

Transforming the Future



dentsu AEGIS
network

dentsu

Our contribution to the Global Goals in 2016

COMMON
GROUND

SUSTAINABLE
DEVELOPMENT
GOALS

Transforming the Future

Ensuring healthy lives and promoting well-being at all ages is essential to sustainable development.

Major progress has been made in the last 15 years since the introduction of the Millennium Development Goals.

But more action is needed to eradicate all diseases and address many persistent health issues.

Dentsu and Dentsu Aegis Network have worked with the United Nations and leading health partners in 2016 to help tackle the world's health challenges – as well as many other global goals.

Find out more in this booklet how Dentsu, Dentsu Aegis Network, its people, its agencies and its clients and partners have collaborated to transform the future.



Campaign:
Gym's Everywhere by Carat
Colombia & Middle East for
Reebok

The Global Goals

Building on the success of the Millennium Development Goals (2000 - 2015), the United Nations launched the 2030 Agenda for Sustainable Development in September 2015. With 17 Sustainable Development Goals (SDGs) at its core, the Agenda seeks to end poverty, reduce inequality and tackle climate change between now and 2030.

The SDGs (or "Global Goals") are universal, integrated and transformative, touching on all elements for sustainable development in the developed and emerging world. They rely on government, business and civil society to work together to achieve them.



Common Ground

In June 2016, Dentsu and Dentsu Aegis Network helped launch Common Ground, a collaborative initiative between the six largest advertising and marketing services groups.

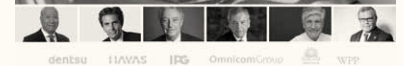
Its goal is to harness the creativity and influence of the advertising and marketing community to tackle the Global Goals.

Guided by the United Nations, Dentsu and Dentsu Aegis Network selected the theme of “health” as part of Common Ground.

As United Nations Secretary-General Ban Ki-moon said at the launch: “Today, the communications industry is taking a historic, first-of-its-kind step to beat poverty, injustice and inequality. The six biggest communications businesses in the world have risen to what some may have said was an impossible test: they have agreed to put their differences aside in support of a joint unique and exciting initiative to advance the 2030 Agenda for Sustainable Development and the SDGs.”



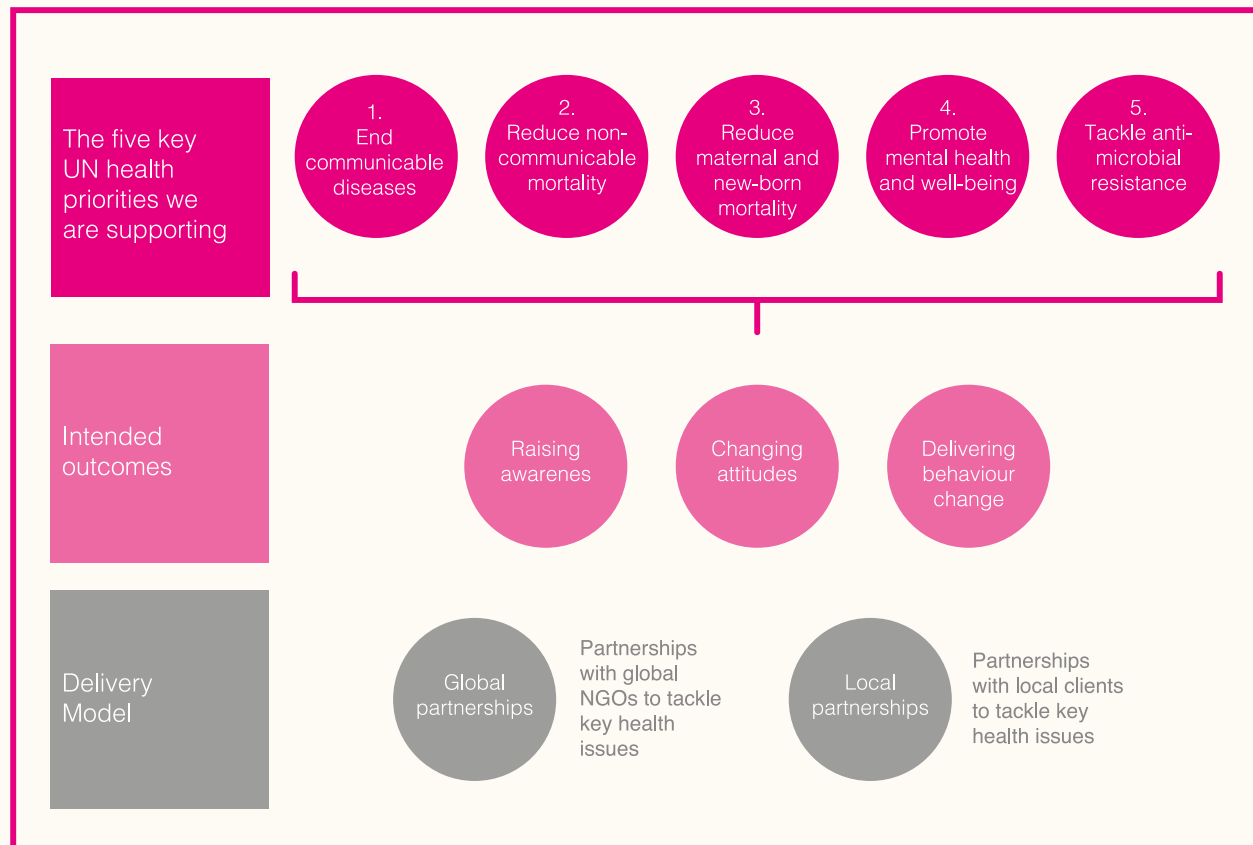
Former President and CEO
Tadishi Ishii speaking at launch
of Common Ground in Cannes
(France) in June 2016.



Our approach

After extensive stakeholder consultation we developed an approach that uses the strength of our unique operating model to innovate the way brands are built in the health space.

Since its mid-year launch, we delivered a total of 22 campaigns with local clients and charitable organisations, some of which are profiled on the pages to follow.





Campaign:
The Heart Attack Act by Barnes,
Catmur & Friends Dentsu for the
New Zealand Heart Foundation

Campaign: Shared heartbeats

Dentsu Aegis Network agency:
isobar Hungary

Client: **T-Mobile**

Bringing parents and their children closer together is important for new borns development. This technology could be used in regions of the world with high infant mortality rates to promote better well-being amongst infants, with the comfort of sensing their mother close at all times.

This campaign in Hungary helped mothers connect with their young children through mobile-enabled digital technology. Wearing a mobile watch, an app could relay the mother's heartbeat through a specially designed and launched doll to soothe the baby.



Shared heartbeats



SHARED HEARTBEATS

POWERED BY 



design by *manba*



MOTHER'S PULSE DETECTION



LOW ENERGY BLUETOOTH CONNECTION



BLUETOOTH SPEAKER



MOTHER'S HEARTBEAT SOUND



PEACEFULLY SLEEPING BABY

Results and awards



Cresta Award
2016



Golden Drum
Award 2016



Golden
Hammer Award
2016

100%
ad favourability for
T-Mobile

600+
downloads in
Hungary

\$100,000
in press coverage

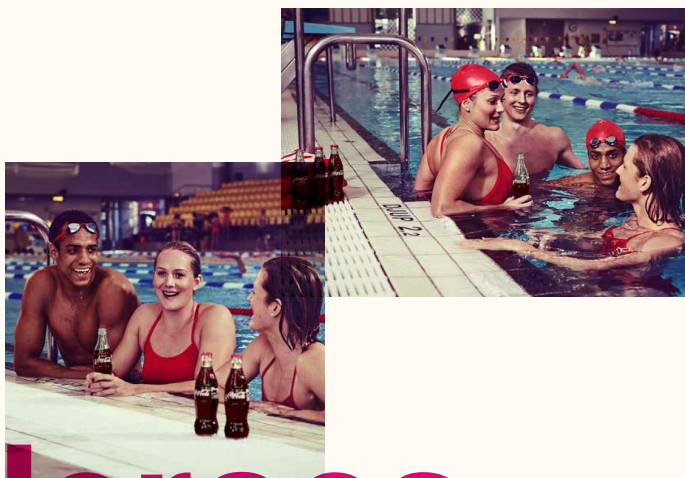
Campaign: Swim Heroes

Dentsu Aegis Network agency:
isobar & Carat Sweden

Client: Coca-Cola Company

Keeping health and well is the result of regular exercise such as swimming. This helps tackle non-communicable diseases such as diabetes and cancer. How can a brand encourage exercise, from the beginner to the international level?"

Coca-Cola was one of the main sponsors of the 2016 Olympics in Rio. They are also a force behind the initiative "Simma Sverige". "Swim heroes of the summer" celebrates both the athletes chasing medals in Rio as well as those who were learning to swim back in Sweden during the summer. A key ingredient was the collaboration with publicly loved Swedish sports journalist Jonas Karlsson. Together with him we produced films where Swedish Olympic swimmers talked about how they started to swim.



Swim Heroes



Results and awards

4.2%
Sales increase

Doubled
visits to simmasverige.se

9%
Brand love increase

20%
view through rate
video

50,000
new swimmers in
Sweden

Campaign: Healthy Lungs

Dentsu Aegis Network agency:
MKTG Urban Partnerships
United Kingdom

Client: European Respiratory
Society

Respiratory diseases are an increasingly important element of non-communicable diseases in the United Kingdom, particularly as a result of air pollution inside and outside the home.

MKTG Urban Partnerships were commissioned to create a legacy event, which would support the European Respiratory Society's annual medical congress. Three giant 'clean air bubbles' were built on Trafalgar Square, where healthcare professionals delivered 3,500 lung function checks and provided personalised, respiratory advice. They also amplified the campaign with smaller events in six additional London boroughs, suffering from the poorest air quality.



Healthy Lungs



Results and awards

3,500

people had their
lungs checked

Reach

£26 million

TV and Radio

£11 million

Print

£1 billion

Online

Campaign:
The Mosquito Killer Billboard

Dentsu Aegis Network agency:
NBS and Posterscope Brazil

One of the goal targets in SDG 3 Good health and well-being focuses on “neglected tropical diseases”. Zika is one of them and in 2016 hit the headlines with the World Health Organisation calling it “a global emergency”.

To try and solve this problem, especially during the Olympic and Paralympic Games in Brazil in the summer of 2016, NBS and Posterscope Brazil created the Mosquito Killer Billboard. An out-of-home billboard equipped with technology that attracts and kills the Aedes Aegypti mosquito, which transmits Zika. Hundreds of mosquitos were captured on a daily basis by the billboards.

Mosquito Killer Billboard



Results and awards



Festival of
Media LATAM



Katerva Awards



Cannes Lions



Clio Awards



El Ojo de
Iberoamerica



Adweek Project
Isaac



Adstar

Campaign: Gym is Everywhere

Dentsu Aegis Network agency:

Carat Colombia

Client: Reebok

Lack of exercise on a regular basis is the most influential factor on a range of conditions, including non-communicable diseases. This case shows you don't need an expensive gym membership to get fit.

Reebok is a once loved fitness brand that has been reinventing itself over the past few years with a Cross Fit affiliation, and the global Be More Human campaign. But how do you make fitness fanatics feel more human in a digital world? Reebok looked to engage with its FitGen audience using an innovative and fun way to converge technology and fitness. We launched a high impact digital campaign across Facebook, Instagram, Programmatic and YouTube. With a customized microsite, we invited people to share their fitness stories from around their cities with #GymIsEverywhere.



Gym is Everywhere

GYM IS EVERYWHERE

BRIEF

Reebok looked to engage with its FitGen audience in a new and exciting way to break through the clutter, increasing Reebok brand awareness in the region by creating buzz around the Gym is Everywhere campaign.

EXECUTION

We launched a high impact digital with a customized microsite, we invited people to share their fitness stories from around their cities with #GymsEverywhere using hero influencer films to launch the campaign and get people moving.

RESULTS

This campaign issued a wake-up call for city residents inviting them to open their doors and get out into the street for a new level of working out.



144K

TRAFFIC TO
WEBSITE



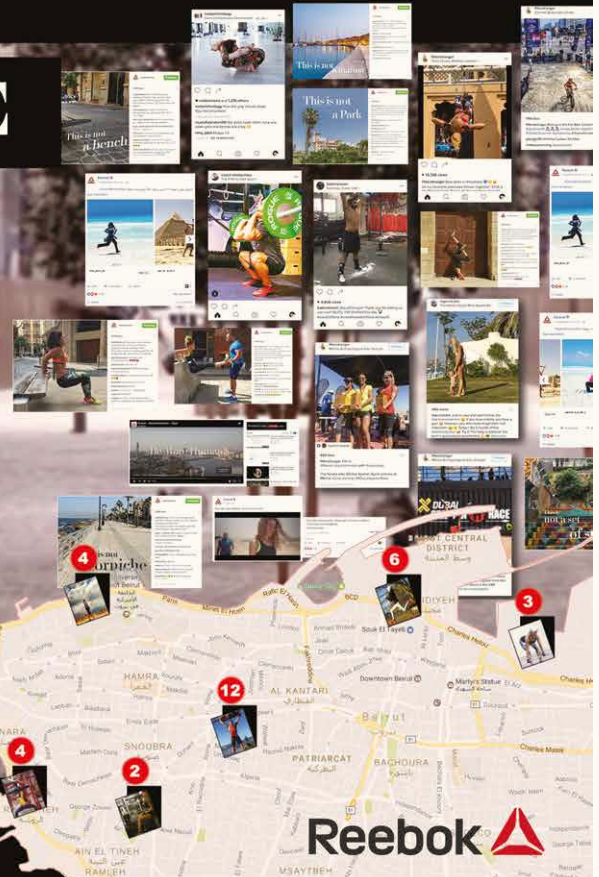
1.6MN

SOCIAL
ENGAGEMENT



2.5M

VIDEO
VIEWS



Results and awards



MAXI Award



MENA digital
Award

144,00

Traffic to Website

21%

engagement rate

1.6million

Social Engagement

2.5million

Video Views

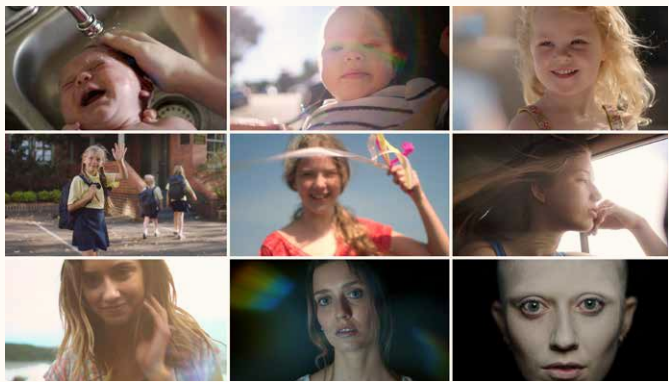
Campaign:
Your Time In the Sun

Dentsu Aegis Network agency:
Soap Australia

Client: Cancer Institute NSW

Exposure to intense sun light (even on a clouded day) can increase your risk of cancers. This is something known to all Australians - but do they act on it?

Our idea was 'Your time in the sun': this refers to the idyllic time when you're young, ambitious, experiencing new things, and enjoying life to the full. It's also a time when you're at high risk of UVR overexposure, as you're frequently outdoors... and this can have tragic consequences. Our integrated campaign works on multiple levels, mixing emotional and rational messaging. It included a film, website, dynamic banners, digital outdoor (which displays the current UVR index); plus video testimonials in which young people affected by skin cancer tell their stories.



PROTECT YOUR SKIN



WEBSITE

A responsive site delivers the facts about UV and skin cancer in black & white.

Your Time In The Sun

Telephone **JCDecaux**

Fig 1: The Sun.
Light from The Sun contains Ultra Violet Radiation (UV).

When you don't protect yourself from the sun ~
UV CAN DAMAGE YOUR DNA
~ that is how Melanoma begins.

Fig 2: Your Blood.
Melanoma can get into your bloodstream in as little as three months.

Fig 3: Secondary cancer.
Even if you have a Melanoma removed, it can still spread to your bones, your lungs, your heart or in your head.

And that can mean your time in the sun is over, before you're done.

PROTECT YOUR SKIN
Slip on a shirt, step in sneakers, slip on a hat, seek shade and slide on a pair of sunglasses.
Your Time In The Sun.com

Results and awards

**8 million
Australians**

Viral reach through social media
(33% of the population)

47%
said they would
increase their level of
sun protection

We were particularly effective
at changing the behaviour of
those with pro-tanning attitudes:
amongst those who experienced
our campaign and who thought
tans were fashionable

80%

said they would use sun
protection

Campaign: The Heart Attack Act

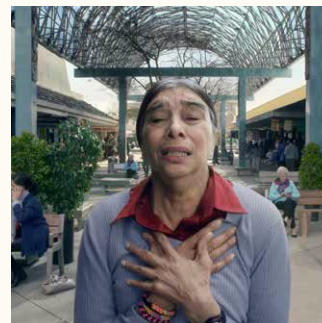
Dentsu Aegis Network agency:
Barnes, Catmur & Friends
Dentsu

Client: New Zealand
Heart Foundation

Cardiovascular diseases remain the main cause of premature death in non-communicable diseases, especially in developed countries. What can be done to recognise the early warning signs?

There's a lot of ignorance about the actual symptoms of a heart attack and people generally think it's much more dramatic than the rather mundane reality. This leads individuals to misinterpret their symptoms and not seek help. To highlight this problem we ran a TVC where a group of ordinary people act out what they thought a heart attack looked like and we asked viewers to chose the most realistic. The twist was that a guy in the background was actually the one with the symptoms. This ad was credited with directly saving six lives and potentially many more.

Call 111 immediately



New Zealand Heart Foundation



Results and awards

6
lives saved

28%
increase in calls relating to
heart events and awareness of
symptoms

54%
awareness of symptoms
increase

Eight
awards won

Campaign:
**Sore Throat Outbreak
Monitoring Systems (STOMS)**

Dentsu Aegis Network agency:
**Vizeum and data2decisions
Australia**

Client: **Difflam**

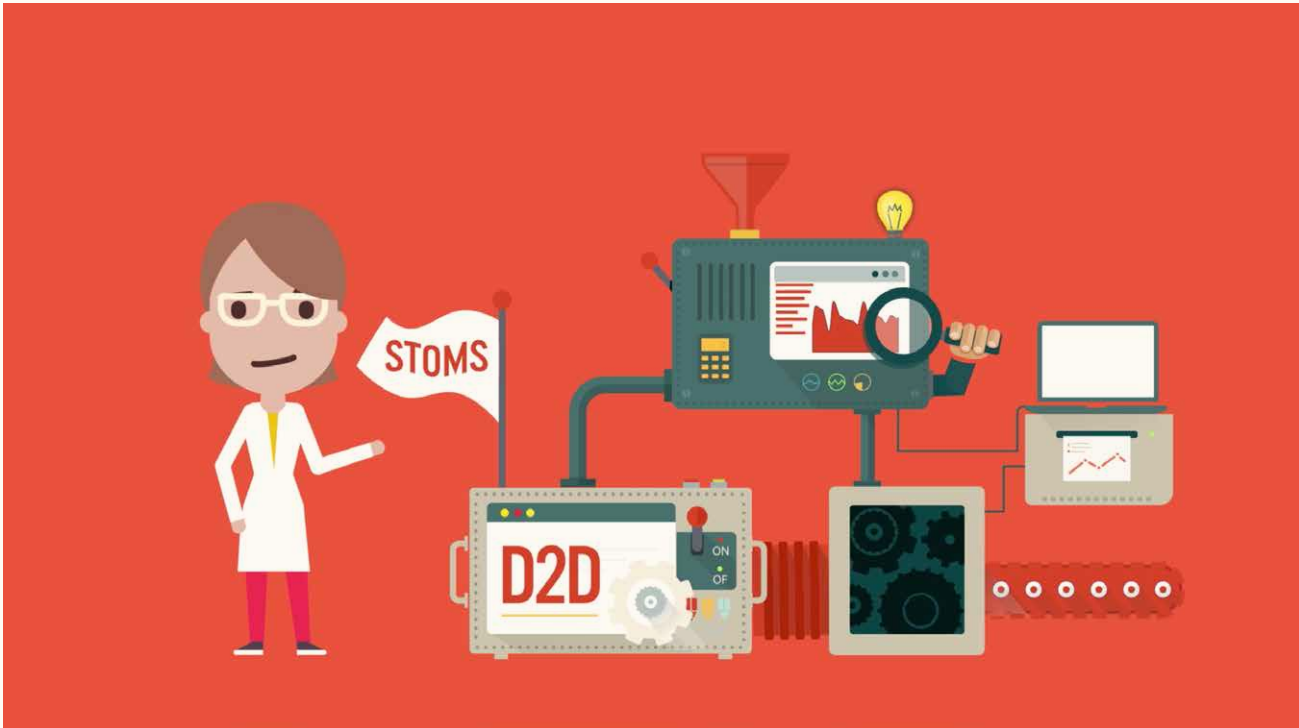
Communicable diseases do not have to be killers
- they can also be benign but still annoying!

Difflam is a medicated throat remedy sold only in
pharmacies. Planning communications in this
category is incredibly difficult due to significant
shifts and fluctuations every year.

In spite of this, Difflam needed to defend
its number 1 market share position within
pharmacies. Vizeum commissioned D2D
to develop The Sore Throat Outbreak
Monitoring System (STOMS), which used over 30 data
sources to forecast incidence of sore throats
cases across each state in Australia. STOMS'
accurate long-term forecasts enabled planning
of less agile radio and OOH media months out.
STOMS was then updated with daily weather
data to highlight expected short-term fluctuations
in sore-throats, enabling Vizeum to reallocate
digital media from lower indexing states to states
with increased incidence of sore throats.



Sore Throat Outbreak Monitoring System



Results and awards

3%

Increase in sales despite new entrants in markets and “softer” cold and flu season

#1

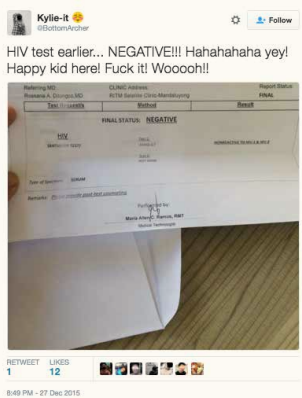
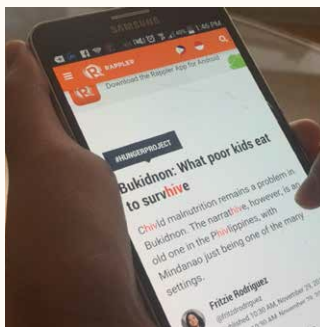
Position in the marketing was maintained

Shortlisted
Marketing Science
Ideax Xchange
Clever Data Award

Campaign:
#staynegatHIVe

Dentsu Aegis Network agency:
Dentsu Jayme Syfu Philippines
Client: LoveYourself Foundation

In just 6 years, HIV cases in the Philippines grew by 1,038%, making it the country with the fastest growing HIV epidemic in the world. There were 20 new cases A DAY, and 500 new cases a month. LoveYourself was a small NGO that provides free HIV testing and counseling. But not that many were getting tested. On World Aids Day, online articles were HIV-fied using a java script and generator. An "H" was added to any word with an "IV", or a "V" to any letter sequence of "HI". In effect, an article could contain over 20 typos reading "HIV".



#staynegatHIVe

HOW A TYPO LED TO RECORD HIV TESTING



PROBLEM

HIV cases in the Philippines have grown by 1,038% in 6 years making it the country with the fastest growing AIDS epidemic in the world. People weren't getting tested and simply ignored the disease.

PHILIPPINES
HIV 1,038%
2014 - 2015

2015

FASTEST GROWING
HIV EPIDEMIC
IN THE WORLD

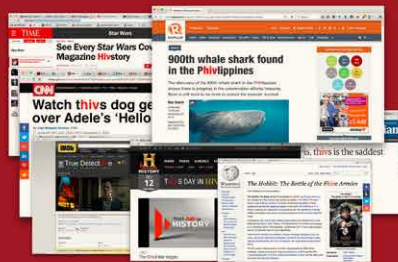


22
NEW HIV
CASES
DAY

SOLUTION

So in 2015, LoveYourself, a small non-profit organization which offers free testing, brought attention to the issue with the one thing people couldn't ignore online: TYPOS.

ARTICLES WITH TYPO ERRORS



A simple script infected articles and sites adding an "H" to any word with the letters "IV" and a "V" to a letter sequence of "HI". When people scrolled down to comment they were greeted with a chilling message.

#STAYNEGATHIVE LANDING PAGE



Clicking on the message led to a sign up page for free testing. Anonymous if one preferred.

HIV-FYING SITE



Finally, we gave people the option to HIV-fy any site and share it.

TWEETS



Influencer tweets were infected as well and led traffic to the featured sites and articles.

RESULTS

In a week, the campaign garnered over 50 million impressions and \$500,000 in earned media. Most importantly, LoveYourself reported a 60% rise in the number of people tested, making 2015 the year with the highest HIV testing rate in our history.

59M
Impressions

\$500,000
Earned Media

2015
60%
HIV Test Increase

Results and awards

59 million
impressions

\$500,000
in earned media

+500%
website visits

60%
Increase HIV testing
(making 2015 a record
testing year in its history)

Other Global Goals

This booklet focuses on the contribution Dentsu and Dentsu Aegis Network have made to the Common Ground initiative and their focus on SDG3 Good health and well-being.

However, through our sustainability strategy Future Proof 2020, we are also tackling other UN Sustainable Development Goals. In 2016, the total value of our community work was £3.2m, which benefited 688 organisations around the world.

As a material focus for our business we work on three specific UN SDGs (as shown below) but our work touches many different goals:



You can find more about our work to tackle the Global Goals in our Future Proof 2020 Report.

For more information go to:

www.dentsuaegisnetwork.com/responsibility

www.dentsu.com/csr/commonground.html

