



# WEBER SHANDWICK SOCIAL IMPACT

Now, more than ever, we need innovative and creative solutions to societal challenges. Huge headway has been made in tackling extreme poverty and disease, but geopolitical uncertainty, the impacts of climate change and other global trends threaten to undermine this progress. Addressing inequalities and achieving the UN Sustainable Development Goals by 2030 will require unprecedented levels of co-operation across public, private and social spheres.

Weber Shandwick's award-winning Social Impact team works with the change-agents in the vanguard of these new collaborations – purpose-driven companies, foundations, non-profits, governments and individuals committed to achieving a healthier, more equal and sustainable world.

Whether the goal is influencing policy, sparking public activism or building brand awareness, we shape engagement strategies that help our clients to communicate their social purpose and their impact.

Our approach is anchored in rigorous research into target audiences and current conversations around the issues. Once the strategic foundations are set, we tell our

clients' stories in vibrant and creative ways, across the full range of media and digital platforms, to deliver measurable impact.

From global health to climate change, gender equality to food security, our client assignments span all 17 Sustainable Development Goals. With more than 100 specialists across our network, we offer the reach and resources of a global agency, combined with the deep issue expertise and passion of a team that's in the business to drive transformative change.

Read our latest Social Impact Innovation Trends reports at <http://www.webershandwick.com/news/article/inclusive-global-economies>

## OUR WORK

We are proud to partner with, among others: ActionAidUK, Children's Investment Fund Foundation, Global Partnership for Education, GSK, HSBC, IFPMA, Plan International, UBS Optimus Foundation, UNICEF, Unilever, World Food Programme and WHO.

Here are a few examples of our work:

**Bill & Melinda Gates Foundation** For almost a decade, we have provided round-the-clock, global support for the pioneering foundation, ranging from high-level stakeholder and influencer campaigns, to media strategy for co-chairs and other leaders and creative approaches for milestone events. Our engagements have spanned child vaccines, polio eradication, family planning, agricultural development, global nutrition and financial services for the poor, consistently yielding high-impact results.

**Pearson / Project Literacy** For the world's leading learning company and its partners, we supported the launch of Project Literacy, a global movement to highlight illiteracy's contribution to myriad global problems. With an animated video at its core, The Alphabet of Illiteracy campaign reached nearly half a billion people within three weeks, garnering more than six million video views. It generated high-quality media coverage and secured strong political support.

**International Fund for Agricultural Development** To help the UN agency to raise awareness of the urgent need to invest in rural communities, we created an investment report like no other. We worked with Zambian farmers who carved a set of graphs and statistics into the earth, and filmed it using a drone. The resulting video sparked new interest in the issue through placements reaching millions via earned media coverage and pro-bono placements.

## OUR OFFER

- ▶ **Global campaign strategy:** executing multi-country communications that are rooted in sound analysis of target audiences with the right approaches to achieve measurable results.
- ▶ **Narrative, messaging & storytelling frameworks:** defining your unique voice on the issues that matter most, and shaping your impact stories that will provide the evidence behind your arguments.
- ▶ **Stakeholder & influencer engagement:** identifying the key people who hold the power to effect change and the most effective ways of engaging them.
- ▶ **Creative content:** developing breakthrough content with the power to provoke an emotional response and to stimulate action.
- ▶ **Integrated media strategy:** tailoring your stories and taking them to the world via the full range of traditional, digital and social media channels.
- ▶ **Thought leadership:** shaping expert research and advising how best to share it with the audiences that matter.

## CONTACT



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