

RESIST the USUAL

*WPP Sustainability Survey
2013*

Y&R NY | UNCF

Y&R

Overview

Client name and description:

- UNCF is the nation's largest and most effective minority education organization, playing a critical role in enabling more than 60,000 students each year to attend college and get the education they need. Since its founding in 1944, UNCF has raised more than \$3.6 billion to help more than 400,000 students receive college degrees.

Name of Project:

- Better Futures Campaign

Date: When was this project done?:

- Spring 2013

Why was this undertaken? What was the aim of the project?

- To inspire community-minded individuals to donate to UNCF, providing students with the quality education they deserve but lack the financial resources to secure on their own.

Challenge

What was the challenge?

- UNCF is a long-standing charitable organization known for helping underprivileged African American kids go to college. But today the barriers to college are more than financial, and the educational reform space is crowded. We needed to make UNCF's cause more tangible and inspiring while not losing sight of the organization's legacy; reinvigorating the UNCF brand and reigniting "A mind is a terrible thing to waste."

What is the market context?

- Charitable giving has transformed in the past 5 years. Traditional not-for-profits are not only competing with other established organizations but with hundreds of smaller charities (think Charity Water, Kiva) and even with brands (think Tom's.) These start-ups' success lies in their simplicity, transparency and importantly, in their giving back to the giver.

Who were your targets?

- All people looking to contribute to a good and noble cause and willing to donate to the future of our students who lack only the resources to get the education they deserve.

Strategy

Objective:

- Inspire community-minded individuals to support UNCF's mission of getting more African American kids to and through college.

Key Message:

Investing in education is the best return.

Call to Action:

- Help UNCF increase the number of African American college graduates by donating time and/or money.

Insights

People see UNCF as important and trustworthy, but dated.

Most people have a positive opinion of UNCF and considerable appreciation for its legacy of success, but it is lacking a sense of urgency and relevance in today's crowded education and charitable-giving spaces.

People are not aware of how big the achievement gap remains. Despite UNCF's record of success through the years, today only 19% of adult African Americans hold a college degree compared to nearly 33% of adult White Americans.

Solution

Idea:

Create the “first-ever stock for social change” called Better Futures (BTFR) – a new kind of investment with a better kind of return. It’s mission is to help students who lack only the resources to get the education they deserve. It’s an opportunity for all of us to take an active stake in the very future of our students and, in turn our country. To have a share in tomorrow and watch it grow.

Creative Work

A MIND IS A TERRIBLE THING TO WASTE
BUT A WONDERFUL THING TO INVEST IN.

Creative Work

BETTER FUTURES CASE STUDY VIDEO



Creative Work

OUTDOOR

THE POTENTIAL FOR GROWTH? UNLIMITED.

INVEST IN BETTER FUTURESSM AT UNCF.ORG/INVEST





**A MIND IS A TERRIBLE THING TO WASTE
BUT A WONDERFUL THING TO INVEST IN.**

INVEST IN BETTER FUTURES™ AT [UNCF.ORG/INVEST](https://www.uncf.org/invest)



EARLY RETURNS ARE PROMISING.

INVEST IN BETTER FUTURES* AT UNCF.ORG/INVEST

Ad COUNCIL

UNCF
A road to a brighter way to assist

**WHAT IF THE FUTURE OF KIDS WAS
A STOCK YOU COULD INVEST IN?**

INVEST IN BETTER FUTURES™ AT UNCF.ORG/INVEST

Ad Council

UNCF
A mind is a terrible thing to waste™

The advertisement is a square graphic with a black background. On the left side, there is a close-up portrait of a young Black boy with a slight smile, looking directly at the camera. To the right of the portrait, the main headline is written in large, bold, yellow capital letters. Below the headline, the website URL is provided in white text. At the bottom right of the graphic, there are two logos: the Ad Council logo and the UNCF logo, which includes the organization's name and its slogan.

Van Wagner

23742

PATTISON



IT'S NEVER TOO EARLY TO INVEST IN A GOOD THING.

INTRODUCING BETTER FUTURES: A DIFFERENT KIND OF STOCK WITH A RETURN THAT'S GREATER THAN MONEY. INVEST IN BETTER FUTURES AT UNCF.ORG/INVEST



HEADED FOR HISTORIC GAINS.
INVEST IN BETTER FUTURES AT UNCF.ORG/INVEST

Ad Council UNCF
A network of leaders
strong to make it

Wall Street Station
Uptown & The Bronx

4 5

Underpass to Downtown & Brooklyn

Creative Work

PRINT

Ad
COUNCIL

UNCF
A mind is a terrible thing to waste.

THE POTENTIAL FOR GROWTH? UNLIMITED.

Introducing Better Futures™—a whole new kind of investment with a greater return than money. When you invest, it helps kids go to college. Because a mind is a terrible thing to waste but a wonderful thing to invest in.™

Invest in Better Futures at UNCF.ORG/INVEST

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Ad Council

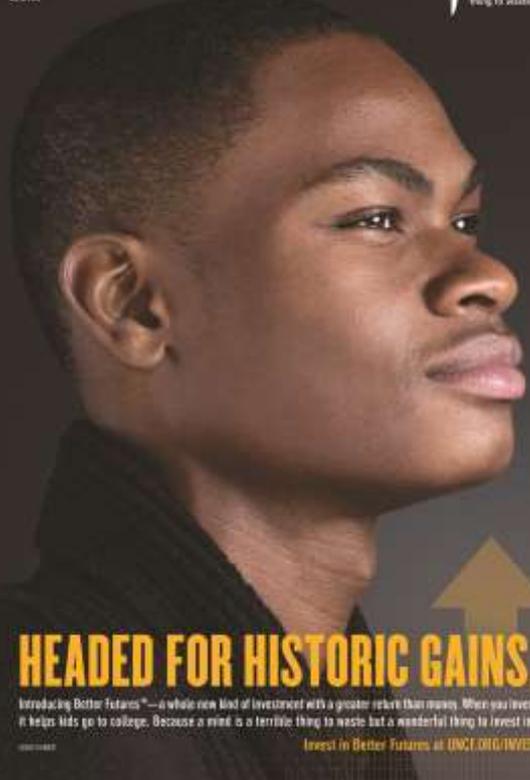


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Ad Council

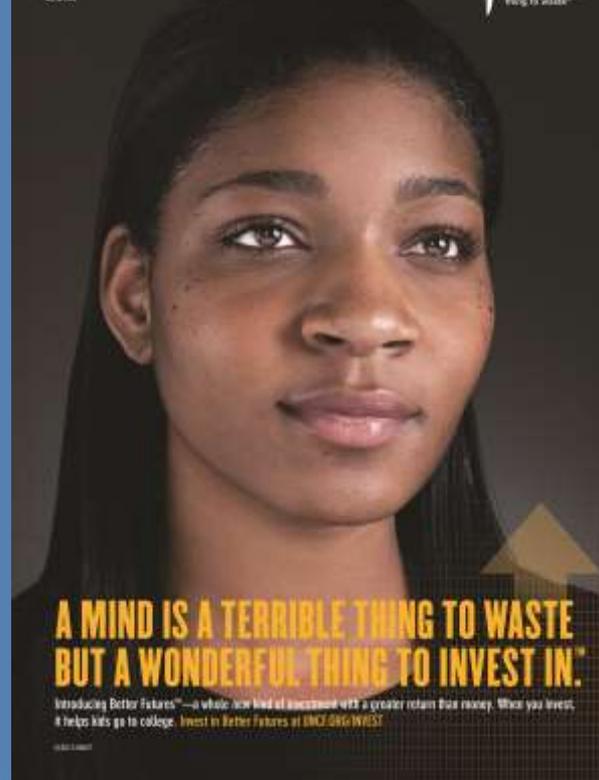


HEADED FOR HISTORIC GAINS.

Introducing Better Futures™—a whole new kind of investment with a greater return than money. When you invest, it helps kids go to college. Because a mind is a terrible thing to waste but a wonderful thing to invest in.

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Ad Council



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Creative Work

TELEVISION :60



Creative Work

TELEVISION :30



Creative Work

LANDING PAGE

UNCF
A mind is a terrible thing to waste!

HOME | THE IMPACT | WHY UNCF? | BUZZ | STAY INFORMED | INVEST NOW

BETTER FUTURES: A STOCK FOR SOCIAL CHANGE.

INTRODUCING AN INVESTMENT THAT'S NOT ABOUT MAKING MONEY. INSTEAD THE RETURN IS SOMETHING GREATER. WHEN YOU INVEST, IT HELPS KIDS GO TO COLLEGE. A MIND IS A TERRIBLE THING TO WASTE BUT A WONDERFUL THING TO INVEST IN.™

THE STUDENTS BEHIND THE STOCK

BETTER FUTURES (BFTR)

↑ 0.96%

TOTAL INVESTED
\$ 100,960

SOCIAL RETURN
\$ 1,029,792

1 SHARE OF BFTR = \$10
GET YOUR SHARES THEN WATCH THE FUTURE GROW.

INVEST NOW

SEE THE IMPACT OF YOUR INVESTMENT.

Creative Work

FACEBOOK PRESENCE



Creative Work

DIGITAL BANNERS

The screenshot shows the Business Day Economy section of The New York Times website. At the top, there are navigation links for HOME PAGE, TODAY'S PAPER, VIDEO, MOST POPULAR, and U.S. Edition. The main header includes the newspaper's name, date (Tuesday, October 15, 2013), and the section title "Business Day Economy". A search bar and a "SUBSCRIBE NOW" button are also visible. Below the header is a horizontal menu with categories like WORLD, U.S., N.Y./REGION, BUSINESS, TECHNOLOGY, SCIENCE, HEALTH, SPORTS, OPINION, ARTS, STYLE, TRAVEL, JOBS, REAL ESTATE, and AUTOS. A secondary menu includes International, DealBook, Markets, Economy, Energy, Media, Personal Tech, Small Business, and Your Money. A large digital banner for UNCF is prominently displayed, with the text "A MIND IS A TERRIBLE THING TO WASTE BUT A WONDERFUL THING TO INVEST IN" and a "LEARN MORE" button. Below the banner, the main content area features several articles. The first article is "Beneficiaries of Medicare Left Confused by Exchanges" by Robert Pear. To its right is a "Consumer Borrowing" chart showing changes from the previous year, with a peak in Q4 '11 and a low in Q1 '12. Below the chart is a "Financial Tools" section with links for Analysis Tools, Screener, Portfolio, and Alerts. Other articles include "Glimpses of Shiller, Through the Years" by David Leonhardt, "The Taper Tracker" by N. Gregory Mankiw, and "Getting the Fed to Explain Itself Better" by Jared Bernstein.

HOME PAGE | TODAY'S PAPER | VIDEO | MOST POPULAR | U.S. Edition ▼

The New York Times Business Day Economy
Tuesday, October 15, 2013

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A MIND IS A TERRIBLE THING TO WASTE BUT A WONDERFUL THING TO INVEST IN™ [LEARN MORE](#) **UNCF** **A4**

Beneficiaries of Medicare Left Confused by Exchanges

By ROBERT PEAR

The government, and insurance companies, are scrambling to reassure Medicare beneficiaries that they are unaffected by the rollout of the federal health exchange.

ECONOMIX BLOG
Glimpses of Shiller, Through the Years
By DAVID LEONHARDT 20 minutes ago
Excerpts from profiles of the Nobel laureate in 2001, 2003 and 2006 shed light on the path to his professional calling and on his early insights into the post-millennium housing bubble.
— Economists Clash on Theory, but Will Still Share the Nobel

TODAY'S ECONOMIST
Getting the Fed to Explain Itself Better
By JARED BERNSTEIN 55 minutes ago
The Federal Reserve under Ben Bernanke has explained its actions to Congress, markets and economic elites, but average Americans have little understanding of what it has done to benefit them, an economist writes.

Chastening the Giant Banks

Updated Tue., Oct 8
Consumer Borrowing
Change from previous year

Year	Change from previous year
Q1 '11	-1%
Q2 '11	2%
Q3 '11	4%
Q4 '11	8%
Q1 '12	-2%
Q2 '12	1%
Q3 '12	3%
Q4 '12	4%
Q1 '13	4%
Q2 '13	4%
Q3 '13	4%
Q4 '13	4%

Aug '13 +5.9% Credit card use, which fell in early 2009, makes up about 49% of borrowing
July '13 +6.1%

Source: Board of Governors

Financial Tools
[Analysis Tools](#) [Screener](#) [Portfolio](#) [Alerts](#)

Creative Work

RADIO

RADIO

AVO:

You don't usually get a stock tip from a 16-year-old.
But, I'm here to tell you about a different kind of stock.
It's called Better Futures. A stock for social change that's
not about making money. Instead, you invest to help students
like me go to college. This is beyond a simple donation.
It's the opportunity for America to invest in its kids and take
an active stake in the future of the country.

And the return on your investment isn't money.
What you get back is knowing you protected our potential.
So one day that potential can grow up to become surgeons
and architects, executives and engineers. People who can
change the future just by being a part of it.

My name is Alicia. And I'm your dividend.

ANNCR:

Invest in Better Futures with UNCF.

Visit UNCF.org/invest.

A mind is a terrible thing to waste but a wonderful thing to invest in.
A public service announcement brought to you by UNCF and the
Ad Council.





BETTER FUTURES



Results

In just five months since the launch of the “Better Futures” campaign, over \$35.6 million in charitable donations have been raised to give African American students the chance to obtain a higher education.