

Best Philanthropic Campaign

The Finalists

- Anderson DDB Health & Lifestyle and FASWORLD for Baby Bump
- CDM New York and American Heart Association for AHA Heart Ball
- CDMiConnect and Brooklyn Free Clinic for The Brooklyn Free Clinic (BFC) "Women's Night" Campaign
- GSW and JDFR for Type None: Campaign for a World without Type One Diabetes
- Saatchi & Saatchi Wellness and Crossroads Community for Crossroads Community Street Fare

The Award

Recognizes a philanthropic advertisement/campaign to promote a nonprofit organization or raise awareness of a specific cause, for which the agency received no payment.

Gold Award

Saatchi & Saatchi Wellness and Crossroads Community
Crossroads Community
Street Fare

Central to this brilliant campaign were professionally illustrated faces drawn in chalk around potholes and garbage. The illustrations were placed in strategic locations on sidewalks throughout New York City to raise awareness of the plight facing the health of the hungry and homeless.

"We demonstrated how the general health of the hungry and homeless is severely compromised—in the very environment where the struggle actually occurs," an agency representative said.

Judges praised the "beautifully viral graphic device" and great art direction as well as the creativity and execution of



the overall campaign.

The illustrations were used on transit posters and TV commercials that ran on outdoor jumbo monitors in New York City. Banner ads drove audiences to donate on the Crossroads Community website.

The campaign also included



events in which people in the US, Europe and Australia were invited to create ambient street drawings and post the images on social media channels.

As of December 2013, Crossroads Community had experienced a 63% increase in the number of individual donations; a 25% increase in the amount of individual donations; and a 20% increase in volunteer applicants. Groceries provided climbed 25% and grants awarded were up 17%.

Silver Award

Anderson DDB Health & Lifestyle and FASWORLD
Baby Bump



The simple yet powerful visual of pregnant women holding placards with words such as "Love" and Mom" situated such that the "O" in the words encompasses their baby bumps punctuated the message that alcohol consumption during pregnancy is dangerous.

"The best campaign I saw today," one judge noted. "Fresh, fun, novel and to the point."