

# Connecting the Blue Dots

Andrzej “On-Jay” K. Moyseowicz  
Media Innovation Director, EMEA  
Saatchi & Saatchi

# A Cost of Presence

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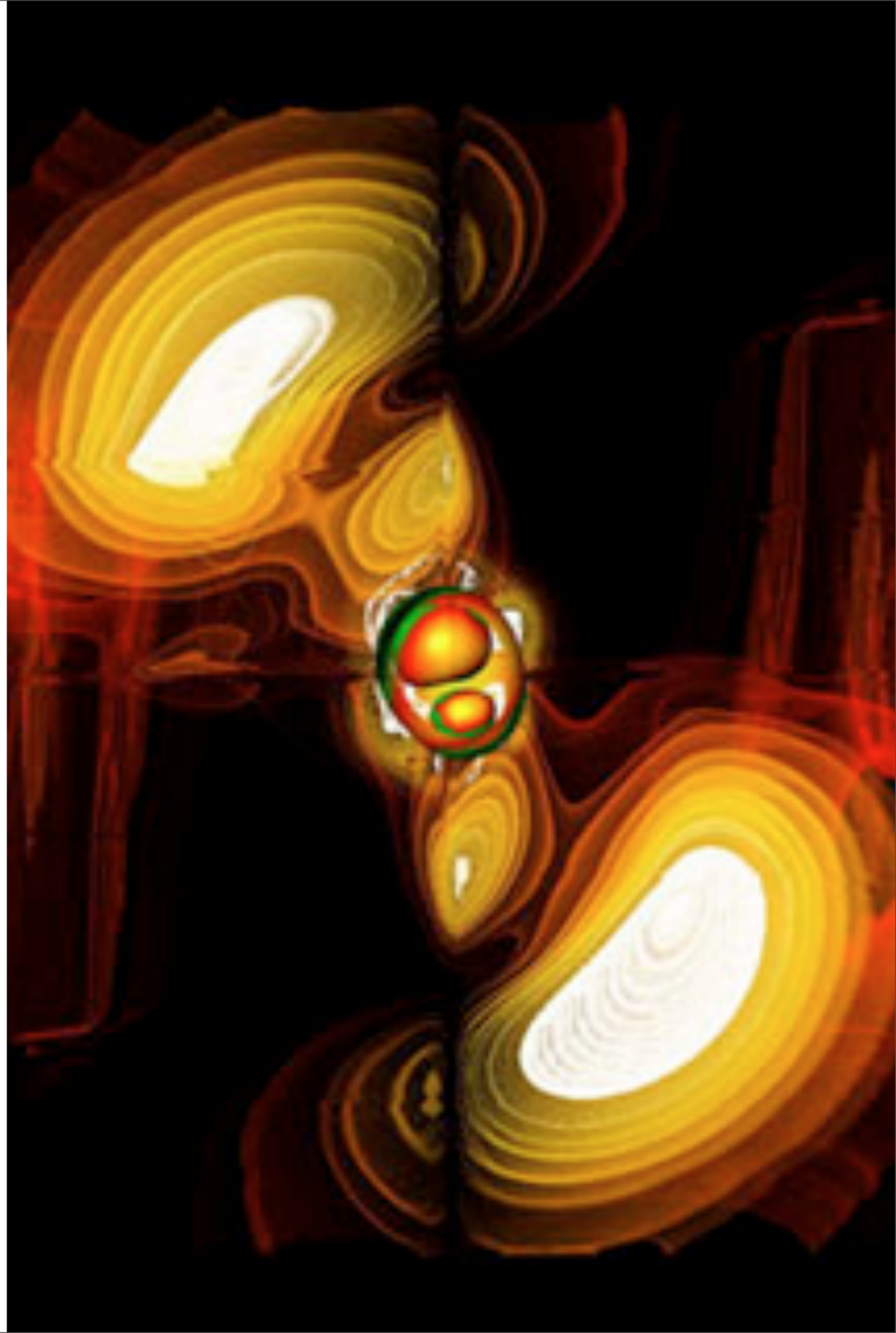
- **Start with the hard truth**
- Then put it in context of what I need to say next...



# Fission vs Fusion

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- Communication / Sustainability / Consumerism





Digital



Print



Tattoos?



Sustainability



Consumerism





Death of Doom & Gloom

# The Danger of Guilt Appeal

- Credible
- Not overtly manipulative to induce guilt
- Clear messaging

- Not Credible
- Infer intent to cause guilt pangs in viewer
- Heavy tonality

result

Positive attitude

**Negative attitude  
to both advertiser  
& sponsor**



Rise of Green Wash

# DON'T THROW ANYTHING AWAY THERE IS NO AWAY.

WE HAD A MAGIC BIN THAT WE COULD THROW STUFF IN AND MAKE IT DISAPPEAR  
IT. WHAT WE CAN DO IS FIND CREATIVE WAYS TO RECYCLE. WE USE OUR WASTE  
GROW FLOWERS, AND OUR WASTE SULPHUR TO MAKE SUPER-STRONG CONCRETE.  
ENERGY SOLUTIONS FOR THE REAL WORLD. [WWW.SHELL.COM/REAGENERGY](http://WWW.SHELL.COM/REAGENERGY)



NEGA POLYMER FOR THE BEST MOTOR OILS THAT COME FROM THE  
FROM WASTE? WHO CAN MAKE POLYMER TO MAKE SUPER-STRONG CONCRETE?  
IT MAY BE THE ONLY WAY TO MAKE SUPER-STRONG CONCRETE. WE USE OUR WASTE  
WE CAN'T THROW AWAY. WE CAN'T THROW AWAY. WE CAN'T THROW AWAY.

# Shell to pull 'greenwash' ad on Canadian oilsands projects

BY RANDY BOSWELL, CANWEST NEWS SERVICE    SEPTEMBER 24, 2008

STORY

PHOTOS ( 1 )



The Canadian oilsands industry has been getting a rough ride in recent months in the U.S., where many politicians have lined up to urge restrictions on imports of Canada's 'dirty oil.' California is moving to a low-carbon fuel standard, big-city mayors have targeted oilsands as a driver of global warming, and the U.S. government has adopted clean-energy legislation that could

A ruling by Britain's advertising regulator against oil giant Shell has prompted a new World Wildlife Fund campaign denouncing the petroleum company's "greenwash" tactics in promoting its Canadian oilsands projects.

The U.K. Advertising Standards Authority ruled Wednesday in favour of a complaint by the WWF's British arm that a newspaper ad in which Dutch-based Shell described its Alberta oilsands operations as "sustainable" was "misleading" and violated ad industry codes for

## STORY TOOLS

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**THE BIRTH OF**

**BLUE**

The Birth of Blue

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## **Opportunities for Business and Brands**

The realities of a changing world and the need for adaptation create opportunities that can lead to innovative solutions such as:

**Operational assessment and change implementation**

**Packaging innovation**

**Sustainable product development**

**Category reinvention**

**Employee engagement**

**Nontraditional communication**

SAATCHI & SAATCHI 

SAATCHI & SAATCHI 

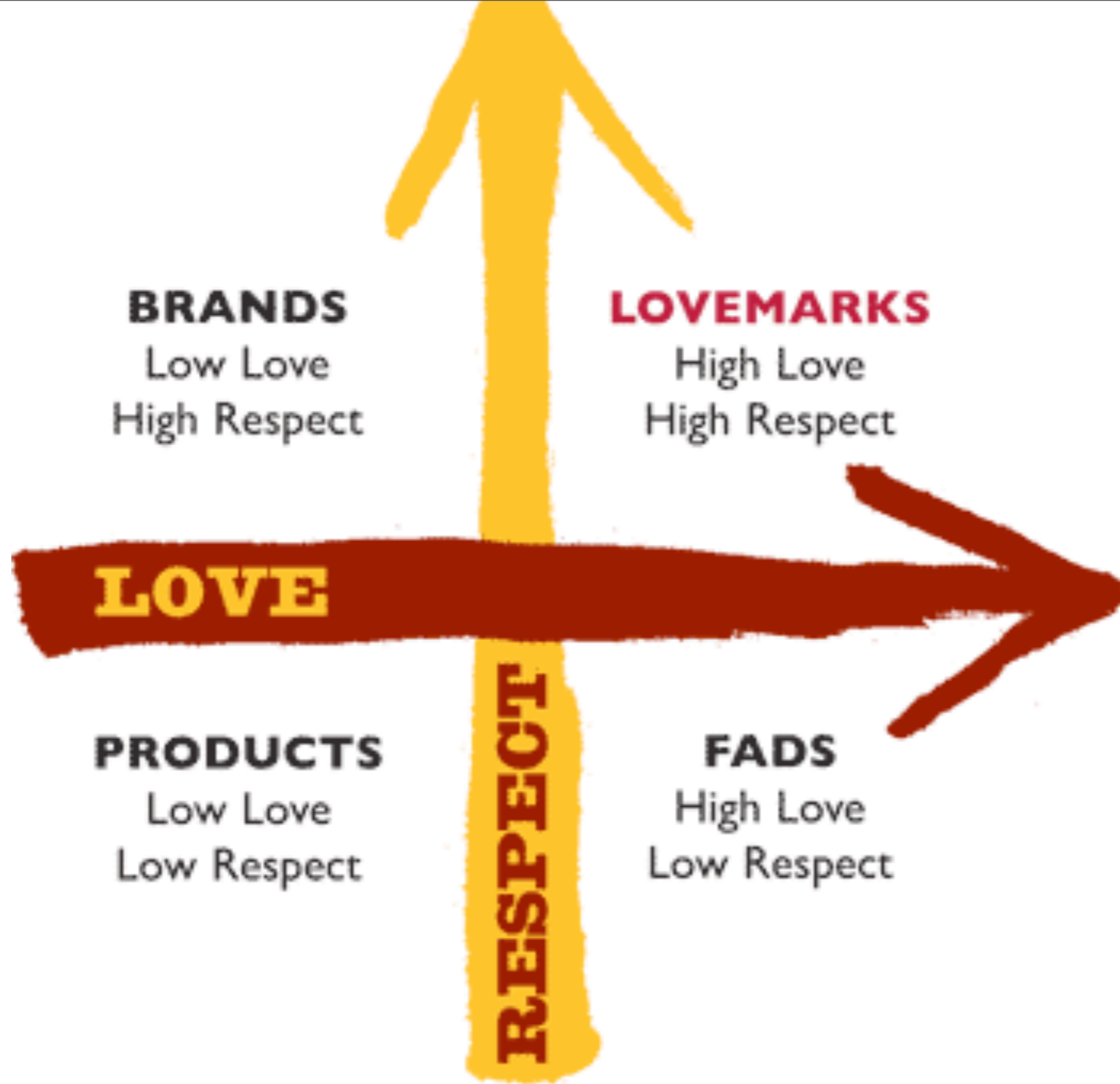


# Lovemarks / Sustainability

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- The Power of Love & Respect





# Compelled

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- The power within our own people
- The power of perfect place & perfect time
- The power of compelling content

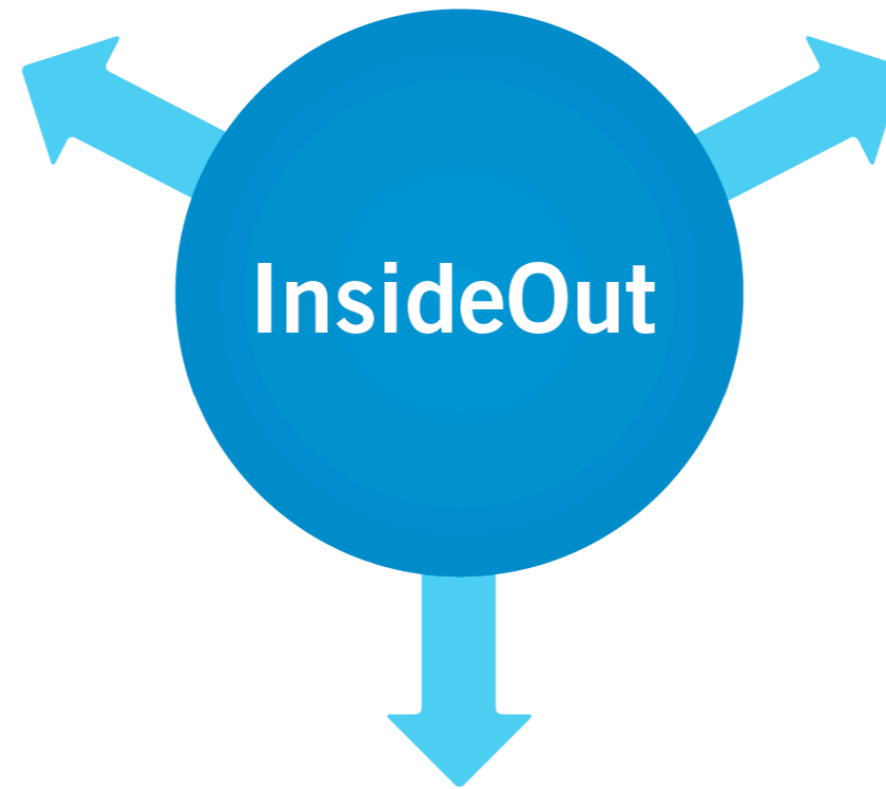




The Power Within Our Own People

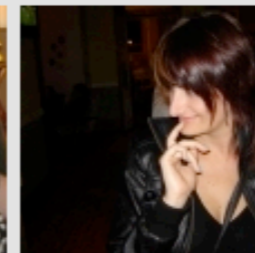
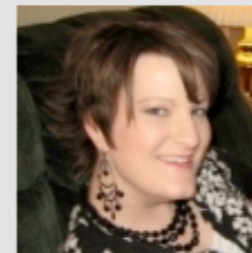
# Manufacturing & Operations

# Target Consumers



# Internal Organization

## Latest PSP Uploads



### Birth of Blue

Adam Werbach heralds the birth of this new mass movement. Check out his speech: "The Birth of Blue"

### BLUE News

Find out what agencies around the world are doing to help their clients go green (or blue) in this article from Advertising Age.

Read what Judah Schiller, executive VP of Saatchi & Saatchi S, has to say about creating a culture of sustainability within a

### Greenwashing to Blue

Keep up-to-date with current sustainably-focused advertising efforts and add your opinions on whether they're legit at The Wash

### BLUE Links

Check out South Africa's TrueBlue site.

Find out more about Saatchi & Saatchi S.

# New Wal-Mart CEO Says Sustainability Drive Will Continue at Full Speed

By [GreenBiz Staff](#)

Published February 1, 2009

## Business Operations;

 EMAIL

 PRINT

 RSS

 READ COMMENTS



BENTONVILLE, Ark. — New [Wal-Mart](#) President and CEO Mike Duke, who succeeds Lee Scott as head of the world's largest retailer, says he expects the company to accelerate and broaden efforts to achieve its sweeping environmental goals.

Speaking at Wal-Mart's "2009 Sustainability Milestone Meeting," the last major transitional event for Duke and Scott, the incoming CEO took the opportunity to address the company and say, "how very, very committed I am to this topic of sustainability. I am very serious about it. This is not optional."

The company's efforts for greater environmental responsibility [began in 2005](#), when Scott called for the Wal-Mart to be supplied 100 percent by renewable energy, create zero waste and sell products that help sustain the environment. Since then, the company has worked to improve its track record of environmental and social responsibility in its business operations and is demanding that its suppliers do the same.

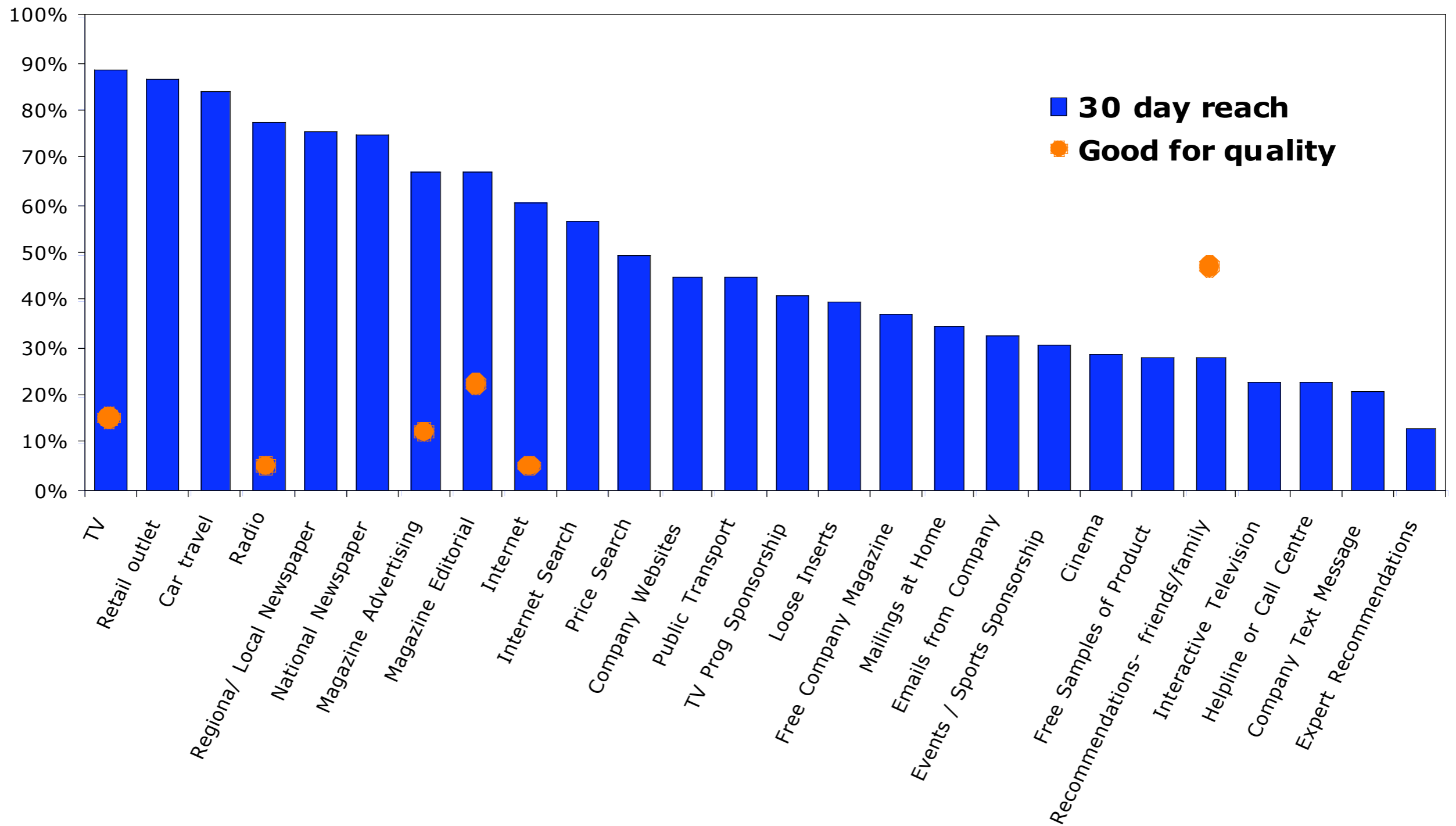
"My message to you today I hope will be really clear," Duke told the company at the meeting last week. "We want to accelerate our efforts in sustainability. We want to broaden our efforts."

Duke said he expects growth in sustainability efforts geographically and functionally

**WAL-MART**  
★  
**MART**  
®



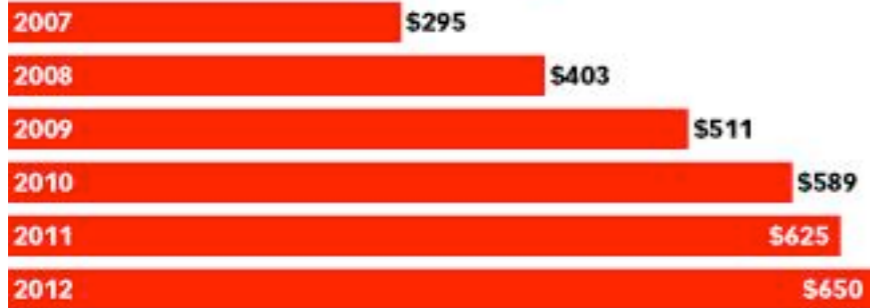
The Power of Perfect Place & Perfect Time



The long media tail means our OIs must bloom at the perfect places, times, moments, and ways.



**US In-Game Advertising Spending, 2007-2012 (millions)**



Note: includes static ads, dynamic ads, product placements, game portal display ads and sponsored sessions in console-based, PC-based and Web-based games; excludes advergames and advertising on mobile games  
 Source: eMarketer, February 2008

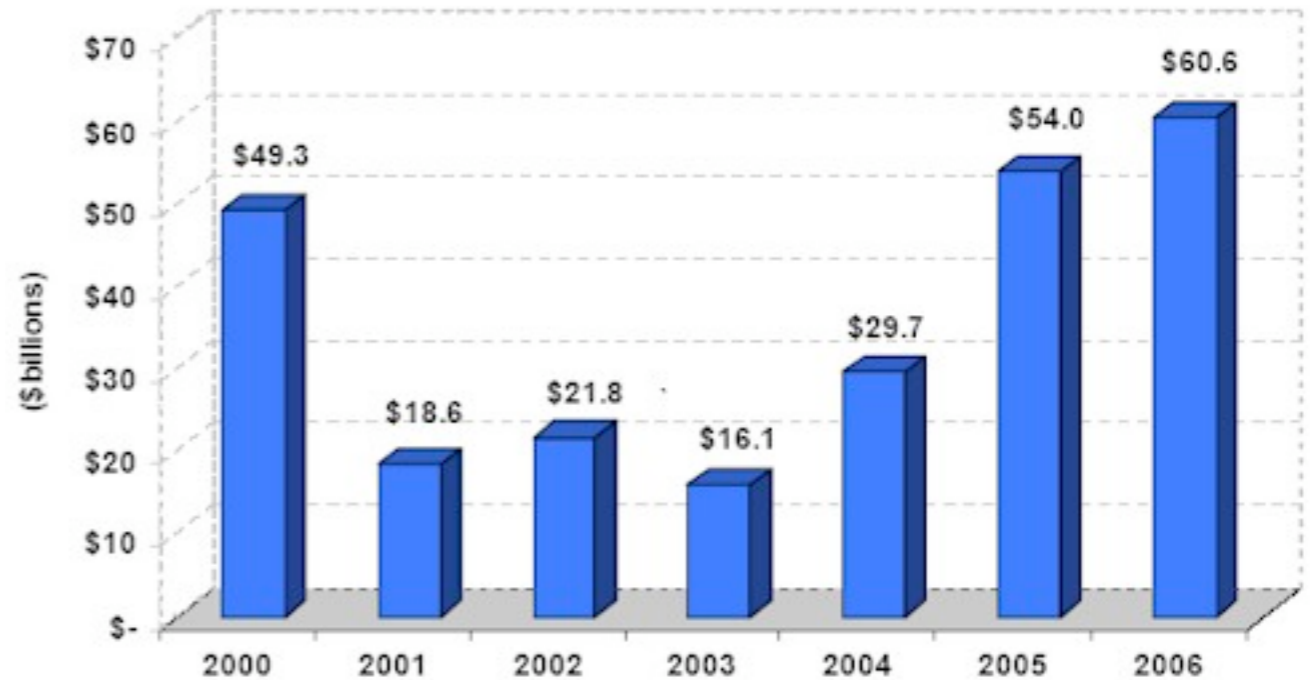
**US Online and Total Media Advertising Spending, 2006-2012 (billions and % of total media spending)**

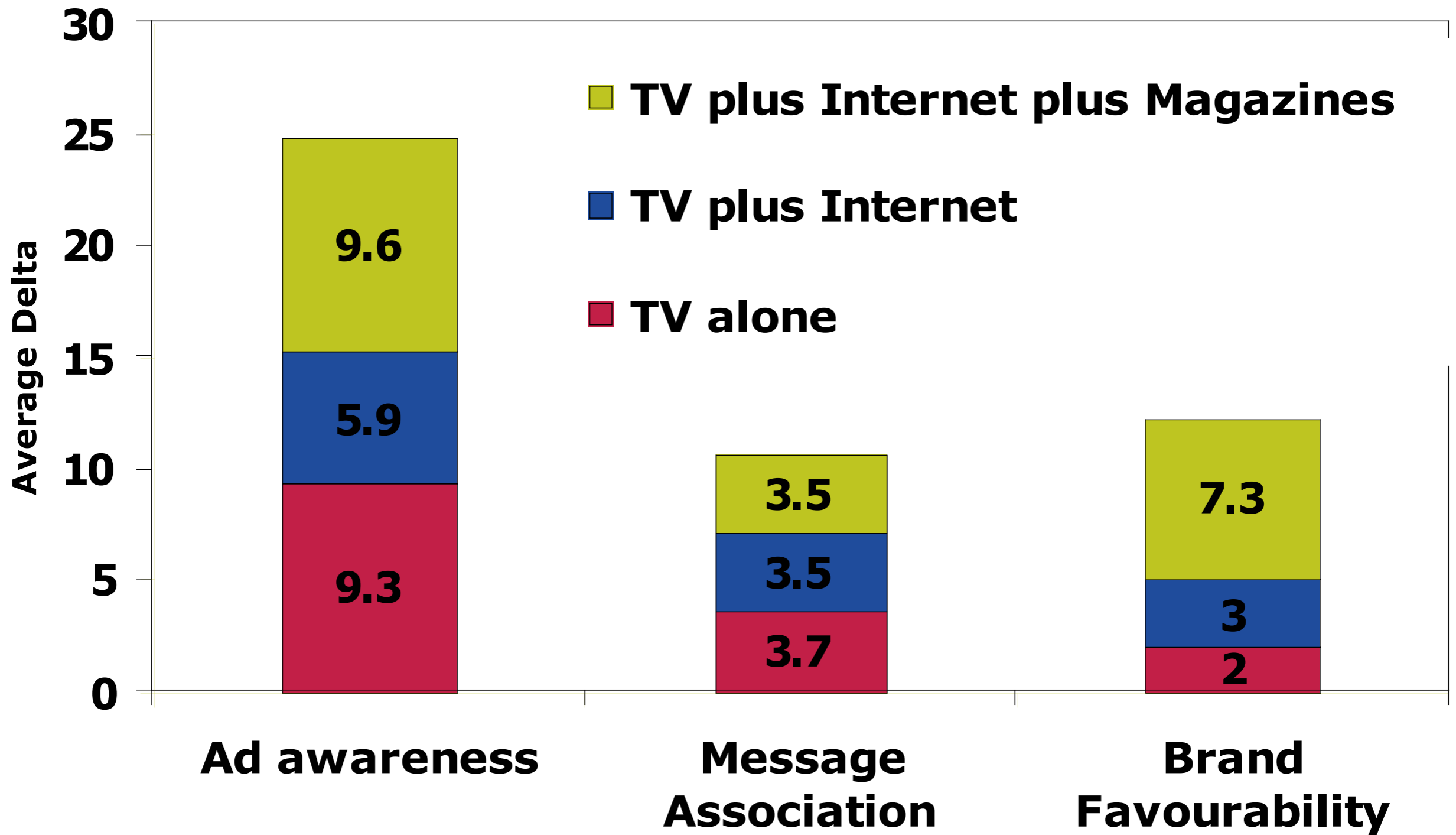
	Online	Total media	Online % of total media
2006	\$16.9	\$281.6	6.0%
2007	\$21.1	\$283.9	7.4%
2008	\$25.9	\$293.3	8.8%
2009	\$30.0	\$299.0	10.0%
2010	\$35.0	\$307.0	11.4%
2011	\$41.0	\$316.0	13.0%
2012	\$51.0	\$332.0	15.4%

Note: eMarketer benchmarks its US online advertising spending projections against the Interactive Advertising Bureau (IAB)/PricewaterhouseCoopers (PwC) data, for which the last full year measured was 2007; online ad data includes categories as defined by IAB/PwC benchmark—display ads (such as banners), paid search ads (including contextual text links), rich media (including video), classified ads, sponsorships, lead generation (referrals) and e-mail (embedded ads only); excludes mobile ad spending; eMarketer benchmarks its US total media advertising spending projections against the Universal McCann data, for which the last full year measured was 2007; includes television (broadcast and cable), radio, newspapers, magazines, Internet (excludes mobile), outdoor, direct mail, yellow pages and other  
 Source: eMarketer, March 2008

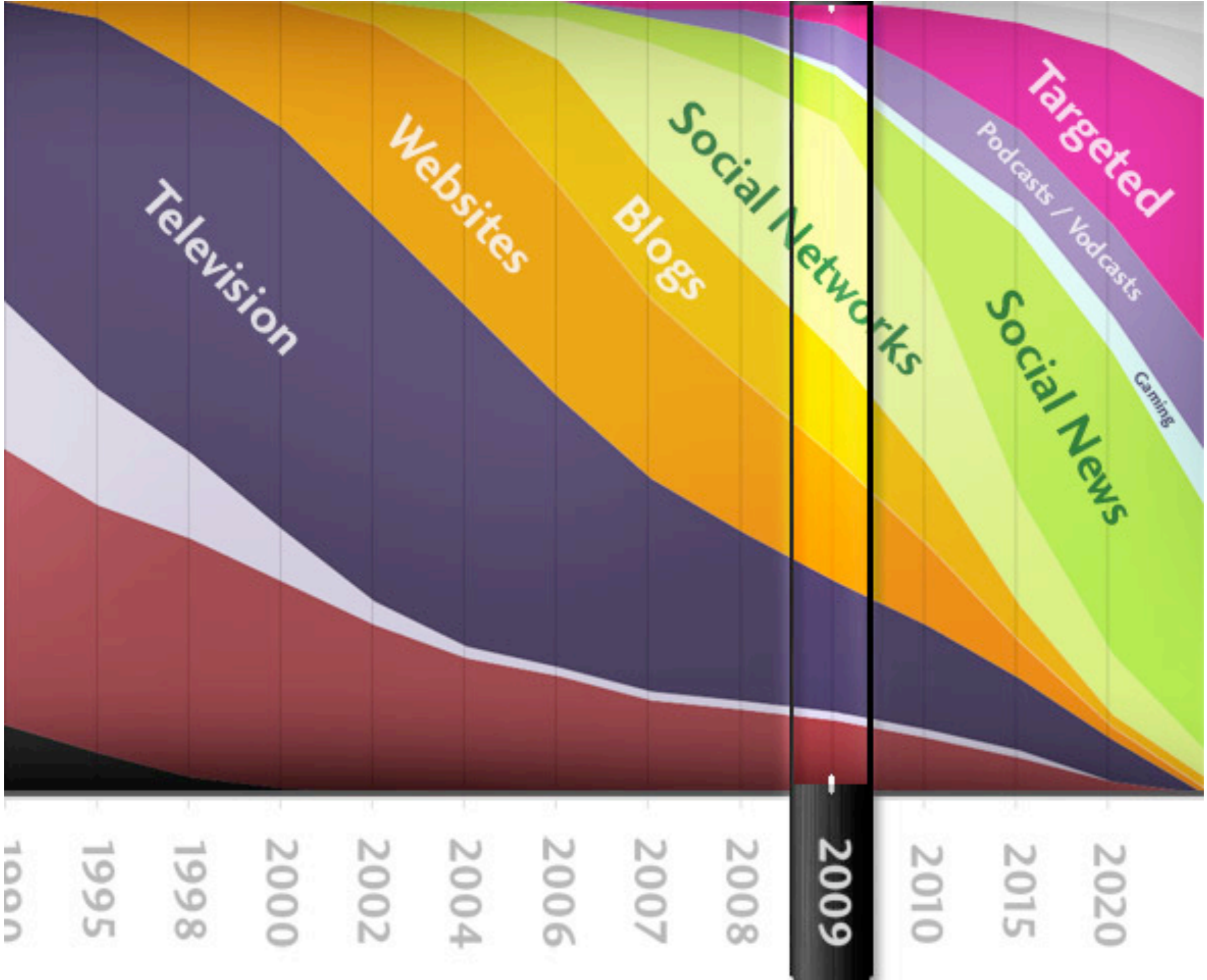


**Media and Information Industries M&A Transaction Value, 2000-2006**





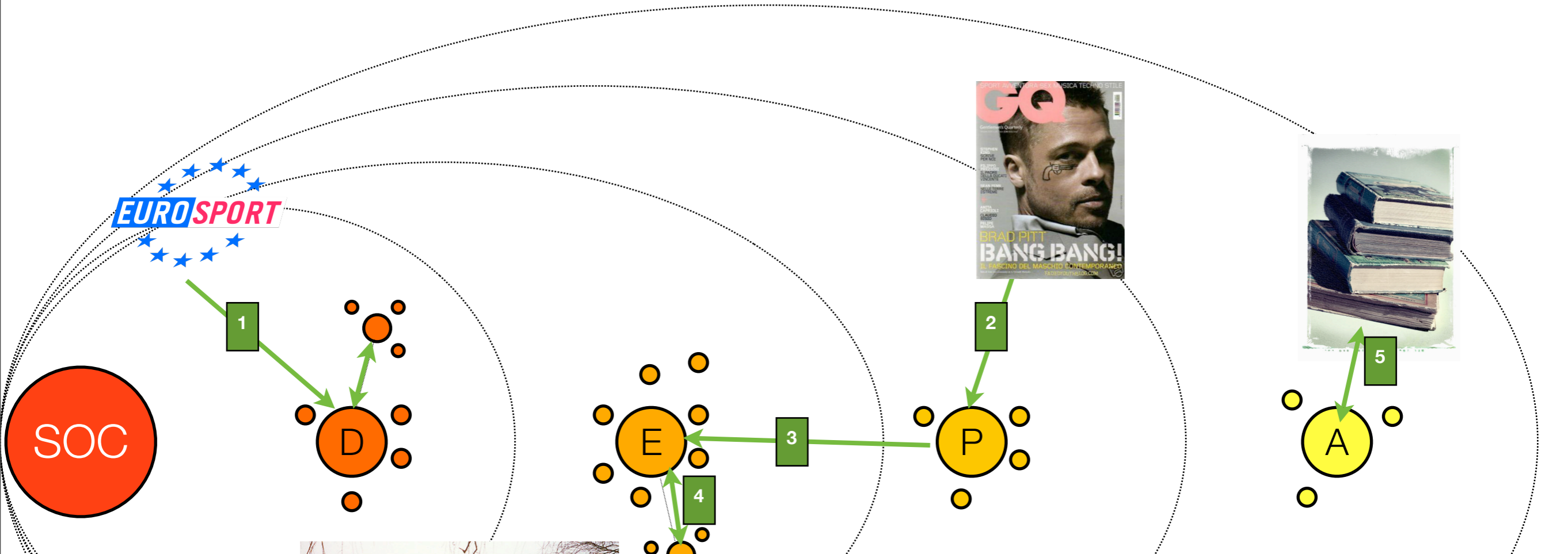
Optimized expression, multiple canvasses, and brand favorability.



# Map examples of the journey...



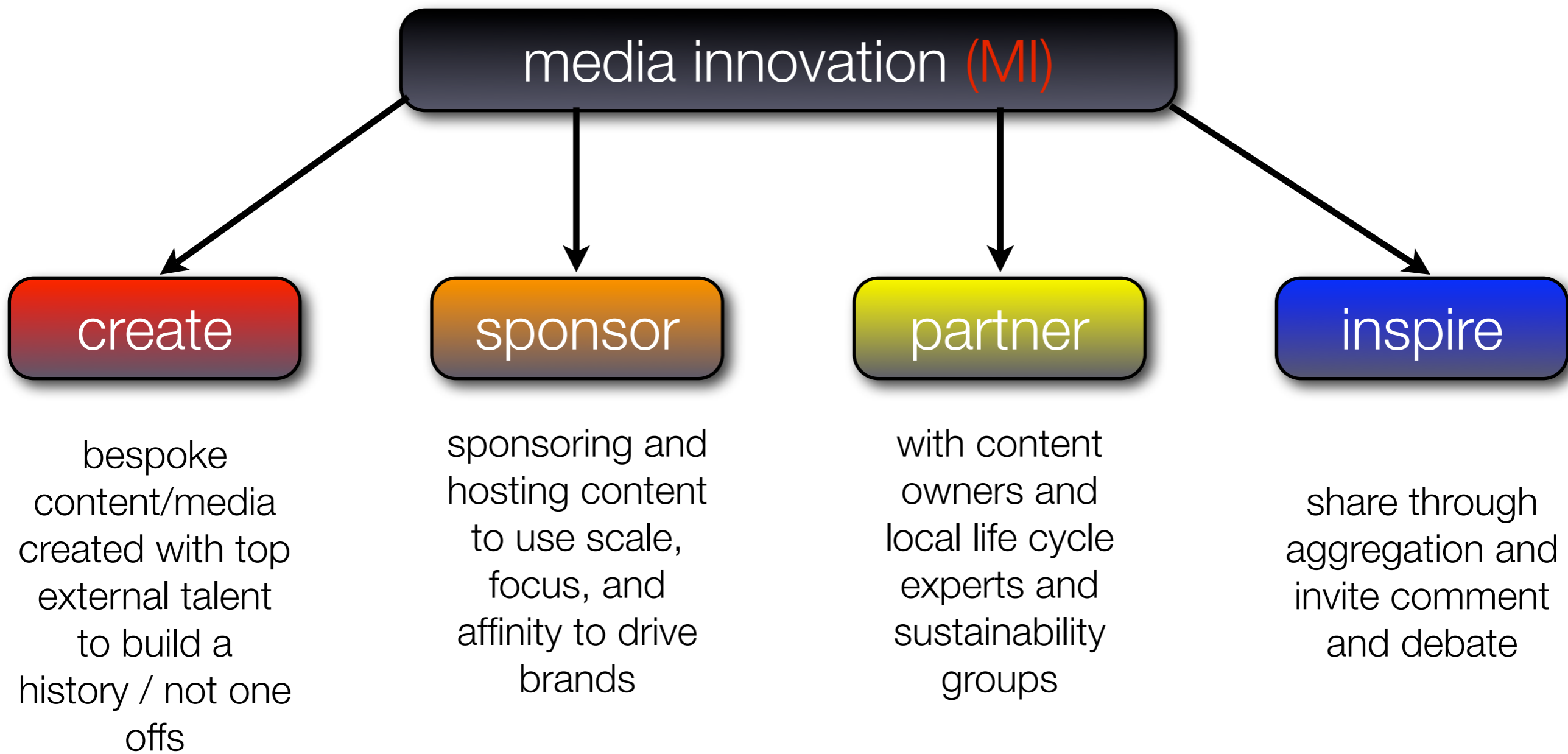
Tom:  
43 years old, casual TV viewer, likes attending conferences, casual gym goer and likes reading biographies and tech review blogs



	Activation
1	Eurosport: Vignette on Amateur Athletes, links to co-branded Yahoo/Eurosport website where Toyota Avensis is featured
2	Tom reads the Strength of Character article exploring the values of strong holistic men. This leads to the event at the local university.
3	Strength of Character speaker series at the local university. Explores local heroes and provides a co-branded booklet featuring Avensis dealers. Car on hand for test drive.
4	Promotion and test drive leads to dealership appointment.
5	At the dealership, the car contains a media package of books of famous men of integrity, a popular movie such as Shawshank Redemption, and co-branded music album



The Power of Compelling Content





Thirsty Black Boy



6 days

\$5 M

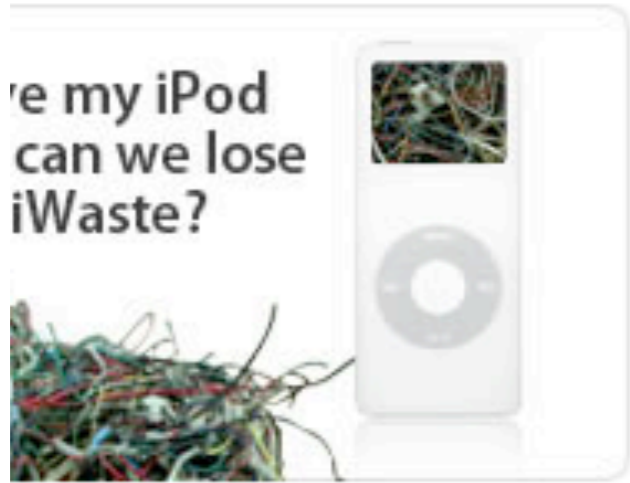
Insight Led



King News: Steve Jobs announces change in policy



How can we lose my iPod  
iWaste?



**Take Action**  
Help make that green wish come true



view the ProCreat







Protecting the environment is critical to the conservation of precious natural resources and the continued health of our planet. Apple recognizes its responsibility as a global citizen and continually strives to reduce the environmental impact of the work we do and the products we create.

### Apple and your carbon footprint

Apple is constantly working to minimize our impact on the environment. We learned that the best way to do this is to make our products more energy efficient and environmentally friendly.

In October 2008, Apple began providing customers with estimates of the greenhouse gas emissions generated by each new product sold. For example, manufacturing and using a MacBook — our most

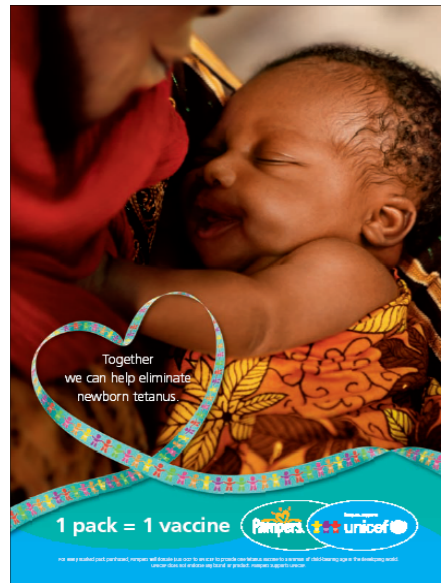


## Latest in Apple and the Environment

Apple is on track to eliminate toxic chemicals from our products. In the [2008 Environmental Update](#), Steve Jobs provides an overview of Apple's progress to eliminate mercury and

# Holistic expression

## Print

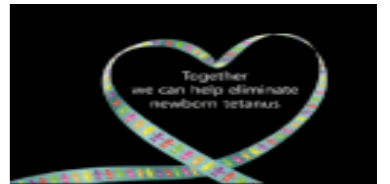


## In Store



“Pampers and mums unite to eliminate tetanus for all the worlds babies.”

## TVC



## DTCM



## Interactive



# Spark WOM: Only CO2 is a few breaths

**Advocacy**  
Word of mouth



**Event**  
Press activity and  
photo opportunity for  
launch



**Editorial Story**  
Call for action  
Research  
Winner announcement



**SEARCH FOR THE MOST BABY FRIENDLY  
PLACE TO GROW**



**DTCM**  
Inclusion of call to action



**Online**  
Campaign entries on  
PampersVillage.se  
E-call to action



# Recycle

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- Blue, not green

**Blue** is interconnectivity.

**Blue** is not reactive, it's proactive.

**Blue** is a heightened sense of consciousness in daily life.

**Blue** is moving from limits to possibilities.

**Blue** is making sustainability personal.

**Blue** is taking small actions that make a big difference.

**Blue** is creating our own happiness.

**Blue** is not replacing green; it is embracing it while moving forward.

**Blue** is working together to create positive change.

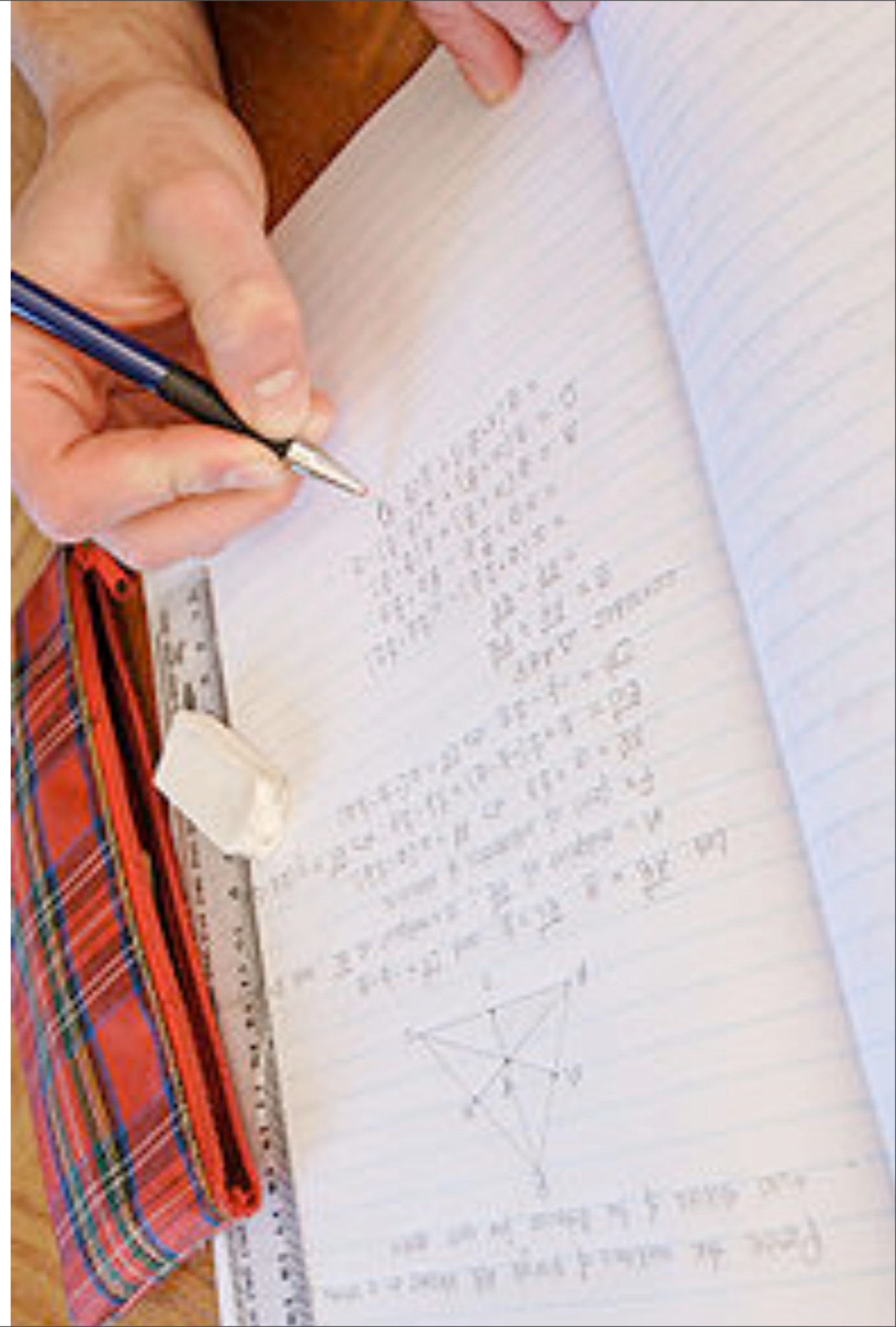
- Inside Out

- Join the dots between content, creativity, and compassion

# Homework

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- Read
  - Small is Beautiful
  - Cradle to Cradle
  - WWF Signposts & Weathercocks
- Share your PSP
  - Repeatable
  - Inspirational
  - Sustainable
  - Enjoyable
- Invite in Blue Champions
  - Start learning now
  - Build the rolodex
- Compelling Content is Key

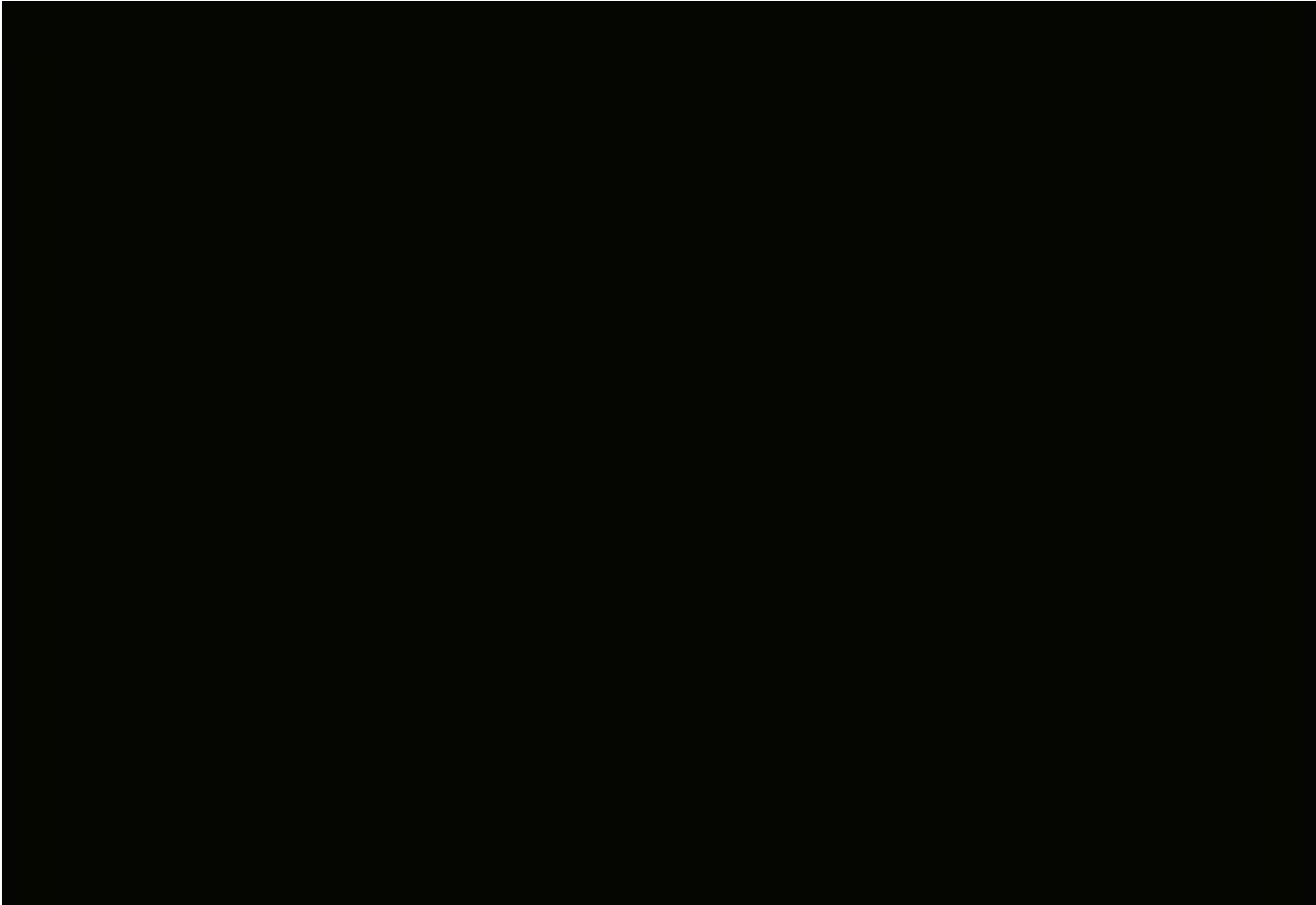


# contact

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- Contact Kinga at Saatchi & Saatchi Hungary







# Connecting the Blue Dots

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andrzej “on-jay” moyseowicz

fill the world with [Lovemarks](#)

My PSP is to lower my resting heartrate below 45 bpm, be able to tell the story behind the clothes I buy, and learn more about one new country a week.