



**(RED):
\$125M TO
FIGHT AIDS**

A new model

Launched in 2006 by rock star Bono and politician Bobby Shriver, (RED)'s ambition was to harness the power of the world's greatest companies to eliminate AIDS in Africa. 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 to fight AIDS, provide consumers with a choice that makes giving effortless, and last but not least generate profits and a sense of purpose for partner companies.

Conscious consumption

The first challenge was to get the all-important founding partners on board. So we helped founder Bobby Shriver and his team to paint a vision of what (RED) could be. This vision of the future provoked Amex, Converse, Emporio Armani and Gap to take the plunge. We built the brand around the idea that (RED) inspires, connects and gives consumers power, creating a new kind of conscious consumption. And we designed a unique brand architecture that unites participating businesses by literally embracing their logos. Many partners have gone the extra mile and manufactured products or packaging in African countries, generating jobs and opportunities for local people.

\$45 million

Within the first five weeks of the US launch, the (RED) brand registered 30% unaided awareness. Over 1.35 million people watched a YouTube video showing the impact and there are over 850,000 (RED) friends on MySpace. By April 2009, \$125 million (RED) partners delivered to the global fund, more than most countries donated in the same period. This is enough money to give 790,000 people life-saving drugs for a year.

Wolff Olins

+44 20 7713 7733
+1 212 505 7337
www.wolffolins.com