Chalais, May 27th, 2019

ACT Responsible evolves, expands and rebrands to raise more awareness in a “good” age.

In a time where good causes and social responsibility are bigger than ever before, the association ACT Responsible is relaunching its brand with a modern new look to better promote its increased range of initiatives. To be revealed 27th May 2019 on its website and social media platforms.

Historically, ACT Responsible has been defined by its annual “Great Ads for Good” exhibition during the Cannes Lions International Festival of Creativity. While the exhibition is still a central part of ACT’s identity, today the association offers much more. ACT has worked over the past eighteen years to build a strong network of communication professionals who believe it is the industry’s responsibility to promote ethical issues and responsible practice in order to create a more equal, united and sustainable world. Today, ACT offers a collection of initiatives (see below) created in collaboration with experts. Used to promote ethical causes and raise awareness about important issues, this increased reach allows ACT to give these campaigns more exposure.

“Through this rebranding, we want to reaffirm that we are more than ever present, open and driven to promoting ethical advertising, shown through our new and strong logo. Our aim is to clarify and clearly establish our different initiatives. Now, in addition to the exhibition — which was previously embodied through our “meeting point” logo — we have, along with a committed partner, developed an ecosystem of initiatives that value good cause campaigns” said Isabel Kurata, co-founder in charge of development.

Seven different initiatives:

1 - The annual “Great Ads for Good” exhibition brings together the year’s best campaigns, exhibiting them at the Cannes Lions International Festival of Creativity.
2 - The Good Ads Gallery compiles 20,000 campaigns into a themed and searchable database created by AdForum.com.
3 - The ACT Tributes allows the public to get involved by voting for their favourite campaign, online and on-site during our Cannes exhibition.

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4 - “One Minute of Responsibility”, created in collaboration with the TV channel Euronews, airs great one-minute cause-related ads to millions of viewers in over 155 countries.

5 - The Care Awards, created with The European Association Communications Agencies (EACA) and chaired by a member of the European Parliament.

6 - The Good Report is a ranking of the world’s best use of creative communications to promote sustainability and social responsibility, made in collaboration with Warc Rankings.

7 - MyACT is a daily show created with Pascal Cübb, highlights the role, commitment and responsibility of advertisers.

“The exhibition remains the backbone of our work. Our various initiatives offer campaigns additional promotion, allowing them to reach a wider audience. I believe that creativity has the power to transcend social, cultural and generational boundaries, triggering awareness and action which helps us to build a better world” Sophie Guérinet, co-founder in charge of content.

The rebranding was achieved thanks to a voluntarily group of fifth-year students from digital & communication design department of the e-artsup Graphic Design School. Twelve students, supervised by Raphaël Thomas, developed the project for six months on the complete re-branding including the creation of logos and graphic chart, videos and animations, a launching campaigns and a website, to offer to the association a new skin. Discover the result on act-responsible.org.

About ACT Responsible:
ACT Responsible is a non-profit association based in Switzerland, created in 2001. ACT is the abbreviation of Advertising Community Together. Its mission is to inspire, promote and unite the advertising communications industry to share good practice in social responsibility and sustainable development. ACT has established a network of agencies, media, advertisers, institutions, NGOs and committed businesses, convinced that responsible advertising is essential to modern communication. ACT Responsible is affiliated with the Department of Public Information (DPI) and is part of the United Nations Global Compact.

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presentation of logos

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logo transition video

interview

speed act-ing with act. RESPONSIBLE

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presentation of the 7 initiative animations

2001
The “Great Ads for Good” exhibition gathers the best campaigns of the year in an annual collection. Premiered at the Cannes Lions International Festival, it highlights how creativity is used to raise awareness on the world’s major issues.

2003
The Gallery compiles over 1,000 ads every year in a searchable database created in collaboration with AdForum.com, the gateway to the advertising community. It is a true source of inspiration, one that encourages us to build a more equal, united and sustainable world.

2006
The ACT Tributes are the “people’s favourite ads for good causes”, elected every year. Organised during advertising events and through online voting, they recognise agencies’ outstanding work and enable the association to fulfil its mission to widely share good messages - a great way to help build a better world.

2007
“One minute of responsibility” is a short television programme created in collaboration with the TV channel Euronews. It airs great one minute ads for good causes to millions viewers in 155 countries, helping us see the bigger picture and change the world!

2008
The Care Awards, created by the European association of communications agencies, recognise agencies’ excellent work in promoting care for people and the environment. A special jury, presided by a member of the European parliament, decides the winner. This sparks conversation and discussions about complex but important issues.

2013
The good report is an annual ranking of the best campaigns for good. Launched in 2013 with the champion of ad rankings, Donald Gunn, it is produced today in collaboration with Warc Rankings. It motivates agencies to continue to use their talent to serve important causes.

2018
MyACT is a daily web programme created with Sunglasses. It shines a light on advertising’s role, involvement, and responsibility. Key players share their vision for a few minutes during the Cannes Lions International Festival. A great way to raise younger creatives’ awareness.