

# COMMUNITIES



We aim to give creativity back at scale. We can help boost the impact of charities and non-governmental organisations (NGOs) by providing marketing and creative services, often on a pro bono basis (for little or no fee).

## WHO'S IN CHARGE?

Most of our charitable giving and pro bono work is managed within our agencies, based on their values and their employees' passions. At a global level, our Charity and Pro Bono Committee of senior executives oversees our approach and helps us to target our support effectively.

## HOW ARE WE DOING?

\$30m

to be invested over three years to fund inclusion programmes within WPP and support external organisations as part of a series of commitments to advance the cause of racial equity.

\$45m

in free media space and pro bono work secured and delivered to help the World Health Organization reach the public with vital communications promoting social distancing and good hygiene.

£649m

wider social benefits of pro bono work, charitable donations and free media space in 2020 (2019: £291m).

## IN THIS SECTION

### GIVING CREATIVITY BACK AT SCALE

Our approach to investing in communities.

### TWO NEW PRIORITIES

Our response to the Covid-19 pandemic and our stand for racial equity.

### WHAT WE GAVE IN 2020

Breakdown of our social investment.

### VOLUNTEERING

Encouraging our people to volunteer their time and skills.

### SOCIAL IMPACT

Increasing charity and NGO impact through pro bono support to organisations including WHO, Common Ground and our partnership with UN Women.

## PLEASE ARREST ME

**AGENCY**  
**OGILVY, SINGAPORE**

**CLIENT**  
**RIT FOUNDATION**



In India, two in three women are raped by their husbands and it is totally legal. The law has an exception where rape inside a marriage is not a crime. To change the law, RIT Foundation, and Indian NGO fighting for women's rights, needed to raise awareness. So they found Sameer, an activist, who turned himself in to the police, pretending he raped his wife. Within minutes, he was freed. Ogilvy filmed the entire process – from interviews with lawyers and victims, to Sameer going into the police station with hidden cameras and being told that raping your wife is not a crime – exposing how India treats marital rape cases.

The story sparked fierce reactions online. Thousands tried to silence the campaign and even managed to take down its content four times. Censorship tried but didn't shut the debate – with the help of feminist activists and influencers who shared the Foundations videos and content, the conversation progressed and forced the patriarchal society of India to deal with the issue. Thanks to this campaign, the case to change marital rape laws will be heard at the Delhi High Court.

## AWARDS

**ONE SHOW**  
2020 Gold Onescreen Best Documentary  
2020 Silver Pencil Social Media  
2020 Bronze Pencil Film Long Form

**D&AD**  
2020 Wood Pencil/Entertainment/Non Fiction



## INVESTING IN COMMUNITIES

### Giving creativity back at scale.

The work we do has the power to bring about change – in the way people feel, the way they think, and the way they behave. And in today's world, the ability to inspire, motivate and engage is more important than ever. We aim to use the power of our creativity and voice to create healthy and vibrant communities.

We can help boost the impact of charities and non-governmental organisations (NGOs) by providing marketing and creative services, often on a pro bono basis (for little or no fee). Our pro bono work and social investment can also support progress toward the UN Sustainable Development Goals.

This work is mutually rewarding. While enabling our voluntary sector clients to raise money and awareness, recruit members and achieve campaign objectives, pro bono work also provides opportunities for our people to work on fulfilling, impactful and sometimes award-winning campaigns that raise the profile of our companies.

#### TWO NEW PRIORITIES

During the pandemic, we worked with governments, commercial clients, NGOs and international health bodies to produce public awareness campaigns to help limit the spread and impact of Covid-19. We secured and delivered more than \$45 million in free media space (\$43.5m) and pro bono work (\$1.5m) to provide global and regional support to the World Health Organization (WHO) to help the WHO reach the public with its vital communications promoting social distancing and good hygiene (see page 47). In 2021, many of our agencies have turned their creativity – and their skills in media, public relations, healthcare communications, data and technology – to the efforts to roll out and build public confidence in vaccines.

In June 2020 WPP and its agencies made a series of commitments to fight for racial equity, designed to use our creativity, our scale and our influence to bring about change. These included a commitment to use our voice to advance the cause of racial equity, and to invest \$30 million over three years to fund inclusion programmes within WPP and support external organisations. In the second half of the year, our focus was on establishing a governance process to monitor and manage donations and ensure this fund has impact. We will report donations in 2021.

**i For more information on our commitments to advance the cause of racial equity, see page 20**

#### WHAT WE GAVE IN 2020

Our pro bono work was worth £12.6 million (2019: £10.6 million), for clients including UN Women and the World Health Organization.

We also made cash donations to charities of £4.3 million (2019: £5.2 million), a decrease year-on-year as we prioritised harnessing our skills to support the fight against the Covid-19 pandemic.

Our pro bono work, combined with cash donations, resulted in a total social investment of £16.9 million (2019: £15.8 million), equivalent to 1.6% of headline profit before tax (2019: 1.2%)<sup>1</sup>.

WPP media agencies negotiated free media space worth £59.3 million on behalf of pro bono clients (2019: £18.9 million). Our total social contribution, taking into account cash donations, pro bono work and free media space, was £76.2 million (2019: £34.7 million).

<sup>1</sup> We have restated this figure using headline profit before tax to provide a comparable measure against 2019. Reported pre-tax profits have been restated as described in the accounting policies in our Annual Report 2020.

#### VOLUNTEERING

In addition to providing donations and pro bono services, we encourage our people to volunteer their time.

In 2020, 66% of our agencies took part in organised volunteering activities as part of their support for local communities.

For example, to mark its Foundation Day, VMLY&R ceased normal business operations for a day in September to give nearly 7,000 employees around the world the opportunity to support their local community through virtual and in-person charitable volunteer projects. Employees could support a charitable project of their choice or use the agency's Foundation Day resource guide to identify a cause. To visualise their global impact and create a communal experience, the agency created a microsite where employees could post photos and celebrate their collective efforts. Each VMLY&R full-time employee has 16 hours of paid volunteer hours – in addition to Foundation Day – to take advantage of annually.

**SOCIAL IMPACT**

Our support helps charities and NGOs to continue to grow their work in critical areas such as improving health and education, reducing inequality and protecting human rights. Pro bono work is often worth more than an equivalent cash donation as it raises awareness of our partners' work while helping to increase donations, recruit members, change behaviour and achieve campaign goals.

We have conducted research to quantify this wider impact. Our most recent analysis shows that in 2020 our pro bono work created wider social benefits worth £108 million (2019: £92 million). This includes, for example, the impact of charities being able to improve health and wellbeing in communities. Adding in our charitable donations and free media space as well as our pro bono work, the wider social benefits created in 2020 were worth an estimated £649 million (2019: £291 million), a significant increase versus 2019 as our agencies have supported WHO campaigns to help fight the Covid-19 pandemic.

**i Find out more in Quantifying our impacts, pages 10 and 11**

**COMMON GROUND**

Good communications are essential to bring about the shift in attitudes and behaviour needed to end extreme poverty, inequality and climate change by 2030 through the UN Sustainable Development Goals. Common Ground is a collaboration between the world's six largest advertising and marketing services groups and the United Nations, created to serve that purpose.

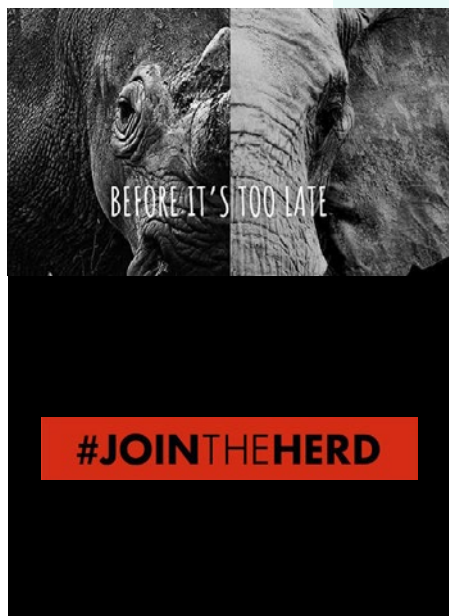
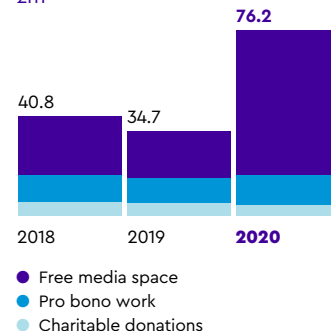
WPP's focus is on gender equality (Goal 5). We partner with UN Women to tackle gender stereotypes in the media and promote equal opportunities for women and girls.

Through our collaboration with UN Women we have set a new agenda for utilising our pro bono work to further equality through creativity.

**£649m**

**wider social benefits from pro bono work, charitable donations and free media space in 2020 (2019: £291m)**

**TOTAL SOCIAL CONTRIBUTIONS**  
£m



**HERD MENTALITY**

By 2015, the multi-billion dollar ivory trade had brought the African elephant to the brink of extinction.

The only way to save the elephant was to stop the ivory trade. We needed to change legislation to ban ivory sales. So we asked people to #JoinTheHerd: a single global pressure group driving a single agenda. We launched our movement at Chinese New Year, rebranding 2016 the Year of the Elephant.

We made it simple for people to join and spread the word using a simple "elephant selfie-creator". Soon our elephant selfies were everywhere, uniting global influencers, hundreds of NGOs and the mass public to create a herd so big and powerful, it changed legislation. Within a year the herd helped achieve domestic bans in the world's biggest ivory markets: China, France, Hong Kong, UK and United States.

But the fight continues. In 2020, as part of #JoinTheHerd research from Kantar was used to help overturn a supreme court appeal against the UK Ivory Act. Now only one major legal ivory market remains... Japan. Japan has the highest domestic sales of ivory in the world. Most Japanese people are unaware that Hanko (stamps used as official signatures) account for 80% of ivory sales. Grey Tokyo created an animation made entirely of Hanko. The 500 Hanko used were made of wood, not ivory, to underscore the urgency of choosing sustainable materials.

We continue to fight to protect the herd.



## WPP'S COVID-19 ECONOMIC AND SOCIAL IMPACT

In 2020, the Covid-19 pandemic wreaked havoc across the world causing 82.4 million confirmed cases and, tragically, 1.8 million recorded Covid-19 deaths<sup>1</sup>, and shrinking the global economy by around 4.4% or £4 trillion<sup>2</sup>.

While our industry is far from the front line of tackling the pandemic, we do have an important role to play. During 2020 we worked with governments, commercial clients, NGOs and international health bodies including the

World Health Organization (WHO) to produce public awareness campaigns to help limit the spread and adverse health and economic impacts of Covid-19.

As part of our annual impact assessment, we investigated the potential benefits of such campaigns<sup>3</sup>. Our analysis highlighted the significant potential societal and economic value generated by the campaigns, but also the substantial challenges in quantifying and

attributing the impacts to specific campaigns when Covid-19 dominated the media.

The table below summarises some of the findings from three of our campaigns, highlighting the broad range of potentially associated impacts and values.

**i** For information about how we conducted this analysis, see page 63

### CASE STUDY

### SUPPORTING THE WHO

### DOVE'S "COURAGE IS BEAUTIFUL"

### P&G'S "#DISTANCEDANCE"

#### THE ACTIVITY

The "impact driver": the campaign including the message, and the inputs and outputs.

- **The challenge:** to support the WHO's global and regional public awareness campaigns to help limit the spread of Covid-19 and its impact on society
- **The solution:** GroupM and Wavemaker sourced free media space, donated by global media partners, to communicate messages including the "five heroic acts" of social distancing, sneezing in elbow, not touching face, washing hands and staying home
- **The result:** US\$45 million in free media space and pro bono work secured and delivered across 167 countries with more than 450 media owners

- **The challenge:** to celebrate the selflessness and bravery of healthcare workers
- **The solution:** featuring frontline workers' powerful portraits in digital out-of-home media and films, thanking them directly and showing that Courage is Beautiful
- **The result:** 2 billion earned media impressions
- For the full case study, see page 38

- **The challenge:** to communicate stay-at-home and social distancing messages to a younger audience
- **The solution:** collaborating with TikTok's number one global influencer to create #DistanceDance, a Covid-19 safety campaign designed to reach a demographic who might not watch the news through traditional channels
- **The result:** most viewed video in the history of TikTok with 17.7bn views
- For the full case study, see page 25 of our Annual Report 2020

#### THE SOCIAL OUTCOMES

The behavioural change induced by the campaign.

- Many people watching these messages will have changed their behaviour in the ways suggested, thereby reducing transmission of Covid-19
- The campaign helped to drive over 33 million visits to the WHO website, increasing people's understanding of the pandemic

- Those who saw the adverts and posts will have greater respect for medical workers
- 360,000 people shared their own stories using the hashtag on the first day, acknowledging the inspiring medical workers in their lives on social media

- Many young people who saw the video will have socially distanced and stayed at home more than they might otherwise have, reducing the transmission of Covid-19

#### THE SOCIAL IMPACTS

The consequences of the change in behaviour.

- The changed behaviour and mindsets will have resulted in fewer and less severe cases of Covid-19, resulting in fewer hospitalisations and deaths, and less worker sick days

- The respect shown to medical workers, in particular nurses, will have in part inspired them to be more resilient and improved their wellbeing – energising them to help treat more patients and provide better care and further enhance the wellbeing of patients
- The impact is likely to have extended to other medical workers beyond those featured in the campaign and benefited their patients, too

- The changed behaviour will have resulted in fewer and less severe cases of Covid-19, resulting in fewer hospitalisations and deaths, and less worker sick days

#### THE SOCIAL VALUE

The change in human wellbeing, or the "societal and economic value", of the impacts. Values can be assessed qualitatively, quantitatively or in monetary terms.

- The value of the impacts includes:
- The theoretical "value of lives" saved
  - Reduced hospital and medical costs
  - Maintained and enhanced wellbeing and quality of life of those that did not get infected or who suffered less severe illness than they would have otherwise

- The value of the impacts includes:
- The value of lives saved, reduced hospital and medical costs
  - The wellbeing and improved mental health of nurses and medical staff
  - Maintained and enhanced wellbeing and quality of life of those that did not get infected or who suffered less severe illness than they would have otherwise
  - The wider benefits from enhanced human values, networks and relationships strengthened (ie social capital)

- The value of the impacts includes:
- The value of lives saved, reduced hospital and medical costs
  - Maintained and enhanced wellbeing and quality of life of those that did not get infected or who suffered less severe illness than they would have otherwise

<sup>1</sup> World Health Organization.

<sup>2</sup> World Bank.

<sup>3</sup> Detailed methodology set out on page 63.



## EARTH SPEAKR: IT'S TIME TO START LISTENING



**AGENCY**  
**AKQA COPENHAGEN**

**CLIENT**  
**STUDIO OLAFUR ELIASSON**

Earth Speakr is an interactive, augmented reality artwork, developed by contemporary artist Olafur Eliasson in collaboration with AKQA. It amplifies children's views on the future wellbeing of the planet, by inviting adults and today's decision-makers, change-agents and global leaders to listen to what young people have to say.

Earth Speakr uses augmented reality to blend children's faces with objects or materials in their surroundings – or even the planet itself – as they literally speak up on behalf of the environment. Adults are invited to participate by listening to the messages and creating augmented reality "Loud Speakrs" to amplify the powerful messages kids have to share.

Earth Speakr was funded by the German Federal Foreign Office on the occasion of the German Presidency of the Council of the European Union 2020 and realised in cooperation with the Goethe-Institut. It is available in the 24 official languages of the European Union and can be accessed worldwide.

**2.5m**  
messages listened to

**450,000**  
app downloads