

BUILDING COLLABORATIONS AND PARTNERSHIPS FOR A SUSTAINABLE FUTURE FOR PRINT

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HOW TO SUSTAIN THE FUTURE

- Learn and adapt to global trends and innovations on print media.
- Respect Digital, Digital will respect you back. Collaborate and Listen. Integrate.
- Admit the flaws, but do address them. Carefully. Honestly.
- Focus on where you are needed the most.

Creative

Experiment

Innovative

Create


Relevant

Cultivate



CHANGING LIVES

THE BLANK EDITION
CLIENT: AN-NAHAR
AGENCY: IMPACT BBDO DUBAI

- PR-focused
 - MENA's 1st Cannes Lions Grand Prix, Print & Publishing
 - *"For us, it was the perfect demonstration that print creativity can do a lot for print media itself, for print journalism. – Olivier Altman, Jury President"*
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PROTECTING LIVES

EMERGENCY COLLECTIVES

CLIENT: KOBE SHIMBUN

AGENCY: DENTSU, INC.

- *Japanese Newspaper Helps Readers Prepare for Earthquakes.*
- The 'Emergency Collectives' campaign was initiated following another major earthquake that struck Kumamoto Prefecture in 2016.
- After a disaster strikes, evacuation centres can be stressful, miserable experiences where evacuees lack essentials for daily life. This fun treasure hunt-style method of disaster preparation encourages families to prepare evacuation kits, with 23,000 households taking part. Of those who viewed the spread, 81.2% said they were better informed.



DETECTING LIVES

THE PEE AD
CLIENT: IKEA
AGENCY: ÅKESTAM HOLST

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- At first glance, The Pee Ad was just an ordinary retail ad, promoting a baby crib.
 - After reading it, you realized that it was also a pregnancy test.
 - All you had to do was to urinate on the marked area in the ad, just like you would on an ordinary pregnancy test.
 - If you were pregnant a better price "magically" appeared under the cribs pre-printed price.



THIS AD CAN CHANGE YOUR LIFE AS YOU KNOW IT

REFRESHING LIVES

FRESH PRINTS

CLIENT: ALDI

AGENCY: MCCANN WORLDGROUP SPAIN

+ HAVAS MEDIA BARCELONA

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- Aldi ‘Fresh Prints’, one of Spain’s three Gold Lion-winning campaigns at Cannes Lions 2018, is a brilliant demonstration of how creativity and media can work in harmony.
 - The brief emerged from the insight that many consumers didn’t know that Aldi supermarkets stocked fresh produce. To challenge this misconception, McCann Spain came up with a very modern idea for a traditional print campaign.



Purpose

Relevance

Innovation

Newness

Targeted