FOR IMMEDIATE RELEASE

ACT Responsible to celebrate “Great Ads for Good”
at the Cannes Lions International Festival of Creativity.

ACT’s 18th exhibition will be revealed on Monday 17 June (opening 10:00). It will showcase 82 of the most innovative ideas in support of good causes, responsible behaviour and sustainable development by 69 agencies from 30 countries. This is an opportunity for agencies to celebrate advertising’s best side at the most prestigious event in the industry.

Creativity allows important messages to be delivered in a powerful and effective way. This exhibition promotes causes endorsed by ACT, but also raises the awareness of these issues to people outside the advertising community. This year, we have seen a large rise in the number of environmental campaigns, in particular those discussing the damages of plastic pollution. Other themes such as gender equality, homelessness and illness also stand out.

The exhibition is divided into four themes (print and video): Environment — plastic pollution, climate change, protecting biodiversity; Human Rights — gender equality, LGBT rights, fighting exploitation; Solidarity — poverty, collective responsibility; Education — road safety, diseases, promoting tolerance.

We congratulate all participating agencies for their outstanding work promoting good.

All visitors are invited to take part by voting for their favourite campaigns at the event or online. Voting closes Wednesday 19 June at 18:00. This year’s Tributes Celebration of Champions of Good and of Creativity for Good will be held on Thursday 20 June at RTL AdConnect Beach (C Beach | la Croisette). This occasion honours the people who have played leading roles in advancing social and environmental causes through personal contributions or awareness campaigns. We will also recognise agencies for their outstanding creative campaigns that discuss major issues.

“This is not an award nor a competition and there is no winner. The goal of this Tribute is to acknowledge those champions of good, highlight clever and creative programs, share best practices and inspire others.” says Hervé de Clerck, ACT Responsible Dream Leader.

More about ACT Responsible:
We aim to inspire, promote and unite communication around social and environmental responsibility. Since 2001, we have gathered and disseminated the best “good cause” campaigns, convinced of their power to raise awareness and educate citizens, building a better and more sustainable society.

Contact: isa@act-responsible.org | +33 6 07 08 12 07
This exhibition showcases a collection of 82 campaigns created by 69 agencies from 30 countries. We have gathered this work in order to highlight how creativity is used to raise awareness of the world’s major issues. We congratulate all participating agencies for their outstanding work in raising awareness on good causes.

The exhibition is divided into four themes in both print and video: Environment: preventing pollution, waste, protecting biodiversity; Human Rights: fighting injustice, violence, protecting dignity; Solidarity: encouraging equality, discouraging exclusion, promoting brotherhood; Education: fighting discrimination, diseases, promoting tolerance.

be act’ive all week

#YouCannesBeACTive #ACTinCannes19

MONDAY 17 JUNE - 10:00
@ Debussy Theater | Palais des Festivals

EXHIBITION OPENING

Join us @ the Debussy Foyer first floor right, Palais des Palais. This is an opportunity for agencies to celebrate advertising’s best side at the most prestigious event in the industry.

MONDAY 17 TO WEDNESDAY 19 JUNE
@ Debussy Theater | Palais des Festivals

YOU ARE THE JURY

Vote @ the exhibition in the Debussy Foyer or online @act-responsible.org/act-in-cannes. “Like” your favourite campaigns. Choose one, two or three favourite campaigns in each of the four themes: environment - human rights - education - solidarity.

TUESDAY 18 JUNE - ALL DAY
@ Debussy Theater | Palais des Festivals

WIN PRIZES IN OUR LUCKY DIP

Come along to the exhibition to take part in our lucky dip for a chance to win an invitation to cool parties! Vote for your favourite campaign and choose one of our free tote bags, containing a range of different prizes.

THURSDAY 20 JUNE - 17:00
@ RTL AdConnect - C Beach, la croisette

CANNES TRIBUTES CELEBRATION*

Join us for a homage to the favourite “Campaigns for Good” and “Champions of Good”, people who have played leading roles in advancing social and environmental causes through personal contributions or awareness campaigns.

*ask for your invitation from one of the ACT Responsible hostesses.

be act’ive all year

Join ACT Responsible on social media and be part of the community of ACT’ive people who believe in the power of creativity to help build a sustainable, equitable and respectful future. Share your favourite campaigns and contribute to promoting good message.
have the pleasure to invite you to

THE CHAMPIONS OF GOOD

The people that have played key leading roles in advancing social and environmental causes through personal contributions and/or creative campaigns (movement-maker, non-profit, brand and industry leader).

TO CREATIVITY FOR GOOD

The top 3 favourite campaigns in Environment, Human Rights, Solidarity, Education elected by public votes at the ACT Responsible Exhibition.

alongside ACT Responsible Members:

Philippe Paget, Adforum
Brianna Wettlaufer, Adobe Stock
Valérie Decamp, Mediatransports
Carolyn Gibson, Euronews

Yannick Bolloré, Havas Group
Michael Houston, Grey Group
Carl Johnson, Anomaly
Carter Murray, FCB Worldwide
Michael Roth, Interpublic Group
Troy Ruhanen, TBWA Worldwide
John Seifert, Ogilvy & Mather
Social Responsibility is a major driving force in global business. The role of advertising is important because it can determine the social awareness of citizens, consumers and voters who are the real agents of change. With that in mind, ACT Responsible’s mission is to share good practice and to bring together key players in the communication industry who are keen to share their commitment to responsible communication. We thank our supporters who finance and contribute to 100% of our action.

Hervé de Clerck
Dreamleader, ACT Responsible

Advertising is a powerful tool. It can raise awareness, influence attitudes and sometimes even radically change behaviours. It is up to us now to use this tool responsibly to ensure a positive future for generations to come.

Philippe Paget
CEO, AdForum

RTL AdConnect, part of RTL Group, is engaged in social and environmental responsibility and is therefore proud to partner with ACT Responsible. One of RTL AdConnect’s missions is to support international brands through their global Total Video campaign, guaranteeing ad credibility and quality. We are very honoured to host this year’s ACT Responsible Tribute Celebration.

Stéphane Coruble
CEO of RTL AdConnect

“Being a good corporate citizen is a part of our DNA. This comes to life in many ways through our agencies around the world. We are committed to being among the world’s most diverse companies, to mitigating our impact on the environment, and to acting responsibly, making positive change in the communities where our employees live and work.”

Michael Roth
Chairman and CEO, Interpublic

The idea that agencies should be socially responsible because we have the strategic and creative abilities to affect behavior is beside the point. We should be socially responsible because we’re human beings. Be a decent human being. That’s the message, and we should never stop spreading it.

Michael Houston
Worldwide CEO, Grey Group

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With 20 million estimated passengers in France who use public transport daily, Médiatransports, ad selling agency, must put its strategy and development in a resolutely responsible approach. Guaranteeing responsible advertising in terms of content broadcast and putting the power of the media at the service of general interests’ projects. This are the major pillars of our societal commitments.

Valérie Decamp
DG Médiatransports

“Increasingly, we are putting our creative minds to social causes whether it’s on behalf of our clients or the pro bono work we do. We proudly support ACT Responsible’s mission to promote advertising that makes the world a better place.”

John Seifert
Chief Executive, Worldwide, Ogilvy

“TBWA is honored to support ACT Responsible. This community serves as an excellent reminder that advertising is more than a “buy this!” business; when done right, it is a powerful tool with the potential to spread influence, shift perception and disrupt conventions on a global scale. We believe it is our duty to fulfill that potential.”

Troy Ruhanen
President and CEO, TBWA Worldwide
One of the core principles of Anomaly is a belief in brand behaviour – the belief that meaningful acts speak the loudest, and have the most positive impact on people and the world. It’s a shared view with ACT Responsible, which is what makes the organization so important to support.

Carl Johnson
Founding Partner, Anomaly

In a society of communications, the advertising industry is more than ever aware of the stakes involved in social responsibility. Our role is to encourage consumers to adopt a more responsible and ethical behaviour. The members of the AACC are committed to helping the world to change regarding these crucial issues.

Marie-Pierre Bordet
Vice-President, AACC

E-artsup students like to engage. Our partnership with ACT Responsible empowers them to put their talent and determination to work for great causes. They work in a constructive and collaborative spirit for a better & fairer world. This is the best educational program I can imagine for a graphic design school. Thank you for this beautiful collaboration!

Nicolas Becqueret
Director, e-artsup

The Care Awards are celebrating its 10th anniversary this year and EACA is proud to be part of the community promoting and awarding the most successful creative social & environmental campaigns. It always has and always will be close to our hearts – thank you ACT Responsible for believing in it too and demonstrating its true value.

Tamara Daltroff
Director General, EACA

As a journalist I’m aware that advertising plays a valuable part in funding a free and independent press. But it has another role too: supporting good causes with impactful messages. However, in an era when “brand purpose” has become fashionable, ACT can sit the committed from those who are following a trend.

Mark Tungate
Editorial Director, The Epica Awards

There’s no room for self-serving brands. Be part of the solution or get the f... out of my life.

Thomas Kolster
Founder, Goodvertising Agency

First involved with ACT Responsible as creative director for students of e-artsup, school in which I teach graphic design and where I lead a Master’s degree, my collaboration then extends into my freelance activity for the realizalation of tools of visual communication, pro bono ... a double cap for a double mission but only one pleasure.

Raphaël Thomas
Art Director

Influencia think that the mission of companies and brands today is not only to sell products or services but to contribute to a better society, and commit to it. We also believe that advertising can participate in awareness and a shift towards a more responsible lifestyle. We support the work of ACT Responsible who for years fought fiercely and tirelessly in this direction.

Isabelle Musnik
Founder & CEO, Influencia

All media must all take part in building a new world, respectful of the SDGs. This has been PUB’s commitment since 2018. Act Responsible has been encouraging us in this direction for many years. It is therefore a source of pride to work together hand in hand.

Philippe Warzee
Editorial Director

There are many pitfalls in advertising: being provocative, misleading, sexist... However, when put to good use, advertising can be a very powerful tool. ACT Responsible emphasises how it can be used to defend worthy causes. Advertising is a weapon, let's make use of it!

Pascal Cubb
Founder and Producer, Sunglasses

Whilst purpose-driven campaigns are playing a key role in today’s brand marketing, Act Responsible, together with Gunn Report, have been shining a light on communications for good causes for nearly two decades. Following the recent rebrand of the Gunn Report to WARC Rankings, WARC is delighted to continue this collaboration.

David Titman
Head of Content at Warc Rankings

As future artistic directors, we are honoured to have been chosen to work with ACT Responsible to build their new branding. We share ACT Responsible’s values and hope, through our work, to be able to contribute to raising awareness about great causes.

Yann Grégoire & Solenn Gras
Junior Art Directors

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more about the 2019 exhibition

Captivating and thought-provoking images and films are an essential part of any exhibition. It is when combined with innovative ideas that a campaign becomes truly influential. This year, we have received many powerful prints, spots and case studies. These campaigns have challenged our views and actions, helping to change our perspective of the world. Out of over 1,200 campaigns identified this year, the exhibition showcases a collection of 82 campaigns, created by 69 agencies, for 81 advertisers from 30 countries.

climate change

2019 has seen a massive increase in climate change media coverage compared to previous years. From the popular “Our Planet” Netflix documentary to the “Extinction Rebellion” movement witnessed across Europe, climate change is a very relevant and serious issue at the forefront of our minds.

In particular, plastic pollution is one of 2019’s most prominent topics. There has been increased demand to reduce our use of plastic and to clean up plastic waste already damaging our environment. Organisations such as “The Ocean Cleanup” is taking matters into its own hands by developing technology to extract plastic pollution from the ocean.

This year’s campaigns such as “Stupid Packs” by MullenLowe SSP3 and “Plastic Fish” by Piece of Cake emphasise the damage of plastic pollution and demonstrate that this problem has negative consequences for humans and animals alike.

Campaign: “Stupid Packs”
Agency: MullenLowe SSP3, Colombia
Advertiser: Conservation International

Campaign: “Plastic Fish”
Agency: Piece of Cake Barcelona, Spain
Advertiser: Centro de Recursos del Agua (CREA)
Gender equality is still a prevalent issue. Many forms of discrimination remain unchanged or unchallenged, continuing to affect billions of people every day.

This year, in light of the 2017 #metoo movement and the heightened discussion around the gender pay gap, we have seen some great campaigns that continue to fight for women’s rights. The campaign “Impossible to ignore” by Havas challenges the way women are often overlooked and not recognised for their work achievements.

Meanwhile, “Parcours Parfait” by Publicis Conseil highlights the sexist discrimination made when hiring candidates for employment.

**Campaign: Impossible to Ignore**
Agency: Havas Group, United States
Advertiser: UN Women (GICC)

**Campaign: « Parcours parfait »**
Agency: Publicis Conseil, France
Advertiser: Tissons la Solidarité

gender equality
poverty

Poverty is a major problem addressed this year. The campaign "Looks" by Fondation Abbé Pierre seeks to humanise homeless people. This powerful print asks viewers not to look away, helping to battle the indifference people often demonstrate as they walk by, averting their eyes. "It’s Shocking What Some People Have for Dinner" by Saatchi & Saatchi Wellness exposes the realities of people living in poverty, something that too few are aware of. Organisations such as “The Media Food Drive” tackle this issue by offering food banks to help those in need during the holiday season while raising awareness about poverty.

Campaign: "Looks"
Agency: ALTMANN+PACREAU, France
Advertiser: Fondation Abbé Pierre

Campaign: "It’s Shocking Where Some People Go For Dinner"
Agency: Saatchi & Saatchi Wellness, United States
Advertiser: St. George’s Common Table
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**—— press kit ACT in Cannes 2019 ——**

**ACT Responsible - Non Profit Organization N°: CH-626.6.011.753-6 - info@act-responsible.org - act-responsible.org**

**Bord du canal, 33, Chalais, 38066, Suisse - +41 27 480 3045 - 112 Bis rue Cardinal, 75017, Paris, France - +33 (0) 42 94 96 37 - 102 Lexington Ave, 10016 New York, USA - +1 (212) 401 7000**
ACT Responsible is a Swiss-based non-profit association created in 2001. ACT stands for Advertising Community Together. ACT Responsible has built a network of committed agencies, media, advertisers, institutions, NGOs and corporations, all of whom believe responsible advertising is essential for modern communication. Through various initiatives, our association promotes the best advertising campaigns concerning social and environmental issues from around the world. ACT Responsible is affiliated with the United Nations Department of Public Information and part of the UN Global Compact.

Our vision: we believe that creativity has the power to overcome social, generational and cultural barriers, encouraging understanding and advocacy for change. Advertising is a universal language full of images, music, words and emotion. This combination has a powerful impact: we can empathise with the message, media stimulates our senses and both motivate us to become involved and to bring about change.

Our mission: to inspire, promote and unite the advertising communications industry to share good practice in social responsibility and sustainable development.

the gallery of good ads

We continuously gather first-rate advertising campaigns concerning social and environmental issues from all over the world. This unique content can be found in our multicriteria searchable database the “Good Ads Gallery”, created by adforum.com. The gallery grows by over 1,000 campaigns a year.

exhibitions and events

For over 19 years, we have produced hundreds of exhibitions and film projections. We have organised debates for institutions, schools and companies, raising awareness about social and environmental issues and encouraging responsible behaviours. We have also hosted events, indoors and out, at professional gatherings, art galleries, cafés and corporation lobbies.

act tributes

As of 2004, we organise public voting during our exhibitions, allowing visitors to get involved and honour their favourite campaign. The Cannes ACT Tributes recognise agencies’ contribution and motivate them to produce more outstanding work. Last year we launched ACT Champions of Good — an annual celebration of the people (public, NGO, advertiser, agency) who have played leading roles in advancing social and environmental causes through personal contributions or creative campaigns.

one minute of responsibility

The short programme “One Minute of Responsibility” was launched in 2007. Created with the TV channel Euronews, OMR features campaigns multiple times a day to raise awareness about good causes. We select the content and Euronews offers the media space which amplifies charities’ presence in people’s everyday lives. Since its launch, hundreds of campaigns have benefited from thousands of minutes of free media space broadcasted in 155 countries. This has a market value of 15 million euros.
In 2008, we co-founded the NG’Ad Club to stimulate discussion between business and charity communication in order to promote, inspire and share good communication practice.

The Club offers its members meetings, dinners, technical breakfasts and events throughout the year. The Club is based in France and has over 45 NGO Communications Directors.

The European Association of Communications Agencies and ACT Responsible created this award in 2009 to highlight the advertising industry’s contribution to society, celebrating the most successful creative social and environmental campaigns. The Care Awards focuses on issues such as public health, the environment, sustainable consumption, public safety, disability, human rights, domestic violence, child abuse, homelessness, education and other similar subjects. The Care Awards’ jury is chaired by a member of the European Parliament and composed of NGO and Institution Communications directors, Creative Directors, and CSR Experts.

The Good Report is a unique ranking of the world’s best use of creative communications to promote sustainability and social responsibility in order to raise awareness on major social and environmental issues. It is created by ACT Responsible in collaboration with WARC.

WARC is the worldwide authority on marketing and media effectiveness and the publisher of the WARC Creative 100 Rankings, a global index of creative excellence in advertising and a successor to the Gunn Report.

MyACT is a daily web programme created with Pascal Cübb, mister Sunglasses. It shines a light on the role, involvement, and responsibility of advertising. Key players share their visions for a few minutes during an interview at the Cannes Lions International Festival — a great way to raise younger creatives’ awareness.

In 2014, ACT Responsible launched its French sister company (ACT Responsible) in order to share its content with a wider audience. The association works with city halls and corporations in France, offering themed exhibitions and film projections that raise awareness about important issues.