

Welcome to Week 7

**HOW COMMUNICATIONS CAN  
CHANGE THE WORLD**

**M&CSAATCHI**  
OPEN HÔUSE

# HELLO



**Marcus Peffers**

Founder and Chair  
M&C Saatchi World Services  
and UK Group



**Alice Marsh**

Business Director  
M&C Saatchi  
Global and Social Issues



# HOUSE RULES

You are not able to be seen or heard by the panelists or other participants

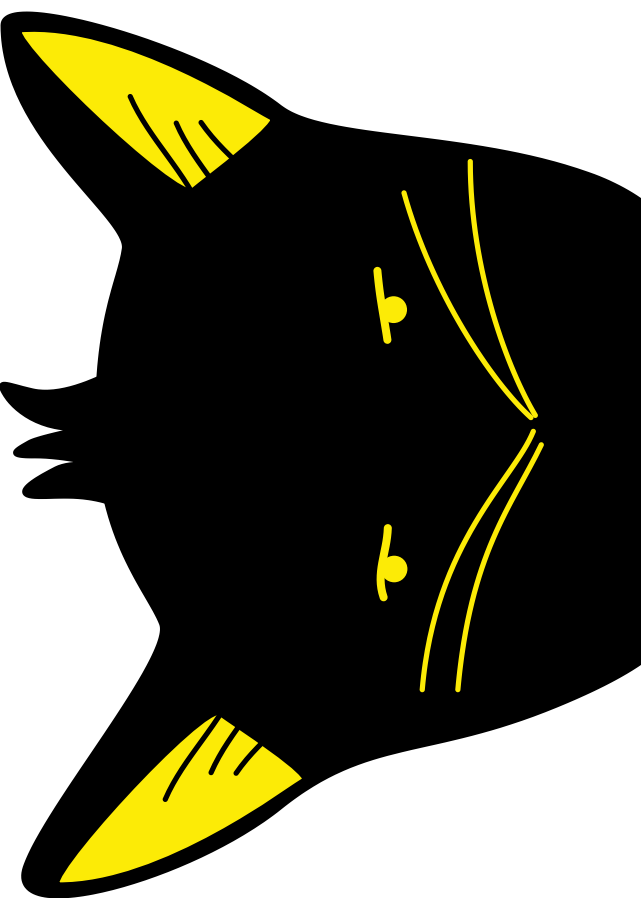
Please be respectful of the speakers and of each other when using the communication features

Please use the Q&A function to ask any questions and we will do our best to answer as many as we can

Please use the Polling function when directed to by the Speakers

Please use the auto-transcript function in zoom if you need to

This session will be recorded and upload to the login site following the session, so don't worry if you miss anything!



# QUICK QUIZ



**BETWEEN 2011 AND  
2018, HOW DID  
AVERAGE MONTHLY  
CIGARETTE  
CONSUMPTION CHANGE  
IN THE UK?**

**A. INCREASED BY 95M**

**B. INCREASED BY 50M**

**C. DECREASED BY 120M**

**D. DECREASED BY 45M**

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# STOP TOBER

Helping you split up with  
smoking this October

[Search Stoptober](#)

BECAUSE THERE'S ONLY  
**ONE YOU**



## QUIT SMOKING

NHS



## AND BREATHE

Smoking attacks our lungs and makes it harder to breathe. So now's the time to quit. And if you quit for 28 days, you're five times more likely to quit for good.

For support to quit smoking and to download our free app, [search Stoptober](#)

Better  
Health

LET'S  
DO THIS



SMOKEFREE



**HOW HAVE ROAD  
CASUALTY RATES  
CHANGED FROM 2011  
TO NOW IN GREAT  
BRITAIN?**

**A. INCREASED BY 20%**

**B. DECREASED BY 30%**

**C. DECREASED BY 40%**

**D. INCREASED BY 30%**



**HOW HAVE ROAD  
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**D. INCREASED BY 30%**





Lose your licence speeding and you're just a kid again

Visit [tfl.gov.uk/roadsafety](http://tfl.gov.uk/roadsafety)

MAYOR OF LONDON



Transport for London



Hit at **40mph**

there's a 70% chance I'll die.



Hit at **30mph**

there's an 80% chance I'll live.

\*Approximate figures

That's why it's



Gary.

Dad-dances like nobody's watching.

Cycles in the centre of the lane to be safe and seen.

Travel like you know them.



A few drinks and you're a real lady killer.



Think before you drink before you drive.

BUS STOP  
21 5 10 SAT SUN  
**ONE MAN BANNED.**



Think before you drink before you drive. DEPARTMENT OF TRANSPORT



**CREATIVITY CAN HELP  
MAKE THE WORLD  
A BETTER PLACE**



**WE CAN TRANSFORM ATTITUDES**

**WE CAN SHIFT NORMS**

**WE CAN CHANGE BEHAVIOUR**



**QUESTION**



**WHAT ISSUE WOULD  
YOU LOVE TO SEE  
COMMUNICATIONS  
HELP CHANGE?**





# What issue would you love to see communications help change?



Join at  
**slido.com**  
**#2280 514**

**CLIMATE CHANGE**

**HEALTH**

**MODERN SLAVERY**

**EARLY CHILD DEVELOPMENT**

**GENDER EQUALITY**

**SEX EDUCATION**

**CYBERSECURITY**

**WHAT CAUSES HAVE WE WORKED ON?**

**VIOLENCE AGAINST WOMEN AND  
GIRLS**

**LGBTIQ+ RIGHTS**

**SOCIAL STIGMAS**

**ENERGY POVERTY**

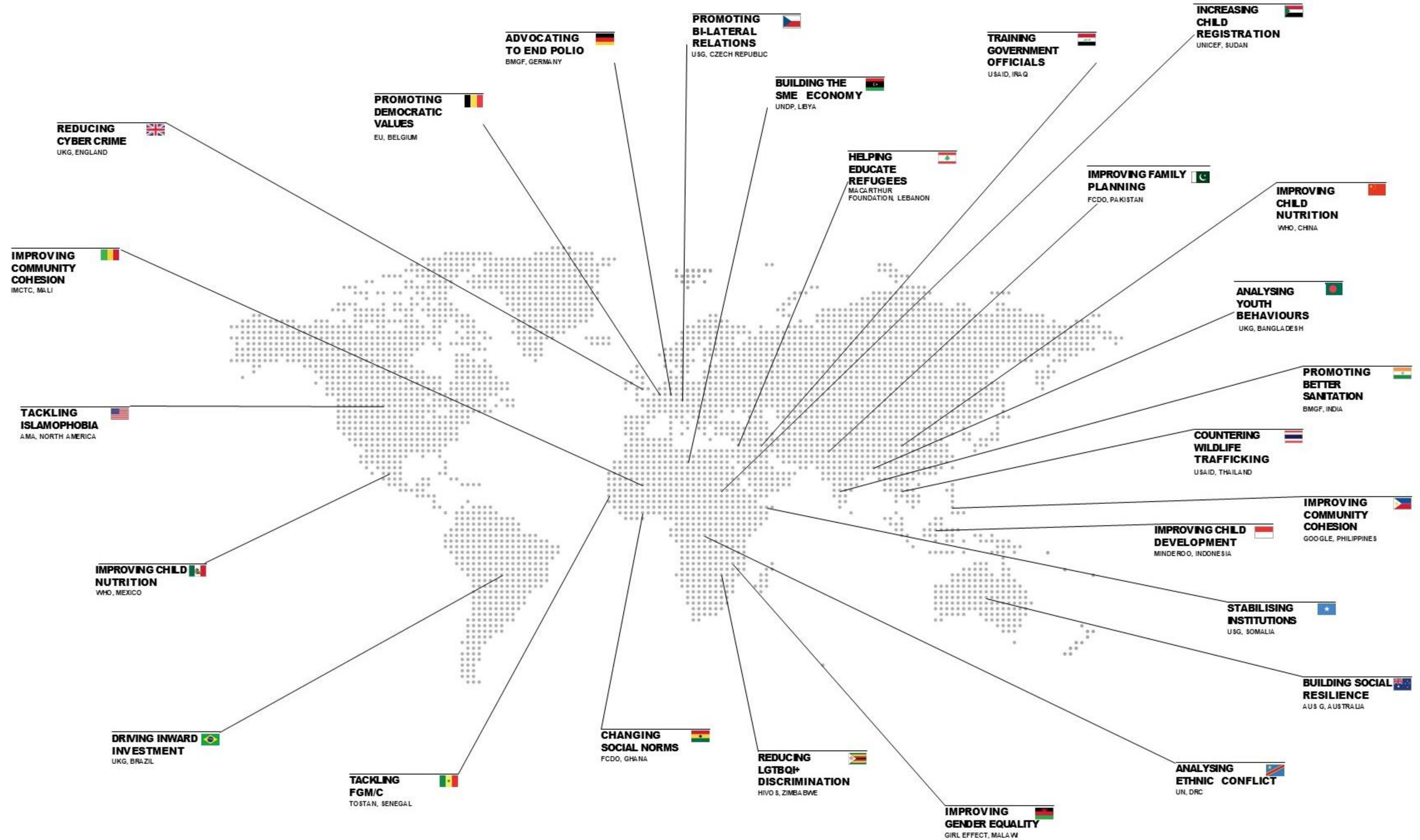
**STATELESSNESS**

**MISINFORMATION**

**SEXUAL AND REPRODUCTIVE  
HEALTH**



**MIGRANT SAFETY AND RIGHTS**







# THRIVE BY FIVE

In partnership with:  

The world's first TED Talk about neuroscience given by 7-year-old Molly Wright.

**Problem:** Leading scientific research has proven how positive interactions in the first five years of a child's life can have a remarkable impact on their entire future. Yet parents all around the world are finding this out too late, if ever.

**Solution:** Use the proof to highlight the solution. 7-year-old Molly Wright took to the TED stage and proved what play-based learning in the first five years can produce. Molly presented facts, experiments, and a heartfelt plea in a language anyone, anywhere would understand.

**Results:** The film spread around the world and was watched by families, adopted by hospitals as far away as Afghanistan, and shown to policy makers. But the real impact will be felt in years to come as children are given everything they need to Thrive By Five.

One of the most watched TED Talks of all time.


23 mil Views and counting.

Played in 190 markets.

Translated into 22 languages.

1.1 bil Global campaign reach.

Launched on TED's platform & social media. Shared to 190 markets by UNICEF. Picked up by global news networks. Adopted by hospitals worldwide. Impacting policy makers and parents.



## Better conversations about

# Ethical Storytelling



Bringing together different perspectives from experts, activists, program leads, NGO's, donors, grantmakers and more.

## BEING GAY DOESN'T MAKE MY SON LESS of a man.

"His son is gay. He must be devastated. I wish we could help him," said the neighbours.

My daughter replied, "My father doesn't need your help or sympathy! He raised us to love, to care, and to be kind. He raised us to be people he could be proud of. Just because my brother is a gay man, doesn't make him less of a man." I looked at my daughter and for the first time since I kicked my son out of the house 2 years ago, I realised it was time for him to come home.

Read how this story of hate became a story of hope on [www.africanvoices.africa](http://www.africanvoices.africa). Tens of thousands of these stories exist. Share one of ours or your own, and together we can make these stories of hope heard.

HEAR THE OTHER SIDE OF THE STORY. UNHEARD VOICES

# THIS IS NOT A SANITARY PAD

BUT THAT WON'T STOP 1,2 MILLION WOMEN FROM USING IT AS ONE.

Girls in rural areas miss up to 50 days of school annually because they cannot access adequate protection. Donate sanitary pads at Dis-Chem stores nationwide. #MillionComforts




PRETORIANEWS

"I spent four days in labour because of FGM. My children are going to stay uncut."



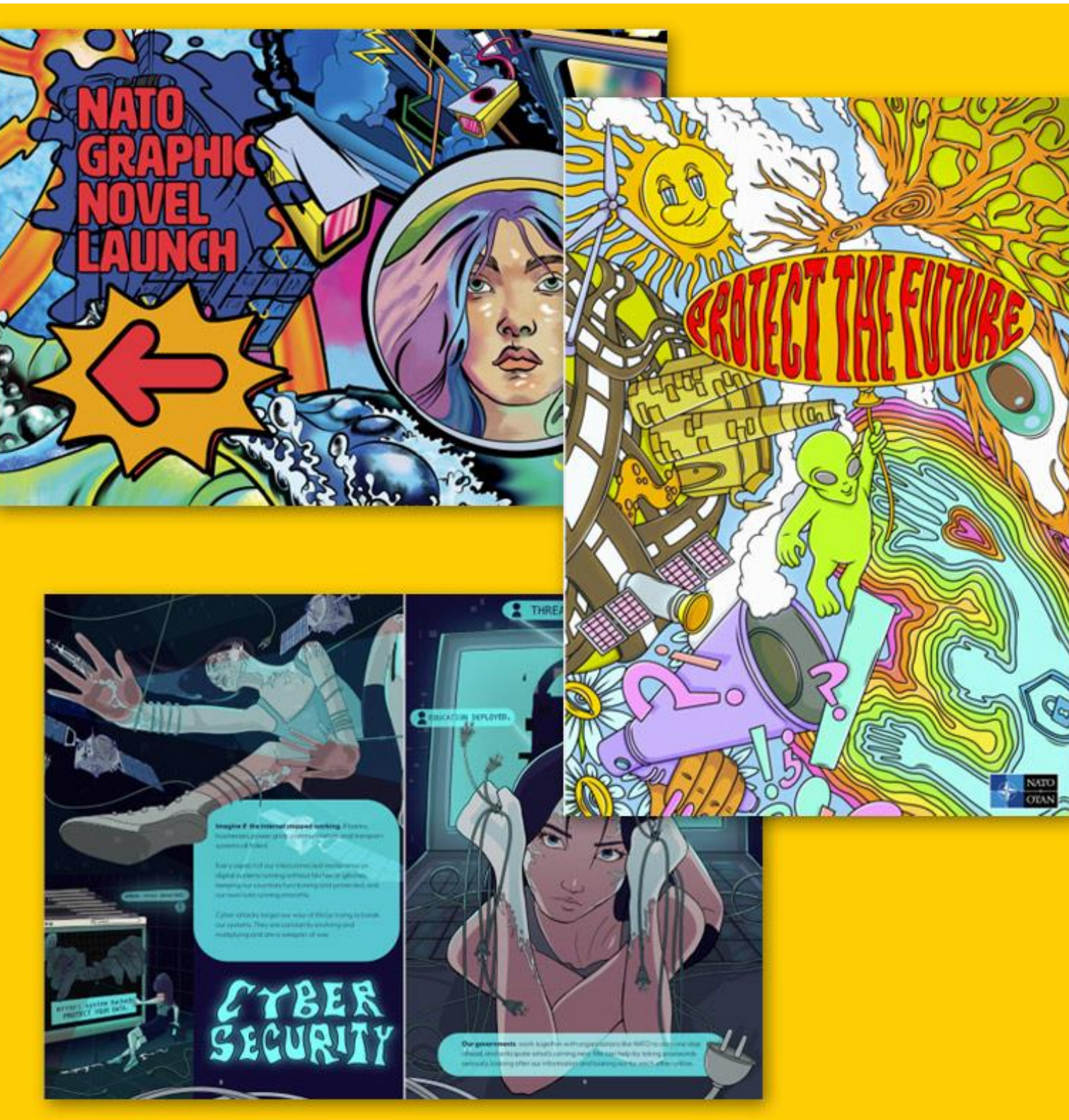
**FGM STOPS HERE.**

FEMALE GENITAL MUTILATION IS A HUMAN RIGHTS ABUSE AND A CRIME.

## NATO GRAPHIC NOVEL LAUNCH

### PROTECT THE FUTURE

## CYBER SECURITY



## "Bill" of Rights? How about Bongani? Or Lesedi? Thinus, Nawaal or Boikanyo?

So isn't it absurd that spellcheck, and its red line, highlight them as one?

At Nando's, it got us fired up and that's why we've decided to fix it. We're building a list of SA names so no one has to deal with their name being called a mistake – ever again.

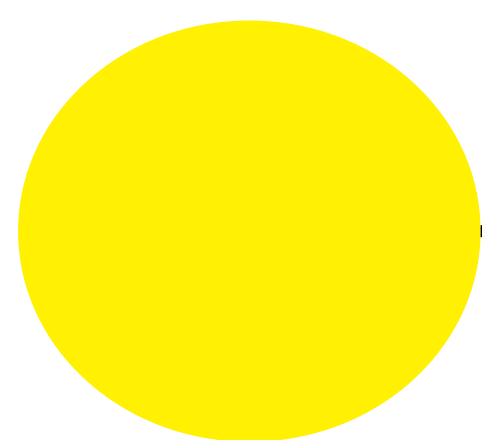
Visit [rightmyname.co.za](http://rightmyname.co.za) and together we'll fix our sh\*t this Human Rights Day 2018.

**Nando's**  
#rightmyname

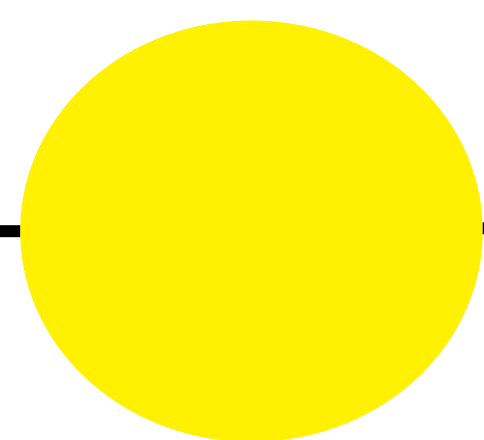


**WHO ARE WE AND HOW  
DID WE GET HERE?**

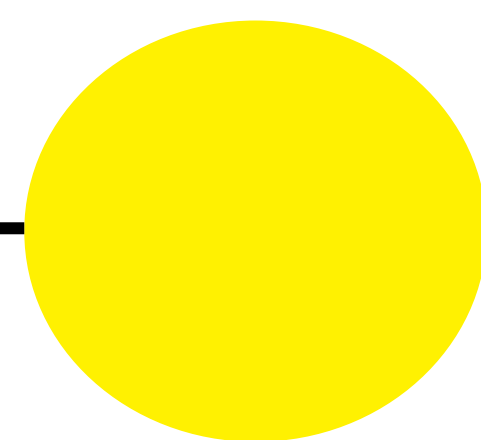
# MARCUS' JOURNEY



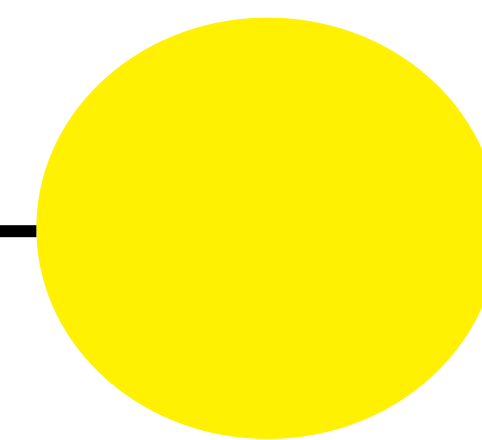
Left uni with no idea what to do and spent ages doing lots of odd jobs in UK and overseas



Joined Saatchi & Saatchi as a Graduate trainee and then M&C Saatchi start-up



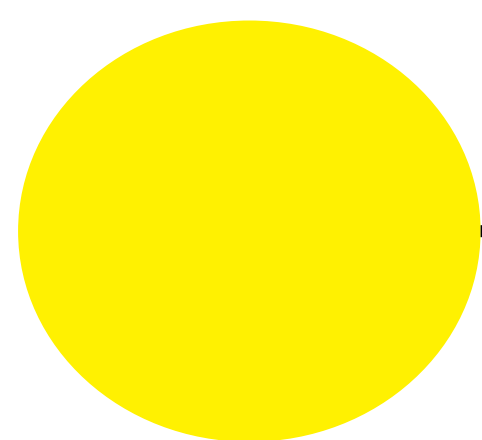
Worked my way up the ladder and helped lead the Ad Agency, across lots of private and public sector Client.



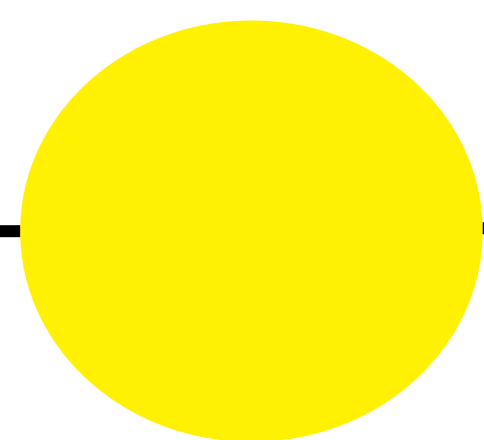
Founded World Services to help tackle humanity's most critical challenges



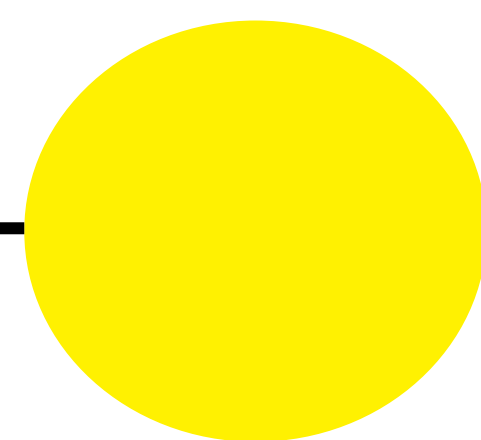
# ALICE'S JOURNEY



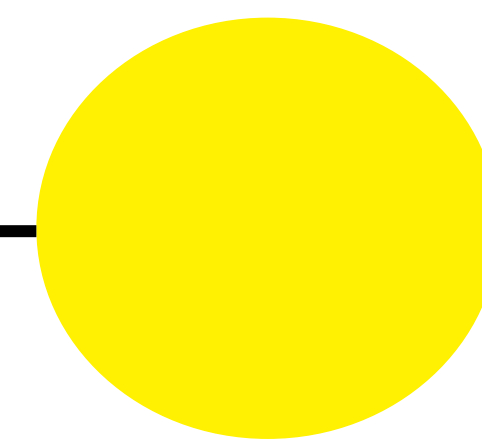
Studied Marketing  
and Sociology at  
university



Worked in  
advertising  
agencies for global  
brands



Started looking at  
charity marketing  
roles to apply her  
skills for good



Found best of both  
worlds at M&C  
Saatchi GSI

**EVERYONE'S JOURNEY  
IS DIFFERENT**



**POLITICS**

**ACADEMIA**

**ARMED FORCES**

**GEOGRAPHY**

**JOURNALISM**

**MANAGEMENT**

**POLICY**

**DIPLOMACY**

**CONSULTANCY**

**ADVERTISING**

**BEHAVIOURAL SCIENCE**

**PHILANTHROPY**

**INTERNATIONAL DEVELOPMENT**

**PSYCHOLOGY**

**PUBLIC RELATIONS**

**ARCHITECTURE**

**HISTORY**

**LINGUISTICS**

**WHAT ARE OUR ROLES?**





# ACCOUNT MANAGEMENT



# RESEARCH & INSIGHT



# STRATEGY



# CREATIVE & PRODUCTION



# SOCIAL MEDIA MANAGEMENT



# PR & PARTNERSHIPS



# FINANCE & OPS



# NEW BUSINESS



**COMMON TEAM TRAITS**





**CURIOUS ABOUT  
THE WORLD**



**CURIOUS ABOUT  
WHY PEOPLE  
DO WHAT THEY DO**



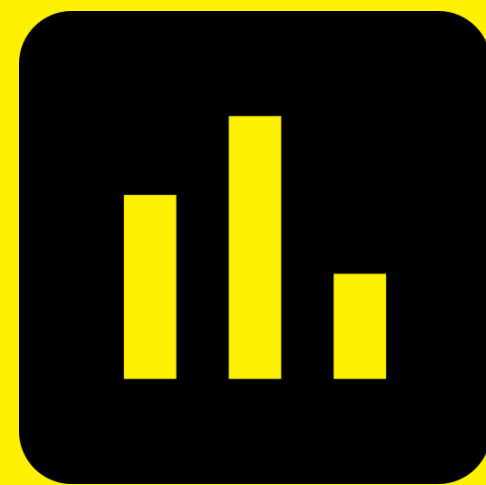


**TENACIOUS AND  
RESILIENT**

**QUESTION**



**WHICH ROLE  
RESONATES MOST  
WITH YOU?**

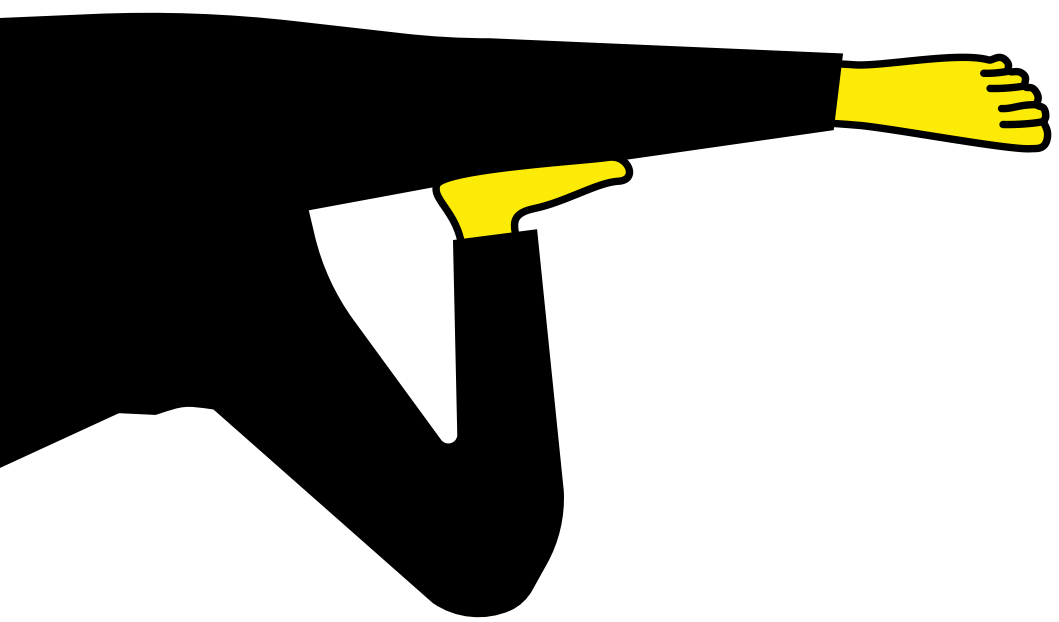


**WHAT ARE SOME  
EXAMPLES OF OUR  
WORK?**



# PAKISTAN

**TACKLING THE STIGMA OF FAMILY PLANNING**



# THE CHALLENGE

Contraception allows women to choose when and whether to have children.

In Pakistan, despite a high level of unintended pregnancies, the rate of contraception use has only increased by 1% each year in the last 20 years.

One of the key causes of this slow uptake is stigma.



# **THE OPPORTUNITY**

Create a communications campaign that encourages a new norm of openly discussing family planning in order to support informed choice

# THE INSIGHT

The taboo surrounding conversations about family planning is many people's first barrier to usage.

We needed to get people to talk to each other as a first step.





**CREATING A CATEGORY BRAND THAT MEANS 'WELL WISHER'**



**‘SOCH KO KHAKI LIFAAFAY SE AZAAD KARO, BAAT KARO.’**

**LIBERATE THE WAY YOU THINK FROM THE BROWN BAG; TALK TO EACH OTHER.**





If you don't talk about Family Planning, how will you know?



## TV/Cinema



## Out of Home



## Social Media



## Events



## Display



## Community Outreach



## Print Campaign





parhlo\_official



Parhlo 31 August at 18:20

This ad by KhairKhwah made us realise that we have a bag on our heads that we don't even know about.

Watch the full ad here: [https://www.youtube.com/watch?v=2te2tLtY\\_7A](https://www.youtube.com/watch?v=2te2tLtY_7A)

divamagazinepakistan · Follow ... #BaatKaro

divamagazinepakistan #KhairKhwah

Pakistan mein family planning aik taboo topic hai lekin jaisa ke President Sb Dr Alvi ne kaha, zaroori hai ke hum iss pe baat karen

#KhairKhwah #BaatKaro

4 w

Spergicon stunning

4 w 120 likes Reply

areej\_kf Jisko iski smjh nhi ayi ya Jisse lgta hai k iski zroorat nhi hai, wo please ek dfa "bol" movie

130,945 views

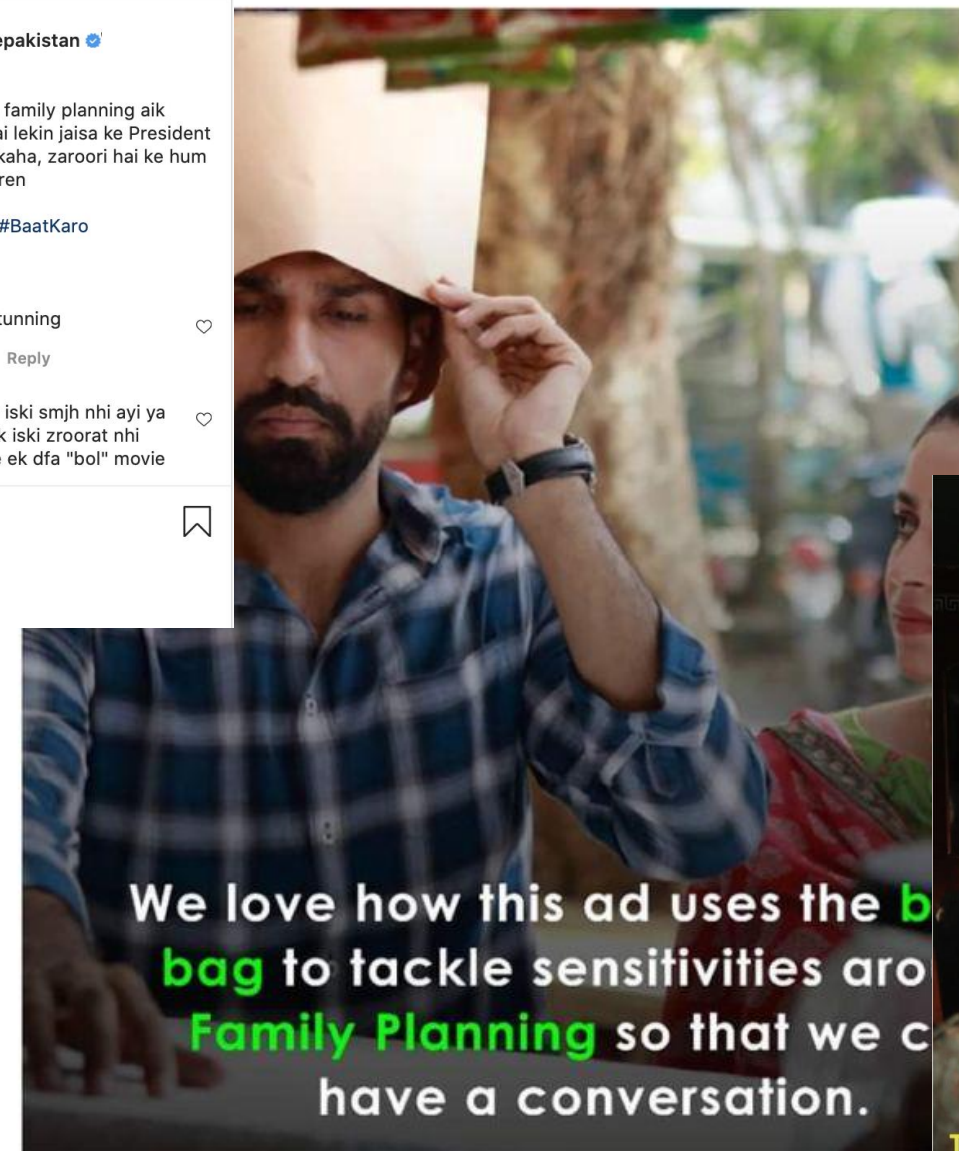
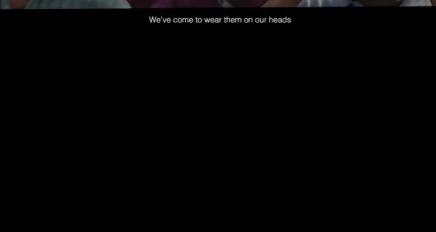
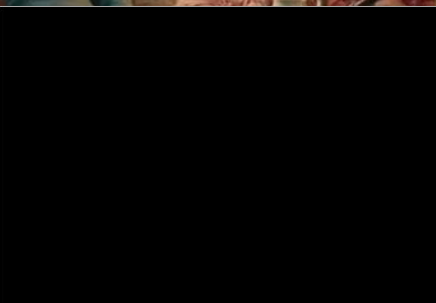
SEPTEMBER 20

Metronome 11 August at 20:51

Talking about family planning is a mind-opener. What's up with people who think it's taboo?

Watch now: [https://youtu.be/2te2tLtY\\_7A](https://youtu.be/2te2tLtY_7A)

#KhairKhwah banna zaroori hai

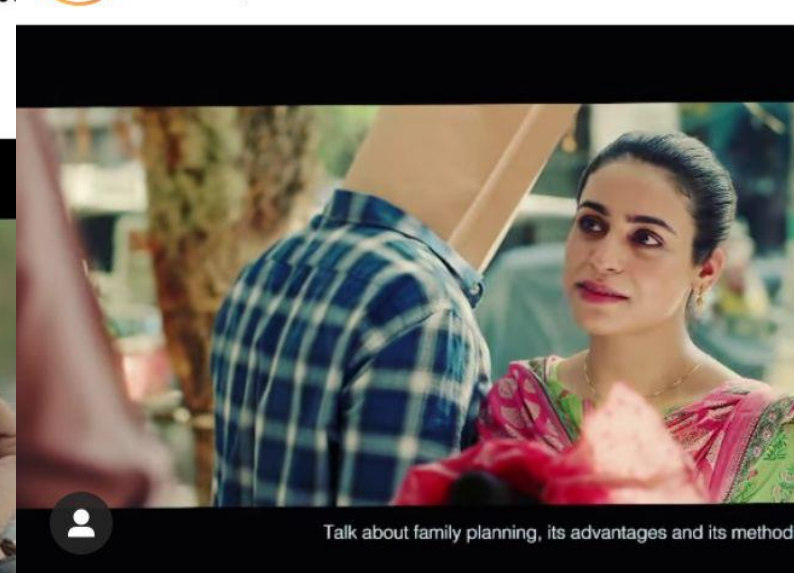


Family Planning? In Pakistan?



268 39 comments 16 shares 20.2

officialmetronome Karachi, Pakistan



3,925 views

officialmetronome Family planning ki baat kyun Pakistan mein? Iss baare mein baat karna itna aje...

Scaryammi Sep 27 at 4:49 PM

Dr. Syeda Batool goes live with The Original Scaryammi to discuss healthy birth spacing and its benefits



You and 38 others 205 Comments · 12K Views



Is this the most powerful Pakistani ad of the year?



This Pakistani Ad is breaking societal taboos by using the brown bag and encouraging people to talk openly about Family Planning

divamagazinepakistan · Follow ...

divamagazinepakistan What a thought-provoking campaign!

Watch the full TVC here: [https://www.youtube.com/watch?v=2te2tLtY\\_7A](https://www.youtube.com/watch?v=2te2tLtY_7A)

#KhairKhwah #BaatKaro

5 w

madeeha\_u Do realise why can't copy the caption link you've posted

5 w 51 likes Reply

View replies (2)

Liked by kirankhanofficial and 11,658 others

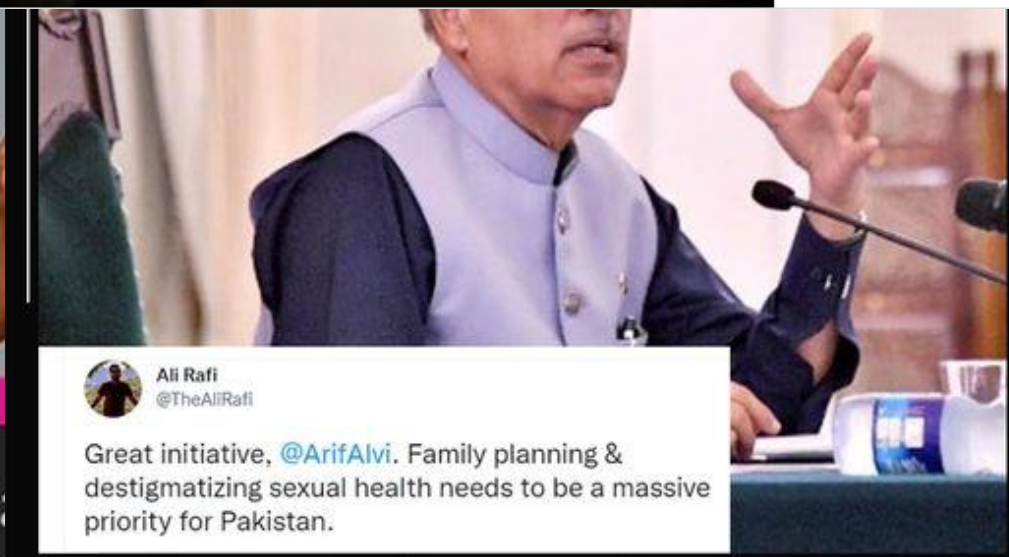
SEPTEMBER 10

Add a comment...

Post



Arif Alvi wants Pakistan out family planning we're here for it



Ali Rafi @TheAliRafi Great initiative, @ArifAlvi. Family planning & destigmatizing sexual health needs to be a massive priority for Pakistan.

Pakistanis laud President Alvi for destigmatizing family planning

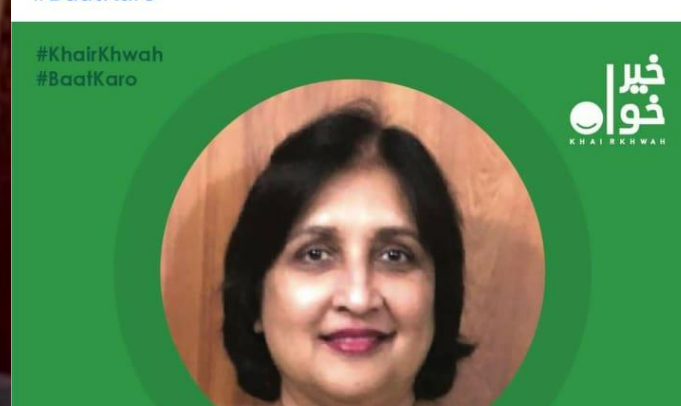


President Arif Alvi wants Pakistan out family planning



Want to know more about family planning but don't know where to start? Join us on ScaryAmmi on the 26th of September at 9 PM as we celebrate this #WorldContraceptiveDay with Dr. Syeda Batool's exclusive live session on family planning!

#BaatKaro



parhlo\_official SCARYAMMI FB GROUP SEPTEMBER



We love how this ad uses the brown bag to tackle sensitivities around Family Planning so that we can have a conversation.



# RESULTS SO FAR

The campaign has started to change attitudes and improve knowledge:

Amongst those that saw our community outreach interventions, we saw a **7% increase** people now using a modern method of contraception

This equates to an additional 259,000 women using modern methods of family planning  
which contributes to an additional £2.2BN to Pakistan's GDP.

At a national level we saw:

- 11% increase in respondents who feel able to discuss modern FP with their husband or wife
  - 17% increase in respondents who know where to obtain modern methods
  - 20% increase in respondents who intend to use modern FP methods in the future
- 19% increase in respondents who are now using a modern method of contraception

This leads to:

- 19,832 fewer unintended pregnancies
- 13,586 fewer induced abortions
  - 269 fewer maternal deaths



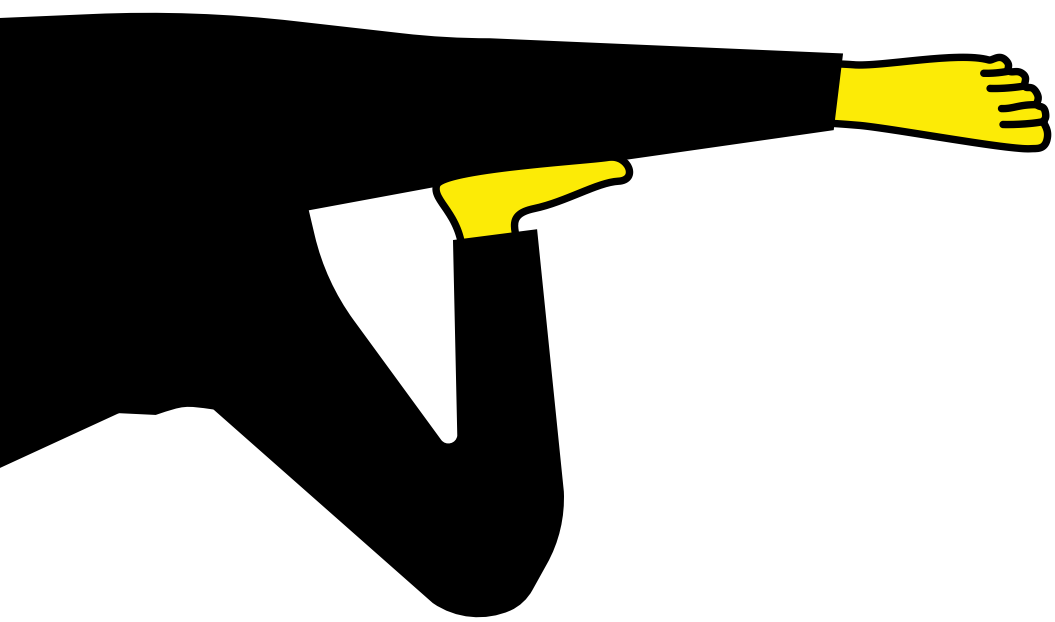




# UK COVID-19 INQUIRY

**LEARNING LESSONS FOR THE FUTURE**





# THE CHALLENGE

The UK Covid-19 Inquiry has been set up to examine the UK's response to and impact of the Covid-19 pandemic, and learn lessons for the future.

The scope of the Inquiry is vast, so a 'listening exercise' was created to run concurrently, designed to democratise the evidence that the Inquiry hears during the legal proceedings.

Everyone in the UK is able to share their story by completing the online form. Given the breadth of experiences and attitudes, our challenge was to design a campaign that motivated people to do so.

# THE OPPORTUNITY

To create a highly targeted emotive campaign that proves the Inquiry values everyone’s pandemic experiences.






# THE INSIGHT

People didn't feel like their experience was relevant to the Inquiry.

So, we represented the voices of relatable people to show our audiences that we wanted to hear from them **with real reasons to share.**

A blue tufted chair with a cushion that says "I want my story to be heard". The chair is positioned in front of a window with sheer curtains. The scene is lit with warm, natural light from the window.

I want  
my story  
to be heard

Margaret, South Wales



# RESULTS SO FAR

2m targeted impressions on social media

296 pieces of coverage about Every Story Matters, generating 474m opportunities to see

12 in-kind partnerships developed

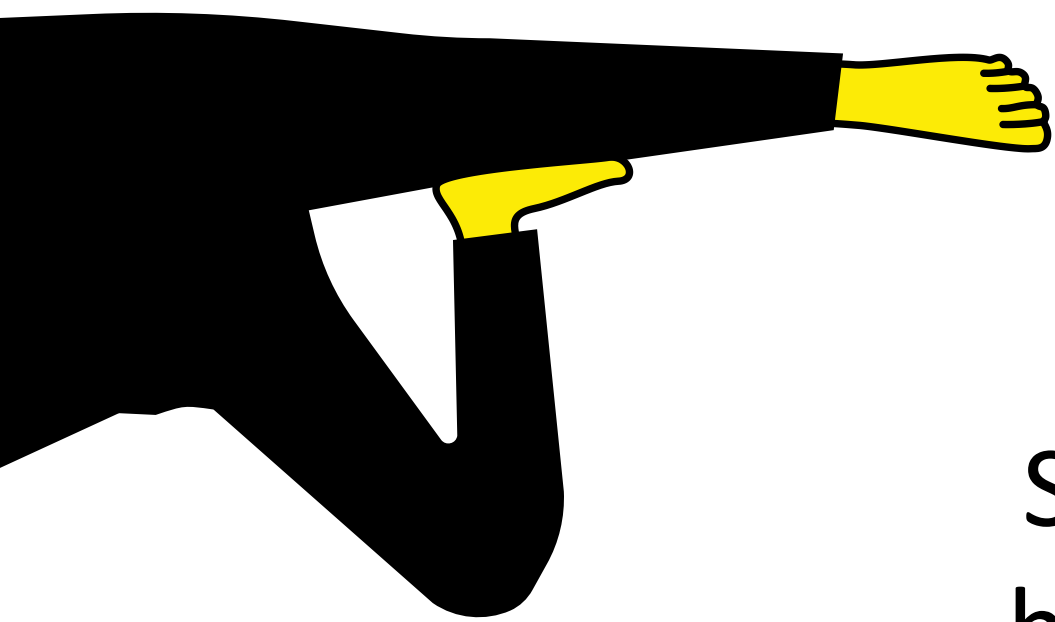
**9,000 stories shared, relevant to the care sector** (exceeding KPI)

The Inquiry will be analysing the stories shared in their evidence at the Care Sector module hearings, incorporating the findings into recommendations for the UK's future preparedness for pandemics.

**MADAGASCAR**

**ENDING STATELESSNESS**





# THE CHALLENGE

Statelessness is a problem that has its roots in Madagascar's colonial history. The nationality laws that exist because of this history work to exclude many Malagasy people from receiving citizenship.

Decades of this being the norm have led to public attitudes of exclusion and discrimination towards those considered stateless.

The UNHCR needed our help to turn decision-maker and public opinion in favour of updated nationality laws. But while parliamentarians knew that the change would be the right thing, they didn't feel that they had the support of the public.

# **THE OPPORTUNITY**

Harness creativity to make this feel like not just the right thing to do,  
but the popular thing to do.



# **THE INSIGHT**

One of the places where people do come together is music.







#samymalagasy



Maro ny vehivavy, ny ankizy ary ny olona manana fahasembanana tratan'ny fanavakavahana anatin'ny lalàna mifehy ny zompirenena malagasy.

Fotoana izao hitondrana vahaolana ho azy ireo.

[www.assemblee-nationale.mg/code-nationalite](http://www.assemblee-nationale.mg/code-nationalite)



#samymalagasy



## Zo fototra maha-olona ny fananana zompirenena.

Maro ny vehivavy, ny ankizy ary ny olona manana fahasembanana tratan'ny fanavakavahana anatin'ny lalàna mifehy ny zompirenena malagasy. Ny fizakana zompirenena anefa no ahafahana misitraka ireo zo fototra toy ny miaina an-kahalalana, manohy fianarana ambony ary miasa.

Fotoana izao hitondrana vahaolana ho azy ireo.

[www.assemblee-nationale.mg/code-nationalite](http://www.assemblee-nationale.mg/code-nationalite)





# RESULTS SO FAR

Early indicators show extremely positive reaction to the campaign.

## Early metrics for social:

- On a \$5k paid media budget, the campaign reached 1.5 million people across Madagascar and was viewed 204,690 times.
- Strong engagement – with social posts getting 60,865 reactions, of which 99.8% of people liked or loved the posts.



**Richelin Mahabotra Vady** If all Malagasy tribes are united, Madagascar will become high and successful so let's unite

[See original \(Malagasy\)](#) · 12w



**Mioty Meuble Mioty**  
For me personally, we are all the same Malagasy, so we should not discriminate

[See original \(Malagasy\)](#) 12 w



**Marie Angèle** Thanks eee  
Malagasy people are one

[See original \(Malagasy\)](#) · 12w



**Ida Micael** Grateful to all Malagasy 🇲🇩🇲🇩🇲🇩

[See original \(Malagasy\)](#) · 12w



**Zairah Mbolatiana**  
We should love each other because we are all Malagasy

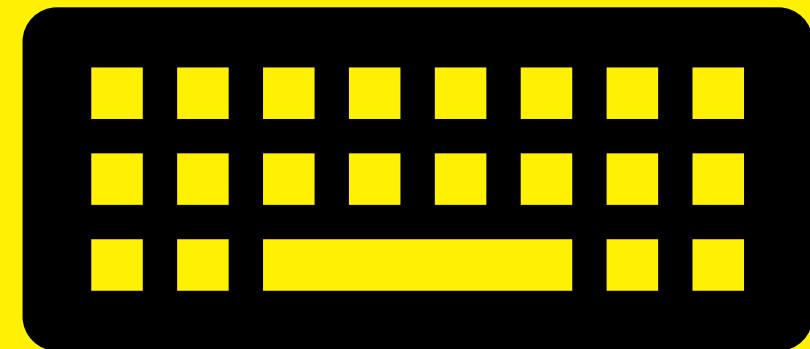
[See original \(Malagasy\)](#) 12 w





**QUESTION**

**HOW WOULD YOU MAKE A PROPOSED  
POLICY POPULAR?**





**ANY**

**QUESTIONS?**

## **23 OCT: HOW TO GET A JOB (IN ADVERTISING)**



A practical session full of guidance and support to help you smash into the industry and take any job application process in your stride. How to write a CV, prepare for a book crit, improve interview and presentation skills.

Jules Meadwell, Head of Talent Acquisition, and  
Laurence “Lolly” Thomson, Joint Global Chief Creative Officer, M&C  
Saatchi Group





*Thank  
you*

**M&CSAATCHI**