

WPPED CREAM 2008

DIRECT | HIGHLY COMMENDED | OGILVY FRANKFURT
GERMAN FOUNDATION FOR MONUMENT PROTECTION
SCULPTURES BEGGING FOR HISTORICAL BUILDINGS

COMMUNICATION CHALLENGE

Germany's historical monuments can only be saved from disrepair at great cost. For this, the German Foundation for Monument Protection urgently needs donations. The challenge: In the first place, people need to be made aware of this, and then of course, they should donate money.

THE SOLUTION

We let those who are suffering most directly from the disrepair of historical monuments, beg for donations: namely, those sculptures that are an integral part of the respective historical buildings.

COMMUNICATIONS MEASURES

Replicas were made from the original sculptures. These sculptures were placed in subway stations and pedestrian underpasses, begging for "their" historical monuments. Preferably in the direct vicinity of those historical buildings for which they were collecting their donations.

RESULTS

Throughout the time of the promotion, the German Foundation for Monument Protection registered a 40% increase in donations.