



“The ‘Tck Tck Tck’ campaign, with more than 10 million supporters, has been taken up by virtually every country in the world and has clearly played a key role in raising awareness and in demanding that world leaders attend and take action in Copenhagen.”

**- David Jones
Global CEO, Havas Worldwide**

A little background...

- Launch: June 26, 2009 by Kofi Annan, Bob Geldof & David Jones at the 56th Cannes Lions International Advertising Festival
- The idea: Create a movement for the Global Humanitarian Forum rather than a campaign, but a movement with a deadline. The deadline is this week in Copenhagen, and a bigger picture deadline is the clock ticking away on the future of the world if the right decisions aren't taken in Copenhagen.

The most important element of the campaign is that it is open-source. The campaign wasn't aimed to be controlled or owned. The objective was to make it become a movement that consumers, advertisers and the media would use and exploit.

- A campaign including 2 phases:

Phase 1:

June 26th: David Jones joined Kofi Annan and Bob Geldof to call on the world's advertising and marketing communities to utilize open source "Tck Tck Tck" campaign logo on all marketing content until Copenhagen to raise global awareness of Kofi Annan's Global Humanitarian Forum climate justice campaign and to visit the websites (www.timeforclimatejustice.org & www.tcktck.org) to show support and become a climate ally.

Phase 2:

October 1st: Launch of the campaign track, a remake of Midnight Oil's "Beds are Burning" produced by Havas Worldwide's in-house record label "The Hours." It was designed to be a giant global digital petition – every download (and it's free) is a digital signature on the petition for Copenhagen. The track launched in Paris on October 1st with Kofi Annan and France's hottest new movie star Melanie Laurent.

The Results

- Tck Tck Tck has over 10 million pledges of support; the song has had nearly 15 million views since October 1 and 1 million downloads.
- The open-source campaign has been adopted around the world with everything from massive stunts in Central Park by Oxfam, to ad agency Y&R in Brazil creating a Tck Tck Tck TV commercial, to advertisers like EDF including the Tck Tck Tck logo on one of their latest TV commercials, to huge global press coverage.
- The list of companies who have already come on board as partners includes Galeries Lafayette, Virgin Group, Yahoo! Music, iTunes, Google, Pernod Ricard, EDF, Microsoft Zune, YouTube, USA Today, National Magazines, HSBC, M&S, Uniqlo, Lloyds Bank, MySpace, MTV, BoConcept Japan K.K., Volvo, Kipa Turkey, Claro Argentina, Peugeot, NTV, Universal, Tesco, Sina.com, GDF Suez, Centrica, Oxfam, New Zealand Wine Company, 350.org, Handbag.com, Avaaz.org, Les inrockuptibles, Harper's Bazaar, Esquire, Cosmopolitan, E Map, Greenpeace, Commensal, The Atlantic, Fast Company, News Limited, Tesla, Wired Magazine, and RFM Radio.
- The campaign set out to call on world leaders to act and shortly after it launched, China was the first country to show support and use Tck Tck Tck with Greenpeace at the Beijing City Gate and the Chinese government's pledge of support. The British Government also officially supported the campaign and asked Britain's top 100 businesses and media personalities to put their efforts behind it. And President Barack Obama has just pledged his support for Copenhagen.
- Climate allies include Kofi Annan, Desmond Tutu, Bob Geldof, Muhammad Yunus, Clarence Seedorf, Fergie (Blackeyed Peas), Milla Jovovich, actress Marion Cotillard, Duran Duran, Youssou n'Dour, actress Mélanie Laurent, Jamie Cullum, Bob Geldof, singers Amadou et Mariam, Yannick Noah, actor Guillaume Canet, Mark Ronson, Manu Katché, Khalil Fong, Yodelice, Dan Black, Hawksley, Workman, and more.



“Climate Change is real, and it is happening now. The purpose of Tck Tck Tck is for the public to get world leaders to agree to a just and binding agreement in Copenhagen.”

- Kofi Annan

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SOURCE LIST

DAVID JONES
GLOBAL CEO, HAVAS WORLDWIDE

As its co-founder and co-creator David Jones has led Kofi Annan’s “Tck Tck Tck Campaign for Climate Justice” and is Global CEO of Havas Worldwide, running all creative, marketing and design companies throughout the network of more than 300 offices.

Appointed to the post in 2005 at age 38, he has overseen a period of impressive growth. David is co-founder of One Young World, a non-profit organization that gives under-25s a voice on critical global issues, and also works with David Cameron and the Conservative Party in the UK.

KATE ROBERTSON
UK GROUP CHAIRMAN, EURO RSCG WORLDWIDE

Kate Robertson is one of the co-founders of the Tck Tck Tck campaign and has been Chairman of the Euro RSCG Group since 2006. She has worked mainly in global and pan-European roles and has become convinced of the importance of the roles of global institutions and global businesses in the certainty that what unites people is greater than geographical distance and national distinctions.

Having grown up in apartheid South Africa, Kate's world view is defined by having witnessed the creation of its new way of life and the vital importance, within that, of the rule of law. Awed by the leadership of Nelson Mandela and Archbishop Desmond Tutu, Kate believes that the shared humanity of people makes every good thing possible.

ABOUT HAVAS WORLDWIDE

Havas Worldwide is the main business unit of Havas (Euronext Paris: HAV.PA) and is one of the world's largest global advertising and communications services groups. Havas Worldwide incorporates the Euro RSCG Worldwide network as well as agencies with strong local identities including Arnold in the USA, the UK and Italy; H and W&Cie in France, and Palm+Havas in Canada. The Network offers a broad range of communications services, including traditional advertising, interactive marketing, direct marketing, corporate communications, sales promotion, design, sports marketing and public relations.

Havas employs approximately 14,700 people. Further information about Havas is available on the company's website: www.havas.com