

# ACT Responsible Tributes 2023

A CELEBRATION OF CREATIVITY FOR GOOD & AN HOMAGE TO CHAMPIONS OF GOOD

**Ogilvy Paris, TBWA Perú, X3M Ideas and STEVE** received a Creativity for Good Tribute, and **Marjane Satrapi**, French-Iranian graphic novelist, cartoonist, illustrator & film director, **Martina Fuga**, Vice-President Communications at Coordown, **Fabrice Beaulieu**, Chief Marketing, Sustainability & Corporate Affairs Officer at Reckitt, and **Arthur Sadoun**, Chairman & CEO of Publicis Groupe were honored as Champions of Good.

Cannes, Thursday June 22, 2023 - 7pm

## The Champions

In 2018, we launched ACT Champions of Good — an annual celebration of four people (movement maker, advertiser, non-profit, ad industry) who have played leading roles in advancing social and environmental causes through personal contributions or creative campaigns.

"It is not an Award. There is no competition and there is no winner. The goal of this Tribute is simply to acknowledge those champions, highlight clever and creative programs, share best practices and inspire others." Said Hervé de Clerck, ACT Responsible Dreamleader.

**Ad Industry leader** attributed to **Arthur Sadoun**, Chairman & CEO of Publicis Groupe.

**Advertiser leader** attributed to **Fabrice Beaulieu**, Chief Marketing, Sustainability & Corporate Affairs Officer at Reckitt.

**Non-profit leader** attributed to **Martina Fuga**, Vice-President Communications at Coordown.

**Movement maker** attributed to **Marjane Satrapi**, French-Iranian graphic novelist, cartoonist, illustrator & film director.

## The Tributes

ACT Responsible Tributes are a recognition of outstanding work for good causes. These are not awards in the sense that they have not been selected by a jury, but instead by the general public. These trophies and certificates act as symbolic tributes to the agencies that have given their talent and creativity to make our world a better place.

Since 2006, the ACT Tributes have highlighted agencies' outstanding creations through public voting in the "Great Ads for Good" exhibition in Cannes. This year, visitors voted either online or in Cannes, allowing everyone to get inspired and engaged with cause-related campaigns. The "Great Ads for Good" exhibition showcased a selection of 113 campaigns from all around the world, presented through 4 major themes: human rights, solidarity, environment and education. Voting was open from June 19 to June 21, and over 16,000 votes were collected.

The winners of this year's Tributes were announced in Cannes on Thursday, June 22. The agencies' teams whose campaigns gathered the most votes received a Tributes trophy. Congratulations to them!

## HUMAN RIGHTS

### #1 [The unshowables](#)

Agency: STEVE

Advertiser: World Vision

Country: France

### #2 [Breakchains with blockchain](#)

Agency: Horizon FCB Dubai

Advertiser: Children of Female Prisoners' Association

Country: United Arab Emirates

### #3 [The best religion is love](#)

Agency: Havas Group Peru

Advertiser: Amnesty

International

Country: Peru

## SOLIDARITY

### #1 [Not generated by AI](#)

Agency: Ogilvy Paris  
Advertiser: Croix-Rouge française  
Country: France

### #2 [Winter in Germany](#)

Agency: Havas Germany  
Advertiser: fiftyfifty (organisation for homeless people)  
Country: Germany

### #3 [The home project](#)

Agency: Wings the Agency  
Advertiser: Mitsu Pet Food  
Country: Venezuela

## ENVIRONMENT

### #1 [It's time to stop \(1, 2 y 3\)](#)

Agency: TBWA Perú  
Advertiser: Arbio Perú  
Country: Peru

### #2 [The soot life expectancy](#)

Agency: X3M Ideas  
Advertiser: The Extra Step Initiative  
Country: Nigeria

### #3 [This is not a city](#)

Agency: el taier DDB Centro  
Advertiser: Ambev  
Centroamérica  
Country: Guatemala

## EDUCATION

### #1 [Motherhood not a sentence](#)

Agency: X3M Ideas  
Advertiser: Love, Peace and Mental Health Foundation  
Country: Nigeria

### #2 [The screams](#)

Agency: OUT TO LUNCH  
Advertiser: Boroume  
Country: Greece

### #3 [Don't reduce elders to our clichés](#)

Agency: Josiane  
Advertiser: Petits Frères des Pauvres  
Country: France

**About the “Great Ads for Good” 2023 exhibition:** the exhibition, presented at the Cannes Lions international Festival of Creativity, showcased a collection of 113 campaigns tackling social and environmental issues from all around the world. Thank you to all participating agencies for contributing their talent for good, and to our visitors for their curiosity and engagement. The digital exhibition is still available on [greatadsforgood.org](https://greatadsforgood.org)

**About ACT Responsible:** ACT Responsible is an international nonprofit organisation with a mission to inspire, promote and unite the advertising communication industry around social responsibility and sustainable development. Its goal is to highlight the power of advertising creativity when it comes to raising awareness on social and environmental issues.

More information on [act-responsible.org](https://act-responsible.org)

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