

# OgilvyEarth

## **Australia's OgilvyEarth goes global** *Announces expansion of sustainability practice worldwide*

**Sydney, June 4 2009:** OgilvyEarth, Australia's first dedicated sustainability communications practice, is expanding its offering worldwide after just one year in operation, launching a global entity to service markets across Asia, Europe and the Americas.

The OgilvyEarth expansion creates the first global, cross-discipline practice created specifically to help businesses deal with the communications of sustainability as they move beyond 'green marketing'. It follows OgilvyEarth's success with Australian clients including Woolworths, Qantas, Nestle, Origin Energy and Telstra.

"OgilvyEarth Australia has helped a range of organisations not only reduce their carbon footprint, but engage employees and other stakeholders in the process. This has been vital in achieving long-term behavioural change," said Ogilvy Public Relations Managing Director, John Studdert.

"In an era where business and industry across the world are increasingly aware of the vital role they can play in sustainability issues, expanding the OgilvyEarth service beyond our own shores was a necessary progression," he continued.

"We are proud and excited that the important outcomes achieved so far in Australia will now be seen in other markets and countries seeking to activate substantial and engaging sustainability-related activity."

Among OgilvyEarth's first global assignments is a project for the United Nations. The agency's challenge is to create an awareness campaign for the landmark United Nations Climate Change Conference in Copenhagen in December 2009, where 192 nations will negotiate a successor treaty to the Kyoto Protocol for limiting greenhouse gas emissions.

Supporting the global practice is a board of directors consisting of established leaders in sustainability who come from across six continents and represent the business, scientific and government/NGO communities. Among the board's members are Bill Becker, Executive Director of the Presidential Climate Action Project, and Jeunesse Park, founder and CEO of Food and Trees for Africa. Additional board members will be announced next month.

"Sustainability is a global call to action, an imperative that businesses must heed," said Miles Young, CEO of Ogilvy & Mather worldwide. "In the Age of Sustainability, these issues can no longer be ignored by organizations, but need to be embraced and demonstrated to stakeholders in a way that is sustentative."

Mr. Young said that integrating the company's know-how under the OgilvyEarth banner "was a strategic move to unite all our work under one roof in order to present a holistic approach, share lessons-learned and make it easier for clients to access our expertise".

OgilvyEarth is "a true 360 degree offering including consultation, public relations, government affairs, advertising, employee communications, and digital engagement," said Young.

"We are in the throes of the pivotal moment of the 21st Century – ripe with both opportunity and the potential to write the next chapter. Those who act now will define the future," said Young. "It is about being clear – open, transparent, and engaging – a different way for companies and organizations to communicate."

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OgilvyEarth - the history:

- In 2001, Impact Employee Communications, part of Ogilvy PR, develops a fuel saving program for FreightCorp that is successful in changing employee behaviours and reducing costs and emissions by 8400 tonnes pa
- The NSW Government is impressed with the results, and wants to see if it could reduce energy use through a similar program. Subsequently a pilot is developed for the Amcor site at Smithfield. This program focuses on employee education to drive behavioural change that will lead to a successful and long term reduction in energy use. The program is such a success that additional funding is provided to run a range of programs at other sites.
- In 2007 the practice expands, forming a partnership with another Ogilvy PR company Parker & Partners.
- OgilvyEarth is officially launched in April 2008; the only specialist agency operating within the sustainability space in Australia. The practice covers engaging stakeholders from Government to employees and shareholders and ultimately consumers.
- OgilvyEarth's work with clients such as Woolworths, Qantas, Nestle, Origin Energy and Telstra proves so successful, that within one year of launching the broader Ogilvy group asks to develop the practice in other regions.
- OgilvyEarth expands firstly in Asia and is now being adopted as the global brand and practice model for all Ogilvy offices across the world - all from its start in Australia
- There are now projects being implemented worldwide, ranging from the UK, China, United States through to Brazil

## **Ends.**

Ogilvy & Mather Worldwide (ogilvy.com), a subsidiary of WPP, is one of the largest marketing communications networks in the world, with 495 offices in 120 countries, specializing in advertising, relationship and interactive marketing, public relations, sales promotion and related services.

OgilvyEarth Australia is a practice of Ogilvy PR, part of STW Group, Australia's leading marketing content and communications services group.

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