

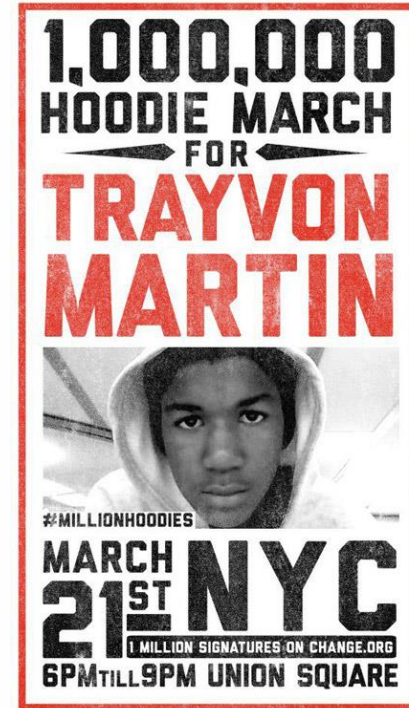
Creating Impact at Scale

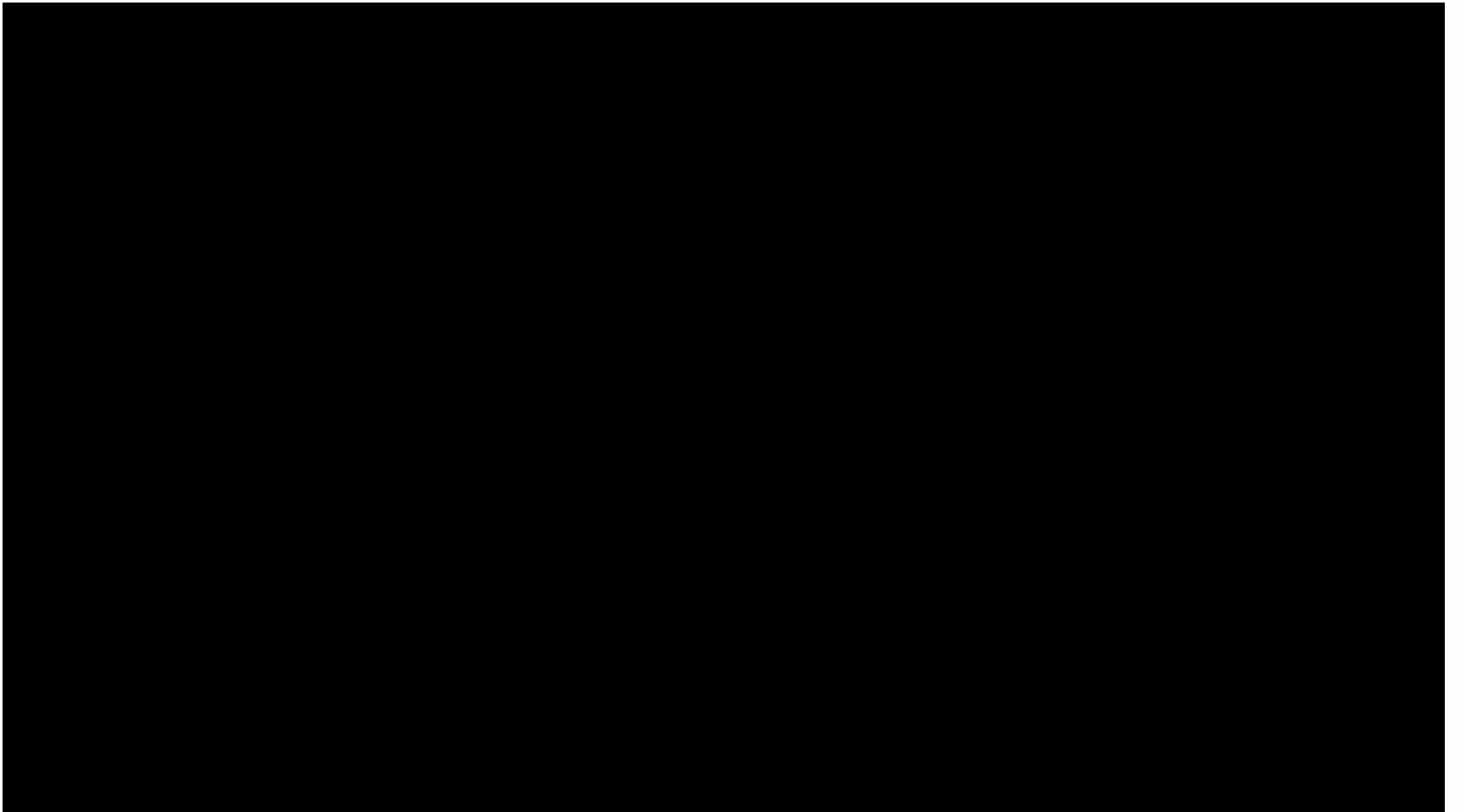
Lessons Learned and Implications

November 6, 2014

McCANN
GLOBAL HEALTH

Starting a movement:
A million hoodies





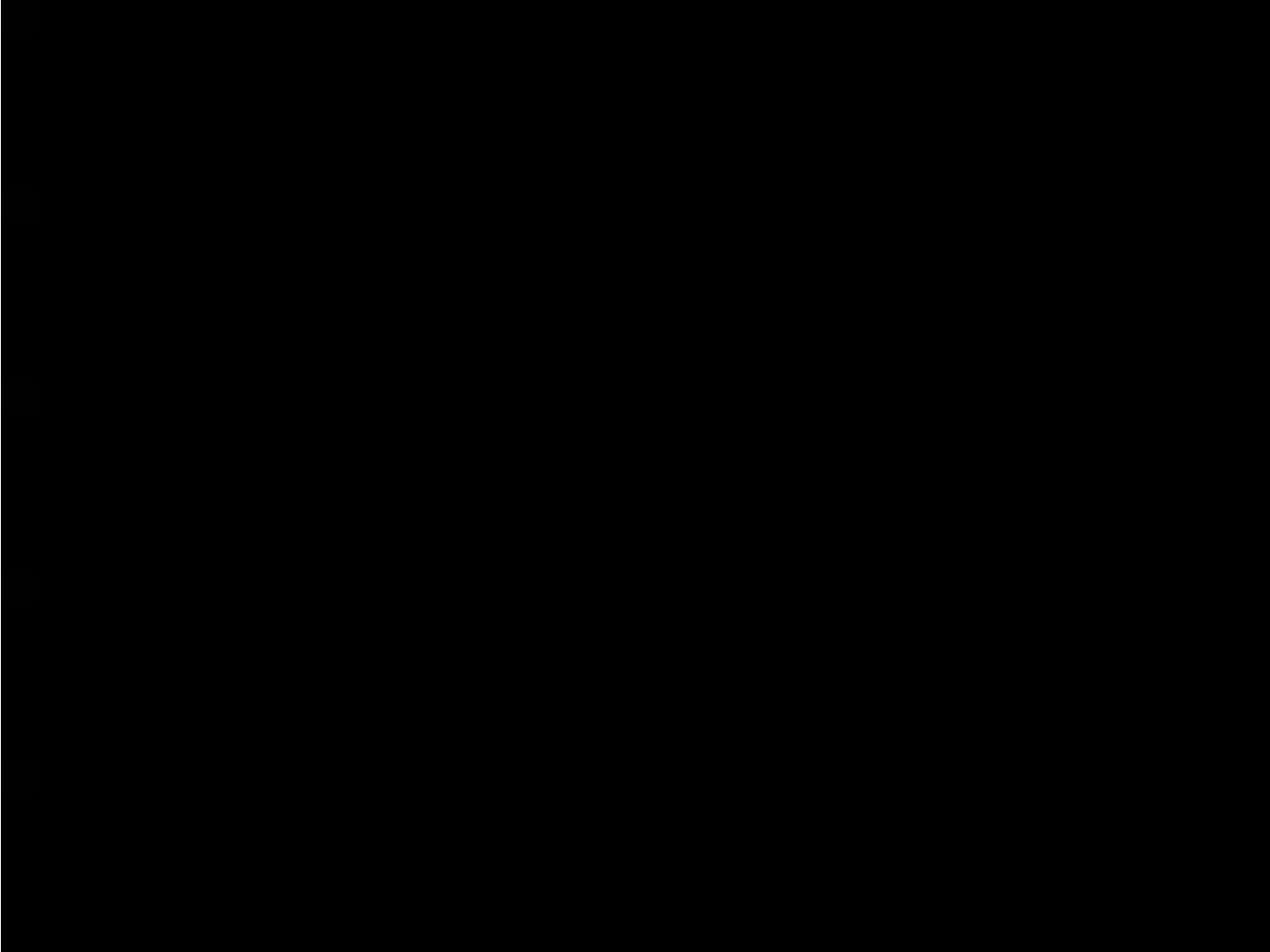
Implications & Lessons



- Move quickly, if possible
- Know how your audience communicates
- Use your target to spread the word
- Tap into a defining moment or event

Global
consistency of
brand message





Implications & Lessons



- Stay true to the insight and the message
- Global message consistency with local adaptation
- Great creative ideas win in the marketplace

Using a platform approach for scaling up: "Strong"

WHAT'S THE BEST WAY TO TREAT UNCOMPLICATED DIARRHOEA?



ZINC+ORS

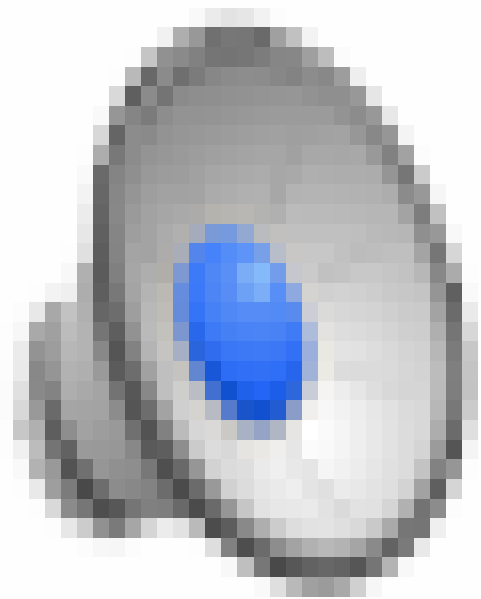
DON'T JUST RELIEVE THE SYMPTOMS.
GET THE CHILD BACK TO FULL STRENGTH.

For ALL cases of childhood diarrhoea, start with zinc + oral rehydration salts (ORS), proven to:

- Speed recovery^{1,3}
- Restore strength, energy, and appetite^{1,2,4}
- Help keep children thriving²

SPACE FOR LOGO

ZINC+ORS
Proven strength. Trusted relief.

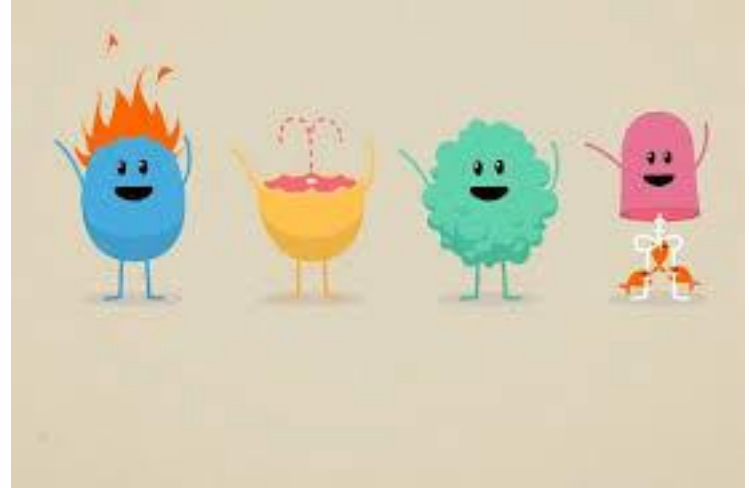


Implications & Lessons



- Uncover universal insight
- Build in flexibility and customization
- Use single Portal to house all assets, content and guidance

Insight + limitations +
entertainment +
lighting in a bottle:
Melbourne Transit
Safety



Implications & Lessons



- Know your audience
- Be culturally relevant and engaging
- Hit a nerve

THANK YOU