

## 30 September 2009 BEST PRACTICE AWARD FOR WWF & CAPE TOWN

Saatchi & Saatchi Cape Town has announced that their high-impact integrated marketing communication campaign for client WWF has yielded the Mail & Guardian's environmental best practice award presented during the Green Future Awards ceremony held earlier this month (September).

"The coordinated effort required to encourage average South Africans to switch their lights off at the same time on the same day, as part of a global event known as Earth Hour, required massive effort. For this endeavor, Greening the Future judges named the World Wide Fund for Nature (WWF) the winners in the category, Environmental best practice in not-for-profit organizations, calling Earth Hour a powerful, high impact campaign and commending WWF South Africa for great implementation," the Mail & Guardian said.



Saatchi & Saatchi Cape Town delivered a through-the-line campaign, including digital, direct marketing, out-of-home, radio and television commercials, brokered strategic alliances with multi-national companies and media houses, and also provided a high-octane social media & networking solution.

As a result of high-caliber impact of the materials from a campaign entitled "Sign up and Switch Off", during Earth Hour on March 28 this year South Africans saved about 400 MW of electricity, 400 t of carbon dioxide, 224 t of coal and about 576 000 / of water.

"The 400 MW translates to about four-million 100 W bulbs or 6,7-million 60 W bulbs switched off on Saturday. This shows a concerted effort by about one-million households," said Eskom MD corporate services and Eskom climate change champion Dr Steve Lennon.

"We met the objectives that were discussed and set before the campaign kicked off – getting one million South African households to participate in Earth Hour," says Ian Young, Saatchi & Saatchi Cape Town MD.

"This initiative forms part of one of the world's largest global awareness campaigns around climate change, and around one billion people participated in Earth Hour in several countries this year. Earth Hour SA also played an important role to enroll the support, involvement and government and corporates – we are confident that our efforts have ensured that climate change has been placed higher on their agendas, and we (Saatchi & Saatchi Cape Town) feel hugely privileged to have played a part in this."