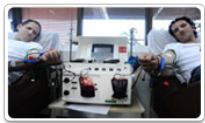


RESPONSABILITÉ SOCIALE

A SELECTION OF 2011 PRO BONO CAMPAIGNS



Blood Relations
(BBR Saatchi & Saatchi - Israel)

The Parents Circle Families Forum is a joint Israeli/Palestinian organization for people who have lost a family member in the conflict. Israeli and Palestinian members of the PCFF came together in Tel Aviv to publicly donate their blood as a symbolic act of healing to mark UN International Peace Day. The blood donations were shared by Israeli hospitals and by the Al-Makassed Islamic Charitable Society Hospital for Palestinians in East Jerusalem.



Guangzhou Yangai Special Children Parent Club
(Leo Burnett China - Shanghai)

In China, ignorance and millennia of superstition mean that millions of parents of autistic children find they and their kids are ostracized by their communities and ignored by social services. This campaign raised awareness about their feelings of loneliness and isolation via an exhibition of living sculptures in Shanghai. Media reports reached more than 20 million people.



African Medical Network
(Publicis Healthcare International, PHCG)

The African Medical Center in Douala, Cameroon is African Medical Network's first project - a hospital that has been designed to be a center of clinical excellence, founded on observation, monitoring, research and the improvement of healthcare offerings to the local population. Publicis Healthcare International created an online interactive communication program for the new hospital.



Lust for Better Meat
(Rosetta New York)

Rosetta's creative group in New York hosted six students from the Miami Ad School in a 10-week 'greenhouse' project where the students built and polished their portfolios under the supervision of working professionals. This pro bono effort aimed to help an upstate butcher, Fleisher's, open its second location, in Brooklyn, via a marketing strategy, campaign ideas and online, social, mobile, environmental, poster and event/stunt work.

