



BEST CREATIVITY FOR GOOD CAUSES.

SHOW YOUR GOOD SIDE IN CANNES

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Act Responsible Association is a registered Non-Profit Organization CH-626.6.011.753-6

Bord du canal 33 – 3966 Chalais – Suisse/Switzerland

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UP TO US*

*à nous de jouer

THE GOOD SIDE OF THE AD INDUSTRY

21st century is no longer about scientific minds but really about creative minds. Future belongs to right brain thinkers

“Advertising is about right brain thinkers. In agencies, the young generation of creative minds challenges and questions everything; they try to solve social issues around sustainability and create a better life by asking the brands, they work for, to do the same”.

Daniel Pink, author of several provocative, bestselling books about the changing world of work.

At ACT Responsible, we believe that creativity is the most powerful talent to change people’s behavior. We believe that it is our industry’s role to address humanity greatest challenges. Advertisers and agencies around the world are facing their responsibilities and are developing creative program to engage the industry in that path. **What about you?**

In 2012, ACT Responsible annual gathering during the international festival of creativity is dedicated to showing what you do to participate in making the world a better place.

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WHAT IS ACT RESPONSIBLE IN CANNES

Cannes Lions is the world's only most important meeting of the industry for those working in Communications. Around 10,000 international delegates gather for one week of seminars, workshops, screenings, galas and events.

Since 10 years, ACT Responsible has created a **meeting point** for discussion about the industry responsibility, showing how Communications professionals from all continents use their core talent - Creativity – to address world's major issues.

WHAT DO WE DO

Each year The ACT Responsible launches its unique Exhibition of the best creative work created for Great Causes in a 1,000 sqm hall in the Palais des Festivals. We organize specific screenings, meetings and events around outstanding creativity in responsible communications.

HOW CAN YOU GET INVOLVED

You believe Social Responsibility is a major issue, you have started a program or action within your agency or company, you feel it is your responsibility to stimulate creativity for great causes, you need your action to be visible at the largest gathering of the industry? Join ACT Responsible.

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WHY JOIN ACT RESPONSIBLE

1 - Great location = Great visibility

ACT Responsible Hall is idealistically located at the heart of the festival, and comes with its own private terrace, in front of the beach, facing a great view of the Cannes Croisette.

ACT Responsible exhibition hall is part of the Palais des Festivals and offers a large front highly visible all along the Croisette. It is the perfect spot to be visible during the festival and a fantastic area to hold your private meetings, lunches, cocktails or dinners.

Benefit from the ACT Responsible exhibition space - over 1,000m² exhibition space, 120m² dedicated lounge, 400m² terrace, all 100% customizable allowing your brand to showcase its initiatives or organize events.

2 - Knowledgeable Audience = Efficient Message

The Cannes event is a unique opportunity to highlight your CSR commitment and programs as well as to benefit from a high visibility for your brand at the largest and most important event of the Ad Industry.

ACT Responsible is known to the industry as the meeting point to showcase and discuss corporate social responsibility.

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We work with creative experts, agencies, advertising groups, trade associations, governmental institutions and NGOs.

Our community gathers over 10,000 key contacts across the world. ACT Responsible also benefits from the 160,000 industry worldwide contacts of AdForum.com.

To expand our sponsors messages & communication, we can help you leverage your communication through numerous actions on location and throughout our network communication platforms: dedicated website, weekly newsletters and social media activation.

3- Global Media Coverage and on site communication

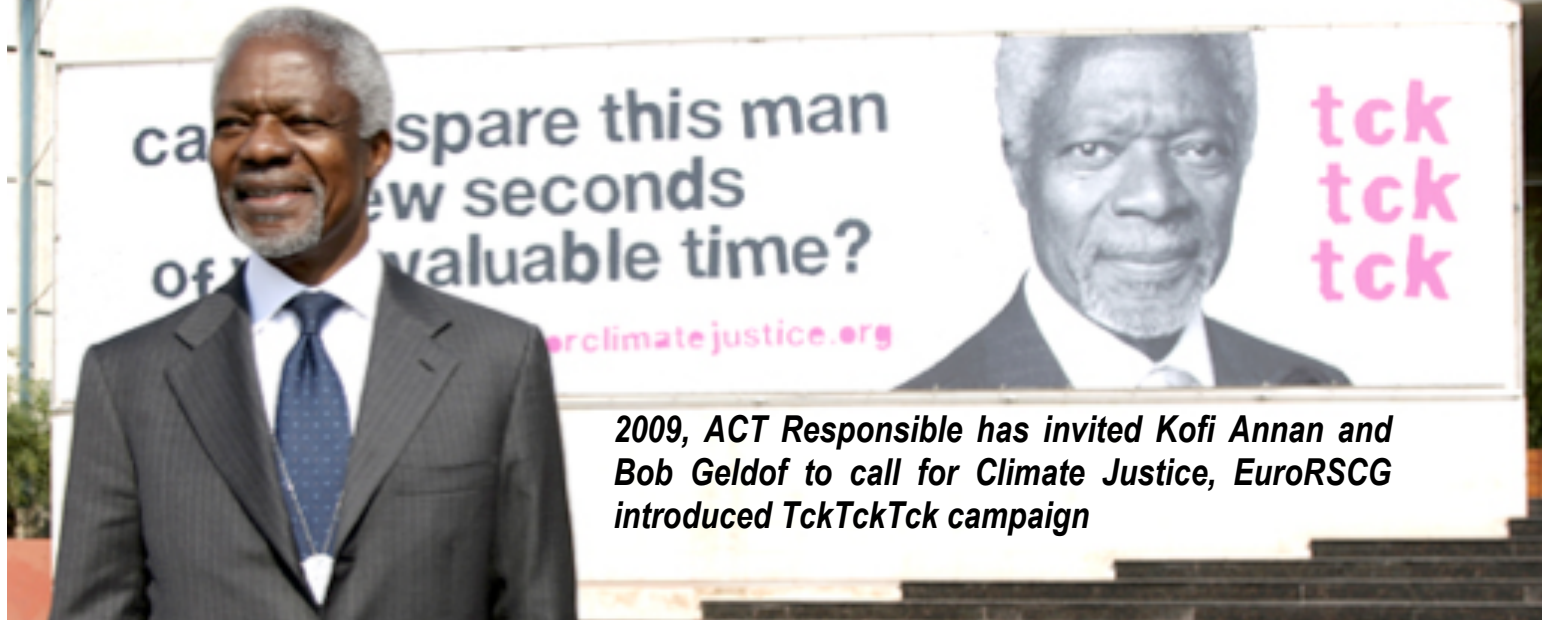
Media from all over the world are gathering in Cannes for the Festival Week. You have a message to push, we can connect you with the media attending the Festival, organize your press meetings, interviews, breakfast. With the access to the Festival Press Center and AdForum Network, we can extend your communication to the Industry.

On location we can leverage your communication through a promotional document inserted in the 10,000 Cannes Lions delegate bags and a team of 10 hostesses circulating several times a day around the Palais des Festivals handing out your flyer to Festival delegates.

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2009, ACT Responsible has invited Kofi Annan and Bob Geldof to call for Climate Justice, EuroRSCG introduced TckTckTck campaign

WHAT CAN WE DO FOR YOU – TOOLS FOR CANNES

Create your “Best Creativity Expo”: We can help you create a unique showcase of your work for Good. Since 10 years we’ve gathered the best work created through the world, we can coordinate your collection and produce your own exhibition. We can customize individual spaces to your needs to highlight your involvement in social and environmental issues and your contribution to a better world.

Ideal for Creative Agencies

Organize a Seminar at the Cannes Lions: We can help you conceive, organize and coordinate your Seminar within the Cannes Lions program. It is a unique opportunity to share with the industry the social impact of advertising. *Option according to availabilities.*

Ideal for Agencies, Advertisers, Medias and Trade entities & institutions

Private Event: To federate your own network, throughout the Festival week, we can design a customized/private program, including VIP breakfasts, lunches, cocktails on the terrace, Meeting rooms areas. *Additional fees depending on your project*

Ideal for Agencies, Companies, Medias and Trade entities

Join a Community Event: Sponsor the Pure Picnic Dinner created in 2009 gathering 200 professionals on the ACT Responsible Terrace. Quoted by trade magazines as “the best party of the week”.

Ideal for all partners or sponsor

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Be part of a Special Project: “200 Best Ads for Good Causes” - ACT Responsible has partnered with Lürzer’s Archive to publish 10,000 copies of a Tribute to the best pro bono work of our industry. A Jury of international creative gurus will select the Top 200 ads. Sponsors will participate in the jury, host the launching event in Cannes and get recognition for their contribution through a book over-cover or advertising page. This issue will be distributed through our partners to the creative community.

By joining this special Project, you will reinforce your visibility & commitment and the involvement of your brand.

ARCHIVE: *The publishing house was founded by Walter Lürzer in 1984 and ever since its launch, the publication has been the prime source of information for more than 150.000 ad professionals around the world, and has the largest number of readers in this segment.*

ADFORUM: *With over half a million monthly users, AdForum.com is the leading information provider focused on the global advertising industry. AdForum.com gathers information on 20,000 agencies and 120,000 campaigns (TV, print, interactive, etc.).*

CONTACT US TO LEARN ABOUT THE DIFFERENT SPONSOR LEVELS
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WHAT THEY SAY ABOUT ACT RESPONSIBLE:

"In an age where there are thousands of important causes to support, it's more important than ever to use our multiple talents and sheer creative energy to make a difference - and to make the world a better place." **Howard Draft, Chairman, DRAFTFCB Worldwide.**

Advertising is often accused of pushing people to buy things they don't really need. And to be honest, it is partially true. But sometimes, advertising can be used, not for selling goods, but for marketing good. So when the best creative talents join the best causes, we have a unique opportunity to demonstrate that a great idea can change the world. That's what Act Responsible is all about. That's why we at Publicis are honored to support them. **Olivier Altmann, Worldwide Chief Creative Officer of Publicis.**

"Given the powerful role that our industry plays in the world, we have a responsibility to think beyond the needs of our day to day business and apply our collective creativity, vision and ideas to the world's imposing issues. As this effort proves, when we work collectively toward a greater good, the results are staggering. I applaud all of the work in this exhibit." **Tom Bernardin, Chairman &CEO, Leo Burnett Worldwide.**

"The world has treated our company very well for over 100 years in well over 100 countries in which we operate. We couldn't be more proud! We like to believe that it is because we have always given back to the communities in which we work." **Marcio Moreira, Executive Vice President, McCann WorldGroup.**

"To earn the attention, time and trust of discerning and cynical consumers, organizations - non-profit and for-profit - need to be what people find meaningful. As beacons of trust and value, organizations can achieve competitive leadership and be a source of genuine social change." **Tony Pigott, CEO JWT Social, President & CEO, JWT Canada**

"CSR need not restrain, but should open up new avenues for creativity. Society has a new range of concerns; companies have a new set of messages. This is an open invitation to communications agencies." **Dominic Lyle, Director General European Association of Communications Agencies.**

"Advertising is a powerful tool. It can raise awareness, influence attitudes and sometimes even radically change behaviors. It is up to us to use this tool responsibly to make sure future generations will have the resources to continue." **Philippe Paget, Global CEO, AdForum**

"We believe euronews has a mission to inform people about world affairs, without any bias, any filter. We believe the viewers should make their own opinion on world issues and that euronews has this capacity to make people feel more independent and more responsible; this is why we give the necessary airtime to support responsible advertising." **Olivier de Montchenu, Director, Euronews**

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ACT RESPONSIBLE THROUGHOUT THE YEAR



“ The trend towards Social Responsibility is now a major driving force in global business. The role of advertising is determinant, because it raises awareness on social concerns of individuals, consumers and voters who are the real decision makers of a movement. Communication has a huge awakening power and it is up to us to use this tool responsibly. In this spirit, the mission of ACT Responsible is to constantly gather the best recent examples of socially responsible advertising, from all over the world, and show them whenever an international meeting brings together interested parties. ACT Responsible helps share the work, foster learning from each other, identify differences and spread the best practices possible. ”

Hervé de Clerck, Founder & Dream Leader

WHO WE ARE

ACT Responsible is a Swiss-based not-for-profit organization created in 2001. For over 10 years, we have been gathering the best campaigns created by agencies all around the world to show that the Advertising industry is playing its role in today' social and environmental issues.

Today, ACT Responsible has created, hand in hand with adforum.com, a large database of original campaigns. ACT stands for Advertising Community Together. The association mission is to federate the Advertising Communications industry around Social Responsibility and Sustainable Development and share good practices. ACT Responsible has built a network of committed agencies, media, production companies, advertisers, institutions, NGOs and corporations all over the world, who believe responsible advertising is an essential focus of modern communications.

WHAT WE DO

The Expo:

Unique and qualified Content: For 10 years, the association has gathered the world's best ads on social and environmental issues. ACT Responsible is today the largest global source of content on these topics.

Original Awareness Tool: ACT Responsible exhibitions are built on the belief that advertising creativity has the power to transcend social, cultural or generational barriers to trigger awareness and action.

Universal language: Image is loaded with emotion, Music has the power to transcend social and cultural barriers; Slogan gives us the keys to get involved. The combination of

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the three has an indisputable impact: understanding is immediate, the senses awaken our consciousness and drive us to become actors.

Conferences & Events

ACT Responsible produces conferences and events with different NGOs or event organizations to promote Responsible Communication.

Content Website & Database

A vast selection of the best Social & Environmental as well as Good Causes campaigns is accessible on a multi criteria searchable database produced by adforum.com. ACT Responsible shares this content with many partner websites constantly aiming to show how the industry is taking its responsibility.

Think Tanks

To stimulate discussions among experts in communication and sustainable development, we have co founded::

AdWiser - a group of French experts who aim to develop concrete tools for advertising agencies to integrate Sustainable Development in their practices. In 2009 Adwiser has published a book called "Responsible Communication", helping agencies to build a CSR policy.

NG'Ad Club – a club linking NGO executives with communication professionals to share information and technical on best practices. The club includes about 30 Chief Communications Officers of NGOs that meet bi-monthly on relevant topics with a Communications personality

Advisory Board:

Didier Cherpitel, Chairman, former Secretary General of the IFRC (International Red Cross)

Jacques Bille, Vice President, Conseiller à la cour des comptes, France

David Hanger, Chairman, International Federation of Magazines

Michael Lee, Executive Director, IAA International Advertising Association, USA

Stefan Loerke, President, World Federation of Advertisers,

Tim Love, Vice Chairman, Omnicom

Dominic Lyle, Director General, EACA, European Association of Communications Agencies

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