

WPPED CREAM 2008

DIRECT | HIGHLY COMMENDED | OGILVY LONDON
CANCER RESEARCH UK | ASHTRAY TO VASE

BRIEF

The new smoking legislation came into effect on 1st July, 2007. Our brief was to help everyone support this environmentally-friendly endeavour and to encourage donations to Cancer Research UK.

SOLUTION

Ashtrays for public use became redundant. So, they were collected in specially designed door-drop bags and transformed into unique, handmade flower vases by a master craftsman. Then, the finished vases were placed on eBay, with all proceeds going straight to Cancer Research UK.

RESULTS

The first vase sold for £86,00 in a 5-day auction after eight bids. Auctions are ongoing throughout 2008.