



2021 EXHIBITION OF GREAT ADS FOR GOOD Featuring the best environmental and social campaigns for causes

Starting June 21st, ACT Responsible 2021 Exhibition will be revealed on greatadsforgood.org on the opening day of Cannes Lions Live.

ACT Responsible opted for a digital exhibition allowing people from all over the world to visit from home. Through this platform, created by e-artsup School of Design students, visitors can easily navigate the exhibition and discover the latest creative ideas for Good.

“Mirroring our peculiar daily lives during the pandemic, the exhibition is introduced with a video call gathering our active members, all connecting from their countries but still very much together on the subject of responsible advertising. The concept “ACT is calling” illustrates the mission of the association, calling both visitors and the advertising industry, creating a meeting point for conversation about how creativity and responsibility are fundamental for the future of advertising.” says Isa Kurata ACT-Responsible co-founder.



The exhibition, divided in four main galleries: Environment, Solidarity, Human Rights and Education, presents 86 campaigns, created by 67 individual agencies from 29 countries. Among the participating agencies, 37 of them come from 6 different networks, and 30 are independent agencies. Among the 81 represented advertisers, 48 are non-profit organisations, 12 are institutions and government bodies, and 21 are corporations. Finally, among the showcased campaigns, over a third are case studies, compared to film and print formats. An interesting evolution of agencies' preferred format to present creative and responsible ideas, due to the digitalisation of the industry, as well as the fact that lately we've spent a good part of our lives in lockdown.

“Creating engagement and interactivity is especially important in a digital format. Therefore, during their visit, visitors are encouraged to vote for their favorite campaign, and share them on social media. The campaign with the most collected votes will be honored with an ACT Tribute, celebrating its success with the public.” comments Sophie Guerinet, ACT-Responsible co-founder.

The ACT Tributes will be open for voting until June 30th mid-night, the results will be communicated online on July 5th, 2021. Follow our social media to stay tuned.

Special thanks to the Cannes Lions, Adforum and euronews team for their loyal support , to our network members: Havas Group, Interpublic, Publicis Groupe and Corporate members: Anomaly, FCB, Grey Group, McCann Worldgroup, TBWA Worldwide, Wunderman Thompson for their financial support and trust, to our active partners for their time and talent and to all the participating agencies for sharing their best work with the community.

And to you dear Journalists, Thank you for ACTively sharing and increasing the visibility of the 2021 edition. Follow us on social media with #GreatAdsForGood #ACTinCannes #AdvertisingCommunityTogether.

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More about the 2021 “Great ads for good” exhibition.

Captivating and thought-provoking material are key for the success of any exhibition. It is when these are associated with innovative ideas that a campaign becomes truly influential. This year, we 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 1,500 campaigns identified this year, the exhibition showcases a collection of 86 campaigns created by 67 agencies from 29 countries for 81 advertisers.

Solidarity Connecting with the isolated and marginalized



This year, many solidarity campaigns were created to raise awareness about the “forgotten ones” of the pandemic. Whether aiming to help homeless, deaf, physically or mentally disabled people, these campaigns awaken our empathy towards those who suffered the most from the situation and needed urgent support. Mental health and loneliness in general are also on the forefront, expressing a need for social connection to come back, including for those who had been needing it for far too long.

“Start with Connection”

spot created by DiMassimo Goldstein
for Partnership to End Addiction



Furthermore, inclusiveness and diversity continues to make its way in the corporate world, with increasing amounts of such initiatives carried by commercial brands. Whether it is beauty brands crushing beauty standards, or energy producers developing innovative solutions to help communities, seeing corporations take action for inclusion is always pleasing.

Many campaigns fitting in the “Solidarity” theme are linked to the pandemic, demonstrating our societies’ willingness to come together and provide support in times of crisis. Such initiatives just had to be represented in ACT Responsible’s exhibition.



“Pensions Delivery”

case study created by Grey Group Argentina
for Banco Itaú



“Helping those helping us”

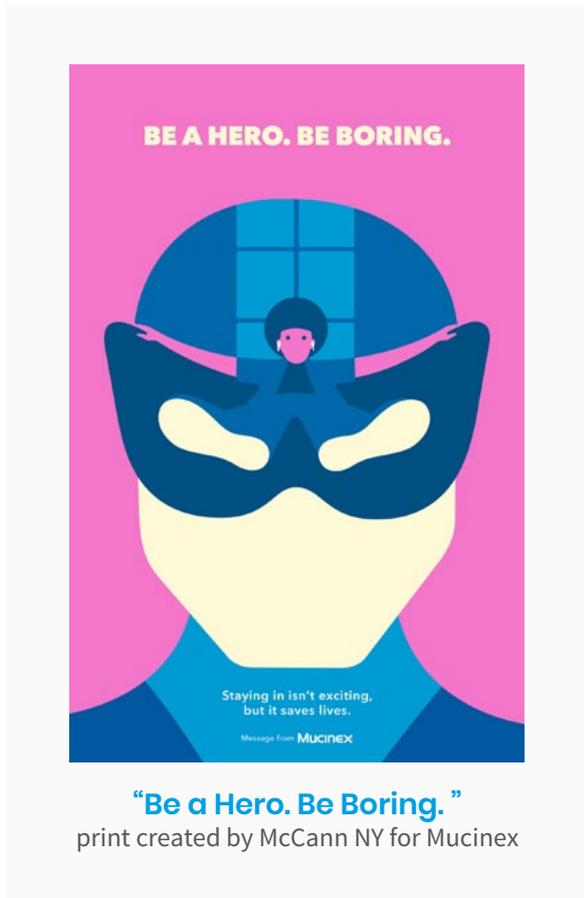
spot created by TBWA/Chiat/LA
for Frontline Workers Counseling Project

Education

Health and personal safety.



Educative campaigns spreading information and sensitizing populations to COVID-19 lead the way in this gallery. Taking care of oneself and staying safe were dominating topics of 2020-21.



“Be a Hero. Be Boring.”
print created by McCann NY for Mucinex

Even if the COVID-19 epidemic took the forefront, gun violence issues didn't fade away. Indeed, in the US, guns caused more deaths in 2020 than any year in the past two decades.



“Best Unbox Ever”
case study created by Grey New York for States United to Prevent Gun Violence

On another subject, gender equality is not only taking a more important place in advertising, but the angle is also changing and getting more in depth. Harvey Weinstein's conviction was considered a win for the Me Too movement, allowing mentalities to leap forward and enabling advertisers to take on the next steps of the fight. Raising awareness on the absence of female representation in media, educating on rape culture, as well as giving keys to recognise situations of abuse, are some of these challenges that are represented in the featured campaigns.



“The day after women's day newspaper”
print created by Havas Lisbon for Raparigas da Bola



Human Rights

Eliminating discrimination and violence.

Social, racial and gender diversity also make up a great proportion of the Human Rights side of the exhibition, with campaigns fighting systemized prejudice and discrimination.

“Faces of Fear”
print & spot created
Publicis Conseil for LICRA



Meanwhile, the health crisis caused or allowed another specific issue to raise in media: discrimination in healthcare.



“Trail for #ClinicalEquality”
print created by FCB Health Network

On a global level, heartbreaking violent conflicts bursted out, while others kept being tragically dragged on and on. 2021 marked ten years of war in Syria. A devastating anniversary, to which the UN campaign “Voices from Syria” pays tribute to.



“Voices from Syria”
case study created by Elkanodata for UNOCHA

Finally, the pandemic and subsequent lockdowns called for organizations to alert on possible anti-democratic deviations, and defend fundamental rights such as speech and press freedom.



“Protect freedom of expression”
print created by Kontor Reykjavik
for Amnesty International

Environment

Saving ourselves starts by saving the ocean



This year, the oceans take up an important place in the exhibition, whether it be plastic pollution, overfishing, or protection of marine life. The pandemic caused an accumulation of plastic waste, disposable items such as masks, gloves, etc. being an essential part of the response. Hence the issue of plastic is brought back on the forefront, along with its more invisible and less known counterpart: the microplastics in our everyday products.

“Pyros Collection”

case study created by
FCB Lisbon for the WWF.



The forest is another main concern that transpires. Indeed, Australia, the United States and Brazil, among others, faced devastating forest fires in the past year, the latter hitting its highest deforestation level since 2008.



“New Normal”

case study created by
Camisa 10 for Mercy for Animals



“The Turtle”

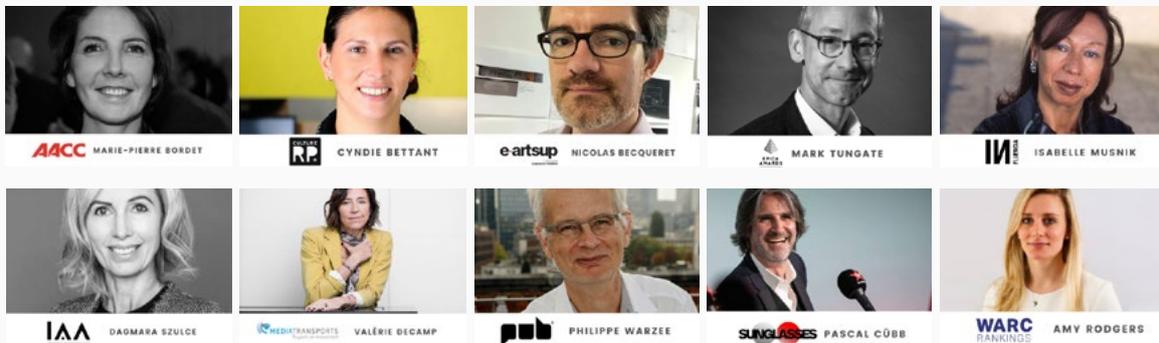
print created by Ici Barbès
for Surfrider Foundation

The impact of the COVID-19 pandemic on environmental advertising is particularly seen through the number of campaigns highlighting not only the environmental but also the health dangers of wildlife trade and industrial farming. If one thing, this zoonotic disease brought back the “One Health” approach to the forefront, reminding us of the interconnectedness of human, animal and ecosystem health. The campaign “New Normal” by Camisa 10 for Mercy for Animals, strikingly illustrate these changes.



Thank you

to our DreamLeader for his inspiring guidance, to our sponsors: Adforum, Cannes Lions, and Euronews team for their loyal support, to our network members: Havas Group, Interpublic, Publicis Groupe and corporate members: Anomaly, FCB, Grey Group, McCann Worldgroup, TBWA Worldwide, Wunderman Thompson for their financial support and trust, to our active partners for their time and talent and to all the participating agencies for sharing best work with the community.



67 participating agencies

81 advertisers - 29 countries - 86 campaigns

Country	Agency	Advertiser	Campaign
Argentina	Gray Group Argentina	Banco Itaú	Pensions Delivery
Argentina	Wunderman Thompson Buenos Aires	Unilever's Degree (Rexona)	Degree Inclusive
Austria	papabogner GmbH	Vienna Mobility Agency	#GOFUTURE
Belgium	AIR	AG INSURANCES	All against loneliness
Belgium	darwin BBDO	Doof Vlaanderen	The Warmest Gesture
Brazil	Agência Pan	Climatempo	Arbor Day in Brazil
Brazil	Camisa 10 Propaganda	Mercy for Animals	New Normal
Brazil	Leo Burnett Tailor Made	Publishing House Globo Condè Nast	Antiprejudice Keyboard
Brazil	McCann Health Sao Paulo	Ease Labs	Cannabis Science
Brazil	McCann Health Sao Paulo	Gilead	Vintage Tattoo
Brazil	McCann Health Sao Paulo	Prefeitura de Ilhabela	Disappeared Island
Canada	Cossette	Amnesty International	Write for Rights
Canada	Cossette	Fédération Québécoise des Sociétés Alzheimer	Loved ones forget themselves too
Canada	FCB/SIX	'me too' Movement	'me too' Act Too
Canada	Tonic DNA	L'Arche Canada	Freebird
Chile	Inbrax	Techo Latam	Settlements (Favelas)
Chile	McCann Santiago de Chile	Greenpeace	Save water from water
Colombia	Wunderman Thompson Colombia	E-Dina Energy	Water Light
Croatia	Studio Tumpić/Prenc	aMORE	You can reduce plastic waste
Ecuador	Agencia Laika	Department of Culture from the Municipality of Guayaquil	Unskippable Authors
Finland	hasan&partners	Fair Trade Finland	Chocogeddon
Finland	TBWA \Helsinki	Cancer Society of Finland	The pandemic that kills 8 million every year
Finland	TBWA \Helsinki	Fortum	Fortum Circo® Handle
France	Brainsonic	Label Emmaus	#LabelAction
France	BRAND STATION	Sea Shepherd Conservation Society	no-fishing.net
France	Facto Saatchi & Saatchi	Sécurité Routière	Mobile kills on our roads
France	Havas Sports & Entertainment	l'Enfant Bleu	Undercover Avatar
France	ici Barbès	Surfrider Foundation	The Drop
France	ici Barbès	Surfrider Foundation	The Turtle
France	Madame Bavary	Défenseur des droits	Fundamental Rights
France	part of Mile Pitch Awards Favorit Campaign	Fondation Abbé Pierre	Les uns sans les autres
France	Publicis Conseil	Face à l'inceste	Two monsters in my story
France	Publicis Conseil	Fondation de France	Bee_nfluencer
France	Publicis Conseil	Licra	Faces of Fear
France	Publicis Conseil	Stop VEO	The wards I won't say
France	TBWA \PARIS	Handsaway	This is not consent
France	VMLY&R Paris	The Salvation Army	L'autre drame
France	WeSoundCompany (Production Company)	En Avant Toute(s)	Give them the best
Germany	HUSHU	Sustainable Development Goals / Project #17Ziele	17 Projections
Germany	zabra group GmbH	HOPE Cape Town Association & Trust	HOPE Cape Town
Greece	The Newtons Laboratory	NHS Greece	The Mask
Greece	The Newtons Laboratory	WIND telecommunications / Kids@safety	Nude Paintings
Iceland	Kantor Reykjavik	The Icelandic division of Amnesty International	Protect Freedom of Expression
India	FCB India	The Times of India	Times Out & Proud
India	FCB India	UNAIDS	The Mirror
Indonesia	M&C Saatchi Indonesia	Indonesian Family Planning Association (PKBI)	#StopChildMarriage
Italy	Different Group	Global Humanitaria Italia Onlus	Dolls
Italy	FCB Partners Milan	ActionAid Italy	Call4Margherita
Italy	Ogilvy Milan	Emergency	Everyone deserves a chance
Italy	Spring Studios Milan	Timberland	Nature Needs Heroes
Luxembourg	Concept Factory	BnL (Bibliothèque Nationale du Luxembourg)	Reading Tips during Covid
Nigeria	Noah's Ark Communications Limited	Hacey Foundation	Stop Cut - Force
Nigeria	X3M Ideas	Nirvana Water	Headlines of Innocence
Paraguay	Oniria \TBWA	Kyrios Sports	Sponsorship against oblivion
Paraguay	Oniria \TBWA	WWF Paraguay	Global Warming Collection
Portugal	FCB Lisbon	ILGA	Coming Outdoor
Portugal	FCB Lisbon	Plastic-Free Oceans Association	It Would Go to Sh#!t!
Portugal	FCB Lisbon	WWF	Pyros Collection
Portugal	Havas Lisbon	Raparigas da Bola	The day after women's day newspaper
Portugal	Mantra	APAV	Traps
Puerto Rico	TBWA \San Juan	Puerto Rico Department of Health	The Deceased
Romania	Friends \TBWA	Salvați Zona Verde Domnișoara Pogony	Army of Toys
Russia	Initiative Russia	Unilever	Dove #ShowUs
South Africa	HelioFCB+	City of Cape Town	My Covid-19 Diary
Spain	Elkanodata	United Nations Office for the Coordination of Humanitarian Affairs	I wish it had been a dream: Voices from Syria
Turkey	Havas Istanbul	Finsh	Water Index
Turkey	Leo Burnett Istanbul	Hamm Design	A chair that can save lives: Heimlich
United Kingdom	Presence	Médécins sans Frontières	Give Me Hope
United States	Anomaly	When We All Vote	Vote Loud
United States	Area 23, An FCB Health Network Company	The Cybersmile Foundation	Think twice before you type
United States	DiMassimo Goldstein	Partnership to End Addiction	Start with Connection
United States	FCB Chicago	Chicago Public Library	Live from the Library
United States	FCB Chicago	Cottanelle	Share a Square
United States	FCB Health Network	FCB Health Network	The Trial for #ClinicalEquality
United States	FCB Health Network	Gay Men's Health Crisis (GMHC)	#BloodEquality
United States	Gray New York	Procter & Gamble	The Choice
United States	Gray New York	Procter & Gamble	The Pause
United States	Gray New York	States United to Prevent Gun Violence	Best Unbox Ever
United States	McCann Health	Change the Ref	Unfinished Votes
United States	McCann Health	Mucinex	Back to Normal is Up to You
United States	McCann New York	Mastercard	True Name
United States	Most Likely To	The Department of Aging & Adult Services of San Francisco (DAAS)	Reframing Aging
United States	NAIL Communications	Rhode Island Department of Health	Don't Tempt 2020
United States	Saatchi & Saatchi Wellness	Tikkun Olam Makers: TOM	The Prescription Paper Pill Bottle
United States	Small Agency	Coardown	The Hiring Chain
United States	TBWA \Chiat \Day Los Angeles	Frontline Workers Counseling Project	Helping Those Helping Us



about ACT Responsible

ACT Responsible is an international nonprofit organisation born from 9/11, affiliated with the United Nations Department of Global Communications (UNDGC) and part of the Global Compact. ACT stands for Advertising Community Together.

Its mission is to inspire, promote and unite the advertising industry to share good practices on social responsibility and sustainable development. The association aims to highlight the power of advertising creativity when it comes to raising awareness on social and environmental issues.

Its actions ensure the visibility of the most creative, powerful and striking communications campaigns to encourage production in these areas. By strengthening the scope of these messages, the association is invested in building a fairer, united and sustainable world.

To achieve its goal, ACT Responsible developed various initiatives in partnership with a network of committed players in advertising, media and education.

Its belief: through the emotional charge it carries, advertising has an extraordinary power to change mentalities by accelerating understanding. Thus it breaks down social, generational and cultural barriers.

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. It grows by over 1,000 campaigns a year.

exhibition and other events

Since 2001, we have produced hundreds of exhibitions and film projections. We've organised debates for institutions, schools and companies to raise awareness on social and environmental issues and encourage responsible behaviours. Our events are held indoors or outdoors at gatherings in company halls, convention centres, universities, parks, etc.; enough to inspire the changes we all aspire to.

act tributes

Since 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. In 2018, we launched ACT Champions of Good — an annual celebration of the people who play a leading role in advancing social and environmental causes through personal contributions or creative campaigns.

one minute of responsibility

The short program "One minute of responsibility" was launched in 2007. Created with the Euronews TV channel, OMR features campaigns several 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.

ng'ad club

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 practices. 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 care awards

The Care Awards, created with the European association of communications agencies, in partnership with the European Parliament 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 NGOs and institution communications directors, creative directors, and CSR experts.

the good report

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 was launched in 2013 in collaboration with WARC (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) as a source of motivation for agencies to encourage them to put their creative talents at the service of great causes.

act responsible

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, corporations and universities in France, offering themed exhibitions and film projections which raise awareness about important issues.

my act

MyACT is a web program created in 2018 with Pascal Cübb. It shines a light on the role, involvement and responsibility of advertising. Key players share their best practices and their vision on how advertising creativity can participate in building a better future.