand on societal issues (Edelman, 2018)

Sustainable product sales have grown 20% since 2014, while conventional product sales have dropped (Nielsen, 2018)

Among high-performing companies, two-thirds are increasingly focusing on values instead of rules. That compares with one in three of the lowest-performing companies. (World Economic Forum, 2017)

The SDGs could generate US\$12 trillion in business savings and revenue across four sectors by 2030: energy, cities, food and agriculture, and health and well-being (Business & Sustainable Development Commission, 2017)

99% of CEOs surveyed say sustainability is critical to the future success of their organization (Accenture, 2019)

72% of companies mention the SDGs in their annual corporate or sustainability report. (PWC, 2018)

88% of consumers want brands to help them live sustainably (Forbes, 2018)

Our activity for the SDGs around the world...



16 PEACE, JUSTICE AND STRONG INSTITUTIONS

6 CLEAN WATER AND SANITATION

8 DECENT WORK AND ECONOMIC GROWTH

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



11 SUSTAINABLE CITIES AND COMMUNITIES

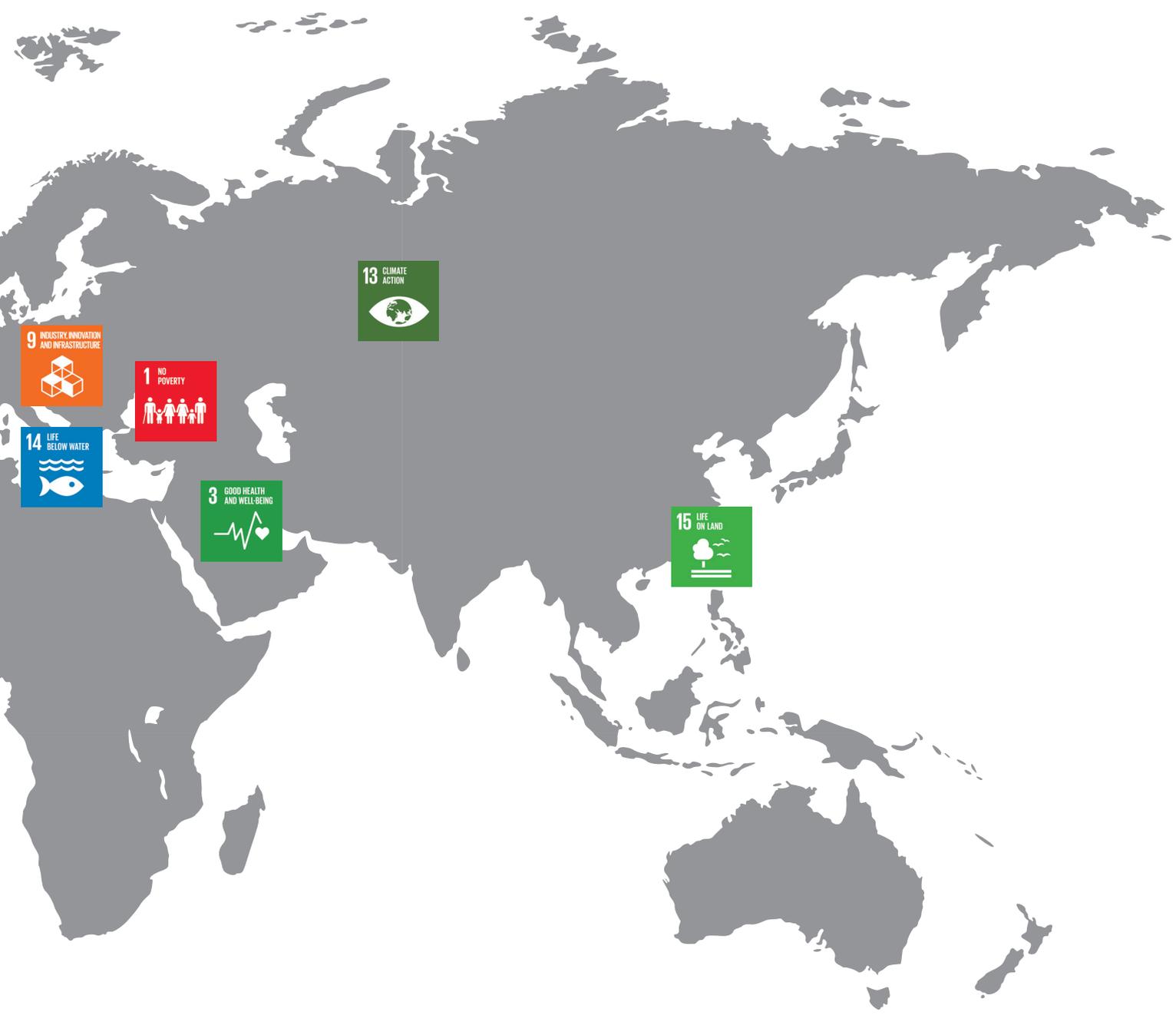


10 REDUCED INEQUALITIES



2 ZERO HUNGER





Campaign:

SOS Children's Villages

Dentsu Aegis Network Agencies:
Carat, Isobar, iProspect

Client:
SOS Children's Villages

Where:
Bulgaria

Every year, the 20th November is celebrated as "World Children's Day", marking the anniversary of the adoption in 1989 of the United Nations Convention on the Rights of the Child. The day is often used as an opportunity to call for the world's governments to renew their commitment to protecting rights for children.

SOS Children's Villages Bulgaria (SCVB) has expertise and depth of experience in working with children without or at risk of losing parental care. Since 1990, the institution offers family-type care in Bulgaria supported mainly by private, rather than government donations.

The Challenge

Dentsu Bulgaria was invited to present a creative and digital strategy to raise awareness of the charity's "SMS Donors" and "SOS Friends" campaigns. The main objective was to attract potential donors. The potential revenue generated from this would directly be used to help SCVB build a better future for the youngest members of society with the ultimate goal of ensuring no child grows up alone.

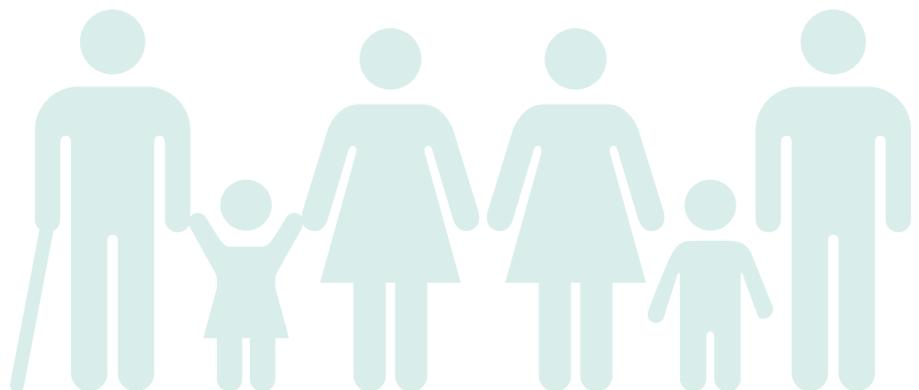
SCVB had many dedicated corporate donors but needed to draw more attention to the option of supporting their goals via private donations and establish a community of "committed givers". A tight budget added to the challenge with the team working exclusively in digital environment, while the main channel for awareness and driving action locally was TV.

The Solution

Using our M1 consumer connection system insights for the potential audience, we encouraged SCVB to build their first campaign, "SMS Donors" around the first day of school (September 15th in Bulgaria) as it is such a significant event for parents. The goal was to motivate people to make monthly donations as part of their mobile subscription and support children whose first day at school may be harder. The main message being: "Home is the first and most important classroom. One out of ten children has no one to take them to school".

The second campaign, "SOS Friends" was aimed at onboarding new monthly donors with bigger subscription packages. To do this, we used a highly emotional video that showcases the real-life story of Shteri, a girl raised in the first SOS Children's village in Bulgaria in the town of Tryavna who is currently a manager at one of Bulgaria's biggest banks.

This campaign was the first use of programmatic by a charity in Bulgaria, ensuring we reached the right audience. We also implemented look-a-like audiences to amplify the effect of other digital media used – display, search and video.





1 ОТ ВСЕКИ 10 ДЕЦА
ТРЪГВА НА УЧИЛИЩЕ
БЕЗ ДА ИМА
КОЙ ДА ГО ИЗПРАТИ

Това може да се промени още днес.
Вече съм SOS Приятел в подкрепа
на децата от SOS Детски селища.
Стани и ти с месечно дарение от 5 лв.
Прати SMS с текст 5 на 1287!



 SOS ДЕТСКИ
СЕЛИЩА
БЪЛГАРИЯ

Impact



1,242,113 people
reached



+200 monthly donors
for the SOS Children Villages
initiatives



100
one-time
donations

Partnership:

The Qube at The Soup Kitchen

Dentsu Aegis Network Agencies:
Posterscope, MKTG, PSI, Liveposter

The Challenge

We know social impact helps attract and retain engaged and productive employees. We understand, through our annual employee satisfaction 'Check-in' survey that our people want to give back. And we know working with local communities is highly valued.

The Whitfield Soup Kitchen is one of many Soup Kitchen's in London helping to overcome the extraordinary (and increasing) problem of homelessness in one of the richest cities in the world. Founded in 1986, they are a resource for the homeless, elderly, lonely and poor in Central London. They provide free hot meals, clothes and toiletries, and the space provided offers a sense of belonging and community for those in need.

But they need volunteers to keep the Soup Kitchen running.

The Solution

At the Qube (Posterscope, MKTG, PSI, Liveposter), we have a longstanding partnership with The Soup Kitchen. The partnership, which started in 2015, involves providing volunteers on a regular basis to help cook, prepare and serve food to the needy. What was initially a once a month commitment, it has become so popular with our employees that we now provide 2 volunteers every week.

Each session at the kitchen provides freshly cooked meals as well as teas, coffee, porridge and of course soup, for between 80-120 people, with the colder months being particularly popular. Our rota consists of 45 people, each volunteering for between 1-4 sessions. Overall, across a year we commit over 300 manhours and feed almost 5,000 people.





Impact



5,000 homeless people fed

Campaign:

Just check, choose life!

Dentsu Aegis Network Agencies:
Merkle

Client:
Pfizer

Where:
Saudi Arabia

The Challenge

One in every Seven women worldwide will get Breast Cancer. The only way to increase chances of survival is through early diagnosis. But breast cancer is still a social taboo in Saudi Arabia. Women don't go to checks, nor do they talk about it with each other. Pfizer, a world leading pharmaceutical company, wanted to break through the stigma and empower Saudi women to do preventive check-ups. The challenge was to create a change in perception.

With the stigma surrounding this sensitive topic it was important to find out how we could reach these women with the right communication, in the right way, at the right moment and through the right channels. Research showed that women in Saudi Arabia want to hear this kind of communication (advice) from their loved ones, so we decided that that family feeling should be the core of our campaign.

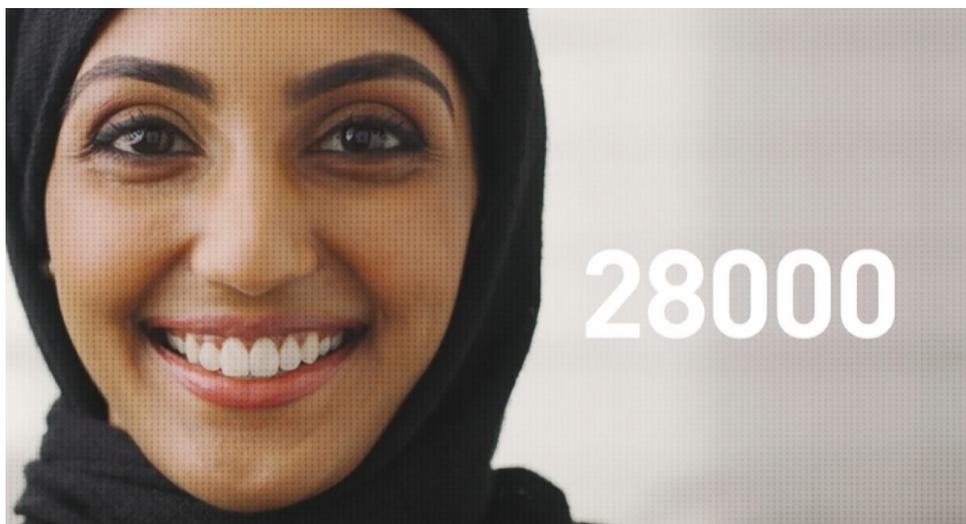
The Solution

To start our mission, we created a wide-ranging social awareness campaign together with the International Breast Cancer Conference, the Saudi Oncology Society and the Ministry of National Guard & Health Affairs.

The campaign centred around a series of impactful videos, based on recognizable situations with Saudi family and friends. The simple but emotional message we spread was "Choose life, just check!"

We developed a series of five of these reinforcing the same message: "Choose life, just check!" The videos were posted on YouTube and Instagram targeting all women over 18 in Saudi Arabia. With videos, pre-rolls, Instagram posts and stories we focused on raising awareness. In addition, we used retargeting the reach an audience that had previously engaged with Just Check videos.





Impact



More than a million views
on YouTube



Breast cancer screenings in Jeddah
alone **increased from 3,000 to**
28,000 in just one healthcare centre

Global Social Impact Programme:

The Code

The Code, Dentsu Aegis Network's flagship global schools and early careers programme, opens our doors to the next generation of talent, equipping them with the skills needed to thrive in the digital economy.

The Challenge

Young people grow up surrounded by technology, however many don't fully understand how it works or how it will define their future. Our 2018 Digital Society Index found that people are concerned about the impact of digitisation on future jobs and 45% worry about not having the relevant digital skills to succeed. The Code harnesses our people's time and expertise around the world to inspire and upskill young people and prepare them for careers in our digital industry.

The Solution

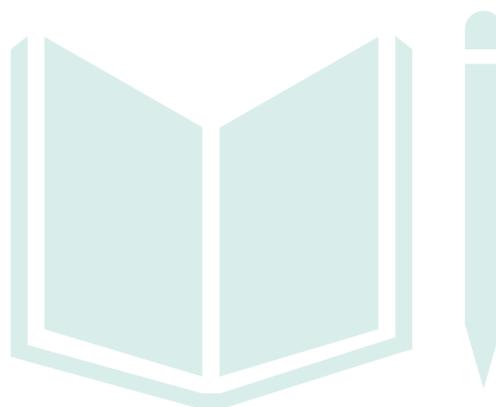
To date, The Code has supported more than 12,500 young people across schools and colleges in the UK, Poland, Bulgaria, Singapore, the USA and Canada through a combination of workshops, competitions, work experience placements and apprenticeships.

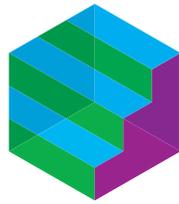
In the UK and Bulgaria, we teamed up with clients Jaguar Land Rover (JLR), Mastercard and Mondelez to run the Rise Up competition, where student teams compete to tackle live client marketing briefs. British students were focussed on increasing the sales of JLR's new electric car (i-pace), whilst

Bulgarian students explored how to attract their peers to Mastercard's new teen debit card. In Poland, high school students visited the Warsaw offices and tested out our latest advances in marketing innovation and technology in the Dentsu Maker Lab. Whilst in Singapore, students pitched their "Say No to Plastics" campaign ideas back to client KFC.

More recently Dentsu Aegis Network Canada and the USA have launched The Code, delivering insight days and workshops to secondary school students across Toronto, Vancouver, Montreal, and New York, Detroit and Maryland. Both markets see The Code as critical to generating a pipeline of skilled and diverse talent, to build a future workforce reflective of the societies and communities we serve.

In 2020, we will scale The Code further around Dentsu Aegis Network, with planning underway for launches in Mexico, China and the United Arab Emirates, helping us to progress towards our target of impacting 100,000 young people by the end of 2020.





The Code



Impact



Supported more than
12,500 young people

Global Social Impact Programme:

Female Foundry

Female Foundry, developed by iProspect and powered by Dentsu Aegis Network, was launched as a platform for the promotion of diversity and inclusion in business by providing mentorship, training and networks for female entrepreneurs.

The Challenge

The initiative was inspired by findings from iProspect Asia Pacific's *Hear Her Voice* research, which revealed that women in emerging markets are becoming more empowered by technology to support themselves, their families and communities by starting up their own businesses. This growing trend of women in emerging markets moving towards self-employment versus traditional roles in their communities, represented a significant shift in culture and confidence. However, the study also found that they face tremendous inequality compared to their male equivalents, with data uncovering three fundamental areas where more support is needed: mentoring, training and access - to investment funds, education, scale and tools.

The Solution

iProspect saw an opportunity to use its connections and skills to fill these gaps and launched Female Foundry in 2016. The six-week mentorship programme and three-day bootcamp drew on the coaching support of senior leaders across Dentsu Aegis Network Asia Pacific. Over two years, in APAC, fourteen female entrepreneurs across five countries were supported, whose businesses embodied innovation, diversity, social sustainability and technology leadership. The bootcamps took the founders through the Lean Canvas and Business Model Blueprint curriculums and culminated in an opportunity for the female founders to practice pitching their businesses to a panel of venture capital judges.

The Female Foundry programme, and corresponding *Hear Her Voice* research, is now being scaled by Dentsu Aegis Network into other markets in collaboration with experts at the Global Entrepreneurship Network. In 2019 we launched in Mexico, Chile, South Africa and India supporting over 57 entrepreneurs using an evolved model of delivery focused on supporting women with strategies to grow and scale their businesses through education, mentoring and network building. In 2020 we will launch in the US and Canada, the first step in establishing the programme in more mature markets. The overall goal is to support 100 women to achieve growth and scale of their businesses by 2020.

"It has been a very long time since my soul has been so fed. Entrepreneurship can be so lonely and it was the most phenomenal experience to hear that everyone struggles with the same thing"

Chirene Jelbert, CEO of C Fruit, South Africa



"When we are together we actually feel more empowered, and within this circle we find collaboration and the network actually brings us to another step."

Annie Heng, CEO & Co-Founder, Kashfrov, Participant of the Female Foundry



Impact



Supported **71 women**
across **12 countries** so far

Campaign:

News That Matters

Dentsu Aegis Network Agencies:
Isobar and iProspect

Client:
P&G

Where:
Brazil

The Challenge

Having clean water might be something we take for granted. But this is not the reality for millions of people who only have access to polluted and contaminated water that might cause serious diseases or even kill.

That's why the non-profit P&G Children's Safe Drinking Water Programme provides an easy-to-use water purification packet invented by P&G scientists that can clean 10 litres of water in just 30 minutes.

Committed to fighting the drinking water crisis in partnership with NGOs, governments, businesses and consumers, the brand has the goal of providing 15 billion litres of drinking water by 2020.

Our challenge was to invite people in Brazil to participate in the project. To do this, they simply needed to register and P&G would donate 1 day of clean water to a child.

In a culture where people are often drawn to click on news that has no real importance – especially following updates on their favourite celebrities – we saw an opportunity. Why not harness people's interest to make this news help those who really need it?

The Solution

In one of Brazil's biggest news portals, we placed an article with an apparently meaningless headline involving a famous Brazilian celebrity: "Camila Queiroz packs her bags". But when readers clicked on the link, they were led to a page with a video in which the actress passed the message: "You seriously clicked on this headline? Well, then I'm going to use this opportunity to tell you that your click can do real good and actually save lives! That's right. Check here."

Camila then invites the reader to access the page www.doeaguapura.com.br, where they can find information about P&G's "Pure Water for Children" initiative, which distributes water purifying sachets to underprivileged communities in the Amazon, Jequitinhonha Valley (MG) and the deep south of Bahia. The user registers and, thus, immediately donates pure water for one day to families living in the regions served by the programme.





Impact



More than **300,000** water purification packet donations



Over 30,000,000 litres of water purified

Dentsu Aegis Network Global Initiative:

RE100

Challenge

Of Dentsu Aegis Network's known emissions, roughly 30% come from our electricity use. This is a significant challenge to any business aiming to decarbonise its operations.

Solution

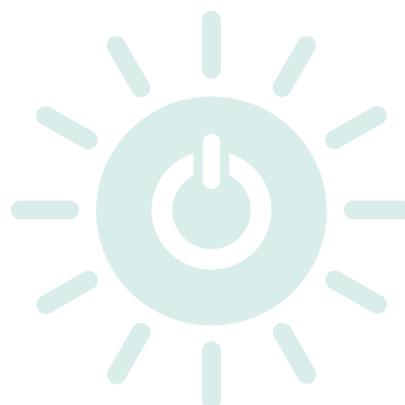
In 2015 Dentsu Aegis Network set a goal of reducing emissions by 40% per FTE by 2020. To help deliver this, Dentsu Aegis Network became a member of RE100 in 2015, a global corporate leadership initiative bringing together influential businesses committed to 100% renewable power, and set a global strategy to switch to 100% renewable electricity by 2020.

Achievements

In September 2019, we announced that 90% of Dentsu Aegis Network offices globally are now powered by renewable electricity. This milestone demonstrates strong progress towards our 2020 commitment to purchasing 100% renewable electricity and sends a strong demand signal to the market. Earlier this year, Dentsu Aegis Network partnered with Natural Capital Partners to purchase energy attribute certificates in all markets in the Americas, 99.7% of EMEA and 69% of APAC.

In some smaller markets in EMEA there are currently no certification schemes available. In others, such as Taiwan and Australia, costs are high. More needs to be done to tackle this pricing issue and to bring it in line with the rest of the world.

By decarbonising our energy use for global operations, Dentsu Aegis Network is supporting development of clean electricity through, for example, wind generation. Our membership of RE100 ensures collective support to deliver this important industry to tackling global climate change.



RE 100



Impact



90% of Dentsu Aegis Network globally
powered by renewable electricity

Campaign:

Tech Girls

Dentsu Aegis Network Agencies:
Isobar

Client:
Samsung

Where:
Brazil

The Challenge

Technology is still a male dominated industry, where only 20% of tech professionals in Brazil are women who face a salary gap of up to 65% from men (PNAD 2017). In online gaming 50% of women that play are sexually harassed (Game Brazil Research 2017); and women that become entrepreneurs in Brazil make 28.5% less than male-led businesses (SEBRAE 2017).

The Solution

We decided to create entertainment that did more than just raise the issue about gender equality in tech. It would actually show how women made it in the industry, how they dealt with prejudice, what their survival strategies were and what they were doing to drive change.

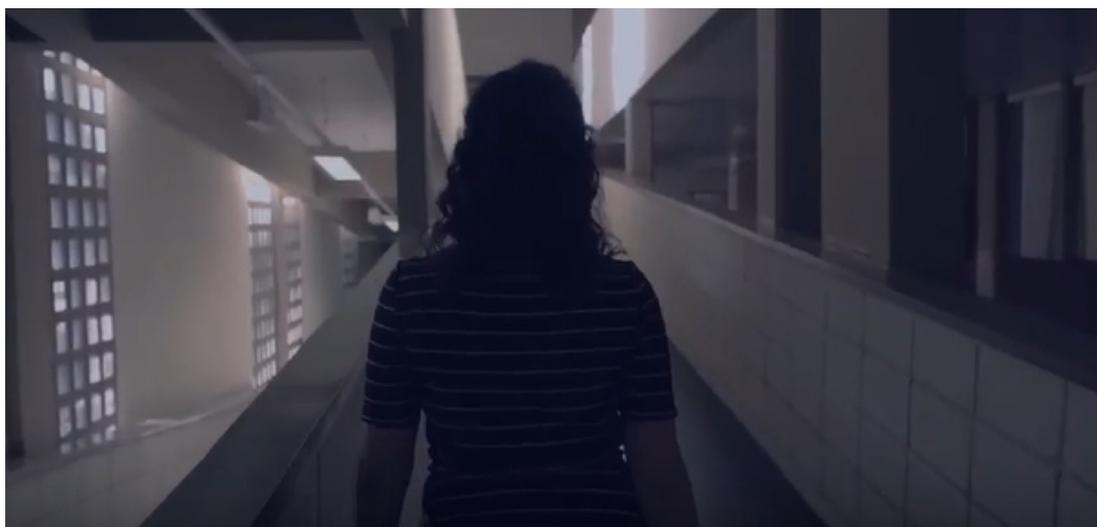
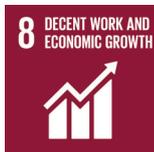
To amplify our audience and ensure we have the right spokespeople to spread the message, our strategy combined media investment in social platforms with a group of influencers who were relevant names in games and tech. We also broadened the campaign to include influencers that had interest in women's causes and Samsung's millennial audience.

For our campaign Tech Girls we created a trailer and three episodes with seven women in different technology fields. Everything was produced, filmed and edited by a women-only crew. All episodes were directed by a woman and were shot in the protagonists' homes and workspaces to create an intimate environment.

Episode one was called 'Science – Brilliant Scientists' and featured astrophysicist Patrícia Novais, and PhD and cancer researcher Paula Asprino. They tell stories of how the passion of saving people's lives and the sorority of women coders have helped them succeed beyond what they could have imagined. Episode two was called 'Games – Gamer Girls' and featured Kalera, Giu Henne and Pam Shibuya talking about how damaging online game sexual harassment is and their strategies to fight back against prejudice. Episode three was called 'Entrepreneurship – Business Owners' and featured Camila Achutti, a computer scientist and entrepreneur, and Priscila Gama, an architect/urbanist and entrepreneur. They discussed how self-esteem and gender identity affirmation helped them cope with misogyny.



SAMSUNG



Impact



48.9 million views



Bronze Lion in Print

Campaign:

#GiveLight

Dentsu Aegis Network Agencies:
Isobar

Where:
Switzerland

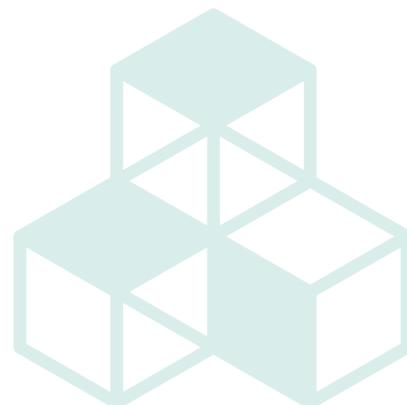
For the company Christmas card, the Isobar team wanted to leverage technology to make a difference to people's lives.

The agency launched #GiveLight, a donation campaign that raises awareness of people in Madagascar, where at night-time, everything turns to darkness for 96% of the rural community. The campaign video depicts a beautiful Madagascan village complete with solar light, made by the blue-infinity creative team from cardboard.

People can participate by "giving and sharing the light" to increase tagency donations, building a solar kiosk for the Madagascan community. The more people who "drag and drop" the solar kiosk icon to Madagascar on a dedicated website for the campaign, the more blue-infinity donates, and the quicker light is brought to the community.

The donated kiosk will provide sustainable light and energy to the rural Madagascan people of Amborobe. Access to energy and light can be transformative for these rural communities - helping children to study more, helping families to be more productive in the evening, and helping the community to grow stronger through sharing their newly lit community spaces together.

The campaign follows the 2016 initiative, #DigitalimprovesLives. In response to the insight that we all want to join a humanitarian cause, but we can't often find the opportunity, the blue-infinity team chose to bring together their team of technology experts to use digital to make a difference. The agency worked with partners, colleagues and clients to help charitable organisations including Medair, WWF, Womanity, UNESCO and Samasource, to support their digital projects. The public then voted how to split a global budget split between the five NGOs.





Impact

000111000 LE
000111000 MEILLEUR
111111111 DU WEB
111111111
000111000
000111000

Top branding
accolade at the
Meilleur du Web



12,000 votes



12,000 Facebook
views



CHF 25,000
raised

Campaign:

Money Sense

Dentsu Aegis Network Agencies:
John Brown Media

Client:
NatWest

Where:
UK

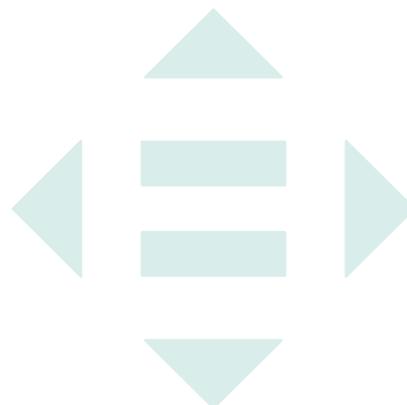
Now entering its 25th year, MoneySense is a free financial education programme created for NatWest. Established in the belief that every young person deserves a solid financial education, MoneySense comprises a dedicated website created by John Brown, mymoneysense.com, which houses hundreds of excellent educational resources to teach children aged 5 to 18 about money. Thanks to its success, this content now sits under all three RBS plc brands (NatWest, Royal Bank of Scotland and Ulster Bank) and is targeted at four distinct audiences: teachers, students, parents and bank employees, who act as volunteers to deliver MoneySense workshops in schools.

NatWest's three-year strategy between 2015-2018 tasked John Brown with relaunching the programme and redesigning the website to reach 1 million school children – a figure we smashed, reaching 1.6 million. In 2019 NatWest's key objectives for John Brown were to reach 2.5 million students by the end of 2019 (period Oct 2015- 2019) and to achieve a presence in 40% of primary and 75% of secondary schools.

To realise these objectives, John Brown has continued to find innovative ways to bring money topics to life through expertly tailored, original content. We've also had one eye on the future, implementing site changes that have aided discoverability and ease of use – from the introduction of a Resource Finder to moving the registration wall, allowing visitors to explore the breadth of resources before signing up.

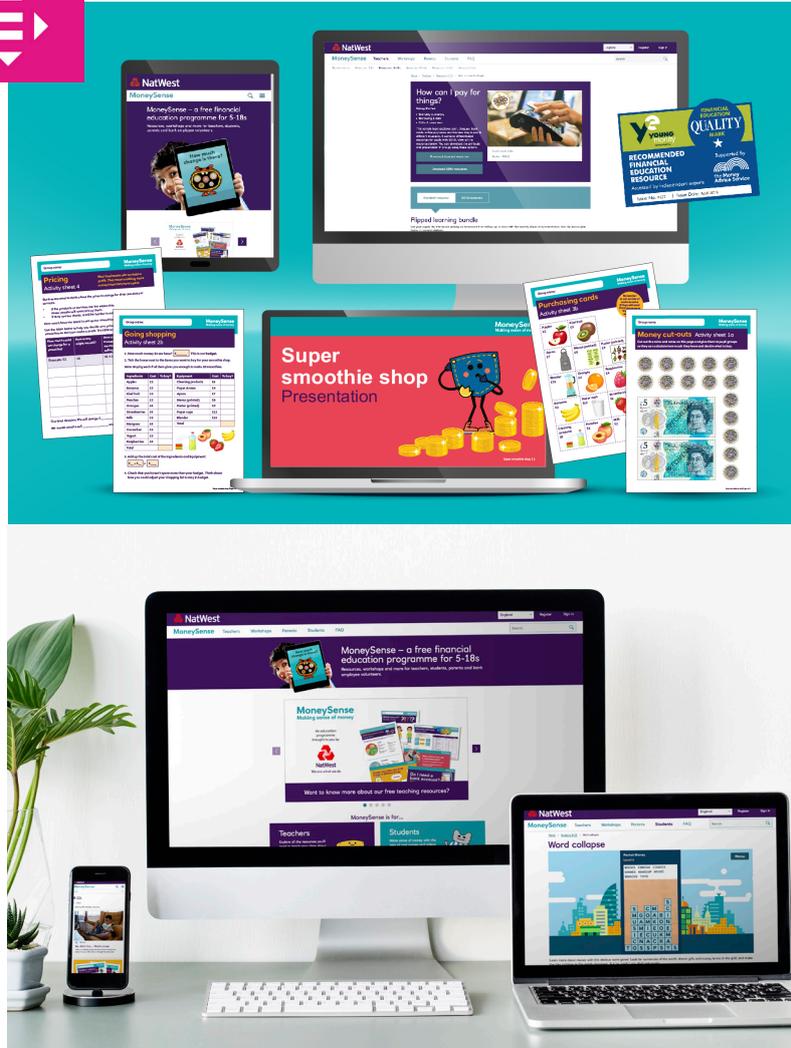
We also launched MoneySense social media channels. Emphasising money moments and campaign news, organic social posts have been effective in driving session referrals, and paid support (including a post for Mental Health Awareness Week that reached nearly 153,000 people) has helped to engage previously untapped audience prospects, and amplified programme awareness – reaching 400,000 parents within three months of the launch.

MoneySense is a great example of how our content can help brands engage with their customers in a pioneering way, providing young people with engaging content that can help them towards a better financial future.





NatWest



Impact



Reached **2,929,237 young people** since 2015



38,813 teachers registered

Campaign:

AKUT

Dentsu Aegis Network Agencies:
Carat

Partner:
Turkish Search & Rescue Organization

Where:
Turkey

The Challenge

In 1999, Turkey faced a great Earthquake that resulted in 17,480 deaths and many injured citizens. 35,180 houses and 5,700 offices either collapsed or were heavily damaged. AKUT was the primary search and rescue organization during this earthquake amongst many others.

Turkey is still in danger of suffering heavy earthquakes. We strongly believe it is important to create awareness, to inform the community about increasing the safety of their homes, and how to prevent injuries during the earthquake.

The Solution

We partnered with AKUT (Turkish Search & Rescue Organization) on the 19th anniversary of one of Turkey's most destructive earthquakes, to increase awareness and inform the public about earthquakes.

We used 25K TL sponsorship budget and 156K TL worth of free media space and the campaign "AKUT saves lives" included 44 different celebrity videos and 4 creative projects. These were aired in 50 different media channels such as Instagram and YouTube.





11 SUSTAINABLE CITIES
AND COMMUNITIES



GÜNÜ DEĞİL GELECEĞİ KURTARMAK İÇİN
SEN DE AKUT'A DESTEK OL!

#AKUTHayatKurtarir



Karekodu okut,
www.akut.org.tr/bagis-yap
adresinden bağış yap ya da
"AKUT" yaz, 2930'a gönder,
bir can da sen kurtar!

SEARCH & RESCUE ASSOCIATION
AKUT
ARAMA KURTARMA DERNEĞİ

Her bir SMS için bağış bedeli 10 TL'dir. Gönderilen her kısa mesaj, 1 standart SMS olarak ücretlendirilecektir. Bu kampanya tüm GSM operatörleri için geçerlidir.

akut.org.tr AKUT_Dernegi AKUT AKUTDernegi akut



Impact



Reached **7 million** people

Campaign:

Vegan Beauty Guide

Dentsu Aegis Network Agencies:
iProspect

Client:
The Body Shop

Where:
UK

Veganism is moving into the mainstream and with The Body Shop selling one vegan product every second, iProspect saw an opportunity to put behavioural economics at the heart of a campaign to inspire action from a 'vegan-curious' population.

The Challenge

We were tasked with changing perceptions by attracting new customers who hadn't previously seen The Body Shop as a vegan option. Secondly, we needed to understand the key drivers that would plant the seed for veganism whilst positioning The Body Shop as a leading authority on the cause.

The Solution

We already understood there was a strong appetite for veganism, but without the requisite analysis of social data and macro trends, we realised there was some way to go before identifying which content would surprise and engage consumers and influential publications, and drive traffic to the site. Therefore, we adopted the behavioural science concept of Nudge Theory, and created content cues that would act as positive reinforcement for those considering veganism.

We knew that 250,000 people were trying veganism for the first time and examined data to understand key trends, like adoption of veganism by city, vegan products sold, and attitudes towards veganism on social. With this insight, we built a plan to influence action among a 'vegan-curious' audience. The key was to ensure that all content contributed to a positive and feel-good environment for the audience, whilst keeping the decision to adopt veganism firmly in the hands of the reader.

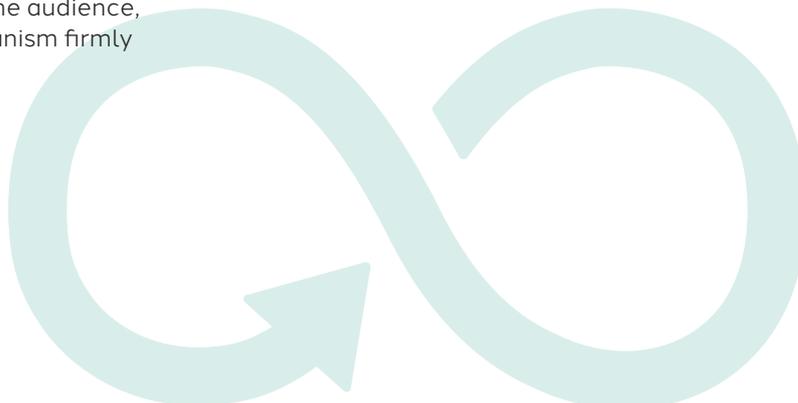
From here, The Body Shop's Vegan Beauty Guide was born, and we soon saw positive engagement with a destination where consumers could swot up and shop.

Having used data to understand the type of content that would attract audiences, generate positive engagement and position The Body Shop as an authority on veganism, our content focused around three areas.

Firstly we showcased little-known stats around vegan popularity. This was done by mapping out the UK's vegan hotspots and monitoring and overlaying product data from 251 stores, search data, social data and cultural data to do so. An interactive map highlighted the UK's biggest vegan-friendly cities and was designed specifically to secure press coverage and drive highly authoritative links to the website. The Vegan Beauty Guide infographic called out the biggest numbers in vegan beauty, demonstrating how The Body Shop is leading the way in this growing trend.

We also pushed The Life of a Vegan blog where Body Shop's own employee brought a human angle to the project. Offering insight into veganism, we knew that positioning a staff member as a brand advocate would be very effective. After all, there is no one better to demonstrate brand values.

Lastly, we offered those trying veganism a helpful guide with practical tips on how to adopt a vegan life.





12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Stores The Body Shop At Home™ Customer Care

THE BODY SHOP.

Hello Sign in

CHRISTMAS TRENDING FACE BODY HAIR MAKE UP FRAGRANCE GIFTS RANGE TIPS & ADVICE ABOUT US

Type to Search...

25% off** includes selected gifts! Use code: 14672_SHOP NOW > | Free delivery over £25*

Discover the best cities in the UK for vegans here*. Tap on a city to start exploring the map.



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Impact



41,000 page views



Winner of ROI Content Campaign of the Year at the UK Content Awards 2019



Highly Commended at The Drum Content Awards 2019



Shortlisted at European Search Awards 2019, Marketing Week Masters 2019, The DADI Awards 2019, CMA Awards 2019, The Drum Search Awards 2019



Best Use of SEO – Content Marketing Association 2019

Campaign:

EarthApp

Dentsu Aegis Network Agencies:
Isobar

Client:
Greenpeace

Where:
Russia

Isobar helped Greenpeace create 'EarthApp' a new twist on 'FaceApp' to highlight the urgency of combatting climate change.

Together with Greenpeace, we leveraged the FaceApp cultural phenomenon to talk about the threat to our climate.

The Challenge

Greenpeace need to constantly find ways to communicate their mission and raise awareness of the impact climate change is having on the earth. The biggest problem lies in helping people understand the potential consequences of their actions – before they can see them.

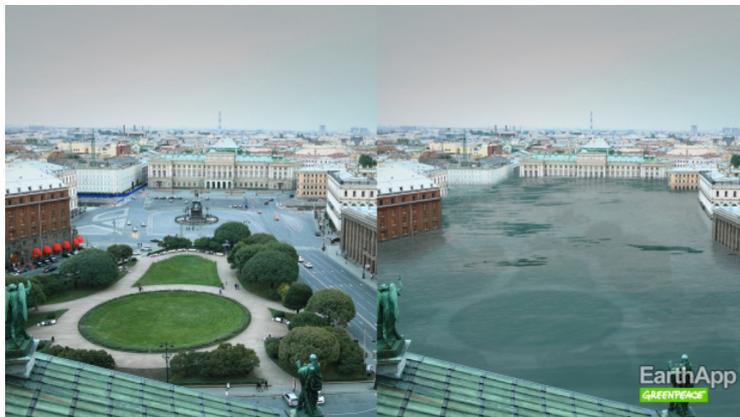
The Solution

Introducing EarthApp. We faked an app launch – one that ages the Earth – mimicking FaceApp. In 24 hours we created a big idea, built a huge news campaign around it and showed the possible future of the six recognisable places of Russia. These images were published on the Greenpeace Instagram account. The captions under the photos highlighted the link between the development of new oil sources and their impact on our climate.



GREENPEACE

13 CLIMATE ACTION



Impact



Generated **135m**
impressions



Greenpeace featured on prime time Moscow 24 TV channel and was **mentioned in more than 130 times** on different resources across the world

Campaign:

Ocean Awareness

Dentsu Aegis Network Agencies:
Isobar, Dentsu X, MKTG

Client:
Estee Lauder (La Mer)

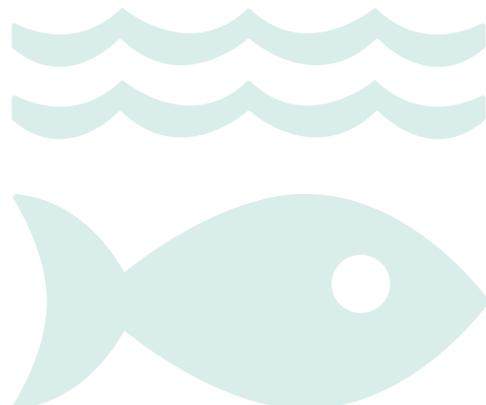
Where:
Italy

To raise awareness of the preservation of the oceans in partnership with Isobar, MKTG and dentsu X, La Mer created an activation at different touchpoints where the power of imagination was used to tell the importance of the sea through the eyes of children.

And what exactly happened? Celebrating Worlds Oceans Day in collaboration with Milan Photo Week and the Museum for Children in Milan, a photographic exhibition took place of the wonders of the sea, a programme of educational workshops was attended by 500 children, and a spectacular sculpture was created by artist Daniele Papuli. Papuli recreated the sea with waves of cards created with the help of the children's imagination.

To amplify this magnificent experience, we enlisted the help of five influencers and their children to broadcast a poetic video of the initiative on digital channels with a fairy tale about the sea.

We asked the public to support the initiative by sharing it on Instagram with the hashtags #LaMerDonation and #LaMerBlueHeart and in return La Mer donated \$650,000 to the La Mer Blue Heart Oceans fund.



ESTÉE LAUDER



Impact



10,000 visitors
to the exhibition



500 children
participated



Reached
840,000 people



\$650,000 raised for
the La Mer Blue Heart
Oceans fund

Campaign:

Voice Up for the Wilderness

Dentsu Aegis Network Agencies:
dentsu X

Client:
The Society of Wilderness

Where:
Taiwan

The Challenge

SOW (The Society of Wilderness) is a local wildlife conservation NGO, but it was losing influence in Taiwan especially among millennials. Taiwan's biodiversity is 150 times more than the global average, however, about one in five animals are endangered in Taiwan.

During the election season, people in Taiwan listened to the words of their politicians passionately while forgetting their countries endangered animals who could not speak for themselves.

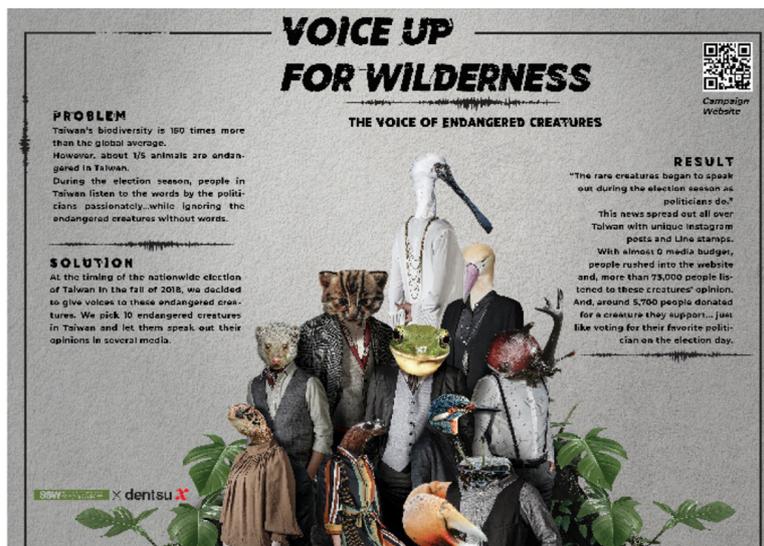
So, during the nationwide election of Taiwan in the fall of 2018, we wanted to make politicians and Taiwanese pay attention to our wildlife conservation issue.

The Solution

We decided to give voices to these endangered creatures. We picked 10 endangered creatures in Taiwan and helped them speak out.

10 endangered animals' voice were recorded by key opinion leaders who volunteered for the project. These rare creatures began to speak out during the election season just like our politicians. Each animal told people its own story and opinion about the current situation. This news spread out rapidly with unique Instagram posts and Line stamps.





Impact



73,000 people listened to these animal's opinions.



15,635 people shared and donated for the animal they supported

Campaign:

Illiterhate

Dentsu Aegis Network Agencies:
Dentsu JaymesSyfu

Client:
National Bookstore Retail Corp

Where:
Philippines

The Challenge

There's a growing epidemic of online hate, fuelled by social media. It can seem like the only thing people are reading nowadays are posts and comments spewing racism, sexism and bigotry. The challenge was to lessen the impact of negativity online by encouraging people to read more books.

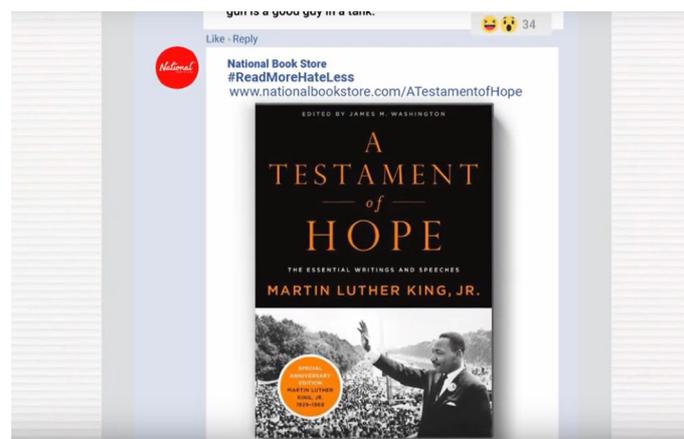
Using the same social media can spread hatred, we wanted to repurpose it to spread kindness and understanding instead using iconic and popular book quotes.

The Solution

Using a social listening and scanning platform, we targeted so-called 'trolls' online. Instead of responding with more animosity, we responded with kindness. On the same social media that allows hate to proliferate, we hijacked hundreds of trending topics on Facebook. We intercepted comments of hate with lines from well-known books and authors encouraging kindness and understanding.

Those we replied to and anyone within the feed who saw it was invited to #ReadMoreHateLess simply by clicking on a link which led them to National Book Store's website, where they could immediately purchase the book from which the quote was lifted.





Impact



Online books sales **increased by 3.6%** in just a week



Website clicks increased by around **15%**



Articles appeared across the global media about the power of reading to promote tolerance and kindness

Campaign:

LittlexLittle

Agencies:

Dentsu Aegis Network, Havas, IPG, Omnicom, Publicis, WPP

Client:

United Nations

Where:

Global

Little x Little is a first-of-its-kind initiative where creatives from the world's six largest advertising holding companies (Dentsu, Havas, IPG, Omnicom, Publicis Groupe and WPP) and Wieden+Kennedy came together to raise awareness and drive the UN's sustainable development agenda among Generation Z, the largest in history. By engaging the current generation of mission-driven young people, the campaign set out to prove that small acts carried out on a regular basis can have an impact far greater than the sum of its parts.

The campaign launched in March with an anthem YouTube video, "How to Save the World in 6 Seconds," and a series of six-second ads encouraging people to share their own small actions. To support and amplify the campaign, Google committed a grant of global YouTube media.

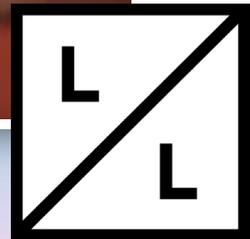
In a joint statement the Common Ground partners said, "The Global Leadership Award is a spark that can help convert Little x Little from a campaign into a global movement and is only the beginning of our multi-phased effort to inspire a generation, harness their will for change, and drive two billion acts of good to fix the world's most formidable challenges."

Launched at the 2016 Cannes Lions International Festival of Creativity, Common Ground represents a working partnership that transcends commercial rivalry to: accelerate the achievement of the SDGs; demonstrate to the industry and world that the goals are of universal importance and require universal contribution; and inspire other industries to follow suit.





UNITED NATIONS



Impact



70 million YouTube views



66 million Twitter impressions



Scoped **2018 Global Leadership Award** from the UN Foundation

**SUSTAINABLE
DEVELOPMENT
GOALS**

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



**SUSTAINABLE
DEVELOPMENT
GOALS**