



THE POWER (RED)

Ambition (RED)'s ambition was to harness the power of the world's greatest companies to eliminate AIDS in Africa. To do this it created both a new business model and a new brand model that would do three things: deliver a source of sustainable income for the global fund, provide consumers with a choice that makes giving effortless, and last but not least generate profits and a sense of purpose for partner companies.

Action The first challenge was to get the all-important founding partners on board. So we helped Bobby Shriver and his team to paint a vision of what (RED) could be. We built the brand around the idea that (RED) inspires, connects and gives consumers power, with a visual system that unites participating businesses by literally embracing their logos to the power (RED).

We continue to work with (RED) on developing partner strategies, inspiring new partners to participate, and briefing employees and agencies.

Impact Within the first five weeks of the US launch, the (RED) brand registered 30% unaided awareness.

(RED) partners delivered \$25m to the global fund in five months, more than was received from the private sector in the last five years. This is enough money to give 160,000 people life-saving drugs for a year.

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