

5 WAYS THE
ADVERTISING
INDUSTRY IS
EMBRACING
PURPOSE



1 Campaigns for good.

A growing number of established brands are incorporating a message of social good into their briefs, in what we have termed the Always Effect. When Leo Burnett turned a product-focused brief into a pro-social brand campaign for P&G's Always, the resulting Like A Girl campaign had 76 million views after 3 months, increased purchase intent up to 92% and influenced wider cultural narratives around gender. Here are some examples with that spirit in mind.

Ariel - Share the Load:

BBDO India created a spot that encourages men to take their share of household chores

Persil- Free the Kids:

MullenLowe highlighted how children spend less time outside than prisoners in maximum-security jails in this campaign focused on raising awareness of the importance of outdoor play

Lynx/ Axe- Share Your Magic:

72&Sunny Amsterdam exploded traditional ideas of masculinity with this campaign that defies the conventions of the male grooming category



2 Moving beyond communications.

Here we see agencies going beyond traditional campaigns to create new products and services that both generate brand value and do good in a very practical way.

Frito Lay - 18th Zone Embassy in Guatemala:

BBDO created an 'embassy' in one of the most dangerous zones in Guatemala to help local residents get work

Haier - Hugging Brightman:

Publicis Shanghai created a rechargeable light bulb that lets children in rural China do their homework in the evenings

Nestle - United for Healthier Kids:

Ogilvy Paris helped build a major campaign, which includes a reality TV show, to decrease obesity amongst children in Mexico

AstraZeneca's Digital Innovation Group:

DigitasLBI is creating new products and services to tackle healthcare challenges



3 Industry leadership.

A clear way to incentivise more socially responsible work is to reward it. We're seeing a real growth in industry awards for good.

The IPA's new President Prize will celebrate outstanding work that is not just commercially successful, but also has a positive impact on society.

In April 2016, D&AD & Advertising Week launched D&AD Impact, a new global award that recognizes companies and brands that are making the world a better place.

The Cannes Young Lions Competition this year will see 400 contestants descend on the Riviera in June. They'll have just 24 hours to answer a brief set by a non-profit

Launched in 2014, the Positive Change Effie rewards marketers who shift people towards sustainable choices

In 2016, many of the major industry bodies in the UK have been addressing the issue of purpose head on.

In May, the IPA hosted Advertising & Conscious Capitalism, looking at how companies can both make money and do good

D&AD's 2016 President's Lecture was entitled Brands for the Planet and focused on why working together is paramount to making the world a better place

The Advertising Association's 2016 LEAD Conference focused on the question "How can advertising tackle its responsibilities in 2016?"



4

Cross-industry initiatives.

We're noticing some interesting initiatives emerging in different parts of the industry.

AdGreen:

An initiative to make commercial production greener, started by freelance producer Jo Coombes in conjunction with the Advertising Producers Association

The Creative Alliance:

A US-based initiative with 20 top agencies working together on campaigns for the public good

Collectively:

A platform for inspiring change that is supported by WPP, Havas, Omnicom, Dentsu Aegis, BBH, IPG and clients like Facebook, Unilever, Google, Vice and Phillips.

Client Disclosure Report:

A transparency initiative by sustainability agency Futerra that challenges agencies to disclose the industries, geographies, topics and controversial sectors within their portfolio of clients



5

Agencies for good.

While not new, it's worth highlighting that many agencies have set up internal 'For Good' divisions, including JWT Ethos, BBH Creativity for Good, Leo Burnett Change and Ogilvy Earth. Alongside this is the rise of purpose-led agencies who have this agenda at the core of their work.

Livity:

A youth marketing agency that works alongside young people to create campaigns, content and communities that improve their lives

Nice and Serious:

An ethically driven creative agency whose mission is to "make things to solve serious stuff"

Futerra:

A change agency focused on making sustainable development so desirable, it becomes normal

Given:

An agency built around the idea of 'Brand Substance', or the need for companies to create positive change for people, communities and the wider world

GOOD:

An agency that harnesses the power of emotion, values and culture to unleash the good in people



Endnotes. Still hungry for more?

Read [Havas' Project Superbrand report](#) on purpose beyond profit. Watch [this video](#) from the Republic of Everyone on why the focus shouldn't be on changing people's behaviour, but rather on creating communities around good behaviours. Check out [Frazer Gibney](#), from FCB Inferno, on aiming for bigger. Check out [this Mashable article](#) on brands getting serious about social stances in 2015. Read IPA President [Tom Knox's speech](#) on Conscious Capitalism

And finally, we'd be remiss not to point you to our [Reclaiming Agency](#) report on the strategic opportunity of purpose...

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