

STRONGER

National Park

COPORATE CITIZENSHIP AT INTERPUBLIC

ABOUT EXPLORE SEQUOIA

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STARS HELPED PICK IT BACK UP.

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CHANGE PARK



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Unite.

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LETTER FROM THE EDITOR

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Sincerely,



Michael Roth, Position , IPG

The agents at our local Milwaukee offices are committed to helping customers protect their cars and homes. They also feel responsible for making their communities a better place to live and work. That's why they've started the Like My Community Project. Each agent has nominated a local cause to receive funds for renovations or improvements, and they are asking you to vote for the winners. To choose which causes get funded, go to facebook.com/libertymilwaukee.

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THE DEUTSCH LIVE OUT LOUD Q&A

By NEEDINFORMATION | NEEDINFORMATION | Deutsch

“Be it, don’t just say it” is an MO people will hear often about Deutsch NY. For the agency, “being it” is part of our DNA and means living into, and taking an action on the things you say you care about. “Being able to use our talents to help make a change, to make a real difference in someone’s life, is a wonderful and rewarding feeling,” noted Val DiFebo, CEO of Deutsch NY. “Despite all of the progress that has been made for the LGBT

community, there is so much more to be done. We hope our continued championship of Live Out Loud helps make an impact and motivates others to take action.”

Deutsch and Live Out Loud have indeed been making a difference. Founder and Executive Director of Live Out Loud, Leo Preziosi, Jr., and Tyler Helms, VP, Account Director at Deutsch NY, answered questions about the nonprofit,

their unique relationship, and the “Gay It Forward” campaign for The Homecoming Project.

Q. Leo, when was Live Out Loud (LOL) founded, and what was the impetus?

A. Leo: In 2000, I read an article in *Metro Source Magazine* titled "The Gun in the Closet," which talked about two students who were both gay, bullied and very sadly, both committed suicide. What really

Photographs by Jane Doe



saddened me was that they had strong interests in acting, activism, magic—and that their passions would never be realized. I felt a real sense of loss. I knew I had to do something to help this younger generation, and in 2001, we had our first program with a panel of LGBT journalists.

Q. We understand that Deutsch NY's relationship with LOL started with a small favor born out of the Agency's LGBT group. Today it is something entirely different. Tyler can you explain how things evolved along the way?

A. Tyler: A little over six years ago, I was invited to LOL's Annual Young Trailblazer Gala. I was inspired by the work they did and, after talking with Leo, became acutely aware of the challenges the organization faced to help further that work. The biggest challenge, was articulating their message about who they are and what they do. I knew Deutsch could help and, more importantly, I knew we would want to help. It started with a simple project to help design some materials for their next event. The Deutsch team, both gay and straight, took it to a new level and seized the opportunity to rebrand the organization

with an updated logo, messaging, collateral and website. We also provided support to their annual scholarship event, hosted Role Model workshops and helped LOL continually sharpen its message. When Leo and his team approached us to work on the Homecoming Project initiative, it was a no-brainer. For us, it was not about just wanting to help, it was a sense of responsibility that is deep within our culture as a company—to lend our talents to an important organization.

Q. The marketing campaign for LOL focuses on The Homecoming Project. Leo tell us about the Project.

A. Leo: The creation of The Homecoming Project was a team effort; there were many friends and volunteers who suggested LOL take community members back to their hometown high schools to expand on what we do in our other programs—connect gay youth to role models, as well as continue to nurture, inspire and empower through dialogue and community building. We held our first Homecoming Project in 2008.

Q. "Gay it Forward" is the tagline of the Homecoming Project campaign. Talk with us about the idea and bringing it to life.

A. Tyler: We took a look at what other LGBT organizations were doing in the marketplace and saw it was crowded with messages aimed at fighting for equal rights and stopping discrimination. While these are no doubt important efforts, we wanted to align the optimism of what LOL does with the inspiring results of the programs they offer. The line "Gay It Forward" was the catalyst for a campaign that profiles real individuals sharing their personal words of wisdom, and calls on other LGBT role models to return to their high schools and share their journey from "then" to "now." The work embodies exactly what the program does, starting with one person's story and transforming that message into a forum for open dialogue about the critical need for acceptance and tolerance. "Gay It Forward" motivates high school students, gay and straight, to shift how they relate, support and treat others. Just like the initiative, the work delivers powerful perspectives through an optimistic lens.

Q. Since the campaign launched in the fall, what has been the reaction and impact?

A. Leo: It's been overwhelming! At this year's 12th Annual Young Trailblazer Gala, we shared with our donors and sponsors all four PSA's; all were met with great

"QUOTE GOES HERE. ENISCIMUS UT MOLOREPEDIA
DOLES MOSAM, QUIAS SIMOLOR ENDUSAM EXERIBUS, UT
REHENI OMNIMUS AUT AUTENDE LLACCATQUIST VENIS"

IGNITING A TALENT REVOLUTION

For 40 years, MAIP has been bringing together new thinkers, makers and storytellers from all walks of life. The result? Over 2,400 fresh faces, and an industry forever changed. Here's to 40 more.

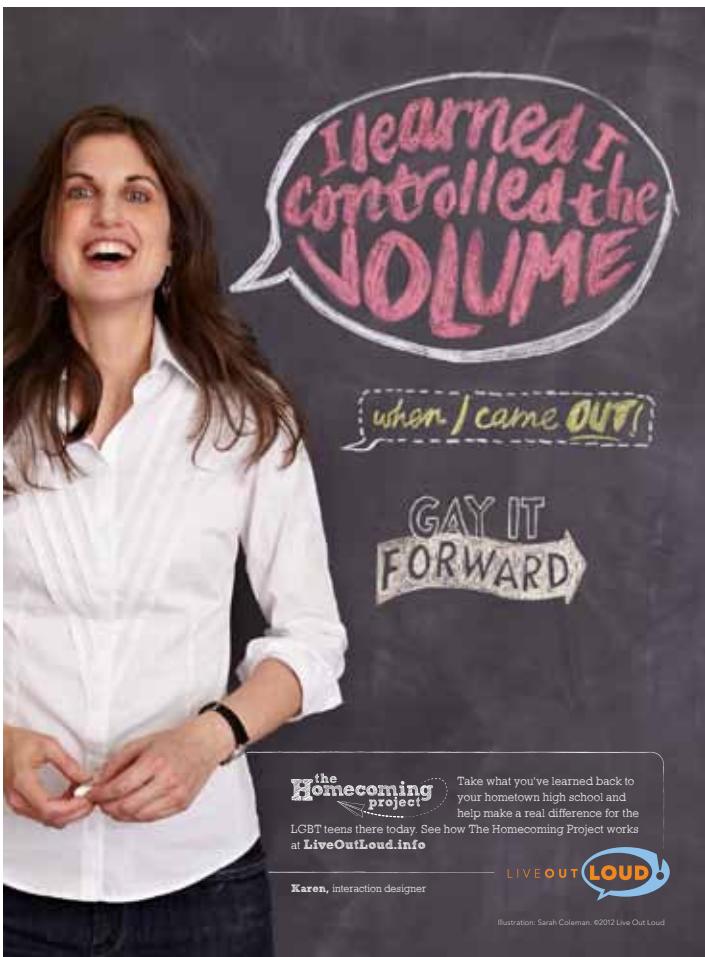
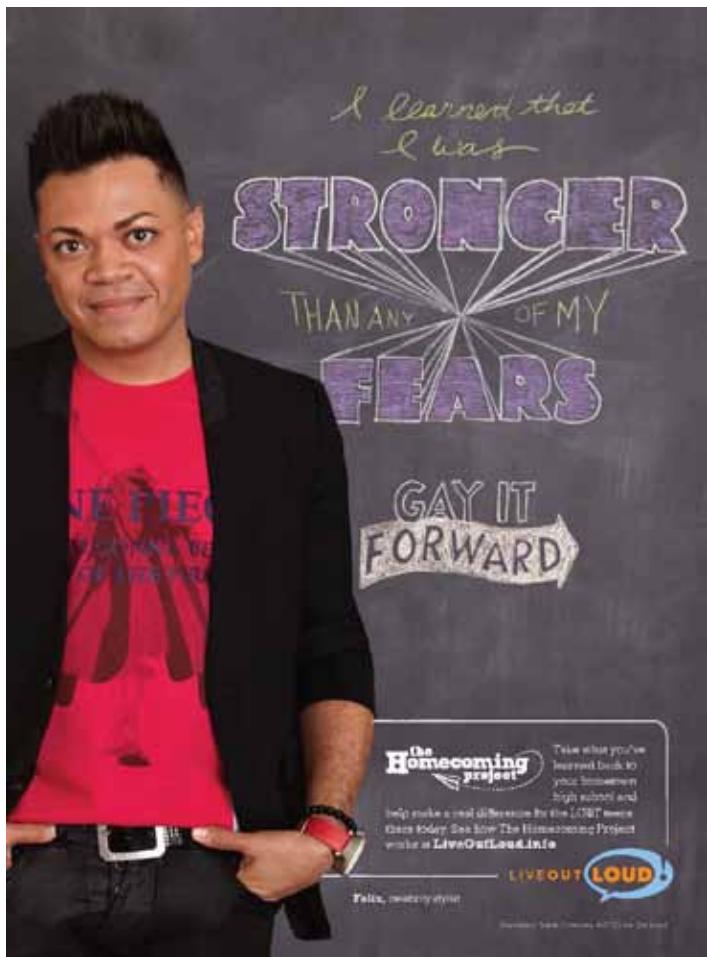


McCANN
WORLDGROUP

momentum



“QUOTE GOES
HERE. ECUPITET
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SUS, SAPIET QUO
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applause, excitement and enthusiasm.

More importantly, we have seen the participation in The Homecoming Project grow tenfold on a monthly basis, sending people back home all over the country. People continue to comment on how they've seen the campaign around town on phone kiosks or on different sights on the Internet. We couldn't have been more pleased with the look, feel and message of the campaign. It has woken up the community to what is important—and that is contributing to the life of a young LGBT teen.

Q. Leo, have you gone back to your high school? How

was that experience?

A. Leo: Yes, I have been back to my high school in Deer Park, NY. It was a very powerful experience for me. It gave me the opportunity to pause and reflect on my own experience in high school and come to a better understanding of what I was going through. It also gave me a new perspective—people who bully or torment you because you are different are dealing with their own struggles and challenges. They may not be able to handle these issues, so, unfortunately, they take it out on you. This reflective time gave me a new perspective and I was able to let go of all that pain and anger that has been festering for so many years, even holding me back in many situations.

Q. Do you think that it is easier today for younger kids to come out?

A. Leo: That really depends on what country, state, city or part of town these students are in. We work very closely with high schools in NYC and we see schools where being "out" is no big deal—there are Gay Straight Alliance Clubs and LGBT events throughout the year. However, we can go 20 blocks north, uptown, and it can be an entirely different situation. Students might not feel safe if they are out and even feel that their life is threatened. This means that they might skip class to avoid daily harassment and bullying, or take to unsafe practices to numb the fear and pain. There are so many factors to consider: school leadership,

a young person's family, culture and religious background. They all play into it. As a community, we need to continually support today's LGBT youth, as well as educate their straight counterparts, teachers, administrators and principals.

Q. Why do you think it is important for companies to be socially responsible?

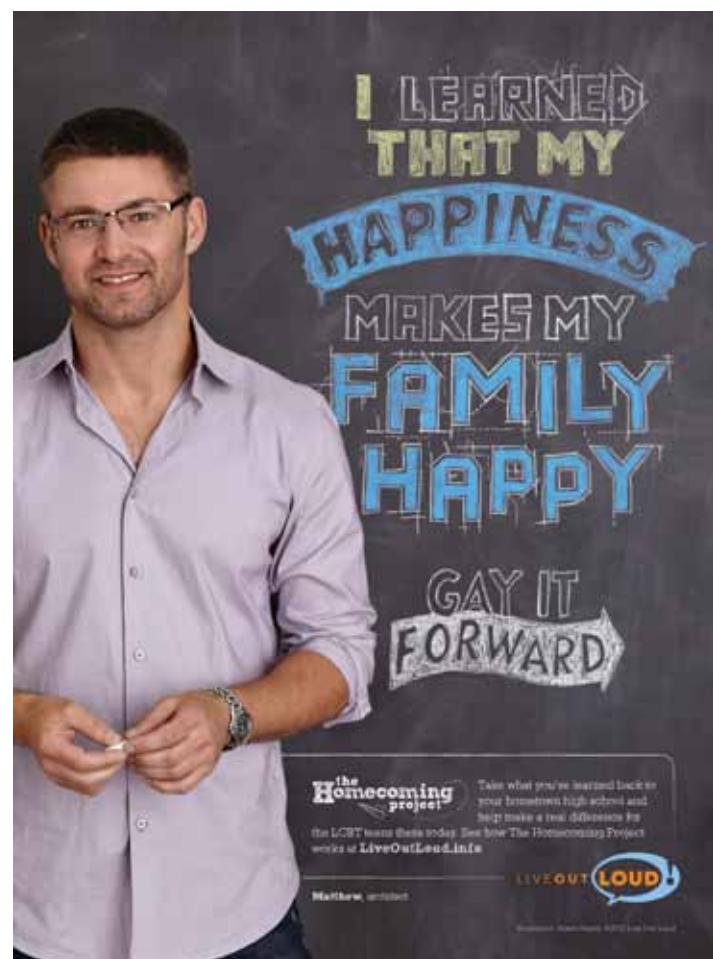
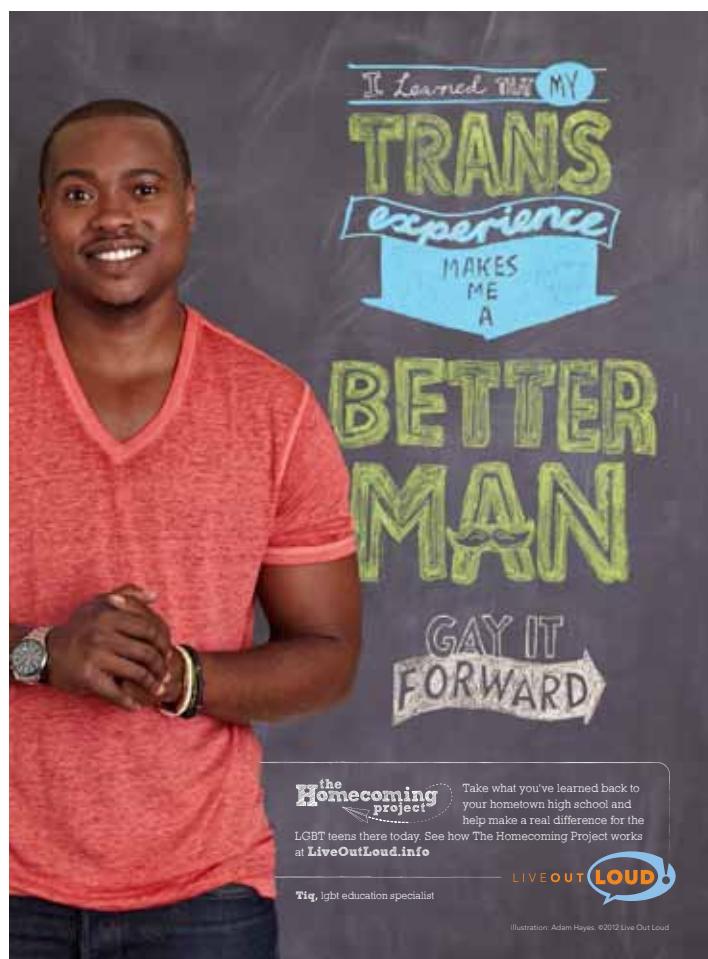
A. Leo: As a small nonprofit organization, I have seen what a company like Deutsch can bring to nonprofits branding, programs and work. They have brought their expertise and resources and have created a campaign that has engaged the LGBT community, brought awareness to this cause, and has given them the opportunity to take action and help today's LGBT youth. I can honestly say that Deustch's partnership with LOL has changed the trajectory of many young lives, as well as *saved* many young lives.

Tyler: For Deutsch, it's not a question of whether it's important or not. For us it's a part of who we are as a company

and what we hope every company sees as not just a "nice to have" component of their day-to-day business, but a critical component on how to give back and inspire employees and clients to be a part of something greater than themselves.

Q. What's the future of LOL and Deutsch's relationship?

Leo: Deutsch has opened our eyes to many new possibilities that I have only dreamed about. I know with their thoughtful leadership, they will continue to guide us to create new opportunities for us to expand our work for todays' LGBT youth.





5 STEPS TO THE TRIPLE BOTTOM LINE

By NEEDINFORMATION | NEEDINFORMATION | Carmichael Lynch

Carmichael Lynch believes strongly in the “triple bottom line,” placing equal importance on financial performance, environmental responsibility, and social well-being. The agency’s leaders believe that the three are intrinsically connected, since a strong CSR platform helps attract and retain a bright talent pool, which in turn helps drive client relationships and profits. Carmichael Lynch’s senior management sought to draw a roadmap for

its environmental and social goals, in order to create an engaging and ethical workplace for its employees.

Carmichael Lynch was recognized in 2012 by *PR News* as an A-List Honoree in Washington, DC for its corporate social responsibility initiatives. The panel awarded Carmichael Lynch for its role as a “true believer,” engaging in environmental, community, health and human rights issues through

its business practice. The agency was recognized for its work with client Supervalu, in a partnership with First Lady Michelle Obama, as part of a national effort to eliminate “food deserts” in major metropolitan areas. Carmichael Lynch was also recognized for its work with Ingersoll Rand brands Trane and Schlage, which showcased energy-efficient products in the Epcot green home exhibit, INNOVENTIONS.

Photographs by Jane Doe

 Sustainability







The agency's pro-environmental and pro-social values have reflected very well on employee morale and reputation. In both 2009 and 2010, Carmichael Lynch was included in *Outside* magazine's "Best Places to Work" ranking.

We reached out to Carmichael Lynch for some advice to other companies that may be interested in developing their own "triple bottom line", and they were kind enough to respond with five helpful steps that companies can take towards building a more sustainable business.

1) Recognize that sustainability, in the environmental sense, is just part of it.

Sustainability efforts such as roadside cleanups, green-minded build-outs and rooftop gardens serve multiple purposes. They foster collaboration, build internal relationships and engage you in exciting new partnerships well beyond the walls of your company. Make an accounting of all these benefits; trust me, it'll help you when you go to the CFO for continued funding.

2) Educate stakeholders and shareholders.

With so much information floating around out there about sustainability practices, you'll need to create a central source of company-vetted information, and make it easily available to all employees. CL has a three-part online training tool, whereby our people learn how to be sustainable at work and at home, and even how to talk to clients about sustainability. We also routinely invite sustainability experts into our space for live presentations.

3) Walk the walk, consistently.

Once you've told your rank and file that sustainability matters, they'll be the very first ones to let you know when the company isn't living up to its principles. Make sure to reuse and repurpose materials whenever possible. When remodeling, choose new products and finishes with low carbon cost, and furniture built from a high percentage of sustainable material. Be on constant lookout for opportunities to make your sustainable vision real. People are watching.



4) Put some money where your mouth is.

Nothing says you care like writing a check or two. Provide a fleet of bikes for checkout. Incent walking and biking to work with prizes, allowances and rebates. Or create a rooftop garden. None of these things have ended up being inexpensive for us, but they've all paid off in the form of higher employee engagement, tons of recognition by civic groups and approving nods from our clients and visitors.

5) Be transparent about goals, progress and mistakes.

Celebrate every bit of progress you make in becoming a sustainable company, but be honest with your people when something just isn't working. And be sure to publish an annual sustainability report, with employee involvement being one of the key metrics that you track. If you really want to hold a mirror up to your sustainability efforts, take an honest measure of just how widespread those efforts are.

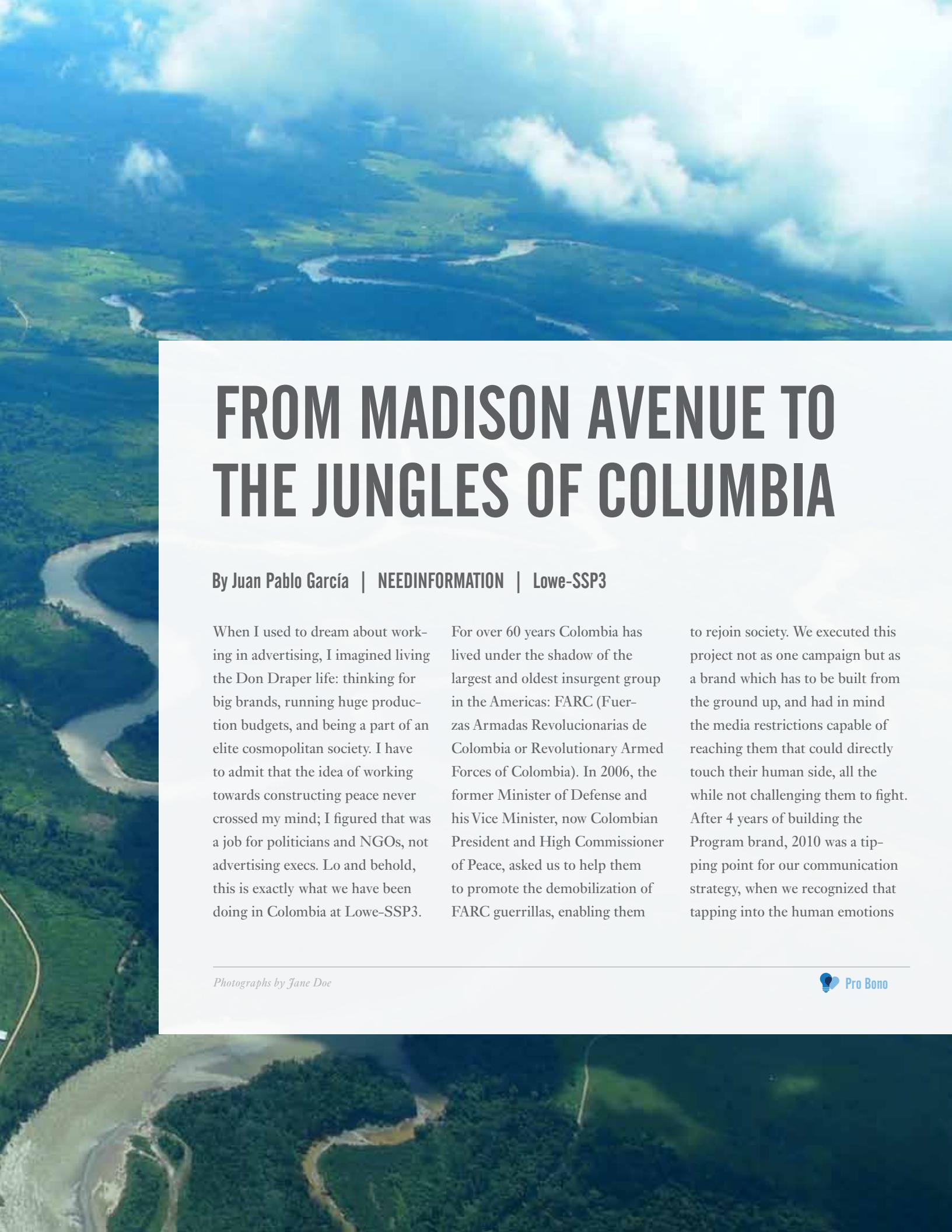
**“ONCE YOU’VE TOLD YOUR RANK AND FILE THAT
SUSTAINABILITY MATTERS, THEY’LL BE THE VERY FIRST ONES
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ITS PRINCIPLES.”**



“QUOTE GOES
HERE. HARCHIT RE
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PA DOLOREMPED
QUAE. DENIS UT.”







FROM MADISON AVENUE TO THE JUNGLES OF COLUMBIA

By Juan Pablo García | NEEDINFORMATION | Lowe-SSP3

When I used to dream about working in advertising, I imagined living the Don Draper life: thinking for big brands, running huge production budgets, and being a part of an elite cosmopolitan society. I have to admit that the idea of working towards constructing peace never crossed my mind; I figured that was a job for politicians and NGOs, not advertising execs. Lo and behold, this is exactly what we have been doing in Colombia at Lowe-SSP3.

For over 60 years Colombia has lived under the shadow of the largest and oldest insurgent group in the Americas: FARC (Fuerzas Armadas Revolucionarias de Colombia or Revolutionary Armed Forces of Colombia). In 2006, the former Minister of Defense and his Vice Minister, now Colombian President and High Commissioner of Peace, asked us to help them to promote the demobilization of FARC guerrillas, enabling them

to rejoin society. We executed this project not as one campaign but as a brand which has to be built from the ground up, and had in mind the media restrictions capable of reaching them that could directly touch their human side, all the while not challenging them to fight. After 4 years of building the Program brand, 2010 was a tipping point for our communication strategy, when we recognized that tapping into the human emotions

Photographs by Jane Doe





“... IT WAS IMPORTANT FOR US TO SIT IN THE SAME ROOM AS FORMER COMMANDANTS AND FOOT SOLDIERS FROM FARC.”





Photo Caption 1

shared by all Colombians could be highly effective. Since then, Lowe-SSP3 has developed 3 Christmas campaigns, focusing on a time of year when everyone, guerrillas included, is more sensitive and nostalgic. Combined, these three campaigns have resulted in the demobilization of more than 700 guerrillas—nearly 1 in 10. The first of the campaigns – Operation Christmas – was truly groundbreaking. After years of broadcasting messages through ads placed in football matches, we then took the message of peace into the same jungles that the FARC guerrillas call home. Two anti-guerrilla contingents and two Black Hawk helicopters travelled into the jungle to cover 9 giant trees (each over 75 feet tall) with 2,000 LED lights, alongside banners exhorting the guerrillas to lay down their arms.

In 2011 Lowe-SSP3 used interviews with demobilizing guerrillas to learn that rivers were becoming the new highways of the jungle. Personal messages from the guerrillas' family and friends, inviting them to come back home, were packaged inside individual waterproof Christmas balls with blue LED lights and sent to float along these river routes.

For Christmas 2012, Operation Bethlehem used powerful light reflectors, installed in towns where there was a known guerrilla presence and influence, to cast shafts of light into the sky as beacons to guide the demobilizing guerrillas out of the jungle.

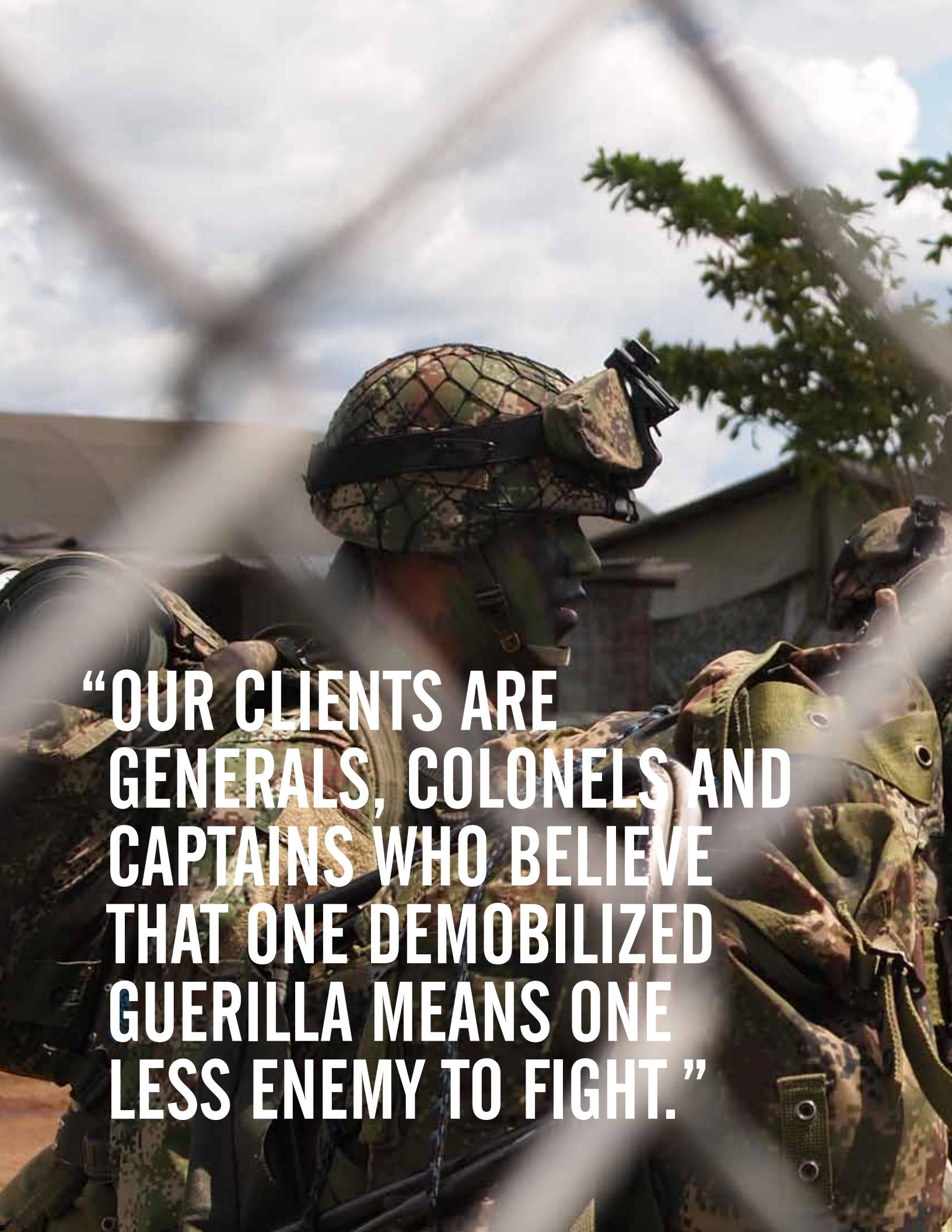
It hasn't been easy. Our knowledge of FARC was limited to the information the media provided, which was superficial at

best. That's why it was important for us to sit in the same room as former commandants and foot soldiers from FARC. For example, going to prison to interview Martín Sombra -FARC Co-founder who spent 44 years with the guerrillas – helped to clarify many of the myths and falsehoods surrounding the insurgency.

In fact, every aspect of the work has been non-conventional. Our clients are Generals, Colonels and Captains who believe that one demobilized guerilla means one less enemy to fight. Our meetings take place in the jungles of the Macarena rather than in fancy rooms with 72" flat screens. Rather than actors, we have real soldiers who live for their beloved country. As a planner, I swapped my laptop for a bulletproof vest. In fact, this war is real. After Op-



Photo Caption 1 | Photo Caption 2



**“OUR CLIENTS ARE
GENERALS, COLONELS AND
CAPTAINS WHO BELIEVE
THAT ONE DEMOBILIZED
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eration Christmas we learned the sad news that Captain Juan Valdez, the head of planning for that operation, was killed in combat with FARC members, and during Operation Rivers of Light we had to change the direction of our Black Hawk helicopters to rescue a Seargent injured in combat. These were sharp reminders of what was at stake here.

These campaigns have genuinely changed a nation, as well as helped to change the world's perception of Colombia. As Peace

Talks have now opened up (at last with FARC), we are proud to have shown how advertising has the power to influence a civil war without firing a bullet. This is when I realized that as glamorous Don Draper's life might seem, he didn't have the opportunity to change the history of an entire country. We are doing it.



**“SURVEY SHOWS THAT 68% OF BOSSES IN
THE ADVERTISING WORLD ARE MEN”**

WOMEN IN ADVERTISING: THE AGENCY CHALLENGE

AN IPG/AD AGE SURVEY FINDS THAT THE TYPICAL AGENCY WORKFORCE INCLUDES AN EVEN MIX OF MEN AND WOMEN. BUT DELVE DEEPER.

By Julie Liesse | NEEDINFORMATION | IPG

Statistics show that a typical ad agency workforce is likely to include a healthy mix of men and women.

But look more closely.

How many women are in the creative department? How many women are on the senior management team? And when the agency and its clients get together, how many women at the table represent the C-suite of those clients?

Gender diversity, and particularly the relative paucity of women in creative and top executive positions, remains a problem in the advertising industry, according to a first-of-its-kind survey commissioned by Interpublic in conjunction with Advertising Age.

The IPG/Ad Age survey found that three-quarters of female staffers in the U.S. marketing industry said gender diversity is a problem for the ad industry—and of that group, two of every five respondents termed it not just a

problem, but “a major problem.”

“Half of the workforce in our industry is women. So we see women in advertising,” says Heide Gardner, senior VP-chief diversity & inclusion officer for IPG. “But the issue is the gender balance at the top. That is obscured by the level of participation of women overall.”

IPG and Ad Age unveiled the survey results at a Diversity & Inclusion Summit at June’s Cannes Lions International Festival of Creativity. For IPG, the interest in gender diversity “is not merely altruistic: A company with a diverse workforce performs better,” says Michael Roth, IPG chairman and CEO. “Our emphasis on diversity helps in our recruiting, with our investors and with our clients.”

But in addition, he says, “Look at the marketplace we serve: Some 80% of purchase decisions are made by females. In the marketing and communications business, your message has to resonate with a diverse market; and to do that best, women need

to be represented in your company at all levels. From a business point of view, it’s critical that we hear what women want.”

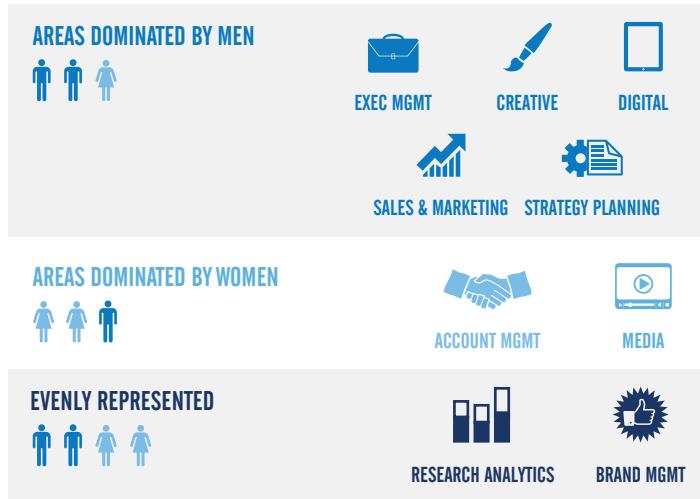
Critical Qualities

Research shows women possess many of the qualities viewed as critical for 21st century businesses: focusing on collaboration and teamwork, building relationships and displaying high integrity. In a 2012 study by leadership consultancy Zenger Folkman, for instance, female leaders scored higher than males in overall leadership effectiveness and in 12 of 16 individual competency areas.

“Strategy, operations and creative decision-making are more robust when you have women involved,” Ms. Gardner says.

The IPG/Ad Age survey drew almost 1,000 respondents from across the industry; 70% said they work for agencies, 30% for marketers. Some 55% were men, and 45% were women. On average, respondents have 15 years of work experience in the advertising and marketing industry.

BALANCE OF MEN & WOMEN IN AD JOBS



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BIGGEST BARRIERS TO ADVANCEMENT OF WOMEN

- #1 BIASES (INCLUDING UNCONSCIOUS BIASES) AMONG CURRENT SENIOR LEADERS
- #2 INTERRUPTIONS BECAUSE OF FAMILY RESPONSIBILITIES
- #3 LESS SELF-PROMOTION TO CAREER BECAUSE OF FAMILY RESPONSIBILITIES
- #4 LACK OF MENTORS WOMEN ARE LESS LIKELY TO HAVE SPONSORS AND MENTORS
- #5 POOR RESUMES RESUMES LACK CONVENTIONAL LEADERSHIP EXPERIENCE
- #6 LESS ASPIRED NOT ENOUGH WOMEN ASPIRE TO GET TOP ROLES

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But in addition, he says, “Look at the marketplace we serve: Some 80% of purchase decisions are made by females. In the marketing and communications business, your message has to resonate with a diverse market; and to do that best, women need to be represented in your company at all levels. From a business point of view, it’s critical that we hear what women want.”

Critical Qualities

Research shows women possess many of the qualities viewed as critical for 21st century businesses: focusing on collaboration and teamwork, building relationships and displaying high integrity. In a 2012 study by leadership consultancy Zenger Folkman, for instance, female leaders scored higher than males in overall leadership effectiveness and in 12 of 16 individual competency areas.

“Strategy, operations and creative decision-making are more robust when you have women involved,” Ms. Gardner says.

The IPG/Ad Age survey drew almost 1,000 respondents from across the industry; 70% said they work for agencies, 30% for marketers. Some 55% were men, and 45% were women. On average, respondents have 15 years of work experience in the advertising and marketing industry.

Some 45% of the survey respondents were from outside the U.S. Significantly fewer men and women in those non-U.S. markets said that gender diversity is a problem in the industry, with only 19% of women outside the U.S. calling it a major problem.

In the U.S., there is a gender gap among respondents. In contrast to the concerns of 75% of U.S. women, less than half—47%—of U.S. men said gender diversity is a problem, with only 13% judging it a major problem for the industry.

“I am not surprised that men don’t see this as a problem. Unlike racial or ethnic diversity, they see plenty of women in marketing and, when they do, they aren’t thinking about the level or titles of the women,” Ms. Gardner says. “They think the system is a pure meritocracy and it works as it should.”

Joyce King Thomas, who serves as president-chief creative officer for IPG unit McCann XBC, attributes the problem to the “legacy of male leadership in the business.” Says Ms. King Thomas, “I don’t think it’s about what women are doing wrong. But it’s taking a while to make a change in that legacy.”

Survey respondents were asked about the balance of men and women in senior-level positions in their companies. The answers: Top posts in executive management, creative departments, digital marketing, strategy and overall sales and marketing tend to be held by men, while media departments and account management are more often led by women.

One respondent to the IPG/Ad Age survey commented: “Senior leadership is still dominated by men. Creative positions are still dominated by men. When I attended Cannes last year, I was surprised to see that only a few women were up at the stage getting the awards.”

Mr. Roth says IPG’s programming at Cannes “began by focusing on women’s roles in the creative side of the business—because there is no question when you look at the heads of creative departments, there is a huge disparity.

“We have been looking for an answer about why this is, and it’s not very clear. One thing that we found is that males tend to have more sponsors than females,” Mr. Roth says, referring to a person who takes on a formal advocacy role for a more junior-level colleague. One-third of the IPG/Ad Age survey respondents said they have a sponsor at work—of those, 64% said their sponsors are “very important” to career advancement and success.

But the survey found that men in creative departments were nearly three times more likely than female creatives to have a sponsor within their companies. Ms. Gardner says the tendency of men to sponsor other men “is a human dynamic—we tend to select people who are most like ourselves.”

Val DiFebo, CEO of IPG unit Deutsch NY, says part of the issue for women in creative departments is the nature of the job. “If you are in most creative fields, you produce your work but it doesn’t have to be advocated for and sold. Painters are not standing in front of the room trying to sell a piece,” she says. “In advertising, creative is often as much about selling the idea as it is about the idea itself. And selling is not typically in a woman’s comfort zone.”

She laughs and says, “If you get a woman and man to talk about the same proposal, the man will make it seem like the best thing ever, but the woman will talk about it in a much more balanced way.”

The IPG/Ad Age survey also looked at what gets in the way of women moving into leadership positions. When asked to name the biggest barrier to the advancement of women into senior roles, 49% of all respondents said “interruptions to careers because of family responsibilities”—the No. 1 answer.

When asked to name what types of initiatives and programs they support to improve gender diversity, 68% of respondents said they supported corporate policies that allow greater flexibility in balancing work and home life—again, the No. 1 answer.

Ms. King Thomas says for many women the issue is more practical. “I think the issue for many women is that companies don’t make it worth their while to stay. When you have a child, you look at your job, make sure you are making enough money, assess your chances for advancement. If the trade-off isn’t good enough, you leave.”

“So my message to the industry is: If you think a woman is great, make it worth her while to stay or to come back.”

Ms. King Thomas and Ms. DiFebo are two of the women IPG has put in charge of its agencies. Most recently the company promoted Karen Kaplan to

president and CEO at Hill Holliday. In addition, Mr. Roth points out, 40% of IPG board members are women, making it one of only nine companies in the Fortune 500 with this level of women directors.

“We take this seriously. We hold managers accountable for diversity. Each year, when we list the high-priority objectives for our managers, each one has diversity and inclusion as part of their measurable targets,” Mr. Roth says.

Ms. Gardner says that in addition to formal objectives for agency CEOs, IPG also supports diversity by conducting a yearly survey to see how employees perceive the work environment. IPG executives have a mandate to identify high-potential staffers who are women and people of color. The company has also focused on mentoring and sponsorship of women throughout the organization. IPG’s Women’s Leadership Network promotes awareness of women’s issues and possible solutions to gender inequality while offering professional development opportunities.

Real-World Change

Ms. King Thomas says, “There are lots of people taking steps to remedy this issue.” When she started McCann XBC she committed to a staff that was 50% female and has surpassed that goal. Similarly, she points to the New York-based Art Directors Club, which in May launched its own initiative calling for an equal level of participation for both genders across award show juries, boards of directors, and event and speaker lineups. “If you set goals, you will be making a change,” she says.

Although IPG executives agree that the situation for women has improved and that younger staffers—members of Generation Y—are growing up more diverse and inclusive, they say it’s not enough. Adds Ms. DiFebo, “I am surprised at the number of young people who look at Deutsch and say, ‘Wow—a female CEO, a female North American CEO, a female head of communications.’ The fact that ‘wow’ is before that indicates there is still a bias out there.”

Overall, Ms. King Thomas says, “Things are getting better. ... I am seeing more and more really ambitious women who won’t be denied, and I love that. I say to them, ‘You could be run-

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THE ONE FUND

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BOSTON | 2013

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HILL HOLLIDAY AND THE LIGHTNING-SPEED FORMATION OF ONE FUND BOSTON

VICTIM RELIEF FUND, CREATED IN SIX HOURS, HAS DISTRIBUTED \$61M TO BOSTON MARATHON BOMBING VICTIMS

Submitted by Tracy Brady | NEEDINFORMATION | Hill Holliday

On June 30, One Fund Boston, the victim relief fund created to help those most affected by the Boston Marathon bombings, distributed \$61 million to roughly 260 individuals, making it the single largest private relief fund in U.S. history.

Seventy-five days earlier, at 10 a.m. the morning after the Marathon, One Fund Boston, Inc. was created on a conference call between Hill Holliday, agency client John Hancock Financial, and Boston Mayor Thomas Menino. And it's a success story fueled by two classic dynamics – close personal relationships and a tight, immovable deadline.

"John Hancock has been a Hill Holliday client for close to 30 years, and we've had a close working relationship with Mayor Menino and his staff for 20 years. So it was not a long conference call," Hill Holliday Chairman Mike Sheehan recalls. "The mayor wanted to start a victim relief fund, and Jim Gallagher, John Hancock's Chief Administrative Officer, said that the company would open

the fund with a \$1 million donation."

Sheehan offered the agency's services to brand and organize the fund. Before the call ended, Mayor Menino said that he had scheduled a press conference for 5 p.m. that afternoon to announce the formation of the fund, and he expected that it would be fully operational at that time. Sheehan then got to work – fast.

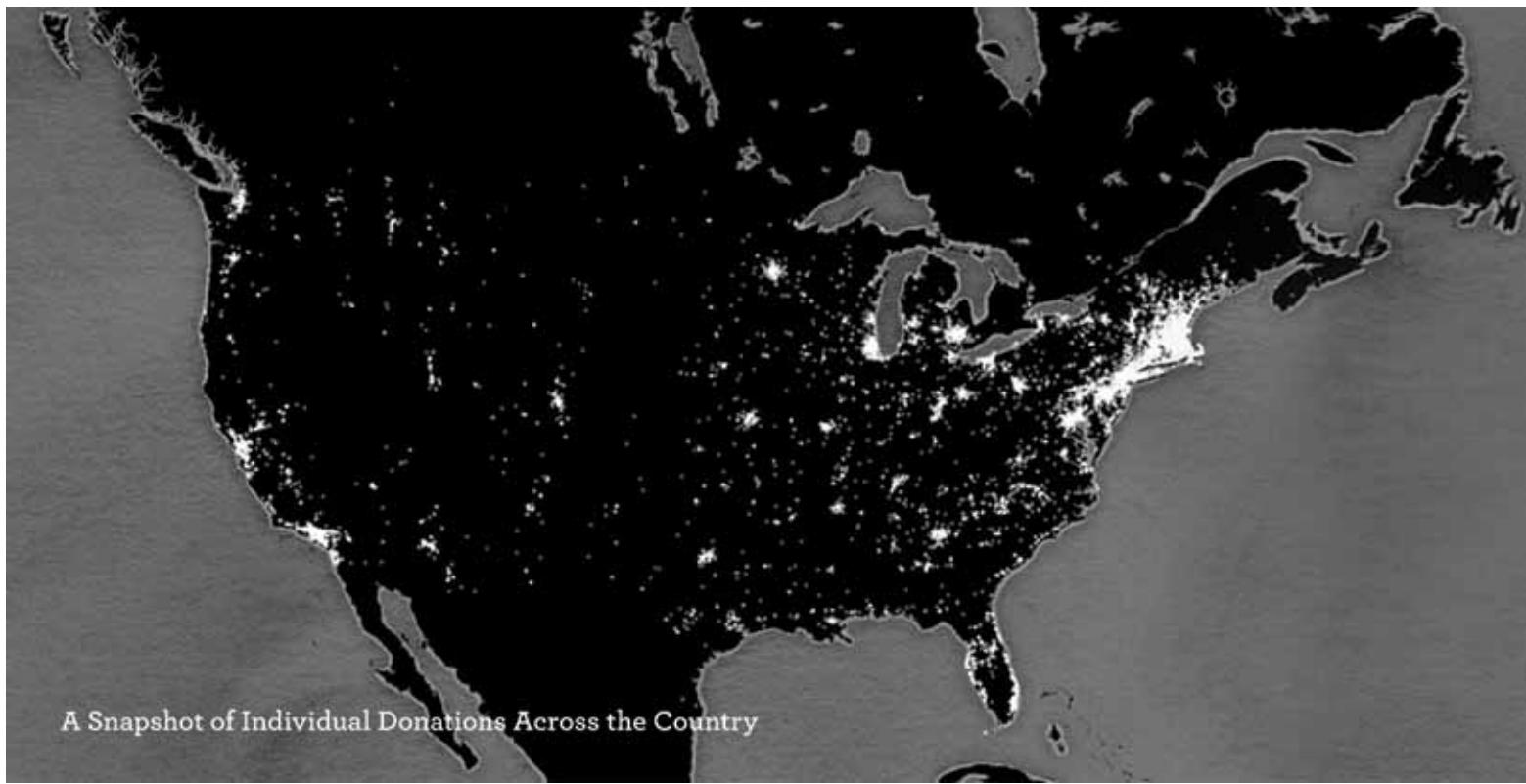
"The call lasted all of 15 minutes," Sheehan says. "I knew we had less than seven hours to create something very important, but something with which we had absolutely no experience."

During the call, Sheehan recalled problems other victim relief funds had with fragmentation. "I had recently read that the Sandy Hook tragedy resulted in the formation of over a dozen distinct funds, and the confusion was hurting overall donations. So I named this the One Fund Boston, as in the 'one and only fund' for Marathon victim relief."

Adam Cahill, Hill Holliday's EVP and Director of Digital Strategy Experience, and John Running, SVP of Innovation and Technology, joined Sheehan in an effort to secure the name and register the domain. "We sat at Mike's computer, with my personal credit card, and we bought out every domain name remotely related to One Fund Boston," Running says.

At the same time, VP and Design Director James Adame was summoned to Sheehan's office to design the logo. "I knew it had to be simple and bold, and I wanted it to be reminiscent of the Marathon," Adame recalls. "So I took the lead from the 2013 Marathon bib design and went to work. Mike gave me all of 15 minutes to be back in his office with the finished design."

With the name and design in hand, there was a follow-up conference call at 11 a.m. with the Mayor's Chief of Staff, Mitch Weiss, the city's Chief Communications Officer, Dot Joyce, and Jim Gallagher. The name and logo were approved, and the Hill Holliday team had six hours to create the



infrastructure, design the site, and make it fully operational to accept donations.

John Running called on two agency developers, Kyle Ridolfo and Michael Walton, to work with him in creating the One Fund's web presence, with Adame perfecting the design. Running's personal credit card was again used to open the fund's PayPal account.

While the agency was creating the site, Sheehan worked with attorneys from Goodwin Procter and representatives from agency client Bank of America to set up the legal and financial structure for the site. Again, close personal relationships were the key to success. Goodwin Procter not only represents John Hancock, they represent Hill Holliday, and they happen to be located in the same building. And the agency certainly knows how to work with

Bank of America, so there was no wasted motion in getting the Fund established.

Goodwin Procter registered the One Fund with the Massachusetts Attorney General, listing three Board members – Gallagher as President, Sheehan as Treasurer, and agency founder Jack Connors as Secretary.

By 5 p.m., a little over 24 hours after the Marathon bombings, Running, Adame, and their team had the website operational. They assembled in Sheehan's office for one final run-through. "It's not like we had any choice," Running says. "The mayor was walking up the podium in front of hundreds of cameras in a matter of minutes, and it had to work." Sheehan sent a text to Weiss and Joyce that the site was operational, and with the mayor's announcement, the One Fund was up and running.

Three days later, Mayor Menino announced two major milestones. One Fund Boston had raised \$10 million, and Attorney Ken Feinberg had volunteered to establish the protocol and administer the fund. Feinberg, the administrator of the 9/11 Fund, the BP Gulf Fund, as well as victim relief funds in Aurora, Colorado and at Virginia Tech, is a native of Brockton, Massachusetts and a graduate of the University of Massachusetts, and he brought instant credibility to the fund.

"In my experience over the past 35 years doing this, I've never seen anything like this," Feinberg told the *Wall Street Journal*. "This outpouring of generosity is simply unprecedented."

While Feinberg and his staff volunteered to oversee the process of distributing this generosity to survivors and their families, Paul

THE ONE FUND BOSTON, Inc.

By The Numbers

\$66.6M

Total raised between
April 16 and July 22

\$60.9M

Total paid to survivors
on June 30

\$2.2M

Largest single gift

260

Number of gifts

450,000

Individual donors

\$0

Expenses as of July 22

All gifts are free of state and federal taxes

Connolly, who had recently retired as Chief Operating Officer of the Federal Reserve Bank of Boston, volunteered to oversee the One Fund office as donations poured in.

Hill Holliday concedes that the effort probably couldn't have been so successful without Feinberg and Connolly. One Fund Boston, Inc. quickly became a complex operation, and the objective was to incur no expenses. "Everything was donated, all staffing was volunteer," according to Sheehan. "Donations were flowing in at the rate of about \$1 million per day, and we needed to solicit feedback and claims from the families of the deceased and those who were injured within 60 days. People were working around the clock to accomplish our objectives."

The Board leveraged relationships to create the infrastructure for the fund's success. Ernst & Young and PwC joined with

eCratchit, an online bookkeeping service, and Bank of America to set up the financial protocol, lockbox, accounting, and auditing system. Boston Properties donated office space at Boston's Prudential Center. AT&T gave all office volunteers iPhones.

One word they never heard when looking for help? "No." Sheehan says, "I can't begin to estimate the pro-bono hours that Goodwin Procter has contributed. Bank of America has a large team and senior leadership overseeing this engagement. Boston Properties didn't stick us in a closet, they gave us Class A space right on Boylston Street, not far from the Marathon finish line. Time, Inc. donated full-page ads in all their publications, and JCDecaux offered street furniture and airport postings around the country."

Hill Holliday eventually transitioned

the oversight of the website to Blue State Digital. "Jascha Franklin-Hodge raised his hand and offered Blue State Digital's services, and they've become terrific partners," Running says.

Today, One Fund Boston has raised over \$66 million to aid victims of the Marathon tragedy, far outreaching anyone's expectations. "If you had asked me how much we would raise on that first conference call, I would have said \$10 million. The fact that we raised that in 72 hours makes me either the world's worst estimator or the world's best sandbagger," Sheehan says.

The success of One Fund Boston can be attributed to any number of factors, including the leadership of Mayor Menino. Boston is a fairly large city, but in many respects it's a small town. Sheehan says, "Because he's so close to the busi-



ness community, the mayor can make one phone call and get anything accomplished.”

Sheehan also credits the leadership of his fellow Board members with much of the One Fund’s success. When Jim Gallagher offered John Hancock’s cornerstone donation of \$1 million, it set the tone for fundraising. That was not an immaterial gift for any corporation. And it certainly helped to have Jack Connors on the team as well; he’s been involved in Boston

philanthropic circles for decades, and the team was making decisions at breakneck speed. “Sometimes, there’s no substitute for sage advice,” says Sheehan.

Of course, the agency does deserve credit for creating the One Fund Boston brand, establishing it as the sole repository for generosity. “It was a classic case of the deadline being your friend,” Sheehan says. “We had no time for meetings, no time for bureau-

cracy, no time to second guess. Everyone knew their role, and they delivered.”

“The One Fund Boston logo became ubiquitous within days of the event,” Adame says, “and it took me all of 15 minutes to design. This is a funny business.”

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IT CAN HAPPEN SOONER THAN YOU THINK.

50% of all cats born are accidentally drowning or smothering. Spaying or neutering your cat at a month can prevent those accidents and keep over million of cats and dogs from being killed in shelters each year.

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MOBILIZING A COMMUNITY CAMPAIGN

By NEEDINFORMATION | NEEDINFORMATION | UM

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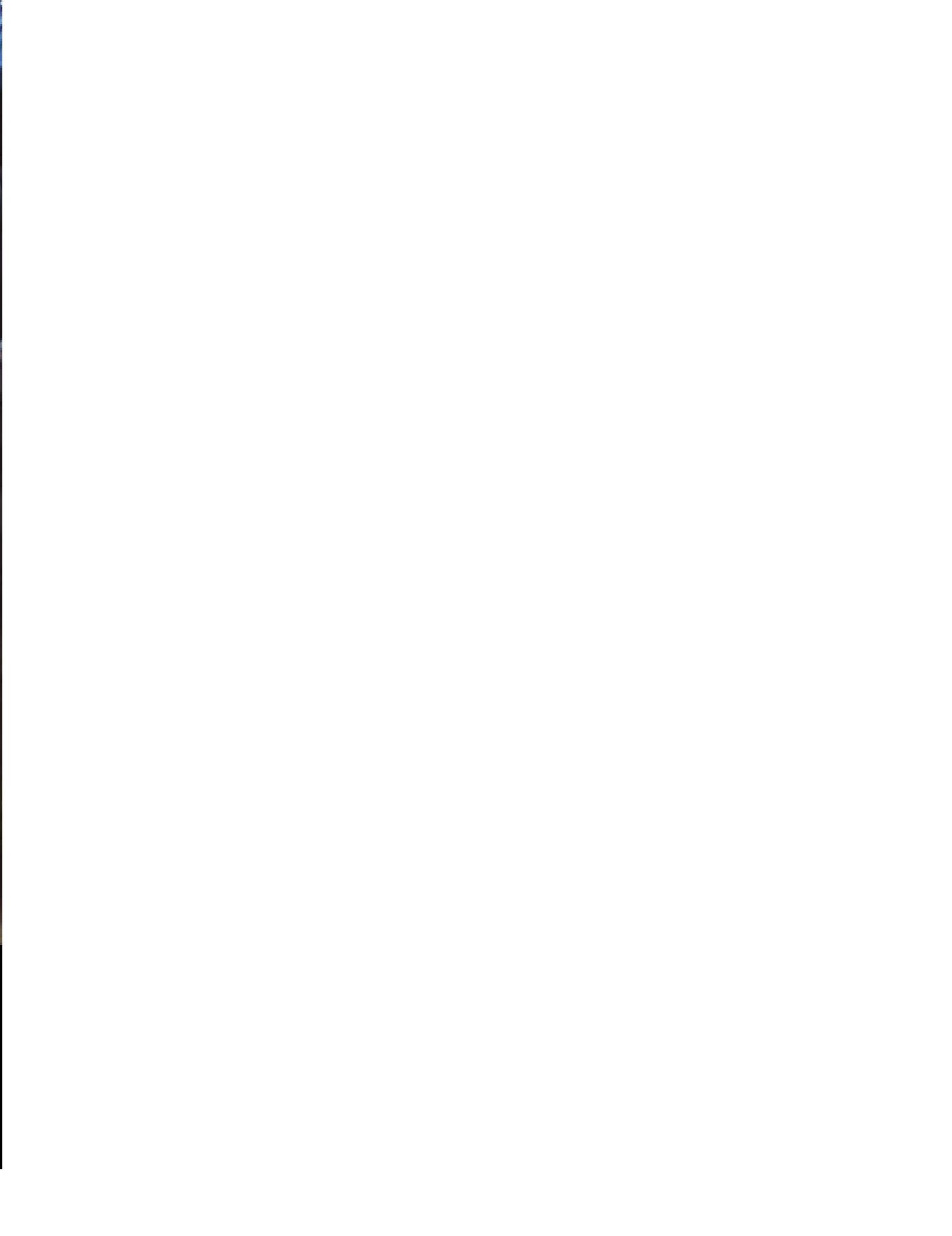
Photo Caption I



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DIVERSITY AT IPG

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By NEEDINFORMATION | NEEDINFORMATION | NEEDINFORMATION

For the last decade, diversity has been a corporate priority for IPG. From hiring the industry's first full-time diversity director to tying CEO compensation directly to diversity metrics to becoming the only advertising company to win the Urban League's Champions of Diversity Award, we've put in place concrete programming that makes a difference at our company and, in so doing, have set the standard for industry. But there's still a

long way to go and much work to be done. IPG has committed substantial resources and expertise to increasing diversity in our ranks and forging a sustainable culture of inclusion at our company. IPG has done this because it's a mandate to succeed as a global company. And, in the words of our CEO, it's also the right thing to do.

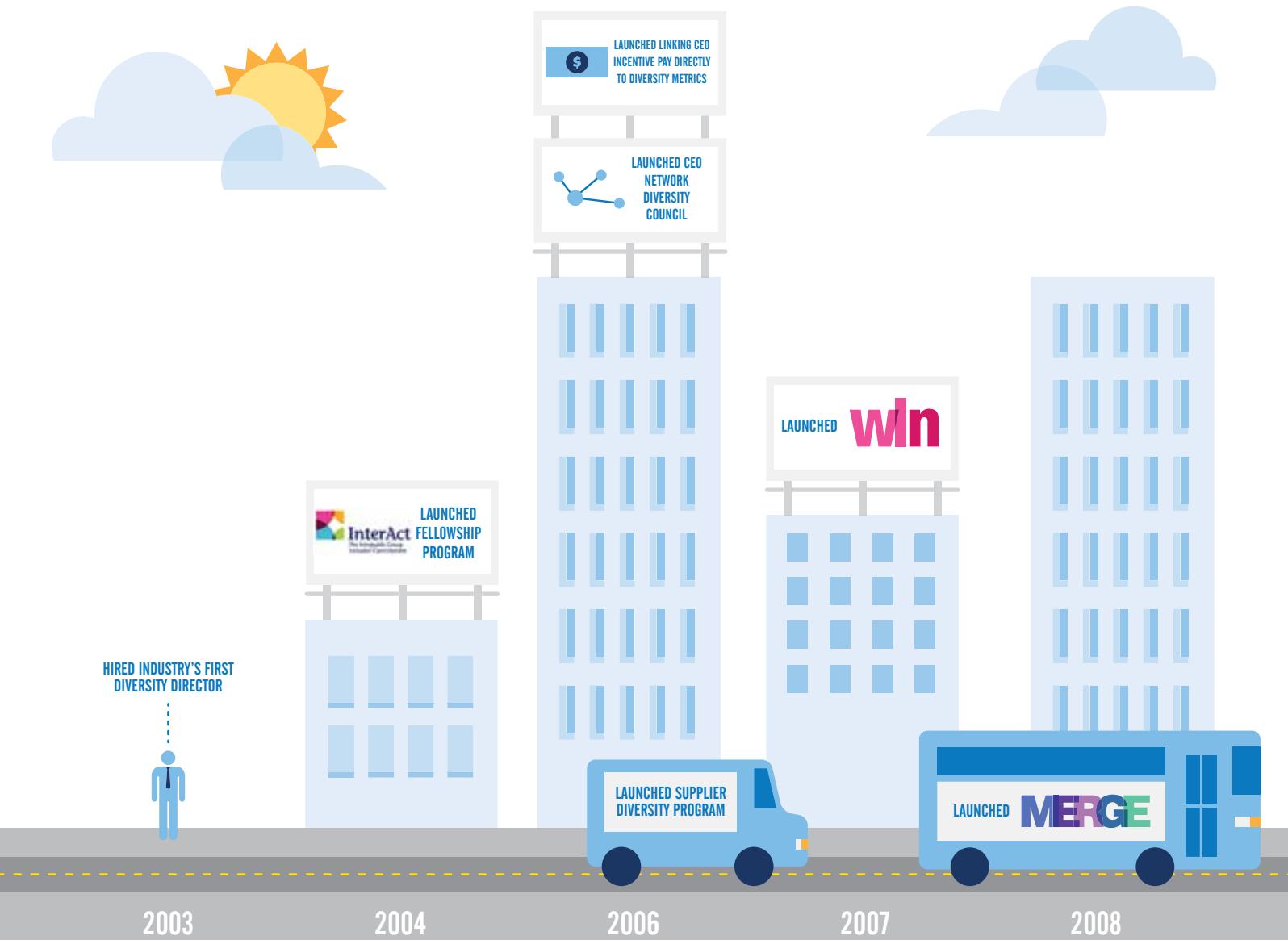
"Increasing diversity in our ranks makes us a more dynamic company

better able to serve our global clients. With a workforce that reflects our consumer base, we are better able to create modern marketing solutions that move our clients' businesses forward in our constantly evolving world," commented Michael Roth, Chairman and CEO, IPG.

Among the programs IPG has implemented that foster diversity and inclusion are:

Photographs by NEEDINFORMATION



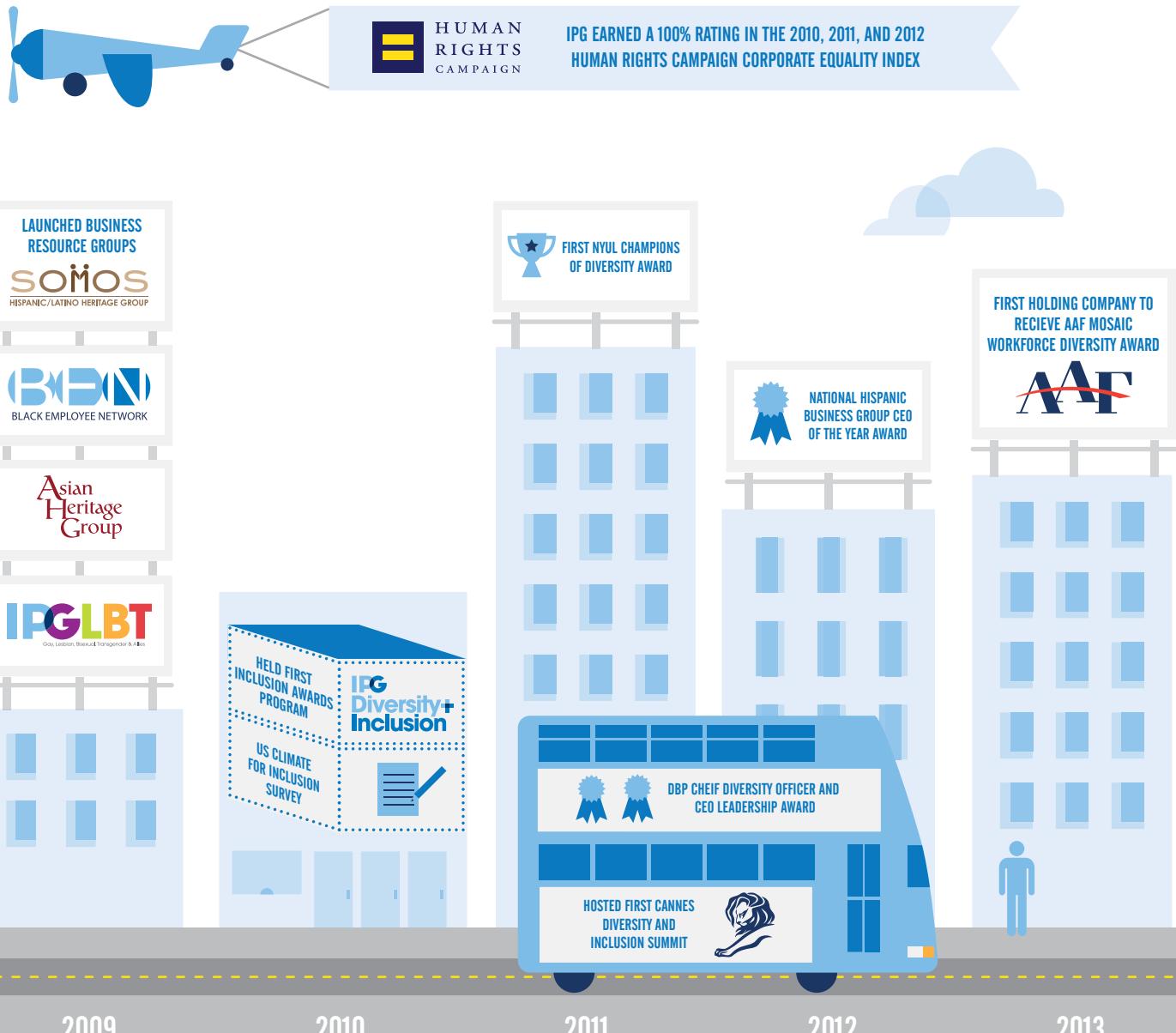


CEO Compensation

We have tied our diversity goals directly to the compensation of our senior leadership. A portion of each of our major agency's CEO's performance objectives is tied directly to diversity. If these diversity goals are not met, that CEO's incentive pay is adversely affected.

IPG Network Diversity Council

This committee is composed of CEOs from Interpublic business units and chaired by Michael Roth, Chairman and CEO of IPG. The Council meets three times annually to report on company-wide and agency-specific diversity and inclusion programs. It reviews metrics to determine the effectiveness of these programs and serves as a forum where



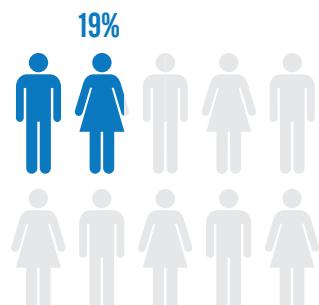
leaders can share best practices and prioritize the resources required for further progress. The group reports to our Board of Directors, whose assessment of each agency's results is factored into senior level executives' compensation.

An Inclusive Board of Directors

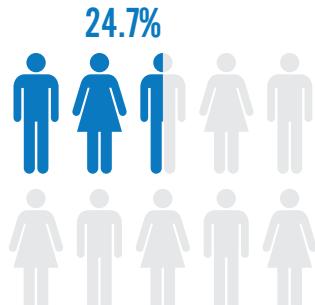
As of today, four out of the ten members of the Interpublic

Board are women, making us one of nine Fortune 500 companies with a 40% or higher representation of women on our board. In 2011, Dawn Hudson, Vice Chairman of the Parthenon Group was elected to the board. In 2007, Jocelyn Carter-Miller, President of TechEdventures, a community empowerment firm that educates children, families and the community through charter schools and community-based programs, joined the board. Also in 2007,

MINORITY PROFESSIONALS AT IPG UP 29.3% FROM 2005-2012

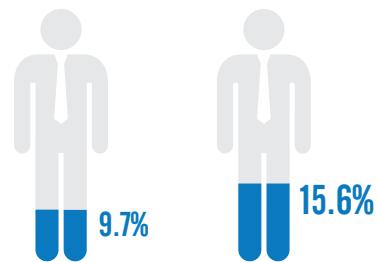


2005



2012

MINORITIES IN MANAGEMENT AT IPG UP 61.1% FROM 2005-2012



2005 2012

Mary J. Steele Guilfoile joined our board and agreed to serve on its audit committee. Jill Considine, Chairman of the Butterfield Fulcrum Group Limited, has served on IPG's board since 1997.

The InterAct Associates Fellowship Program

Launched in 2004, this two-year fellowship program seeks to recruit, retain and develop an internal pipeline of multicultural talent with multi-disciplinary experience. Now in its eighth year, more than 50 recent graduates have moved through the program's ranks, with many of these individuals hired by Interpublic agencies at which they've worked.

Employee Resource Groups

In 2009, to foster an inclusive work environment as well as to increase networking and business opportunities, IPG formalized its employee resource groups under the MERGE (Multicultural Employee Resource Groups for Excellence) umbrella. IPG employees participate in cross-agency employee resource groups that include the Asian Heritage Group; BEN (Black Employee Network), IPGLBT, SOMOS: Hispanic/Latino Heritage Group and the Women's Leadership Network (WLN).

"I'm always mindful that we're still in the midst of the journey but I have to acknowledge that much has changed over the past 10 years," noted Heide Gardner, IPG's Chief Diversity and Inclusion Officer. "This is true culturally and

demographically. When I first arrived there were few believers and even fewer who were prepared to do the hard work it takes to make progress. Today, we have the personal involvement of the Board, our CEOs and many senior executives outside of HR. We have dedicated Chief Diversity Officers at three of our larger networks – CMG, Draftfcb and Worldgroup. D&I has become part of our day-to-day and activities are quite visible. IPG and our agencies are being recognized with best practices awards and industry accolades. We have even progressed to the point that we are measuring key aspects of our culture through the Climate for Inclusion survey. And we are playing on a global stage with WLN chapters outside the U.S., in the UK, Australia and Mumbai and our Cannes Diversity and Inclusion Summit. There's definitely much more to do, but we truly are much closer to making D&I part of our DNA," she continued.

LITERARY RUSH PROGRAM

By NEEDINFORMATION | NEEDINFORMATION | Octagon

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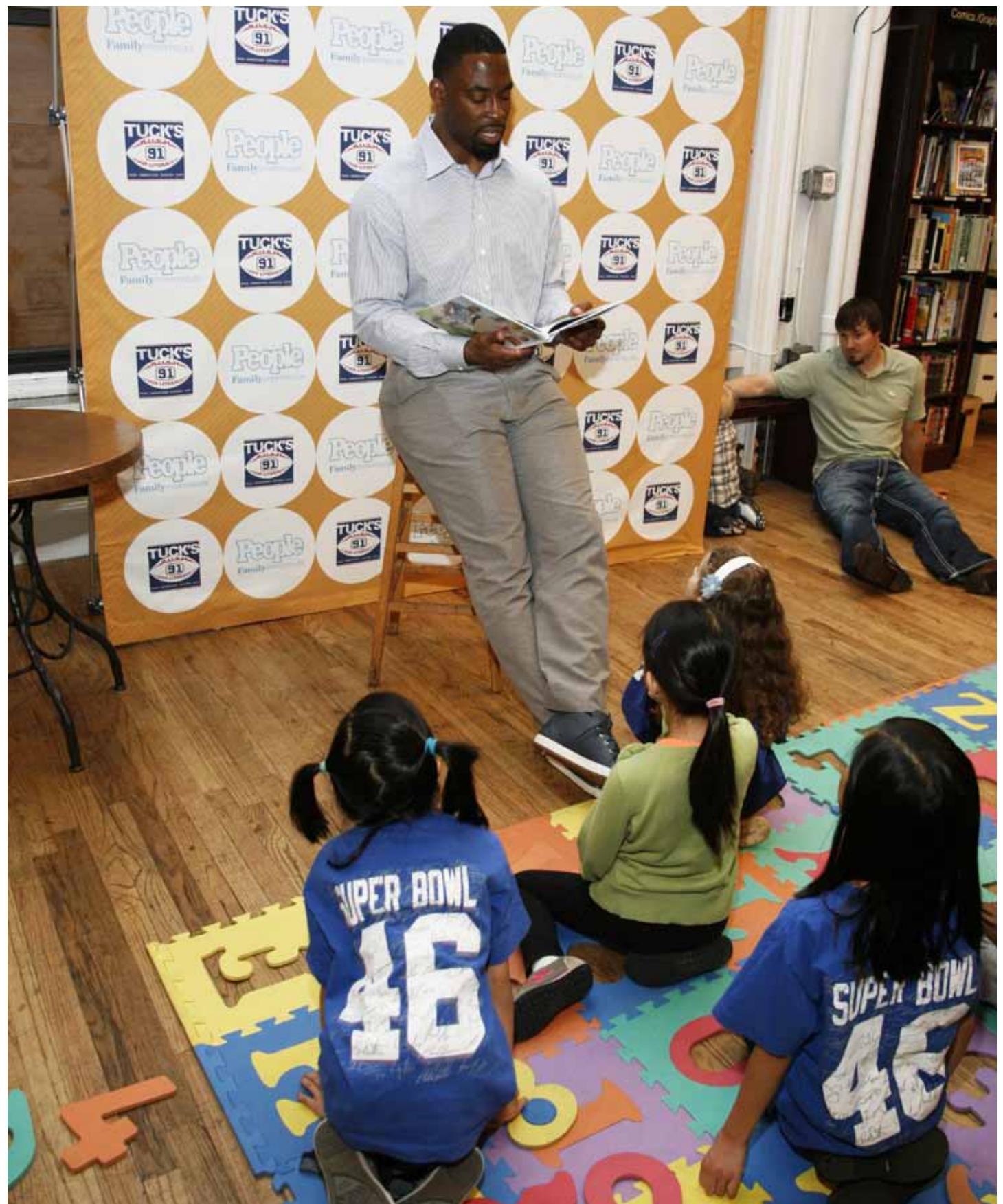
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**“QUOTE GOES HERE ALITA NATIUR, TENDEROVIT
RE POS IPSA VENIS SIN PLAUT ES QUAM FACIET
ILLUPTATEM EXPEDIGNIM QUI TEM”**

What cancer changes, camp sets right.



CAMP
OOCH

A camp where kids with cancer
can just be kids.

Because many kids can't make it to our camp in Muskoka,
we're bringing Ooch to Bathurst & College.

f Help Ooch help kids. Go to facebook.com/CampOoch

Media generously donated by
 BATHURST & COLLEGE



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LOWE CAMPBELL EWALD RETURNING TO ITS ROOTS: NEW SPACE IN THE AGE OF SUSTAINABILITY

By NEEDINFORMATION | NEEDINFORMATION | Lowe Campbell Ewald

Detroit, a city once synonymous with decay and decline, is making a comeback — in a big way. Booming with creative talent and entrepreneurial spirit, Detroit has become an incubator for technology and innovation. And Lowe Campbell Ewald is at the forefront of the city's growth and revitalization.

After 35 years in Warren, Michigan, the agency will move its headquarters to Detroit in January 2014. Relocating to the heart of the city's sports and entertainment district, the agency's new home will be in a former department store warehouse built in the 1920s and incorporated into the design of Ford Field (home to the Detroit Lions) in 2002.

The 122,000-square-foot space will combine the building's original charm, with a modern, industrial design concept — a look and feel that is emblematic of a city known for grit, determination and resilience, and captures that same essence of Lowe Campbell Ewald's culture. The new digs will uniquely blend the old with the new and integrate eco-friendly

and sustainable strategies along the way.

The open-office environment will feature exposed brick, steel and cement. Every inch has been well thought out to maximize functionality. Windowsills provide collaborative seating areas. Walls and glass partitions will double as pinnable and writable surfaces. A multi-purpose atrium includes multi-level platforms to serve as bleachers for town hall meetings. And open collaborative areas will feature multi-media plug-and-play stations.

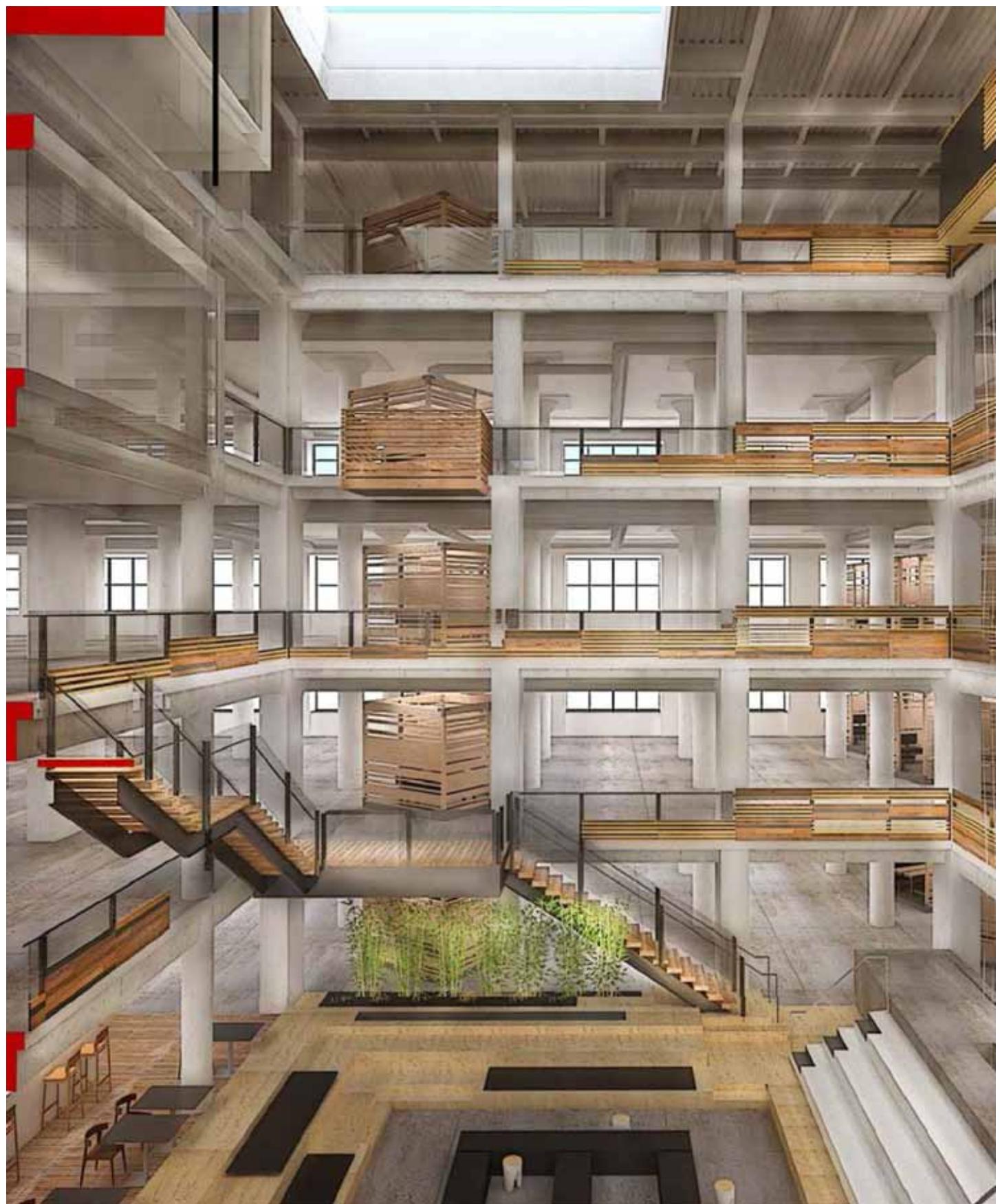
The "natural building" design concept includes the use of reclaimed wood from old barns from the east coast of Michigan; a ceiling soffit made out of the agency's brass print plates featuring work from the 1940s-1980s; partitions made from old wooden doors collected from around the Detroit area; and oversized work counters made of recycled palettes and concrete.

Green practices and the latest technology solutions were a careful consideration in product choices. The carpet has

20% pre-consumer/11% post-consumer recycled content for an NSF-140 Platinum certification. The carpet cushion is manufactured with underscore environmentally sustainable backing and is certified NSF-140 Gold with 31% pre-consumer recycled content. Tectum panels meet various LEED credits and use wood that is FSC and SFI certified.

Workstations are manufactured with FSC certified components (no PVC or fiber-glass) and are Level 3 certified by ANSI/BIFMA. Materials include 13.13% post-consumer/47.7% post-industrial recycled content, recycled steel and aluminum, recovered particleboard, and VOC-free adhesives. Chairs are also eco-friendly with recycled content and environmental fabrics, and are GREENGUARD® and SMaRT® certified. Nearly all of the furniture products are manufactured in the agency's home state of Michigan.

Energy efficient solutions include a variable air volume mechanical system with fan powered perimeter boxes allowing





ing efficiencies to be gained from the variable speed fan, heat generated from the fan powered boxes, and the ability to turn off the system when the space is unoccupied. And most lighting will be state-of-the-art LED with energy efficient controls.

This move marks a significant milestone in the agency's 102-year history. Lowe Campbell Ewald was founded in Detroit

in February 1911 and spent 65 years there before moving to Warren. After more than three decades, the agency is returning to its roots, contributing to the city's rebirth, and positively redefining its environmental impact along the way.

“ENERGY EFFICIENT SOLUTIONS INCLUDE A VARIABLE AIR VOLUME MECHANICAL SYSTEM WITH FAN POWERED PERIMETER BOXES ALLOWING EFFICIENCIES TO BE GAINED FROM THE VARIABLE SPEED FAN, HEAT GENERATED FROM THE FAN POWERED BOXES, AND THE ABILITY TO TURN OFF THE SYSTEM WHEN THE SPACE IS UNOCCUPIED. AND MOST LIGHTING WILL BE STATE-OF-THE-ART LED WITH ENERGY EFFICIENT CONTROLS.”

“Today I’m gonna

DIRTY UP

the sidewalk, start

A FIRE

and end up in a dog’s

STOMACH.

Litter is bad. Really bad. It pollutes our environment, reduces property values, harms people and kills wildlife. Let's clean it up for good.
Learn how at keepoaklandbeautiful.com



ONLY





SMOKEY THE BEAR HISTORY TITLE GOES HERE

By NEEDINFORMATION | NEEDINFORMATION | NEEDINFORMATION

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Photographs by Jane Doe

 Pro Bono



1944
THE AD COUNCIL AND THE FOREST SERVICE INTRODUCED A BEAR AS THE CAMPAIGN SYMBOL



1940

1950

1960

1970

1942

THE BEGINNING OF SMOKEY THE BEAR

1947

THE CAMPAIGN'S ORIGINAL ORIGINAL CATCH PHRASE WAS CHANGED FROM "SMOKEY SAYS - CARE WILL PREVENT 9 OUT OF 10 FOREST FIRES." TO "REMEMBER... ONLY YOU CAN PREVENT FOREST FIRES."

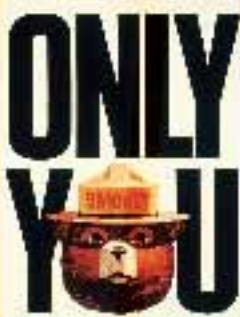
1944

FOOTE GONE & REIDING WAS THE VOLUNTEER AD AGENCY THAT CREATED THE ADVERTISING FOR SMOKEY THE BEAR

1956



1970-80



THE STORY OF SMOKEY.

1968



2000

AFTER THE OUTBREAK OF
WILDFIRES, THE CAMPAIGN'S
FOCUS SHIFTED FROM CHILDREN
TO ADULTS AND MOVED FROM
THE SLOGAN, "REMEMBER...
ONLY YOU CAN PREVENT FOREST
FIRES," TO "ONLY YOU CAN
PREVENT WILDFIRES."

2003

FCB BROUGHT SMOKEY AND HIS
FAMOUS SLOGAN, "ONLY YOU
CAN PREVENT WILDFIRES," BACK
INTO ADVERTISING

2011

ONLY
YOU
CAN PREVENT
WILDFIRES.
SMOKEY BEAR



1980

1990

2000

2010

2008

DRAFTFCB AND THE AD COUNCIL
INTRODUCED THE 'GET YOUR
SMOKEY ON' CAMPAIGN.
IT'S THE FIRST TIME IN SMOKEY'S
64-YEAR HISTORY THAT WE WAS
BROUGHT TO LIFE THROUGH
COMPUTER-GENERATED IMAGERY.

2013

THE AD COUNCIL AND DRAFTFCB WILL GIVE
SMOKEY THE BEAR A NEW LOOK. THE NEW TV,
RADIO, AND PRINT PSAs WILL INTEGRATE
MORE EDUCATIONAL OPPORTUNITIES ON HOW
TO PREVENT WILDFIRES.

BE THE START CAMPAIGN

By NEEDINFORMATION | NEEDINFORMATION | MRM Meteorite

#bethestart was born to bring a community of brands and organizations together to communicate positive and useful messages to the public in more ways than any single brand could do on their own. By bringing aspects of sustainable living to life and doing so in all sorts of ways, participating companies could help individuals get started with sustainability! The movement stretched across an entire month, recruiting over 40 brands and NGOs to get involved in this first-of-a-kind collaboration.

The nerve center of the campaign was the #bethestart hub, a calendar-styled landing page which took visitors to the “inspiration of the day,” either a Pinterest board or bespoke website. Participat-

ing brands and organizations ranged from M&S with their high profile national Shwopping scheme and The Big Lunch created by The Eden Project to the innovative B&Q Streetclub community.

With more than 40 brands and organizations on board within 31 days, #bethestart was a great success. It was the biggest UK campaign to-date that had Pinterest at its heart, and brought in on average 373 visits per day with over 9,790 unique visitors to the site. And on Saturday May 18th the site saw a peak of 1,512 visits!

Creative Credits

Dan Douglass, Executive Creative Director
Sam Bone, Creative Group Head and Senior Copywriter
Carl Knapper, Senior Art Director
Charles Townsend, Technical Illustrator

Most Popular Tips



Be the Start of a closer connection to nature



Be the Start of greener gardens



Be the Start of a Shwopping revolution



bethestart.org
#bethestart
May 2013

An initiative of

BUSINESS
IN THE
COMMUNITY



MAYO DRAFTFCB'S AWARD-WINNING BILLBOARD ANSWERS THE PRAYERS OF LIMA RESIDENTS

By Jennifer Comiteau | VP | Director of Content Creation | DraftFCB

The light-bulb moment came to Humberto Polar and his team at Mayo Draftfcb in Lima, Peru after they stopped thinking as admen and started thinking as engineers.

"Admen make ads," said Polar, VP/chief creative officer at the agency. "Engineers build cities. Engineers change the world. Peru needs engineers who can better the country and the University of Technology is the institution cul-

tivating the best future thinkers." So, Juan Donalisio and Alejandro Aponte repeatedly visited UTEC to interview professors. They spent hours looking for prototypes, plans, machines – anything that is part-and-parcel to engineers that would inspire them.

The duo listened intently as Jessica Rúas, Mónica Montesinos and Denisse Dianderas – UTEC's marketing troika – passionately

conveyed tidbits about the school's culture. Their enthusiasm was contagious. Donalisio and Aponte continually went back to professors until they found the ultimate conundrum upon which to fixate. They were fascinated by a weird phenomenon: in a country where the humidity is 98 percent, there is virtually no rainfall. "We Lima natives take that for granted," said Polar. "But, it's actually a very

Photographs by Jane Doe

 Sustainability



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"We Lima natives take that for granted," said Polar. "But, it's actually a very special feature of our town."

As luck would have it, agency staffers were friends with a man named Jose Zelada of Tunche Films and the owner of a machine called the AWG28L – manufactured by a Peruvian company called Water Solutions – that creates water out of thin air.

"This idea popped up from the experience we once had drinking a glass of water at his office," said Polar. "We researched everything about this machine. It's amazing, but small – surely not enough to generate more than 15 liters a day."

So, the games began. Working with experts, the team set out to make the machine work on a much grander scale.

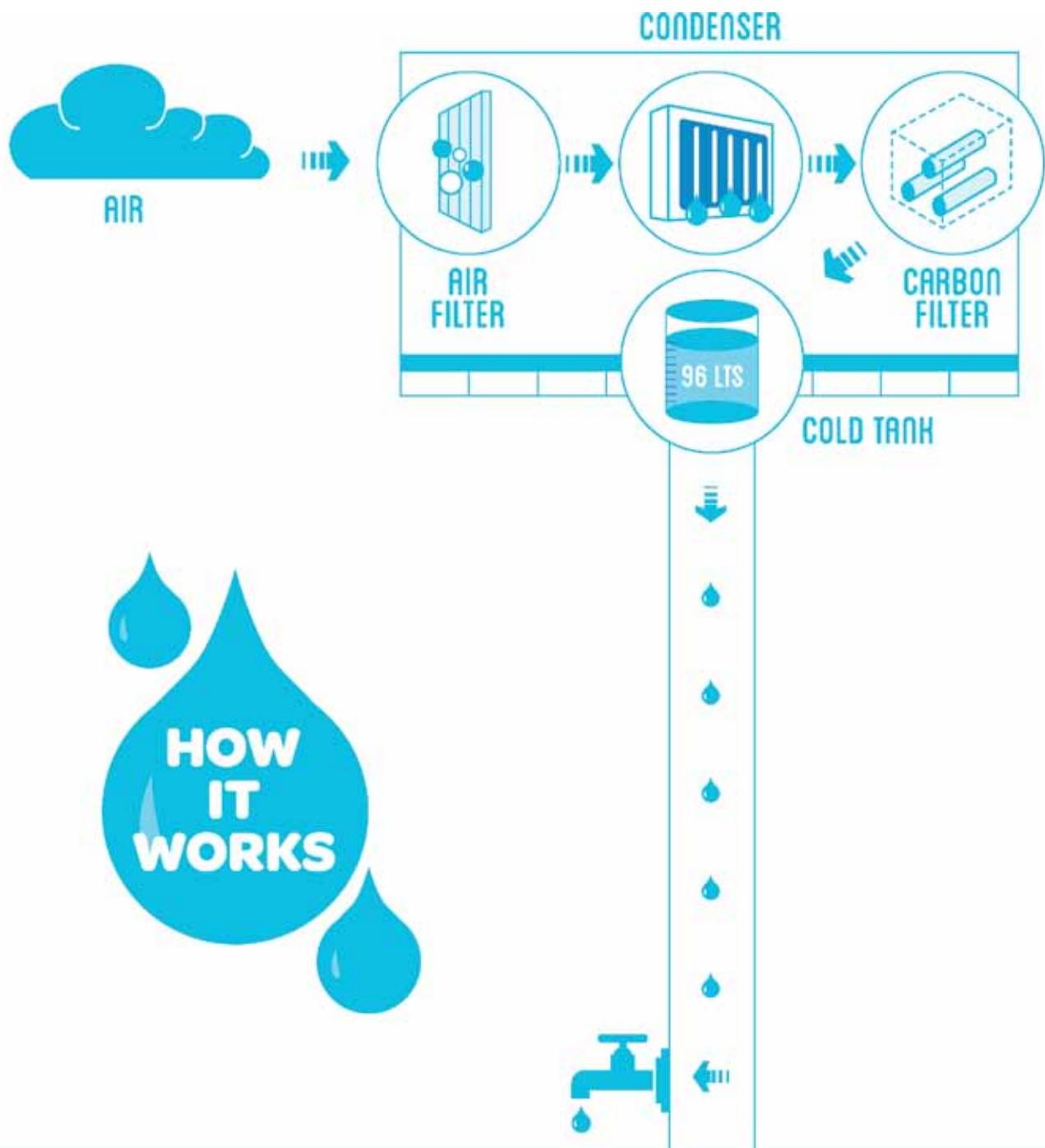
"We figured out how to do it," said Polar. "We worked with Mauricio Guillen and Rafael Plaza from Water Solutions in modifying the original machine to build a network of machines that could produce at least 100 liters of water per day that could be contained in a special billboard structure. It took six weeks

to assemble the whole thing and cost \$30,000 for a four-month site contract that included production." The contract was negotiated by IPG colleagues at BPN Peru with Clear Channel.

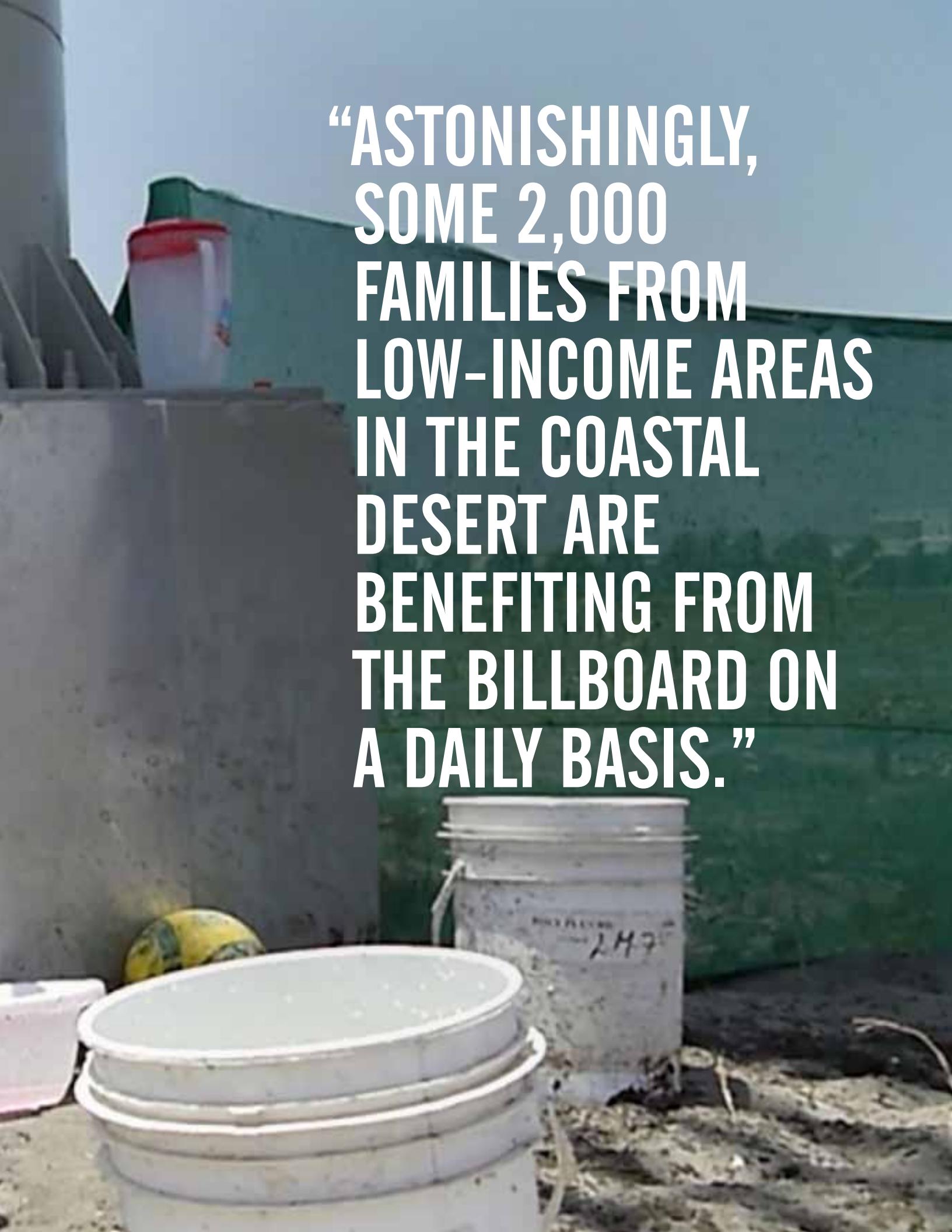
The results of the innovative billboard were priceless. The billboard provided more than 9,000 liters of drinking water from mid-December to March 4, the date of the school's admission exam.

Talk about a way to get students interested in attending UTEC! That was all the agency was charged with doing: boosting student registration for the first semester. Coming up with a unique creative idea that concretely demonstrated the power of engineering did that and more. It fulfilled the client mandate and offered relief to Lima residents beyond their wildest imaginations. The billboard has five water generators that through an electrical system and a reverse osmosis process convert atmospheric moisture into potable water. Each tank produces on average of 20 liters of liquid that are stored in one tank that purifies the water. The billboard is approximately 20 meters high (more than 65

"THEY WERE FASCINATED BY A WEIRD PHENOMENON: IN A COUNTRY WHERE THE HUMIDITY IS 98 PERCENT, THERE IS VIRTUALLY NO RAINFALL."





A photograph of a desert landscape under a clear blue sky. In the background, a large billboard stands prominently. The billboard displays a white text quote: "'ASTONISHINGLY, SOME 2,000 FAMILIES FROM LOW-INCOME AREAS IN THE COASTAL DESERT ARE BENEFITING FROM THE BILLBOARD ON A DAILY BASIS.'" In the foreground, there are several items on the ground: a white bucket, a grey metal can with the number '147' on it, a pink container, and a yellow and green ball.

**"ASTONISHINGLY,
SOME 2,000
FAMILIES FROM
LOW-INCOME AREAS
IN THE COASTAL
DESERT ARE
BENEFITING FROM
THE BILLBOARD ON
A DAILY BASIS."**

IBD CAN MAKE GROWING UP A REAL PAIN



It's hard to be a kid when you have Inflammatory Bowel Disease (IBD). Unpredictable flares can have you sitting out on all the fun. Chances are, you know one of the nearly 1 in 200 Americans who suffers from the debilitating pain and constant disruptions that come with Crohn's disease and ulcerative colitis. The physical and emotional toll can be devastating. The Crohn's & Colitis Foundation of America is committed to helping those with IBD cope and to finding a cure. So kids with IBD can get back to being kids again. People with IBD can't wait. Won't you help someone you know?

**CROHN'S & COLITIS
FOUNDATION OF AMERICA**

© 2013 Crohn's and Colitis Foundation of America

Visit **EscapeTheStall.com** today

Photo Title



feet) and located off the Panamericana Sur highway, a high traffic road that leads to the beach, at the 89.5 kilometer marker.

Due to the amazing impact of the billboard, UTEC decided to keep it for at least a year and might extend its lifespan. Clear Channel has donated the space and to date, the billboard has generated more than 16,000 liters of water. Astonishingly, some 2,000 families from low-income areas in the coastal desert are benefiting from the billboard on a daily basis.

Polar shared that schools from Bujama, the closest town to the billboard, make regular visits so the kids can admire it. Truck drivers stop to stock up on fresh water on their way to the south. "One lady declared to the news media that she had been praying to God for a solution to the water problem so the billboard must be God's

answer to her prayers," said Polar. "Even though I'm not a believer, a few weeks ago I drove one hour to the billboard. I filled an empty bottle and had a long sip of fresh water, thanking heaven (literally) for the good this has bought for all of us at the agency. And this was before Cannes."

And what a Cannes it was. At the 60th Cannes Lions International Festival of Creativity held in June in France, Mayo Draftfcb won five Lions for UTEC, four gold awards and one bronze. Two of the golds were in the media category; one was in promo and activation, the other in outdoor. The bronze was awarded in the direct category. The Lions contributed to a strong showing for Draftfcb parent company Interpublic Group at Cannes. IPG took home 37 Gold Lions, 35 Silver Lions and 41 Bronze Lions. Draftfcb won 35 of those Lions plus

one of IPG's six Grand Prix honors.

The Lions that accompanied Humberto and his posse to parties all over Cannes followed several other notable accolades. In May, Mayo Draftfcb won a gold Clio Award in the content and contact category. The shop was also the first Project Isaac Gravity Award winner at the Clios. Project Isaac honors inventive work in media, marketing, advertising and technology. When honoring the agency, Adweek editorial director James Cooper said: "Mayo Draftfcb's campaign not only successfully created buzz ahead of UTEC's student application period, but it also demonstrated to future innovators how creativity can contribute to a greater cause. Their outstanding work distinguishes the agency as an early champion of the inventor culture and deserves Project Isaac's top honor."

VARIETY WEEK

APRIL 20-27



CENTENE Corporation

Edward Jones

EMERSON

WELLA BARBER

World Wide Technology, Inc.

clearchannel
MEDIA & ENTERTAINMENT

FOX 2

KPLR 9

ST. LOUIS POST-DISPATCH

momentum



SANDY KNOCKED NEW YORK DOWN. STARS HELPED PICK IT BACK UP.

By Sean Lee | Associate Creative Director | Deutsch NY

Whoopi.

Edie.

Brooke.

Liv.

Al.

Bob.

The second floor event space at Tribeca Enterprises was buzzing with boldfaced names on a balmy mid-November morning. But there was one name at the forefront of it all. A name that was on everybody's

mind, and the very reason all these other names were gathering.

Sandy.

As in Superstorm Sandy, which in October 2012 was called Hurricane Sandy. And it was easy to see why. The storm, whose wind speeds reached 115 MPH, inflicted damage on New York, New Jersey, parts of Long Island and Connecticut that was unmistakably hurricane-

esque. And unprecedented.

Thousands of homes and businesses were destroyed. Widespread power outages. Fires. Tunnels collecting seawater. Underground parking garages so severely flooded that cars weren't just parked, they were floating.

The impact of the destruction was estimated at \$75 billion. It is now considered the third-costliest

Photographs by Jane Doe



hurricane the US has ever experienced. According to the National Oceanic and Atmospheric Administration, Sandy's pure kinetic energy for storm surge and wave destruction potential reached a 5.8 out of 6 on its kinetic energy scale. Hence those floating cars.

Just days after the storm, New York Governor Andrew Cuomo created the Empire State Relief Fund to help raise money for New Yorkers impacted by Sandy.

And then he called on New York-based ad agency Deutsch to help promote it, personally phoning the agency's chairman, Donny Deutsch..

The Governor's Office and Deutsch NY decided that iconic New Yorkers — people who had lived, acted, or even anchored a news desk in New York — would be the best fit to connect with viewers and persuade them to reach into their hearts (and wallets).

The Deutsch NY creative team—comprised of Group-Creative Director Paul Kekalos, Associate Creative Directors Sean Lee and Luke Huggett, as well as Executive Producer Greg Tharp—wanted to create TV spots that were more than just celebrities asking for money.

But that wasn't all.

"Once a news story disappears from the front pages, people tend to forget about it," Kekalos said. "We wanted to preempt that."

So all TV commercials, banners and print ads were anchored in a single thought: "The storm is behind us. But the damage is not."

Deutsch NY CEO Val DiFebo and Director of Creative Talent Katherine Moncrief were instrumental in pulling the huge operation together. So was Tribeca Enterprises CEO Jane Rosenthal. As a member of Empire State Relief Fund board of directors, she worked closely with the Governor's Office.

The Governor's Office took the lead in reaching out to the celebrities and coordinated their appearances. They included:

Robert De Niro	Matt Lauer
Al Pacino	Matthew Broderick
Michael J. Fox	Liv Tyler
Steve Buscemi	John McEnroe
Whoopi Goldberg	Julianna Margulies
Nathan Lane	Mary-Kate Olsen and
Amar'e Stoudemire	Ashley Olsen
Jennifer Connelly	Ed Burns
and Paul Bettany	David Hyde Pierce
Brooke Shields	Sandra Lee
Gabourey Sidibe	Edie Falco

"JUST DAYS AFTER THE STORM, NEW YORK GOVERNOR ANDREW CUOMO CREATED THE EMPIRE STATE RELIEF FUND TO HELP RAISE MONEY FOR NEW YORKERS IMPACTED BY SANDY. AND THEN HE CALLED ON NEW YORK-BASED AD AGENCY DEUTSCH TO HELP PROMOTE IT."



Photo Caption 1 | Photo Caption 2 | Photo Caption 1 | Photo Caption 2 | Photo Caption 1 | Photo Caption 2

**“ALL TV COMMERCIALS,
BANNERS AND PRINT
ADS WERE ANCHORED
IN A SINGLE THOUGHT:
‘THE STORM IS
BEHIND US. BUT THE
DAMAGE IS NOT.”**





Lining up all the stars fell primarily on Nancy Lefkowitz, Tribeca Enterprises VP of Talent Relations, and Rhoda Glickman, of the Governor's Film, Art and Cultural Development Office.

Deutsch NY reached out to renowned photographer and director Danny Clinch to shoot it. Clinch, who's known for his black-and-white portraits of rock stars like Bruce Springsteen, Johnny Cash, Eddie Vedder, and Tupac Shakur, had a personal reason for getting involved: his own Jersey Shore hometown of Toms River was leveled by the hurricane.

"It's Amazing to see people band together to help their communities and others," said Clinch. "Of course I was honored to

be a part of this project and it struck me how hard everyone worked on pulling this off – a project that could potentially be a few months in the making was done in a few days. Everyone we asked to work on the project immediately agreed to donate whatever service we were asking of them."

In all spots, the celebrities held 9x12 photographs of ruined homes or ravaged streets. Clinch shot them all against an old brick wall inside the Tribeca event space. He used minimal color and lighting. Where there was lighting, it was stark — creating high contrast.

"This is a home," Michael J. Fox said, holding one photo of a man gripping the back of his head as he

looked at a destroyed house.

Holding a different photo, of a different home, similarly destroyed, Nathan Lane said, "This home is where my heart is."

"My heart is in this home," Robert De Niro said.

According to the agency, what was impressive was how selfless all the participants were, from the celebrities and director to the crew, Governor's Office and finishing houses. The spots were edited at Rock Paper Scissors, music and audios were done at Butter, and they were finished at The Mill— all pro bono.

Shooting began with David Hyde



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Per[o]t

Museum of Nature and Science

Get ready to amaze your brain.

Photo Title



Pierce on Sunday morning, 9:35.

Most celebrities read through two or three scripts. Performances were as wide-ranging as the celebrities themselves.

Today Show host Matt Lauer, who was born in New York City and anchored WNBC-TV news, nailed each of his scripts in a single take.

Robert De Niro, who co-founded the Tribeca Film Festival to help jumpstart Lower Manhattan following 9/11, was eager to get involved. The transformation of De Niro off camera to De Niro on camera was nothing short of extraordinary. Off camera, De Niro was like any good

friend of yours. On camera, he was magnetic. His performance, like that of Al Pacino's, was so powerful that the agency considered cutting a 30-second spot featuring just De Niro in a single take.

The only glitch was that De Niro — like any classic New Yorker — talks with his hands. Which was problematic because the photo he was holding kept bobbing up and down distractingly.

De Niro was also the first subject to be interviewed by Katherine Moncrief for what became a 90-second, behind-the-scenes video featuring many of the celebrities. Starting with De Niro is no small task.

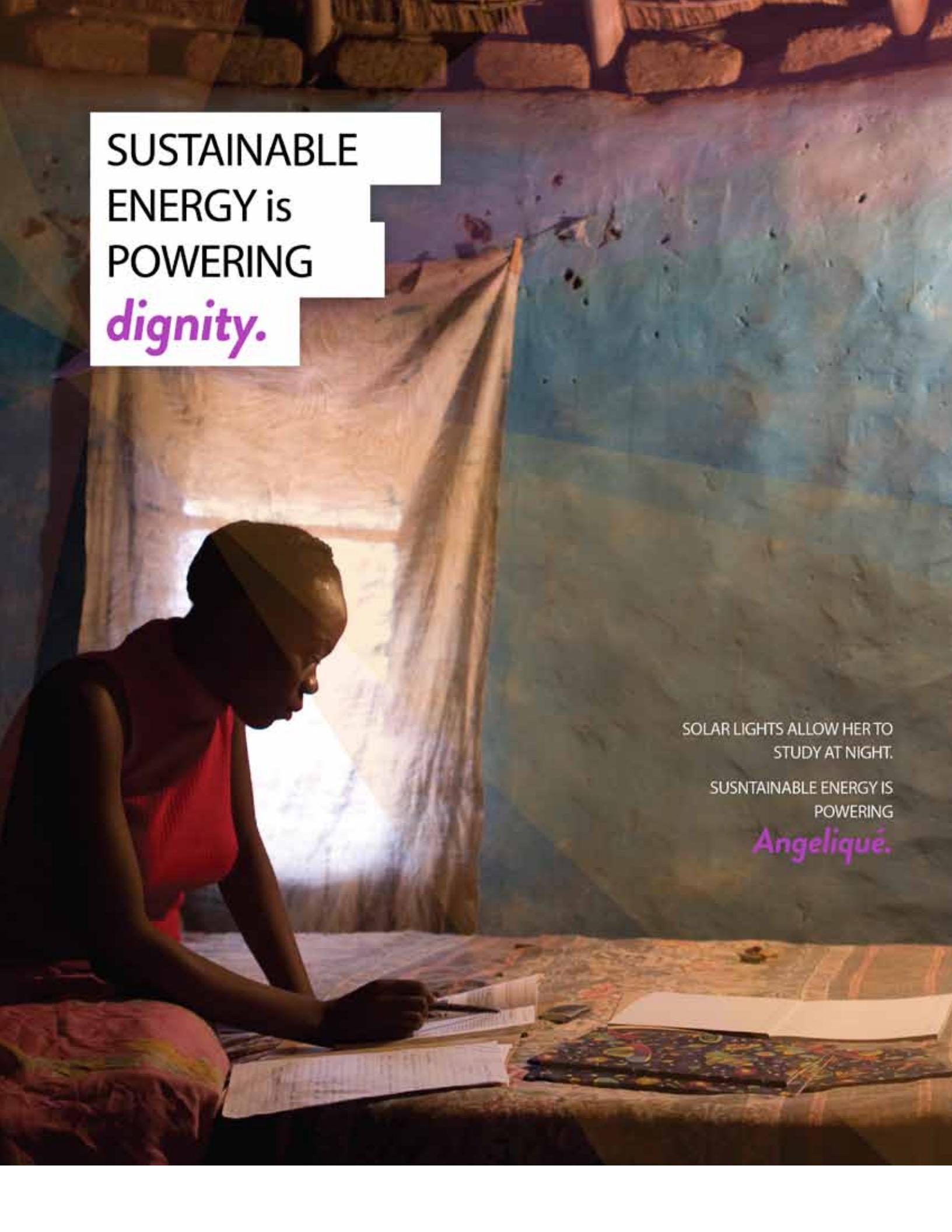
"He actually loosened me up for the rest of

the interviews," Moncrief said, "because I knew he would make me the most nervous. But when it came to a cause everyone could relate to, because we were all in it together, the conversation started to flow. We all just wanted to do all we could and that was the common mission/conversation."

The final celebrity to appear was Pacino, Manhattan-born and Bronx-raised. Anticipation for his arrival was building.

"Every street, every corner, has a memory," Pacino said, in the behind-the-scenes web film. "And that's how much I lived here. Because this was a city that helped me to survive."

As soon as Pacino entered the build-



SUSTAINABLE
ENERGY is
POWERING
dignity.

SOLAR LIGHTS ALLOW HER TO
STUDY AT NIGHT.

SUSNTAINABLE ENERGY IS
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Angelique.

ONE COMPANY'S APPROACH TO MAKING A DIFFERENCE

By NEEDINFORMATION | NEEDINFORMATION | Weber Shandwick

At Weber Shandwick, advancing sustainability and doing good are integral parts of our culture, business strategy and commitment to the future. To capture and share how our firm puts this mindset into action, earlier this year we issued our first corporate citizenship report. Here are some of the initiatives we highlight:

Going Green

In 2007, our London office became ISO-14001 certified. This prestigious and rigorous green certification allowed us to map out a framework for effective environmental management systems. Soon after, our U.S. offices became the first in our industry to become certified. These certifications led us down a path to developing a framework for managing and measuring long-term sustainability at Weber Shandwick, and sparked employee interest around the globe. Teams from around our network joined in making “going green” a collaborative effort, customizing environmental programs for their offices and regions. These initiatives take on many

forms, including providing new hires with reusable water bottles and shopping bags to educating employees about environmental activities and sharing tips through our award-winning social-sharing intranet.

We also decided to *voluntarily* pursue LEED certification from the U.S. Green Building Council for several of our offices, including Chicago, Boston and Washington, D.C. We intend to certify more offices in the years ahead, including our new LEED Gold certified New York headquarters, which we will be moving into this October. The combination of LEED and ISO certification created a synergy that amplified our sustainability efforts in both *how* and *where* we do business.

We didn’t stop there. We implemented a strong policy toward reducing the environmental footprint of our internal business units, focusing on four key areas: supplier relations, paper use, and energy use, waste and recycling.

We also looked at sustainability from a

client service standpoint and developed new core practices to help clients effectively communicate to key stakeholders about their environmental platforms. Our Social Impact practice advises clients on how to create advocacy about key social issues through communications, and our CleanTech practice promotes for clients the use of natural resources while achieving positive business results. Additionally, we are the agency partner for Business for Social Responsibility (BSR), a leading nonprofit consultancy that assists Fortune 500 companies in building best-in-class CSR and sustainability strategies.

Doing Good Now for the Future

We know that the most productive and authentic way to engage with our stakeholders in building a better future is by embracing our own core values. Building on our already established pro-bono program, we focused our initiative of “Making A Difference” for social good on three vital issues that are core to the work we do around our agency: Environment, Education and



Corporate Citizenship 2012



"WE KNOW THAT THE MOST PRODUCTIVE AND AUTHENTIC WAY TO ENGAGE WITH OUR STAKEHOLDERS IN BUILDING A BETTER FUTURE IS BY EMBRACING OUR OWN CORE VALUES."

PENNIES FOR LIFE

By Jeani Rodgers | Global Communications Director | Lowe and Partners

Nobel Prize winner Muhammad Yunus, who created the concept of micro-financing and micro-credit (these loans are given to entrepreneurs too poor to qualify for traditional bank loans) once said, "We have created a society that does not allow opportunities for (the poorest) to take care of themselves because we have denied them those opportunities." The MicroLoan Foundation is a charity that helps women in Africa to set up their own small businesses. They have an exemplary vision that we admire greatly at Lowe and Partners. Simply put, that vision is to help millions of people help themselves out of poverty by providing them with the opportunity to start small, self-sustainable businesses. Currently they have an established network of 21 branches in Malawi supported by over 130 local staff. Having built up a successful first operation there, they established a MicroLoan operation in Zambia, where, in May 2009, they made their first loans. MicroLoan values the impact that a small amount of money can have on the lives of the poor. They believe

in starting small. Carefully placed small steps lead to big change. Who could argue with that vision? More importantly how could we help? We wanted to actively participate in building awareness and drive donations and knew we had to do that in a new way that would have strong PR currency internationally as well as getting great play across social media.

Our first work for Microloan was called 'Pennies for Life' a 'first' in digital and interactive advertising and we are proud to say brought us the only Gold in mobile at Cannes Lions in 2012 won by any UK Agency. This win allowed us to draw further media attention to MicroLoan's amazing, dedicated work.

Here's what we did.

On a digital poster site which we constructed especially, we created unfinished portraits of African women, made up of pennies. First, we photographed five African women, as guides for the digital animators, and pennies of differing 'grades', for the 'coin por-

traits'. We then developed a 3D technique to replicate the realistic movement of falling pennies. In total, 65 separate particulate animation sequences were used to build the five final images. Then we created a jumbotron screen in central London. Then we invited people to complete each picture by texting a donation. As soon as it arrived, the money dropped into place on the screen. As soon as we had received enough donations to fund one business loan, all the donors were rewarded with an animation sequence that completed the portrait, and demonstrated how the money raised would help the woman to set up her new business.

Donors got a personal 'thank you' on the poster, and a credit on our microsite. The donor's name also appeared on the screen, with a personal 'thank you'.

And, from one poster site, in its first weekend, 21 women who had nothing now have their own small businesses.



Then the journey continued.

Each donor received a reply text inviting them to our campaign microsite, where they could view a live donation tracker and find their own credit in our ‘portrait gallery’, as well as seeing who else had contributed. They could also announce their donation by Twitter, Facebook and Google+, and invite their friends to take part.

The uniqueness of the campaign meant that people participated on multiple levels: actively sending text donations, watching the poster animation live, watching foot-

age posted overnight on YouTube, reading about the event in social media, and visiting the charity’s website.

“There’s an obvious irony in all this, apparently expensive state of the art technology helping people who have next to nothing. But we really did manage to do it for very little and raise money to make real projects happen. And then it’s a nice irony – a celebration of the circular process of how investment works and how helping each other work.”

**“WHO COULD ARGUE WITH THAT
VISION? MORE IMPORTANTLY, HOW
COULD WE HELP?”**

Technology. “Making A Difference” essentially encourages employees to partner with local nonprofits in their communities to collaboratively find solutions and to serve as advocates for causes they believe in.

For example, colleagues in our Minneapolis office partnered with College Possible on a pro-bono basis to help them scale from a local nonprofit to a nationwide organization that helps low-income students make it to college. By providing the non-profit with strategic expertise and creating an in-depth social media guidebook to help them manage their rapidly growing social media presence, we helped College Possible meet their goal of providing more educational opportunities for teens at risk.

Weber Shandwick in London has been working with Richard House Children’s Hospice, London’s first children’s hospice, on a pro-bono basis since October 2010, to launch its Harry’s Million campaign. Our traditional and social media

support we provided helped generate broader awareness and raised £1million over three years so Richard House could continue giving life-limited children the positive experiences they deserve.

In Singapore, Weber Shandwick supports World Wildlife Fund’s Earth Hour on a pro-bono basis and helped them launch the new “I Will if You Will” campaign that empowers individuals and communities to share their commitment to the planet. Such important partnerships have forged invaluable relationships between our employees and their communities.

Fostering Diversity and Inclusiveness

We’re also extremely focused on attracting the best talent and driving diversity initiatives to make the world a better place now and for the long-term. In the U.S., our Diversity and Inclusion (D&I) community shares best practices through regularly scheduled conference calls and

a variety of additional communications. National D&I training has been a core component of this initiative as well as working closely with IPG’s MERGE affinity groups. We are also proud to have been the recipients of two Diversity Distinction in PR honors from the Council of Public Relations Firms and *PRWeek*.

“SUSTAINABILITY IS ABOUT POSITIVELY IMPACTING THE WORLD – NOW, AND FOR FUTURE GENERATIONS TO COME. AT WEBER SHANDWICK, WE ARE INSPIRED BY THE OPPORTUNITY SET BEFORE US AND THE CHALLENGE TO LIVE UP TO OUR PART IN CREATING A BETTER, MORE SUSTAINABLE, COLLABORATIVE AND INCLUSIVE WORLD.”



Giving hope not handouts

**Every donation we receive is
loaned over and over again.**

Lending money to some of the poorest women in Africa to start their own businesses.
To donate text MICRO to 70270.



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WHAT DO BEAR SPRAY AND CONTENT STRATEGY HAVE IN COMMON?

THE McCANN NATURE VALLEY TEAM FOUND OUT LAST YEAR

By NEEDINFORMATION | NEEDINFORMATION | McCann

When the top executives at General Mills challenged their agency partners to bring them big, bold, experimental ideas for their brands, we had no idea that dabbling in ‘branded content’ would suddenly have us learning the finer points of environmental impact, hydration strategies and, yes, bear repellent.

We delved into the icon granola bar brand and, in no time, honed in on one of the lesser known but

highly relevant brand assets, a partnership with the National Parks Conservation Association. That’s where we saw an opportunity.

Understanding that people like brands that believe in the same things they do, and that enjoying and preserving nature is a value we share with many of our current (and hopefully future) consumers, McCann team Mat Bisher and Jason Schmall proposed creating a

very lightly branded platform that would be part entertainment, part utility, where people could virtually hike backwoods trails in the Grand Canyon, Yellowstone and the Great Smokey Mountains.

Why not take Nature Valley’s brand purpose of ‘enjoy nature’ and allow everyone—no matter where they are—to enjoy some of the most beautiful parts of nature found in our national parks?

Photographs by Jane Doe

 Sustainability

GE PARK



“QUOTE GOES
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Night Scape

Sequoia

NAN (LAT) / NAN (LONG) / 1000 FT (ELEV)

Pear Lake is an ideal spot for an overnight backpacking trip, as this nightscape reveals. With the closest city over 60 miles away, the stars can shine brightly in the absence of light pollution. To capture this awe-inspiring panorama, a camera with a wider ISO range was used, providing the ability to shoot in varied light conditions – even the glow of the night's sky.

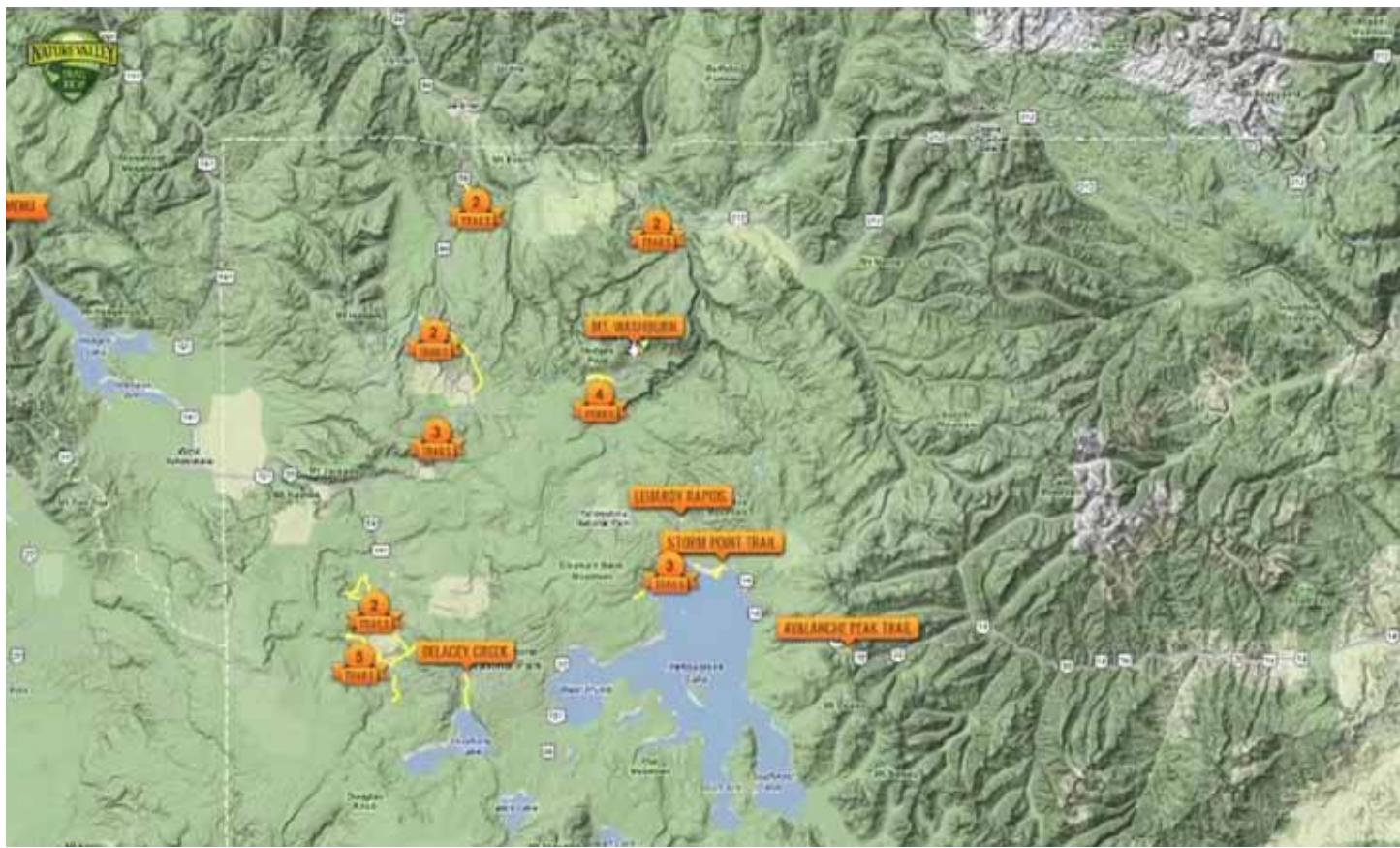


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The idea for Nature Valley Trail View was born.

Two very important factors allowed it to get made. One, once General Mills top brass chose the ‘bold’ ideas to pursue, they didn’t test the winning ideas. Rather, they stepped back and allowed the agency to create the work and then go straight to market. And two, the ideas were properly funded from the top level of the company, relieving the individual brand teams of the burden of funding ‘experimental’ work from their increasingly tight budgets. And that’s not easy.

Many people believe experimental work should also be cheap, particularly when deployed on existing free platforms (Facebook, Twitter, etc). But in real-

ity, if you’re not paying for people to see something, they’re going to have to *want* to see it. And frankly, getting someone to want to see something...that’s not cheap, unless it’s a wardrobe malfunction.

Having our idea chosen as a winner was one thing; actually making it was quite another. Our integrated production team had to bring together people from all walks of life—from hardcore hikers to high-tech designers. Months of discovery, permitting and—much to the creative team’s dismay—physical training were required.

Early on, we found a company NAME? that had innovated a backpack unit that could emulate Google’s Street View 360-degree capturing capabilities. (Google’s proprietary camera is very large and housed in a

car—we would obviously need something more trail friendly). Given this was a preservation effort at its core, it was extremely important to be fully authentic and have zero impact on the environment when inside the parks—making the backpack camera a crucial part of the equation. It was rather heavy and tricky to use, so the next big part of the equation became finding someone who could carry it a few hundred miles without dying (which immediately disqualified all agency people). Our superhuman cameraman Brandon LAST-NAME walked incredibly precarious, technically-challenging trails while carrying 70 lbs of equipment in extreme heat.

Between July and September of 2012, a hybrid team of agency, production and professional hikers covered 333 miles,



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LEY

N (LONG) / 1000 FT (ELEV)

The Giant Sequoia tree was one of the first trees to be protected in the park. It is when establishing the park in 1890 that more than 8,000 sequoias stand within the boundaries of the park. Visiting the forest of Sequoia National Park, and seeing them is a breathtaking and almost overwhelming experience. After you have seen the panorama, jump over to the visitor center on the General Sherman Tree Trail to learn more about the park's ecology and get a closer look at Sequoia biology.

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Photo Title



carrying HOW many? pounds of equipment, beef jerky, peanut butter sandwiches, water and bear repellent.

That was followed by months of stitching together the images and building the actual platform by the immaculate (design company?), Your Majesty.

At SXSW in 2012, we introduced Nature Valley Trail View—the first digital plat-

form to let people virtually hike national park trails in the Grand Canyon, Yellowstone and Great Smokey Mountains. Using Street View-style technology, the platform allows users to leave the street and head into our national parks, for breathtaking 360 views of some of the most beautiful and remote places in the U.S.

In all, the process took a year from inception to launch. And now that the founda-

tion is built, it can continue to grow and evolve year after year, adding capabilities and uses. In 2.0 we enabled users to sign up for physical preservation projects within the parks, and in the future, it can stretch to fundraising initiatives through social media, in-classroom uses, travel and more. The possibilities are endless.

Having garnered _____MM worth of media mentions, two gold Lions in Cannes

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**IN OUR LIFETIME THERE
MAY BE MORE FISHING BOATS
THAN FISH IN OUR OCEANS**

UNLESS WE ACT NOW

In the last 50 years we have devastated approximately 90% of large fish stocks in the world's oceans. We have a small window of opportunity to save the last 10%, before they are pushed to extinction. Half the plunder of our seas – visit www.wwf.org.za





THE BEAUTIFUL

GRAND CANYON

National Park

ABOUT

EXPLORE THE GRAND CANYON

“QUOTE GOES HERE. NAM
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PEOPLE AND PLACES

By NEEDINFORMATION | NEEDINFORMATION | IPG

Inclusion Awards 2012

The IPG Inclusion Awards were created as a celebration of the measurable progress, excellence and commitment of individual employees and agencies. In 2012, nine award categories recognized the initiative and success of programs and personal efforts toward creating a diverse and inclusive environment. Thirteen IPG agencies were awarded during the live ceremony on July

31, 2012 that was also viewed in multiple cities across the United States. The awards included Community Partnership Award, Inclusive Talent Cultivation, Communication and Education Initiative, Agency Champion of Inclusion, Individual Champion of Inclusion, Inclusive Marketing Initiative of the Year, Multicultural Agency/Practice of the Year, Chief Diversity Officer/Human Resources Leader of the Year, and

Most Inclusive Climate Award.

Award Recipients

McCann "Ad Lab"- Community Partnership (Silver)
Deutsch- Community Partnership Award (Gold)
Weber Shandwick- Inclusive Talent Cultivation Award (Silver)
ID Media- Inclusive Talent Cultivation Award (Gold)
McCann Erickson NY- Inclusive Talent Cultivation Award (Gold)

Photographs by NEEDINFORMATION



DIVERSITY + Inclusion



Top left: Al Madrigal (Host), Zandra Zuno (Executive Director and Practice Leader, Multicultural, GolinHarris) Laura Bach-y-Rita (Global Business Operations Manager, ORION Trading)

Bottom left: Michael Roth (CEO, Michael Roth)

Top right: _____

Bottom Right: Bonnie Ott (Account Director, Jack Morton), Nicole Cramer (SVP, Chief Creativity Catalyst and Chief of Staff, McCann Worldgroup)

(Inclusion Awards continued)

Octagon- Inclusive Marketing Initiative of the Year

Octagon Access- Multicultural Agency/Practice of the Year

Octagon - Communication And Education Award (Gold)

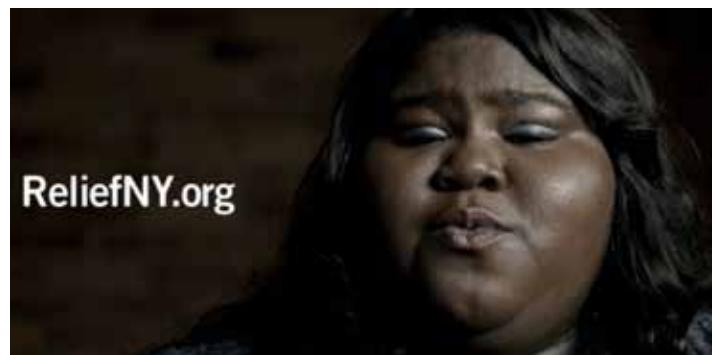
Campbell Ewald- Communication And Education Award (Gold)

ORION Holdings- Inclusive Climate Award

ORION Holdings- Dana Commandatore- Individual Champion of Inclusion Award

Keisha Vaughn- Chief Diversity Officer of the Year

Draftfcb- Agency Champion of Inclusion Award



Top left: Al Madrigal (Host), Zandra Zuno (Executive Director and Practice Leader, Multicultural, GolinHarris) Laura Bach-y-Rita (Global Business Operations Manager, ORION Trading)

Bottom right: Michael Roth (CEO, Michael Roth)

Top right: Jeff Yang (Columnist, The Wall Street Journal), Ted Kim (President/CEO, MNET America), Michelle Park (Co-Host, MSG Network's Please Dress Accordingly)

Bottom Right: Betty Lo, VP of Public Affairs, Nielsen

Asian Heritage Group (AHG)

Mission: The Asian Heritage Group's (AHG) mission is to promote the professional and personal development of IPG's Asian employees. We accomplish this, in part, by building connections to link Asian employees with each other, by presenting programs that enhance careers and by increasing awareness of issues and opportunities related to cultural, social and economic diversity.

Lunch with an Executive with Devika Bulchandani

The Lunch with an Executive series provides IPG employees with the opportunity to meet and learn from senior management from various agencies. This lunchtime series provides group mentoring from top professionals. AHG began their year with Devika Bulchandani, Chief Strategy Officer of McCannXBC (ExtraBoldCon-

**“OUR CLIENTS ARE GENERALS, COLONELS AND CAPTAINS
WHO BELIEVE THAT ONE DEMOBILIZED GUERILLA MEANS
ONE LESS ENEMY TO FIGHT.”**



densed) and Global Brands. Devika shared her career path, challenges she has faced, her personal work-life balance and important advice on building a successful career at IPG.

Black Employee Network (BEN)

Mission: The Black Employee Network (BEN) strives to facilitate the success of IPG's Black employees by enriching their professional lives, creating connections, promoting environments that welcome, value and leverage our diversity and by contributing to our communities. Our activities seek to drive results and contrib-

ute to the business success of our agencies.

Black Music Month: Who Stole the Soul?

In honor of Black Music Month, BEN hosted a panel discussion event with advertising and music executives including Shante Bacon, CEO & Founder 135th Street Agency; Rashidi Hendrix, President/Producer, Bankstone Entertainment; Adrian Hilton, Freelance Creative Director, BET; Dara Marshall, VP Director Business Lead, Momentum Worldwide; Andre Torres, Editor in Chief, Wax Poetics; Lynn M. Scott, VP Marketing, Universal Republic Records and was moderated by Michaela Angels Davis, Image Activist, Writer, and Conversationalist. The panel focused



on the changes in black music over the years and its effects on the advertising industry. The evening also featured a special performance by American Idol star Jordin Sparks along with a sneak peek of her movie "Sparkle."

IPGLBT

Mission: IPGLBT is centered on making IPG and its operating companies an employer of choice for the GLBT population. We work to ensure that IPG policies and practices are inclusive of our GLBT employees; we help our companies attract and retain GLBT talent; and we act as a resource for clients to help them

develop loyal GLBT consumers.

Additionally, as an open group, we work with our allies to educate and inform all employees about issues facing the GLBT community. While delivering on this broad agenda, we look to build a tight-knit community of professionals who support each other through networking, career development and camaraderie.

The Bully Project

In honor of Pride Month, IPGLBT held a special screening of the documentary *Bully*. *Bully* is an award winning documentary that illuminates the issues of peer-to-peer bullying in schools across



The POWER of WE **United Way** 

AD CREDITS

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