

Welcome to Week 7

**HOW COMMUNICATIONS CAN  
CHANGE THE WORLD**

**M&CSAATCHI**  
OPEN HOUSE

# HELLO



**Katie Gilbert**

Managing Director



**Maya Rampal**

Strategist



# HOUSE RULES

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

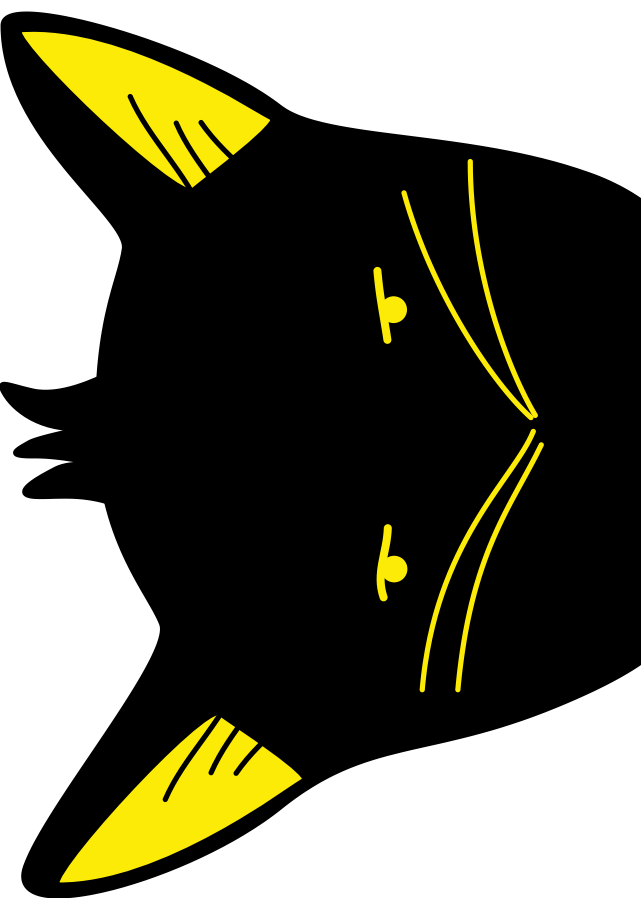
Please be respectful of the speakers and of each other when using the communication features

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**



# STOP TOBER

Helping you split up with  
smoking this October

[Search Stoptober](#)

BECAUSE THERE'S ONLY  
**ONE YOU**



TIPS FROM  
**FORMER  
SMOKERS**

## QUIT SMOKING



## 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](#)

NHS

Better Health  
**LET'S DO THIS**



If you smoke, I smoke.

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%**





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



**WE ONLY HAVE TO LOOK  
BACK TO SEE...**





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



**WE CAN TRANSFORM ATTITUDES**

**WE CAN SHIFT NORMS**

**WE CAN CHANGE BEHAVIOUR**





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**M&CSAATCHI**

Leveraging the best of the  
M&C Saatchi network to  
help make the world a  
healthier, safer and more  
equitable place

**QUESTION**



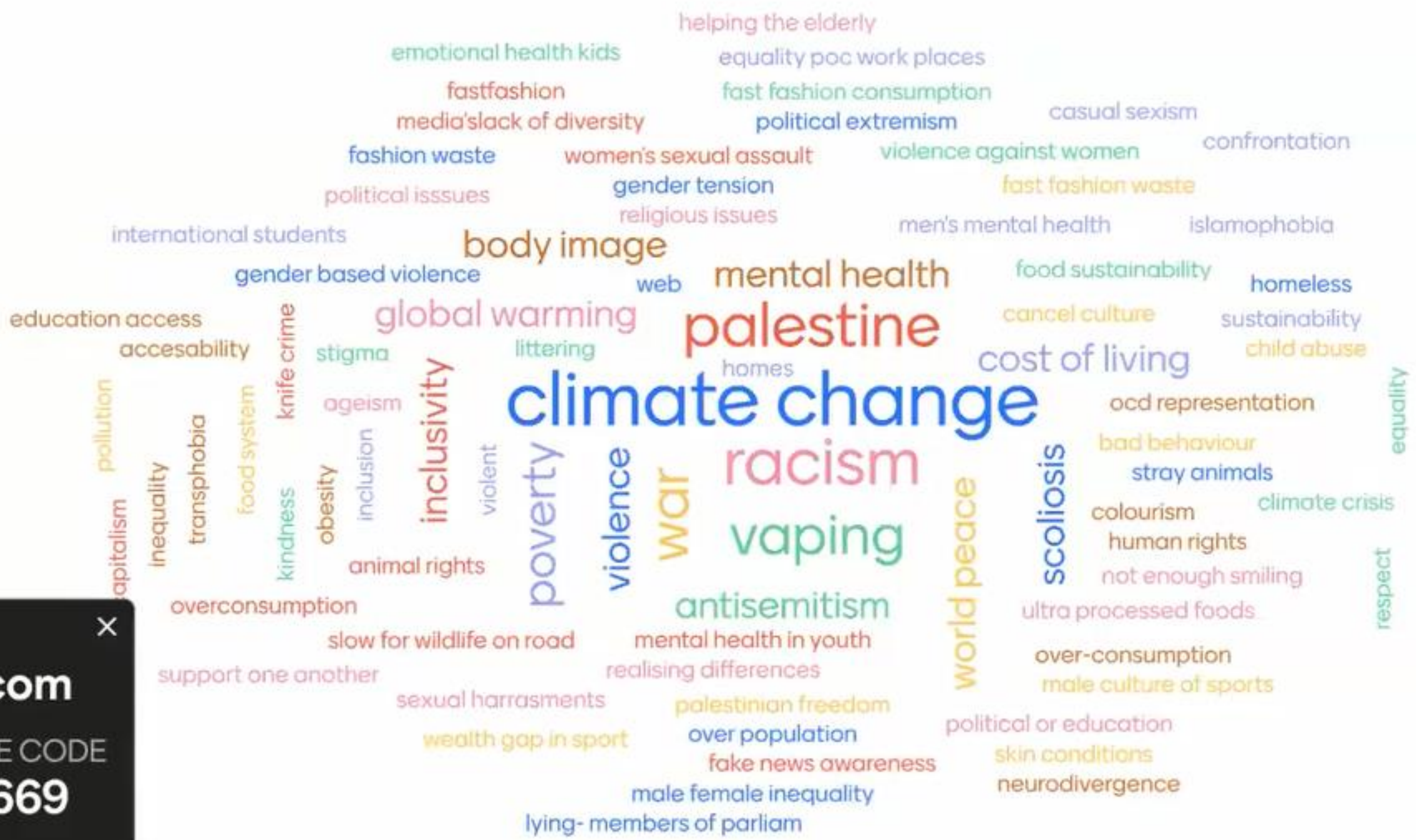


**WHAT ISSUE WOULD  
YOU LOVE TO SEE  
COMMUNICATIONS  
HELP CHANGE?**



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

119 responses





GO TO **menti.com**

ENTER THE CODE **4627 1669**

 74



**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 [unheardvoices.africa](http://unheardvoices.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

"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?

No South African's name is a mistake. 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.

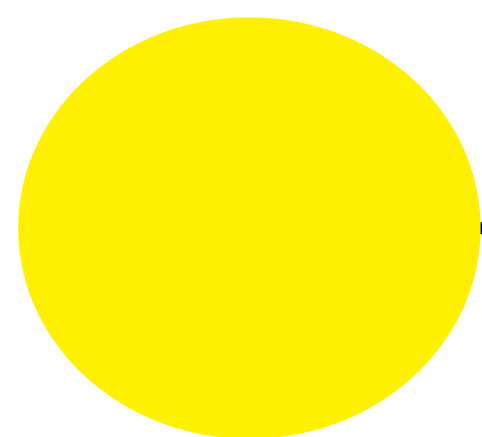
**Nando's**

#rightmyname

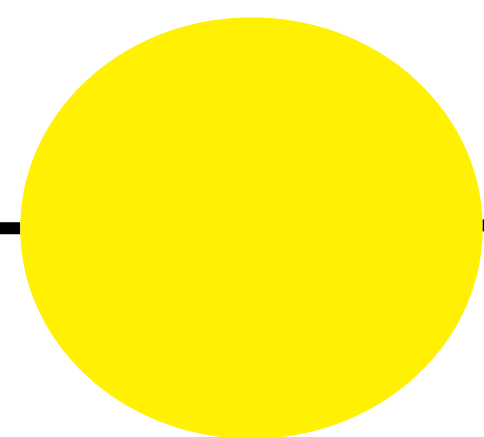


**WHO ARE WE AND HOW  
DID WE GET HERE?**

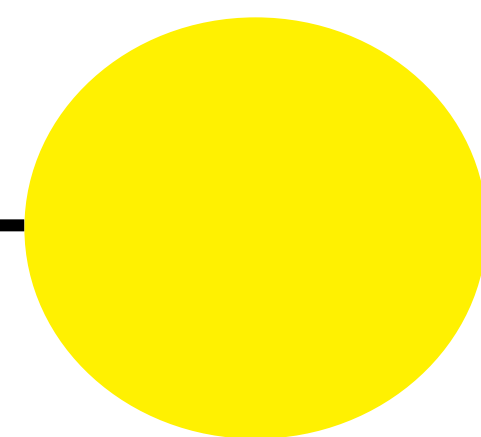
# KATIE'S JOURNEY



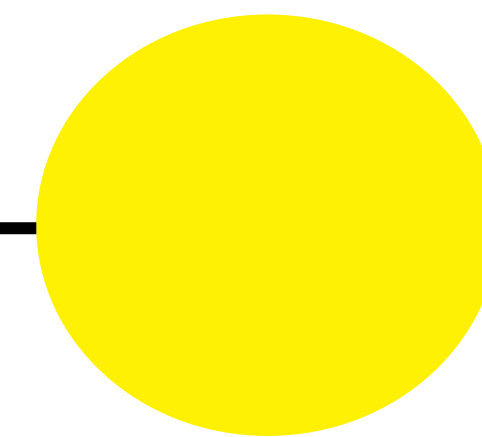
Left uni with desire to work in creative industry but no clue where to start



Joined creative arts charity running music & poetry projects in prisons



Switched to brand advertising. Loved it but missed social impact work.



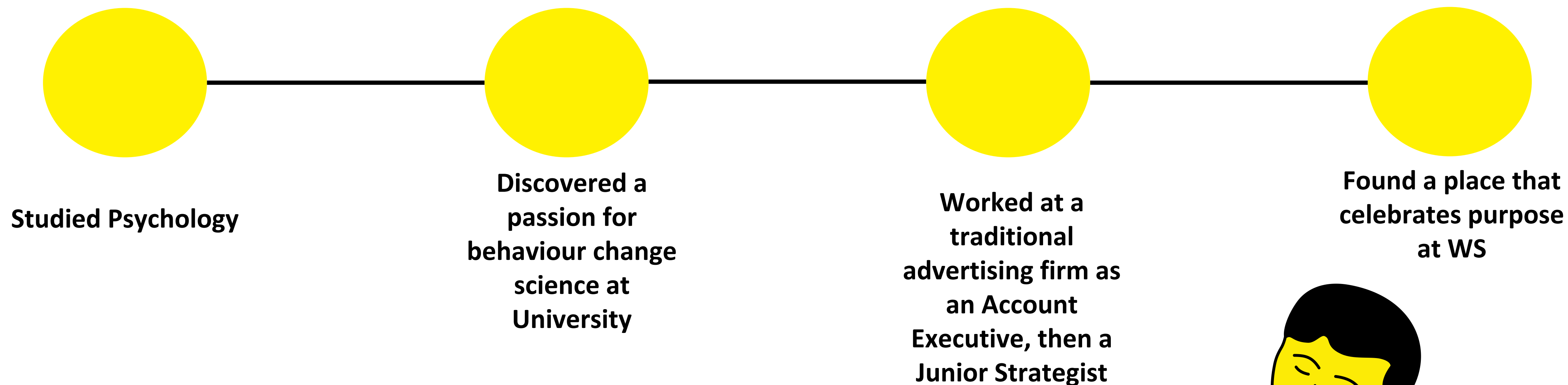
Found best of both worlds at M&C Saatchi



**M&CSAATCHI**  
OPEN HOUSE



# MAYA'S JOURNEY



**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**

**COMMON TEAM TRAITS**





**CURIOUS ABOUT  
THE WORLD**



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





**TENACIOUS AND  
RESILIENT**

**WHAT ARE OUR ROLES?**





**ACCOUNT  
MANAGEMENT**



**RESEARCH &  
INSIGHT**



**STRATEGY**



**CREATIVE &  
PRODUCTION**



**SOCIAL MEDIA  
MANAGEMENT**



**PR &  
PARTNERSHIPS**



**FINANCE & OPS**



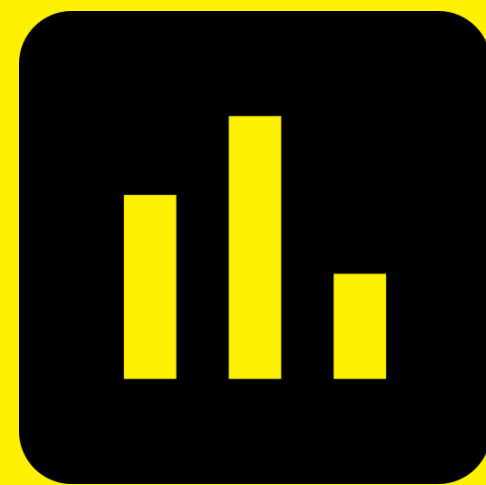
**NEW BUSINESS**



**QUESTION**



**WHICH ROLE  
RESONATES MOST  
WITH YOU?**

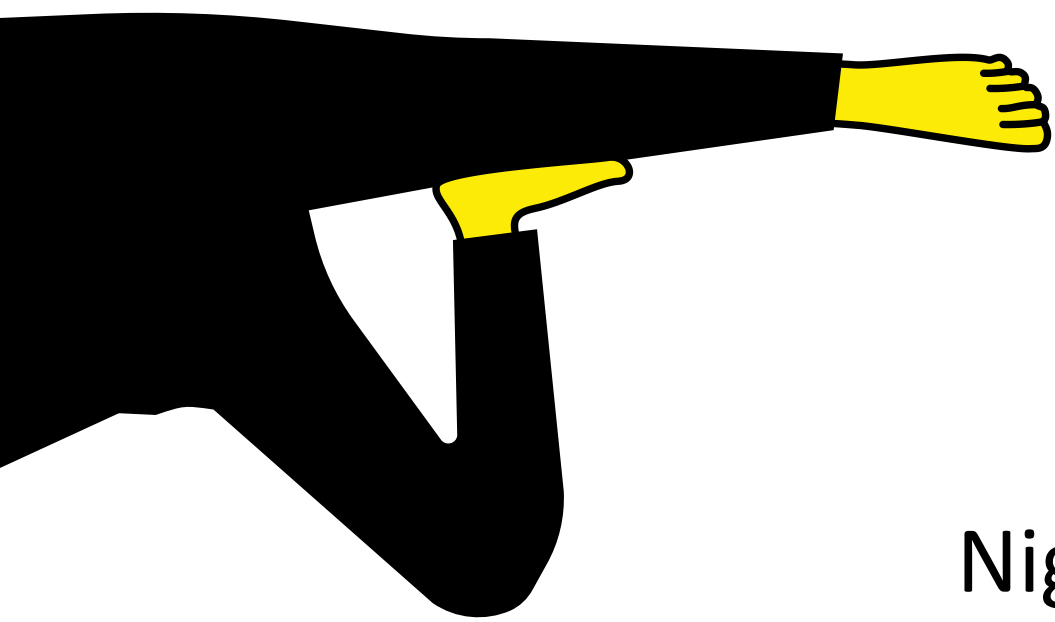


**WHAT ARE SOME  
EXAMPLES OF OUR  
WORK?**



**REDUCING WOMEN'S RISK  
OF MODERN SLAVERY**

**NIGERIA**



# THE CHALLENGE

Nigeria is ranked as one of the countries with the highest number of slaves in the world. Approximately 80% of Nigerian women from Edo and Delta States who take the dangerous journey overseas end up being trafficked and forced into sex work.

The problem is that young women were tired about hearing about the harm. They have aspirations for their future and they don't want to just hear what they shouldn't do. They want to hear how they can succeed.

We were commissioned to develop a campaign to inspire young women aged 16-25 from Edo and Delta States with positive, safer economic alternatives.



# **THE OPPORTUNITY**

Celebrate real-life stories of success  
our audience can aspire to



# THE INSIGHT

THIS HOUSE IS NOT FOR SALE



**NOT  
FOR  
SALE**



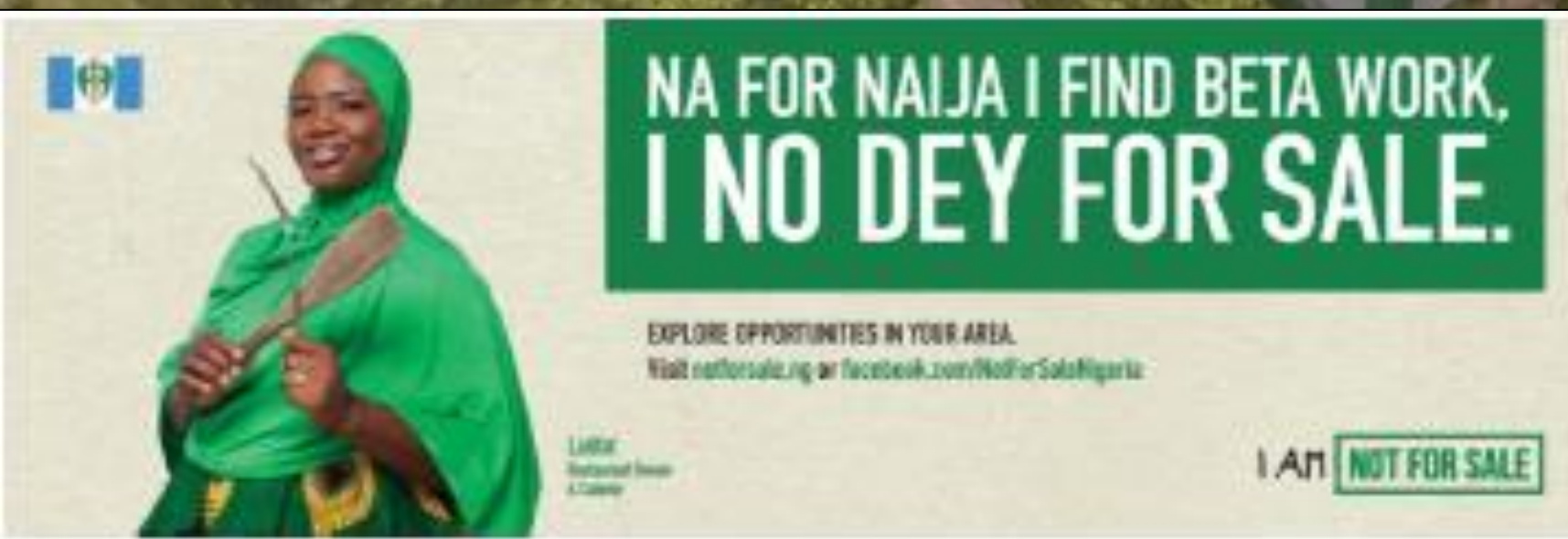
A woman wearing a pink floral hijab and a black dress stands in a rural setting. She is positioned in front of a light-colored building with a window. The background is filled with lush greenery, including several banana trees and a large, leaning tree trunk. The ground is dirt and there are some concrete blocks and rebar visible, suggesting a construction site or a garden area. The overall scene is bright and natural.


I was born in Ikagbegbo, Edo State.










**Not For Sale Nigeria** · Follow  
 19 March · 🌐

**Social Media Influencer, @TheRealMaraji has a message for you.**  
 Social Media Influencer, @TheRealMaraji has a message for you. If she can make it here, so can you. We want to hear your success story! Simply leave a comment below or visit the link [noforsale.ng/thestories/](https://noforsale.ng/thestories/) to submit it. #NotForSale See less





# RESULTS

**75%** of young women surveyed had heard of the 'Not For Sale' campaign

**88%** had a positive reaction to the campaign

**27% increase** in young women thinking that starting a business in Nigeria is a good career choice

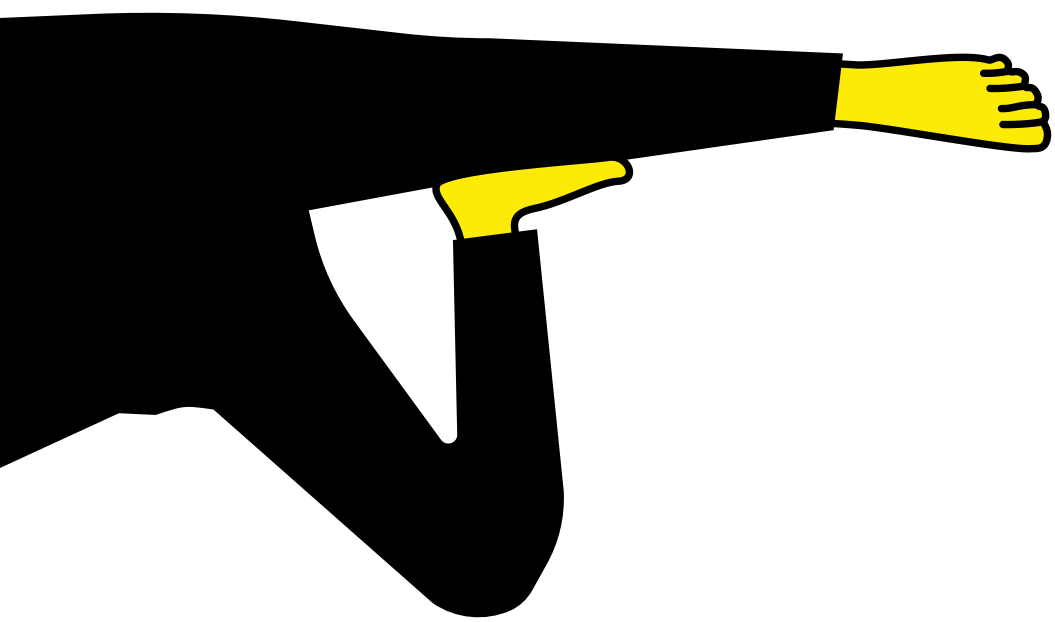
**15% increase** in young women intending to start their own local business in Nigeria within the next 3 years

**32% increase** in young women intending to enroll in training within the next 3 months to help start a business.

# 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 'WELLWISHER'**





**‘SOCH KO KHAKE LIFAFFEY SE AZAAD KARO, BAAT KARO.’**

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







## 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

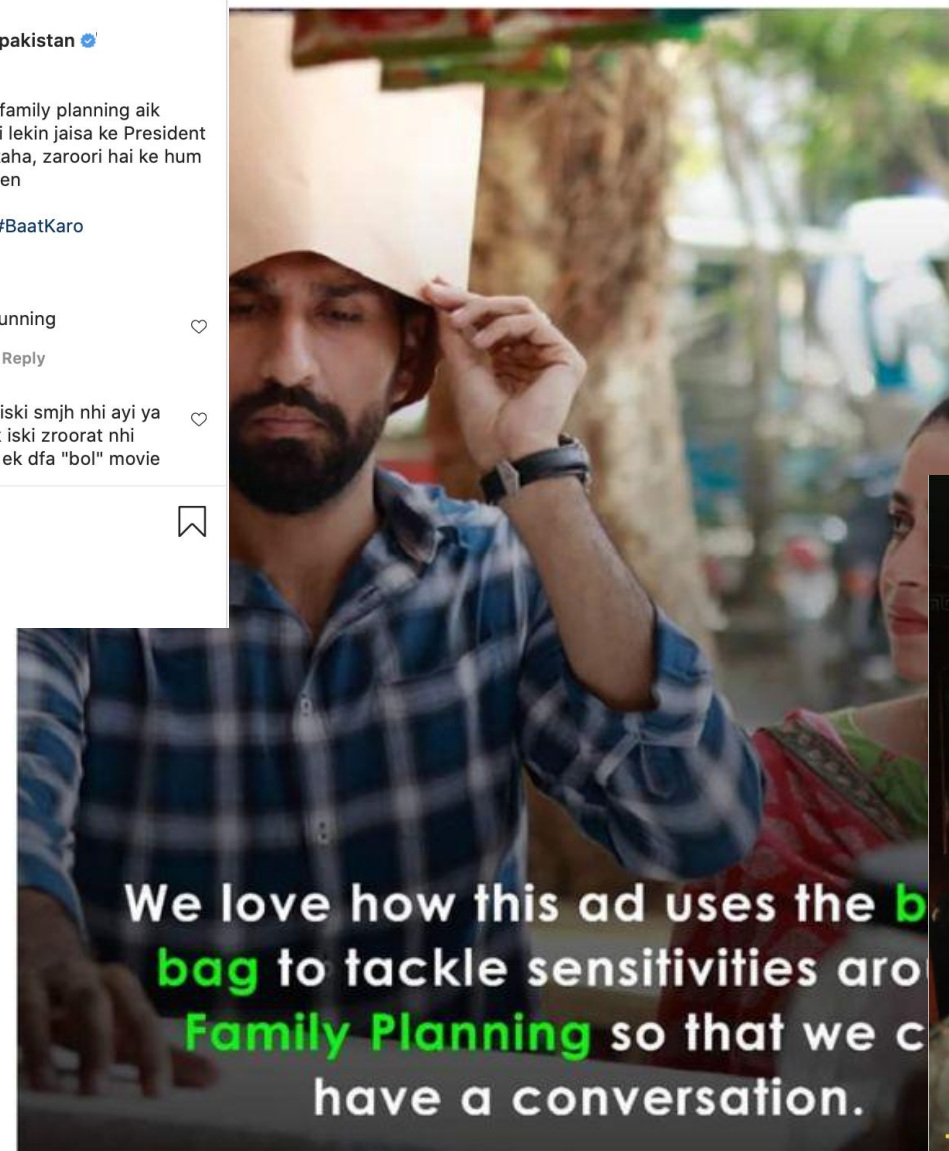
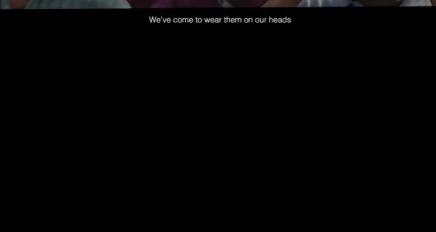
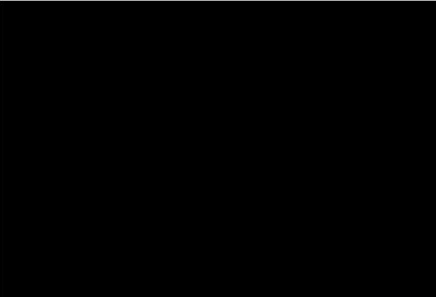
SEPTEMBER 20

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



Metronome Follow 22 Aug

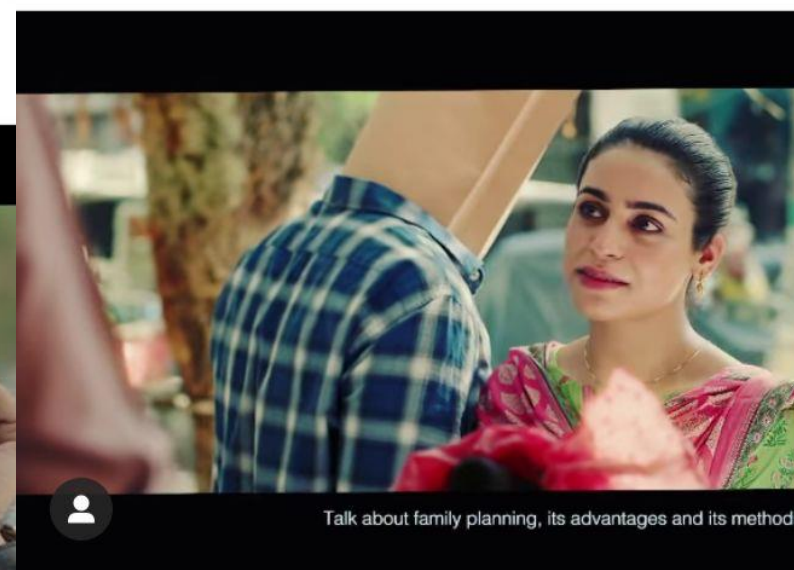
Family Planning? In Pakistan?



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



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 U do realise why can't copy the caption link you've posted

5 w 51 likes Reply

View replies (2)

11,658 others

SEPTEMBER 10

Add a comment...

Post



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



Pakistanis laud President Alvi for destigmatizing family planning





# RESULTS

**The campaign has started to change attitudes and improve knowledge...**

- The number of methods known (+19%) and where to obtain them (+16%), as well as improved belief in their safety (+17%) have all increased.
- There are improved perceptions of approval of modern method usage amongst key groups including husbands, female friends, mothers, mothers-in-law and family members.
- More men are able to talk with male friends about FP methods (+27%), and more women able to talk with female friends (+8%) and their mothers (+15%).
- There is an increased intention to use modern family planning methods from 25% to 32%.

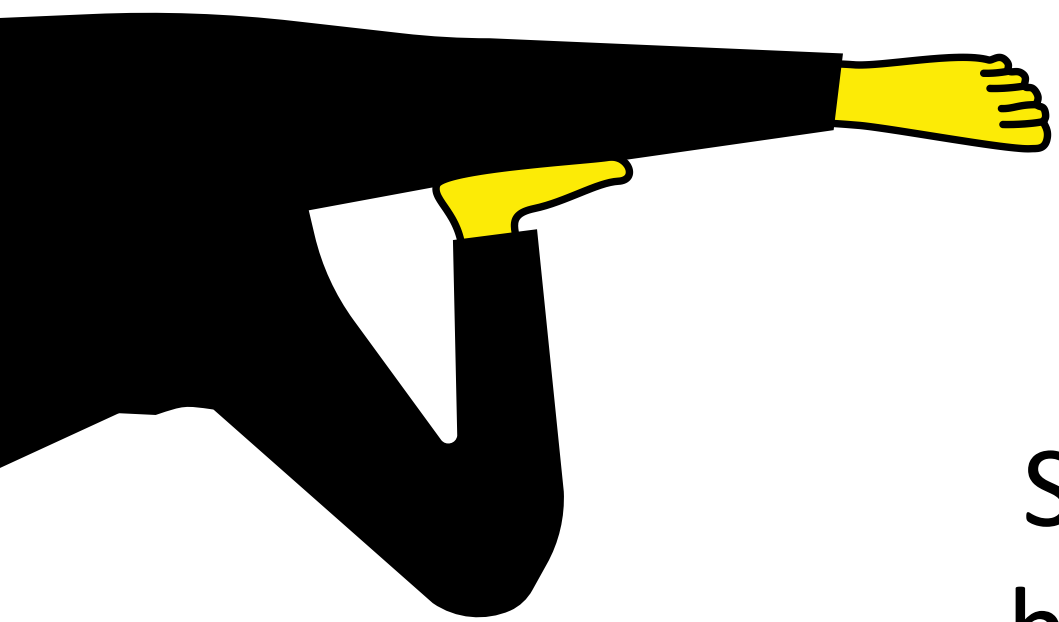
This led to us winning a Gold Effie Award!



**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.



# The power of *Music* with Reko

We chose Reko because they are one of the few artists/bands in Madagascar who truly understand and align their messages with the vision and values of our campaign.









#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 social budget, the campaign reached approximately 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 \(Malagasy\)](#) · 12w



**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 \(Malagasy\)](#) · 12w

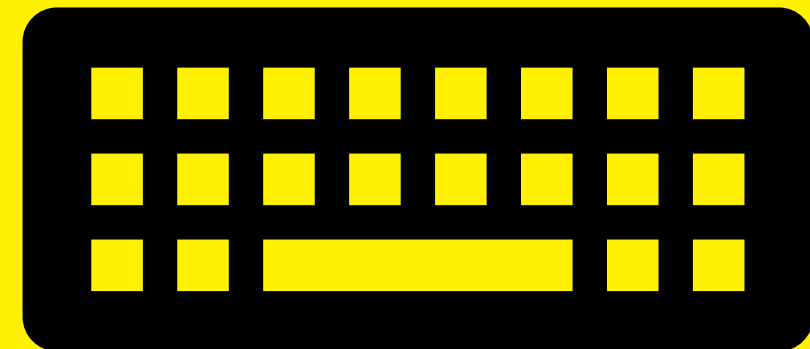




**QUESTION**



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





**QUESTIONS?**



*Thank  
you*

**M&CSAATCHI**