

# THE EXPO 2009

## BY ACT RESPONSIBLE

WORLD'S BEST  
ENVIRONMENTAL  
& SOCIAL ADS

at the International  
Advertising Festival from  
June 21st to June 26th.



## THIS EXHIBITION HAS BEEN MADE POSSIBLE THANKS TO

### SPONSORS



DRAFTFCB



### GLOBAL PARTNERS



### ACTIVE PARTNERS



### SUPPORTERS



SPECIAL THANKS TO THE CANNES LIONS FESTIVAL AND THE PARTICIPATING AGENCIES

## FACTS & FIGURES

Event: Kofi Annan presence @ The Expo 2009

Collection: over 400 advertising campaigns (print, film and freecards) focusing on environmental and social issues

Participation: over 100 agencies and 50 NGOs from around 35 countries

Venue: 1000 sqm in the Palais des Festivals facing the ocean

Attendance: the 5 days exhibition has attracted over 4500 visitors (both public and professionals)



**A UNIQUE PERSONALITY**  
**A UNIQUE LOCATION,**  
**A UNIQUE MESSAGE,**  
**A UNIQUE VISIBILITY.**

By associating your brand and logo to the values of social responsibility, you benefited from a unique visibility during the most prestigious event of the advertising industry.

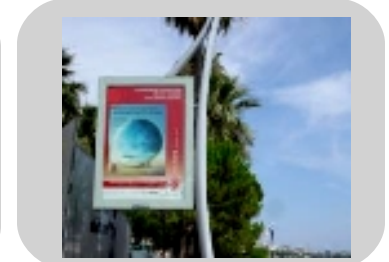
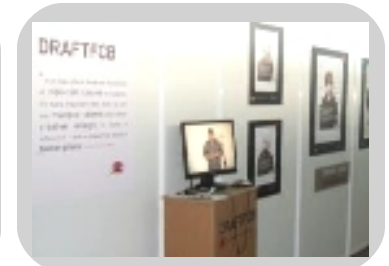
# BRAND VISIBILITY

## Sponsors:

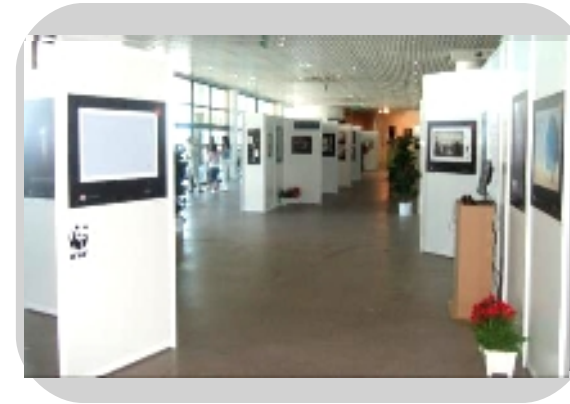
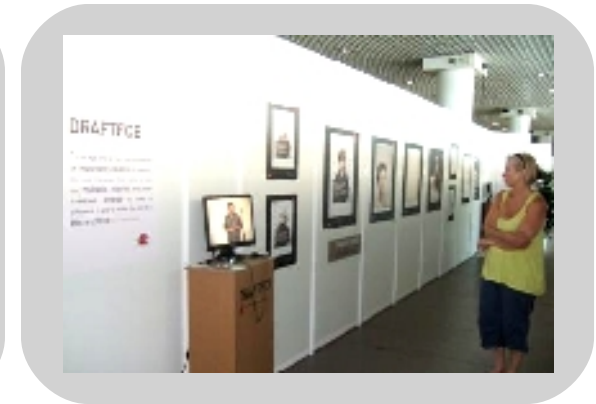
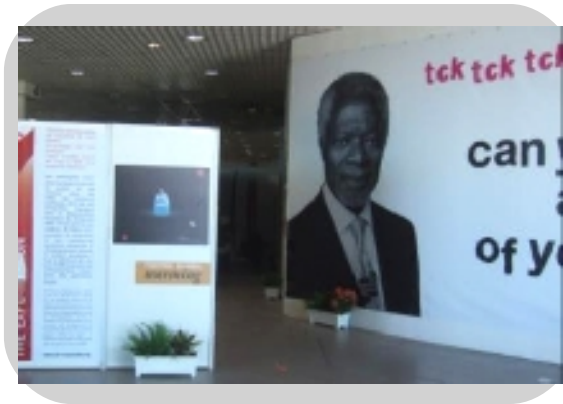
- Mega banner on the front of the exhibition hall (40mx5m).
- 4 Pillars at the entrance of the exhibition
- Special branded corners with dedicated plasma screen
- 15 outdoors JC.Decaux along the Croisette
- 1 mega screen JC.Decaux in front of the Palais des Festivals, 2 others in Cannes' city center.
- 50 digital screens in bus stops

## Sponsors and partners:

- 8 five-meters windflags from The Cannes Lions entrance to Expo hall
- Logos at the entrance of the exhibition
- 1 ad in the Cannes Lions Program and 2 others in the CB News magazine
- Mention on the 10,000 invitation postcards in delegates bags distributed all week on the Croisette
- Quotes in The Expo Catalogue
- Logos on the ACT Responsible website and newsletter



# THE EXPO 2009



# COMMUNICATION / WEBSITE



DEDICATED HOMEPAGE / **ACT IN CANNES**

LINK/

<http://www.act-responsible.org/public/index.php?public=100>



HOMEPAGE / **SPONSORS & PARTNERS BANNERS**



SPONSORS & PARTNERS / **PAGE WITH QUOTES**

LINK/

<http://www.act-responsible.org/ACT/ACTINCANNES/ACTIVEPARTNERS.htm>





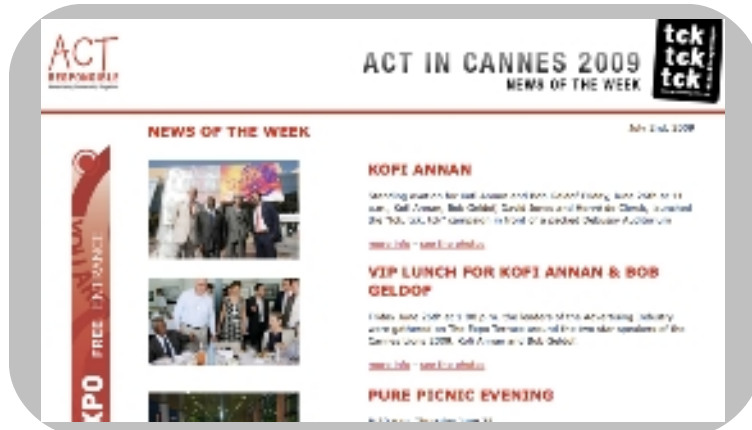
# COMMUNICATION / NEWSLETTER



## ACT IN CANNES NEWSLETTER / WITH SPONSORS & PARTNERS LOGOS

All information about ACT Responsible exhibition and presence, partners and sponsors involvement during the Cannes Lions' week.

Sent to over 10,000 contact and relayed on partners websites.



## LINKS/

<http://www.act-responsible.org/ACT/Newsletter/09-06/09-06.htm>

<http://www.act-responsible.org/ACT/Newsletter/09-07/09-07.htm>

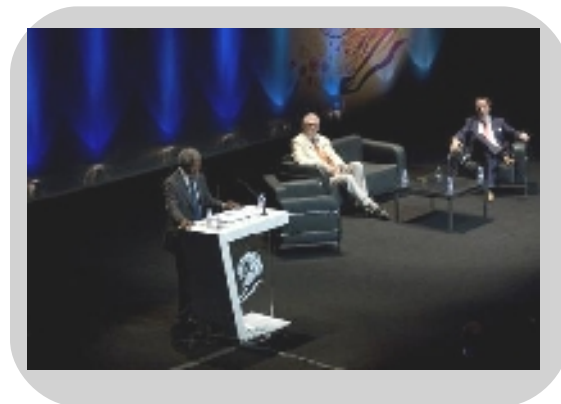
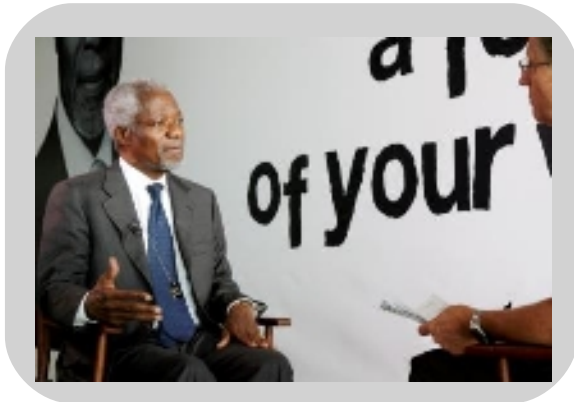
## THE EVENT 2009

Kofi Annan calls for urgent action to protect world's citizens from Climate Change in the ACT Responsible Seminar...

Kofi Annan joined by Bob Geldof, for the 'tck tck tck: Time for Climate Justice' campaign created by Havas Worldwide launched at the 56th Cannes Lions International Advertising Festival.

This campaign urges people to pressure on world leaders to reach a fair and binding deal at the UN Climate Change Conference in Copenhagen in December 2009.

David Jones calls on world's advertising and marketing communities to use open source 'tck tck tck' campaign logo on all marketing content in the next six months to raise global awareness of the Climate Justice campaign.  
[www.timeforclimatejustice.org](http://www.timeforclimatejustice.org)







1st Favorite Film



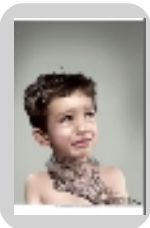
2nd Favorite Film  
 ex aequo



2nd Favorite Film  
 ex aequo



Spécial Tribute



1st Favorite  
 Print



2nd Favorite  
 Print



Favorite Freecard

# Cannes ACT Tribute, Visitors' Favorite Ads

Best Responsible Advertising campaigns elected by visitors. Public participated actively to electing their best campaigns with over 1000 votes.

## 1st Favorite Film:

“Printer”, by Lowe Bull South Africa for Trees for Africa

## 2nd Favorite Film ex aequo:

“Explore Girl”, by TBWA\PARIS for AIDES

and

“Don't be a Pig”, by Ennemm Iceland for Vindubin

## Special Tribute:

“TCK Campaign”, by Havas Worldwide for the Global Humanitarian Forum

## 1st Favorite Print:

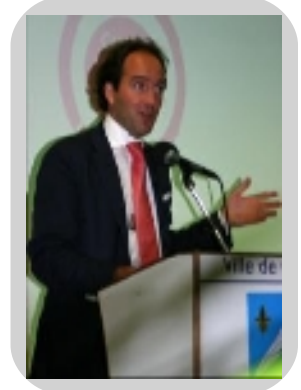
“Choke”, by Euro RSCG Chicago for Help Juvenile Protective Association

## 2nd Favorite Print:

“Hanna, Aramis, Pablo”, by DRAFTFCB Hamburg for Weisser Ring

## Favorite Freecard:

“Pollution”, by Contrapunto Madrid for WWF



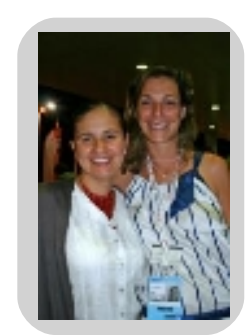
# THE PURE PICNIC EVENING

An original and relaxed event, organized by ACT Responsible for The ACT'ive Partners and their guests on the terrace of The Expo.

The program was meals and organic wine sustainably produced, served on tables dressed in the rustic spirit facing the sea.

Over 150 attendees from agencies, media, production houses, advertisers, professional institutions and local and international ambassadors of ACT Responsible, came together to share a unique moment. Many guests felt and expressed the enthusiasm and authenticity that have guided this moment of pure happiness.

No doubt, the family of ACT'ive partners has been stimulated and will generate new projects for the development and the influence of ACT Responsible for the months and years to come.



# THE CAFE by DRAFTFCB

Fresh juice, powerful chocolate & cookies from Alter Eco  
 Rich fair trade Malongo coffee  
 Delicious Ben & Jerry's ice cream  
 Energizing Foucaud Lotion with essential oils.

Thanks to our partners we makes you discover the taste of responsible consumption!  
 Thanks to DRAFTFCB who has chosen to support ACT Responsible with the visitors donations to The CAFE.

