



Turning Fiction into Real- life Intervention

1712 - Elder Abuse



Elder abuse is...

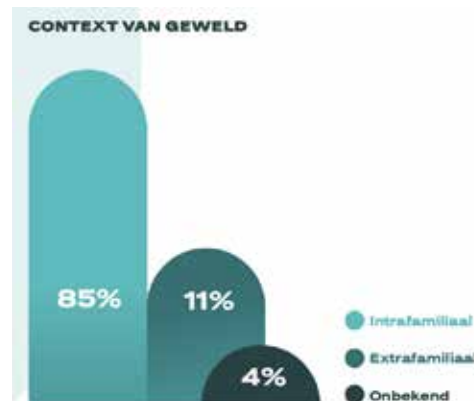
widespread

1 out of 6



a family matter

85%



underreported

5%





€0 =

Online metrics
+15-20%



Calls 60+
+30%



Total calls
+27%





Why we deserve an AMMA-award

1.

Contextual Relevance

2.

Unexpected Integration

3.

PR Amplification

4.

Overlooked Audience

5.

Overlooked Issue

6.

Results

“Elderly abuse is a taboo; Publicis Groupe’s campaign idea made a real difference.”

Kasia Uzieblo
1712 Coordinator
1712



+27%

Increase of calls

versus our December '24 campaign
which won a bronze EFFIE.



THANK

YOU

