



Humanitarian Award Winner

Good Deeds Breed Good Work

The employees at TBWA\WorldHealth run on three core values: #BeAuthentic, #DoGood, and #RaiseHell. The Disruption® Company believes that brave and honorable work in the advertising world relies on people being brave and honorable in the world at large. To celebrate this philosophy, the agency has maintained a dedicated involvement in charity and volunteer work, humanist campaigns, and other #DoGood initiatives, both within the agency and without.

CULTURE OF DOING GOOD

The guiding principle of #DoGood naturally encourages the employees of TBWA\WorldHealth to participate in philanthropic efforts whenever and wherever they can. To help make this possible, the agency grants everyone a yearly “charity day” so that they can volunteer and take time to do good in their communities however they see fit. This translates to roughly 2,500 hours of company-supported community service every year.

Employees also find lots of ways to give back as a team. This past year, they carried out such initiatives as the “Do good. Period.” drive, which collected feminine hygiene products and assembled personal kits for women in Chicago experiencing period poverty. The Chicago office also participated in the ABC 7 Gibbons 5K and raised money for the Leukemia Research Foundation (www.allbloodcancers.org) with an internal “get moving” community. The New York office partnered with Operation Backpack® (www.voa-gny.org/

operation-backpack) to collect school supplies for children in the city facing homelessness. And to cap off 2018, the London office held a “Warm Wishes” coat drive, in which they collected and delivered warm coats to people in need as an alternative to sending holiday cards.

In 2019, having steadfastly supported The Arthritis Foundation for years, TBWA\WorldHealth stepped up to participate in the 2019 Walk to Cure Arthritis and enjoyed a week of fundraising activities to support the cause (www.arthritis.org). The agency’s CEO, Sharon Callahan, sits on the foundation’s board and was recently honored as their 2019 “Champion of Yes.” In May, employees joined over 400 Omnicom Health Group team members at the Wall Street Run & Heart Walk to raise money and awareness for the American Heart Association (www.heart.org). They continued their partnership with the Children’s Hospital at Montefiore (www.cham.org), providing a number of opportunities for employees to spend time doing arts and crafts with the kids there. And the agency continued their pro-bono support of TEDMED, lending their production expertise to craft the organization’s main stage keynote opening videos and more.

PROMOTING DIVERSITY

The disruptors at TBWA\WorldHealth believe that direct action philanthropy is important and necessary. However, the #DoGood value must also run deep and be embedded in the culture for the agency to create work that has a positive



TBWA\WorldHealth New York employees gearing up to represent Omnicom in the 2019 American Heart Association Wall Street Run & Heart Walk.

impact on society. In the spirit of this, the agency kicked off a number of initiatives in 2018 and 2019 that were aimed at maintaining a first-class employee experience for people of all races, ethnicities, ages, sexual orientations,



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and gender identities. In 2018, employees Olivia Nguyen and Karina Salinas rolled out a new initiative called “DIVERS\TEAM” with the goal of advancing racial and ethnic diversity and inclusion at TBWA\WorldHealth, WILDTYPE, and beyond. The team has taken strides to promote inclusion in hiring by working closely with agency leadership and recruiting at diverse job fairs such as 4A’s MAIP Diversity Fair. In 2019, they sent representatives from the agency to Diversity and Inclusion conferences and events such as ADCOLOR and Coalesce. They also have hosted a number of successful agency events, learning sessions, and awareness campaigns, notably for Black History Month and Hispanic Heritage Month.

BROADENED SUPPORT

In addition to DIVERS\TEAM, the agency began an initiative called “Returnships,” a 12-week, paid learning and development program dedicated to helping individuals ease back into the advertising and marketing industry after placing their work lives on hold for any number of reasons. And in 2019, TBWA\WorldHealth also maintained its longstanding involvement with LGBTQ+ initiatives such as OPEN Pride. During Pride month, TBWA\WorldHealth employees celebrated their LGBTQ+ colleagues, friends, and family members with special events and an OHG-wide Pride campaign.

Women’s empowerment is critical to TBWA\WorldHealth’s structure, with over 60% of its leadership positions filled by women, who, in turn, lift up other women. So it’s not surprising that the agency is committed to bringing important women’s issues, particularly as they relate to healthcare, to the forefront. In 2018, the agency launched

“FEM: Female Empowered Medicine,” a women’s health center of excellence focused on identifying and addressing unmet needs using the agency’s vast network and resources. The group took to social media

and launched a “Beyond the Pink Ribbon” campaign to tackle some of the unanswered questions in breast cancer awareness, and in 2019 they took on endometriosis. Another internal team called D-Squad dove into the issue of maternal mortality and morbidity in the U.S. by hosting a series of Disruption Days where employees had a chance to explore research on the topic and brainstorm opportunities to deploy their advertising resources and confront the national unmet need for mothers in America. DIVERS\TEAM, Returnships, FEM, and D-squad are all ongoing initiatives.

TBWA\WorldHealth encourages all of its employee to do the brave thing for the sake of the world and the work. Through its three guiding tenets, it provides ample opportunity to follow through.

#BeAuthentic: Being honest and true creates an environment of respect and compassion.

#DoGood: Great work is satisfying and measuring success by the impact we and our clients make on the world is fulfilling.

#RaiseHell: Creativity takes courage, ambition, passion, and a little rage. Work that radically departs from the norm makes us impossible to ignore.

TBWA\WorldHealth is a radically open creative collective with eight offices across the U.S. and London, and three business units: TBWA\WorldHealth, WILDTYPE, and the TBWA\Health Collective. For more information, contact Katie McChesney, Vice President, Associate Director of Business Development, katie.mcchesney@tbwaworldhealth.com, 212-771-3312.