

PROTECT THE HUMAN TAKING ACTION TOGETHER FOR HUMAN RIGHTS

Dear Supporter,

International headlines have recently been full of the environmental disaster unfolding in the Gulf of Mexico – with some reporting that the oil slick could become worse than the Exxon Valdez spill of 1989. What's less well known is that this amount of oil is spilled every year in the Niger Delta – one of the ten most important wetland and coastal marine ecosystems in the world.

What's worse is that this spill is happening by people's homes and water and food sources, without anywhere near adequate clean up. Amazingly, the main company responsible promotes its strong ethical business principles* – Royal Dutch Shell.

SEE THE AD IN FULL

On Tuesday 18 May, it's Shell's AGM. We want to make the most of this opportunity to shame Shell in front of their most important audience – their shareholders.

On the day of the AGM we plan to place a full page ad in a prominent national newspaper that we know shareholders will be reading on their way to the meeting. Our ad will make embarrassingly clear how Shell is shunning its own principles, trampling on the rights of local communities and causing enormous environmental damage. We intend to make it very hard for them to feel good about their bumper profits.

To do this, we need your support – we need shareholders in our ad! You can buy a square centimetre for just £10. See the ad and buy your square

Help us show Shell's shareholders what they've bought into and prompt them to ask some serious questions about Shell's reputation at the AGM.

Thank you.

Yours sincerely,
 Naomi McAuliffe
 Naomi McAuliffe
 Campaign Manager – Poverty & Human Rights



JUDGE'S COMMENT:

"The jury absolutely loved this campaign. It was simple, incredibly effective, moved the sector on and gave a new meaning to the term 'armchair activism'."

Caitlin Ryan, Proximity London

- THE TEAM**
- Dave Sturdy
 - Reuben Steains
 - Nick Holmes
 - Rebecca Tyler
 - Ben Lones
 - Naomi McAuliffe
 - Ben Clowney
 - Paul Eagle
 - Niall Couper
 - Rob Brookes

DIFFERENT KETTLE

CLIENT • Amnesty International UK

WHAT IS WONDERFUL ABOUT THIS WORK? • Shell's AGM was an opportunity to shame the oil giant over its business practices in the Niger Delta. With no budget for a campaign, Amnesty raised funds online, offering the chance to buy a square centimetre of a full-page ad in the FT. We raised twice the target, at an 8:1 ROI. Shell were shamed into pledging to clean up the Delta, that's a real return on an investment of £5,000!

OBJECTIVES • Get Shell to change their policy by embarrassing their shareholders. Fund the activity via 1,250 donors with an average gift of £16, from current supporters, lapsed donors and cold prospects.

STRATEGY AND TARGETING • By offering ownership of the campaign, Amnesty hoped to create a pool of passionate, committed supporters: not only a source of financial support but to also spread the story across the net. The other audience was Shell shareholders. Shell continues to turn an enormous profit – but its investors and shareholders will only tolerate so much unethical behaviour. If it becomes embarrassing to be associated with Shell they'll put pressure on the company to clean up its act. So the proposed advert directly addressed them. It focuses on a champagne flute overflowing with a filthy, oily mixture. We hoped this would provoke Shell executives into committing to cleaning up the Delta.

The fundraising aspect hinged on the advert, as it was the product supporters were buying. Amnesty sent an email to supporters, posted in social networks and seeded a video, inviting people to buy a square centimetre for £10. £30 would get their name at the bottom of the ad. It was important people saw the creative so that they knew what they were buying, but Amnesty realised that releasing it nine days before its insertion date would give Shell the chance to see it and try to suppress it. This was anticipated and planned for. The site's landing page encouraged people to spread the word using "share" buttons for posting on Twitter/Facebook/MySpace/Google. Supporters were also invited to leave their comments on Amnesty's blog page and kept updated on the appeal target.

RESULTS • 100% increase on income and an 8:1 ROI ain't bad. But we also helped change the world. Shell's chairman agreed to meet Amnesty and they have since announced they're committing an unprecedented \$2 billion to reducing gas flaring in the Delta. We also revitalised Amnesty's image: the campaign was seen as innovative, confrontational, relevant and dynamic.