



Impact Report 2018



OBERLAND is a NYC-based ad agency that is a public benefit corporation and a certified B-Corp. Our commitment to the public good is below.

PUBLIC BENEFIT STATEMENT:

OBERLAND will use the tools, talent and techniques of Madison Avenue to build and evolve brands designed to create social impact in addition to financial returns for businesses, institutions, government agencies, causes and nonprofits. We will also drive the rapid growth and penetration of purpose-driven branding across the marketing, media, advertising and social sectors by training a new generation of professionals, regularly publishing expert content, executing purpose-driven creative for our clients, being environmentally conscious and serving as an example in how we operate our business.

Our industry is at a crossroads. Consumers no longer want their companies to be agnostic. There's no longer any room to be neutral. We believe that brands either need to find a purpose, or face the pitchforks.

At OBERLAND, we are betting long on purpose, not just as a business model, but as a way of life, a way forward for our industry as well as our society. This last year has proven to us that the market is ready to embrace this new way of doing business. From our work, to our words, to our office, we strive to make a difference, on purpose.

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Impact

Report

2018



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OBERLAND
in Action





For Our Clients For Our Clients For Our Clients For Our Clients For Our Clients

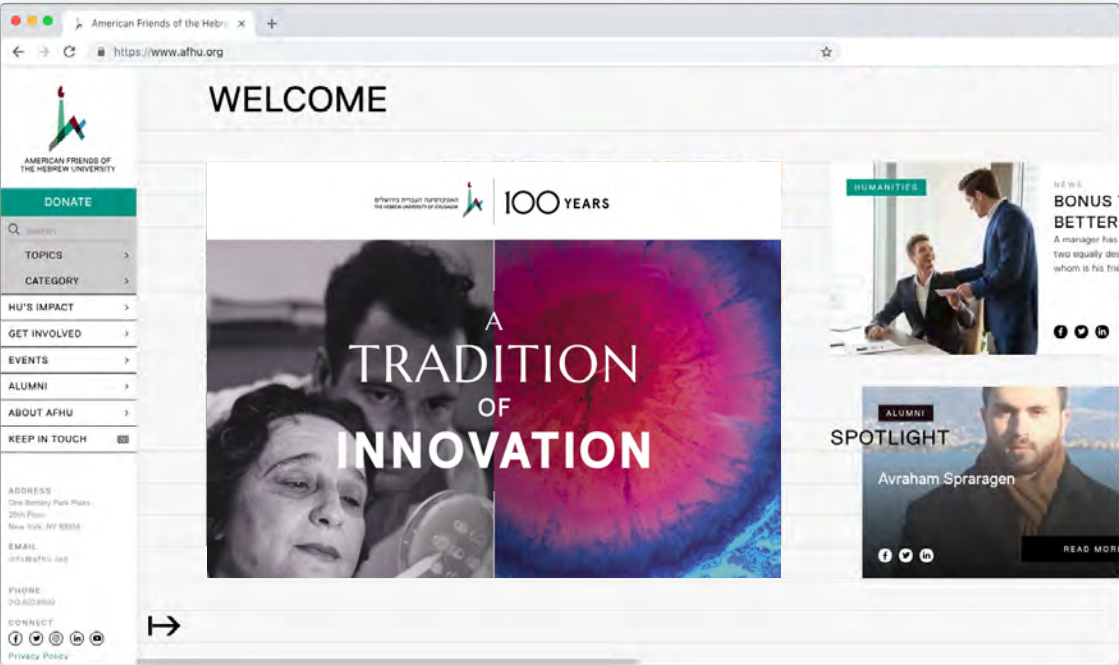
OBERLAND works with businesses, brands, nonprofits and NGOs to create campaigns that drive impact on issues around the world. Here are a few of the high notes from the last year.

01

The American Friends of the Hebrew University



American Friends of the Hebrew University needed to resonate with a younger Jewish-American audience, who often have less of a direct connection to Israel, in order to attract its next generation of leaders and supporters.



IDEA: We began with a brand positioning that better aligned the University with American passion points, highlighting sustainable agriculture, medical marijuana research, and other examples of innovative work. The idea that **Knowledge Moves Us** was echoed throughout a series of content that engaged audiences, while simultaneously demonstrating the value of the Hebrew University toward the greater good.

We also rebuilt and relaunched AFHU.org to better express the interests of all stakeholders and audiences. Highly targeted creative ads, across print and digital, reinforced this message into the marketplace.



Last but not least, we launched a video series, with the satirical Bubbe character. These clips showcase the latest and greatest trends in Jewish grandmother mobile app development, including the “It’s Cold” and “Would it Kill You to Call?” apps.

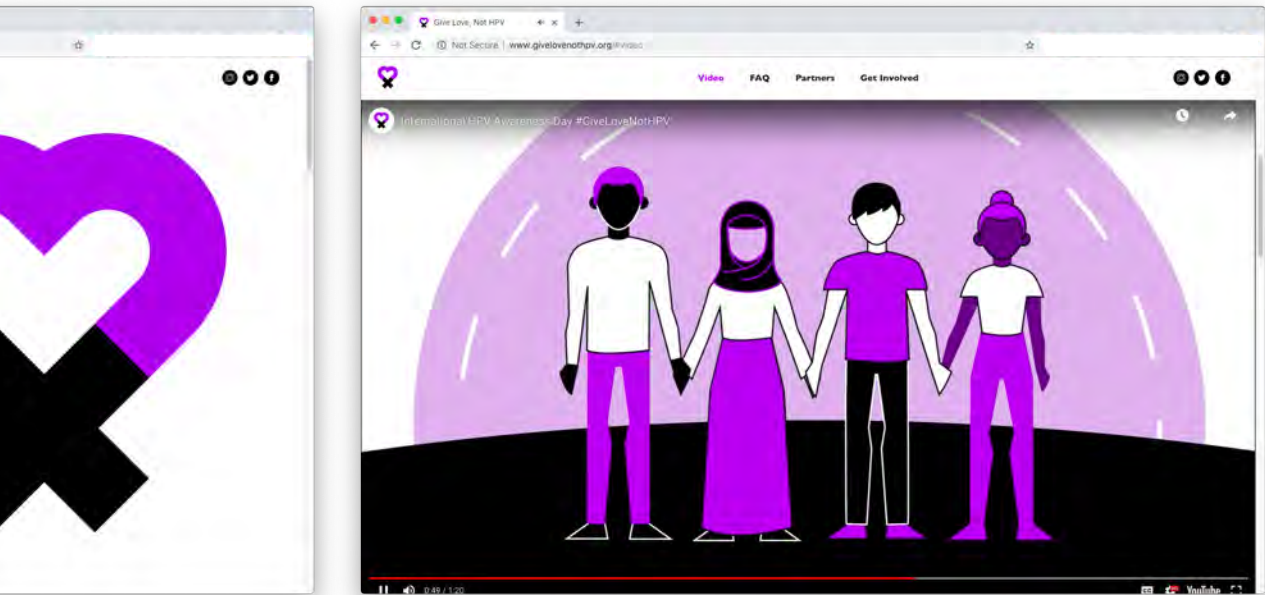
RESULT: In just one year, American Friends of the Hebrew University saw their top line revenue grow by nearly 10%, from \$55m to \$60m. Their engagement rate was twice the industry standard. And, not surprisingly, Bubbe went viral, garnering over 6 million impressions with well over 6,000 shares and reactions. Not exactly chopped liver.

02

The International Papillomavirus Society



The International Papillomavirus Society wanted to create the first ever International HPV Awareness Day to call attention to one of the world’s most common STI’s and causes of cancer. And, symbolically, they wanted it all done for an all-in budget of less than the cost of treating one HPV patient.



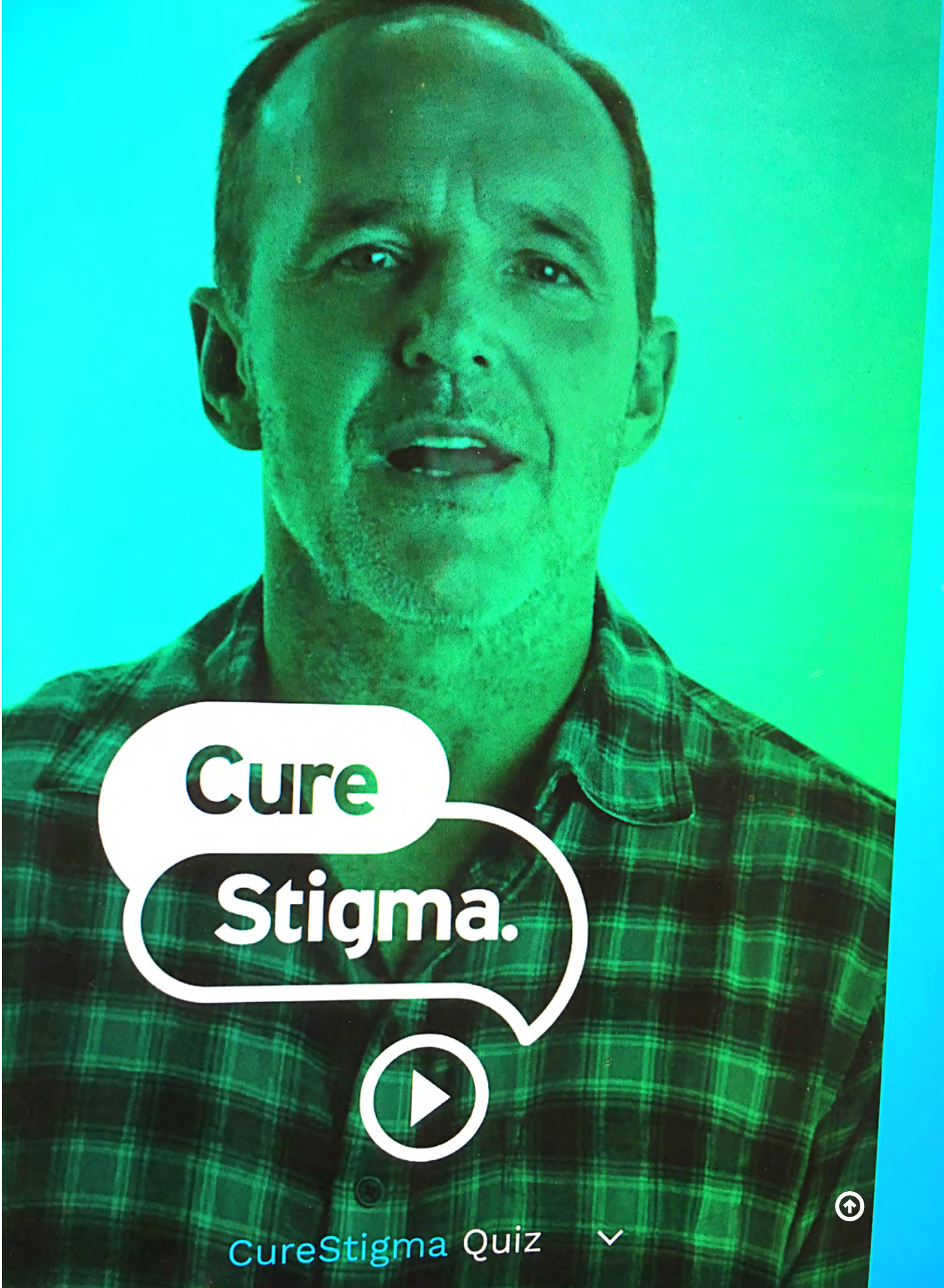
IDEA: With the approach of HPV Awareness Day on March 4, 2018, the idea was to **Give Love, Not HPV**. Our campaign aimed to break through cultural barriers and societal norms by unifying around the common values of love and protection. This effort was supported by the #GiveLoveNotHPV hashtag, as well as a press announcement and custom landing page where visitors were encouraged to download their own campaign kit to spread awareness about HPV.



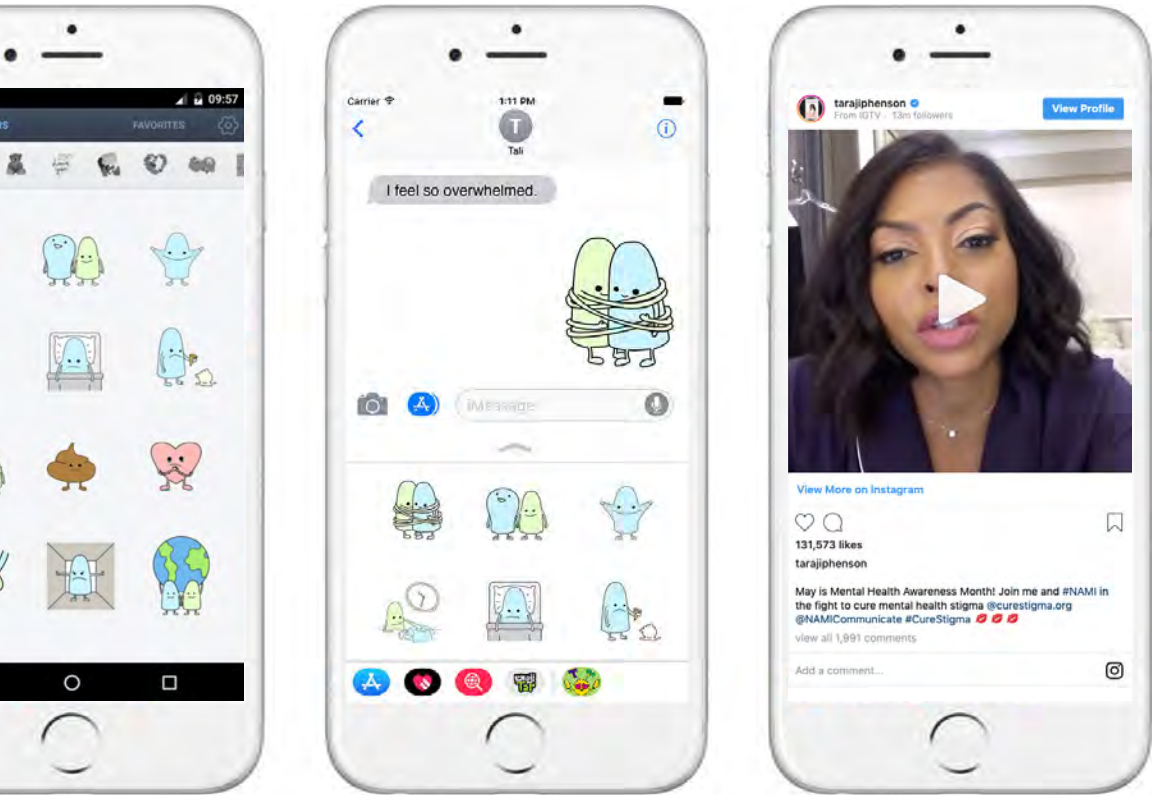
RESULT: The #GiveLoveNotHPV hashtag went viral in the best possible way, touching nearly 2 million unique visitors around the world, including all target countries. We built a custom website, GiveLoveNotHPV.org. Overall usage of the #GiveLoveNotHPV hashtag was up an astonishing 5,000%, as compared to the previous month. The supporting video was viewed well over 30,000 times across Facebook, YouTube and Twitter. And the press announcement was picked up by over 250 outlets. Best of all, the entire campaign budget was less than \$40,000, the same cost to treat a single patient with cervical cancer, which is often caused by HPV.



OR National Alliance on Mental Illness

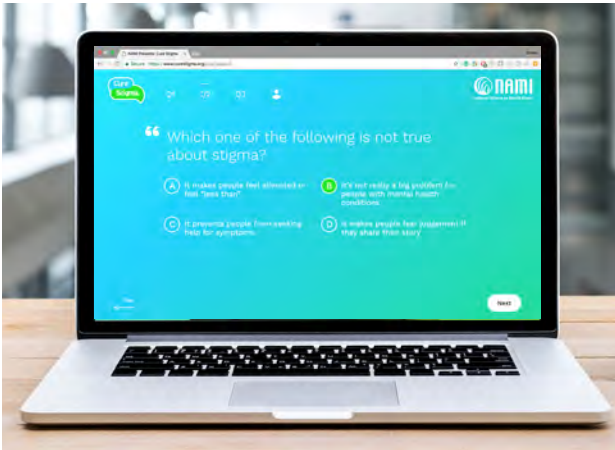
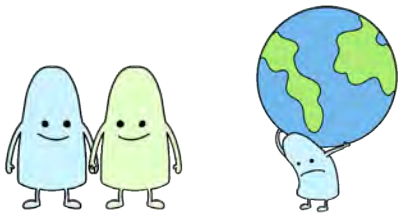


In conjunction with Mental Health Awareness Month, the National Alliance on Mental Illness wanted to bring awareness to the stigma surrounding mental health conditions, as well as the additional harm and isolation it can cause to those who are already suffering.



IDEA: The idea was to flip the thinking around mental illness on its head, and instead **#CureStigma**. We began by refreshing NAMI’s existing #stigmafree campaign by repositioning stigma as the condition affecting millions and in need of a cure. From there, we created a series of sobering PSAs expressing the seriousness of stigma. Our campaign leveraged stars like Taraji P. Henson, Sterling Brown, and many more to warn Americans about the dangers of stigma, while encouraging them to get tested at CureStigma.org, a campaign website we created. By answering a few quick questions, users could gain a better understanding of mental illness and their biases against it.

Once finished with the test, users were presented with a custom pledge that gave them actionable steps to address their stigmas which could then be shared on social media. Visitors to the site could also engage in the social media conversation, learn about mental illness and get connected to their local NAMI affiliates.



The campaign also included a custom Emoji Sticker Pack to help further awareness of the stigma condition to specifically target users from ages 14-30, an age bracket particularly susceptible to developing mental health conditions.

RESULT: Nearly 20,000 people took the quiz at CureStigma.org. Thanks to social shares from Kenneth Cole, Jay Mohr and dozens of other celebrities, the campaign received over \$5 million worth of donated media. Throughout Mental Health Awareness month, the Cure Stigma campaign garnered an average of over 5,000 daily social actions.



04

The Nature Conservancy



The Nature Conservancy set an ambitious fundraising goal, which required a fresh, new, needed strategic repositioning story to help reach a larger audience.



IDEA: Gone is the notion that nature should be saved for nature’s sake. Rather, the future of humanity is tied into the well-being of nature. The world we depend on actually depends on us and how we treat it. Even in a place like New York City.

We brought this positioning to life with a creative campaign that connected the Nature Conservancy’s mission to the lives of everyday New Yorkers. We drove home the simple yet powerful idea that **The World We Depend On, Depends On Us**. Everything from our morning cups of coffee to our fashionable outfits, even our weekend plans, they all depend on a clean and healthy environment.

Through a series of video interviews, we sent Bill Ulfelder, Executive Director of The Nature Conservancy, out to discuss the positive downstream effects of a clean environment. These man-on-the-street (and sometimes man-on-the-beach) interviews were supported by a series of custom collateral for premium New York City events, coupled with sophisticated digital targeting, as well as an oversized Out Of Home experience that included the full wrapping of the Hampton Jitney, a not-so-subtle way to let everyone on their way to live it up out East know just who to thank for the experience.



RESULT: The Nature Conservancy’s ambitious fundraising campaign is forecasted to reach its goal more than a full year ahead of schedule. Additionally, their online membership has grown by 94%, average online gift value is up 25%, and social media engagement is up an astounding 330%.



05

**Leukemia &
Lymphoma
Society**



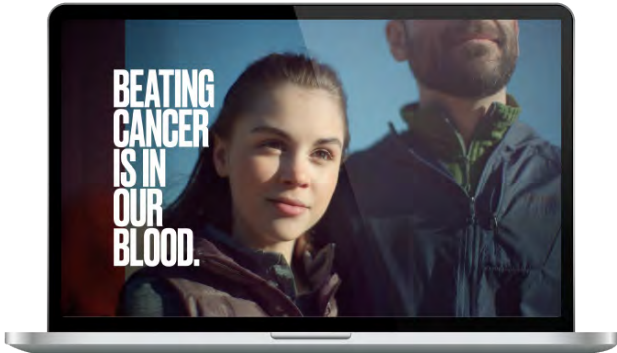
Like all cancers, the statistics surrounding Leukemia are terrifying. These cancers of the blood make up about 10 percent of all new cancer diagnoses in the United States. Tragically, around 160 Americans die each and every day from blood cancer, or about one every nine minutes.



IDEA:

The idea is that **Beating Cancer Is In Our Blood.** This message speaks to this unique, moment-in-time opportunity before us to finally defeat these pernicious and awful diseases. And, in a more literal sense, beating cancer really is in our blood. Researching cures for leukemia and other cancers of the blood has led to countless incidental advancements and treatments. As the second largest cancer research organization, the Leukemia & Lymphoma Society has tremendous value in beating not only blood cancers, but all cancers.

To bring this message to life, we reimagined the organization's brand guidelines. From there, we brought the campaign out into the world through massive billboard installations, as well as powerful print treatments.



Our most notable campaign execution, however, came with an assist from Zack Snyder, the acclaimed director and producer of such Hollywood blockbusters as Wonder Woman, Justice League and 300. The 15-second, 30-second and 60-second spots offer a haunting yet inspiring message of strength and resolve in the face of this deadly disease.

RESULT:

In just a few short months, the campaign videos have garnered well over 30,000 views. Even more importantly, as a result of this brand refresh campaign, the Leukemia & Lymphoma Society has obliterated their fundraising targets, taking in well over twice as much as targeted.





For Our Com- munity For Our Com- munity For Our Com- munity

OBERLAND is committed to setting an example for how agencies can do better and these are some examples of things we are most proud of from this year.

06

Impact

on World



And that starts with us.

This year we reincorporated OBERLAND as a public benefit corporation. We also enlisted B Lab/B Corp to conduct a third-party assessment of our social impact to become a certified B Corp. This makes OBERLAND one of the only agencies on Madison Avenue to be either a certified B-Corp® or a Public Benefit Corporation, and we are thrilled to report that OBERLAND is now both.

And we won't stop there. We are constantly and actively seeking out ways to improve and better our agency, as well as setting an example for the rest of Madison Avenue. We are not doing this for show. This is not some window dressing to us. This is our foundation.

Ultimately, we must practice what we preach.

If we tell our brands to be transparent, thoughtful and trustworthy, we must also demand the same of our industry.

It's not enough to create purpose-driven work for our clients. We must also change the industry fromw within, and lead by example.



We too must change the way we do business.

Progressive Benefit Policy: As of this year, we now offer all of our employees 12 weeks fully paid parental leave, be it mother or father, be it biological, adoption or step.

We also rolled out two office-wide weeks off, once during New Years and another around July 4th. This way we can guarantee that our employees will never have to go more than six months without a full week off from work.

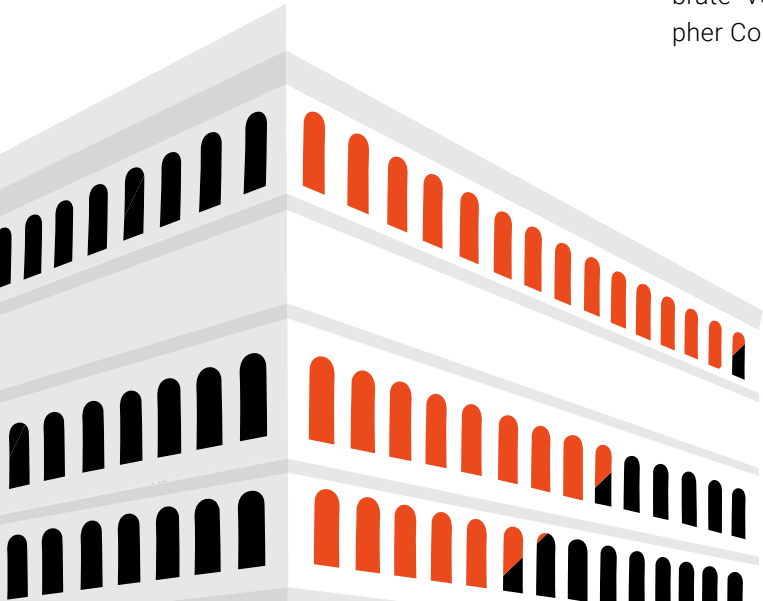
Taking Care of Our World: We strive to be the most eco-conscious agency we can be. Whether it's recycling, purchasing eco-conscious products, or offering mass transportation commuter benefits to our employees, we intend to leave the world cleaner than we found it.

Civic Engagement: We want our team inspired to change the world around them. That is why we now offer all employees two full days off to volunteer with the charity of their choice.

Additionally, we are now offering two half days off a year to vote, one each for both primaries and general elections.

There is no more effective way to change the world than to cast your vote, and we want nothing to stand in the way of our employees expressing themselves.

We also decided we would rather celebrate Veterans Day rather than Christopher Columbus Day.



Sponsoring A More Diverse Workforce: OBERLAND is very proud of our work sponsoring HB1 visas to our employees. We currently have two members on our staff with OBERLAND-sponsored creative visas, with another team member undergoing the application process.

All told, our staff is 20% foreign-born and we are stronger for it.

Taking a Stand, On Purpose: In 2018, OBERLAND President, Drew Train, published a personal and professional manifesto on purpose-driven branding in the hopes of bettering the industry. This 42-page line in the sand unequivocally outlines what OBERLAND stands for, and where the industry as a whole should be heading.

Change is not easy, but it may soon be necessary for companies to survive in this rapidly changing consumer landscape. At OBERLAND, we are going long on purpose-driven marketing. It's the way of the future, and those companies who don't embrace this shift in consumer behavior now will soon be a thing of the past.

The days of viewing corporate social responsibility as a nonessential element of business are over.

Purpose is not some amorphous concept to OBERLAND. Rather, it is in our DNA. It is in every decision we make, every single day, at this agency.

Now that point of view, that guiding principle, is set down in writing, codified, printed, and available for all to see.

And we had even more to say.

Co-founders Drew and Bill (and others) made their opinions very clearly known, offering up their perspective in Adweek, Forbes, MediaPost and The Drum, while also appearing on podcasts, candidly discussing their thoughts on Madison Avenue and the industry as a whole. Drew also spoke at the 4th Annual Cause Marketing Summit. And OBERLAND's blog kept readers up-to-date on the latest in purpose-driven marketing.

Drew on the tipping point for purpose:

The Tipping Point for Purpose Is Now

Drew Train
March 7, 2018
[Read Here >>](#)

Drew offers his thoughts on youth marketing strategies:

13 Tips For Effectively Marketing To Youths on Snapchat and Instagram

Forbes Agency Council
October 18, 2017
[Read Here >>](#)

Drew speaks out against the silence of stigma:

Never whisper: Honesty conquers stigmas and saves lives

Drew Train
December 19, 2017
[Read Here >>](#)

Bill hopes to see more meaningful Super Bowl ads:

Will Super Bowl LII Bring More Purposeful Advertising Than the Past Year?

Bill Oberlander
February 1, 2018
[Read Here >>](#)



Drew reveals how Occupy Wall Street ultimately brought him to form OBERLAND:

Find a Purpose or Face the Pitchforks: This Ad Agency Is Betting on Doing What's Right

Spencer Critchley
[Listen Here >>](#)

Bill discusses why philanthropy is important for both brands and people:

The A-List Podcast: Episode 013 with Bill Oberlander

DiMassimo Goldstein
July 26, 2017
[Listen Here >>](#)

The OBERLAND Blog kept readers up-to-date on all the trends in purpose-driven marketing:

CEO Activism in Action: Lessons to Learn from Starbucks' Freshly-Tested CEO and the Importance of Creating Values that Work

Drew T. Mitchell
April 20, 2018
[Read Here >>](#)

Reframing the Climate Fight

Drew T. Mitchell
Sep. 19, 2017
[Read Here >>](#)

Our work for the Leukemia & Lymphoma Society was featured in MediaPost and The Drum:

The Leukemia & Lymphoma Society: Tougher Than Cancer By OBERLAND

Bill Oberlander
February 1, 2018
[Read Here >>](#)

Cancer Awareness Campaign Supported by Google, But Apple Won't Play Ball

Richard Whitman
March 27, 2018
[Read Here >>](#)



—
Drew was quoted in HYPEBEAST and MM&M:

Is H&M's Graffiti Scandal Apology Too Little Too Late?

Keith Estiler
March 16, 2018
[Read Here >>](#)

10 myths about millennials and their healthcare habits

Sarah Mahoney
February 12, 2018
[Read Here >>](#)

—
Bill sat down to discuss OBERLAND in this Globality profile:

Driving Purpose in a Capitalist World

Globality, Inc.
October 17, 2017
[Read Here >>](#)

—
OUT wrote about OBERLAND's public art installation to drive awareness of trans suicide:

This Public Art Installation Would Remove 'T' From 'LGBTQ'

Chris Thomas
October 23, 2017
[Read Here >>](#)

—
And OBERLAND's account wins were highlighted in MediaPost:

OBERLAND Rings Out The Old With New Account Wins

Steve McClellan
December 20, 2017
[Read Here >>](#)



Though, obviously, the best news of all was that **WE TOOK HOME THE GOLD!**

AdAge recognized OBERLAND as the 2018 Small Agency of the Year: This award is a testament to our firm belief that purpose-driven work is a credible corporate model. Not only will working this way improve the world, it will also positively impact the bottom line. What's good for business can also be good for the world.

Small Agency of the Year, 11-75 Employees, Gold: OBERLAND

Megan Mowery
July 23, 2018
[Read Here >>](#)



07

OBERLAND

in Action

Giving Back With a Purpose.

This year we decided to dedicate ourselves, our time, our resources, and even some of our money to the causes we hold dear.

When Doug Jones took on Roy Moore in the contentious Alabama Senate race, we donated our services to the **Get Out the Vote** campaign. Though truthfully, it was really more of a “Get Your Ass Out and Vote” campaign, starring Jennifer Lewis of Black-ish, who implores the people of Alabama, through song, to get their butts out to the polls.

During Pride, we took on an issue that, frankly, should have been settled decades ago: The fact that gay men are not allowed to donate blood unless they have been abstinent for a year.



We called the video spot, “**Sex Is Sex. Blood is Blood.**” It points out the hypocrisy in keeping safe gay men from donating blood, while allowing very promiscuous heterosexual donors to donate as they please.



We weren’t paid to do either of these campaigns. We made them because we thought it was important, and because that is who we are as an agency.



The OBERLAND team came together to serve meals at the **New York City Rescue Mission**, a storied institution that provides help and hope to the hungry, homeless and hurting men and women of New York City.

Later in the year, we laced up our shoes and took part in **NAMIWalks**, in order to raise awareness for mental illness, and raise funds for the important work being done at NAMI, the National Alliance on Mental Illness.



In the fall of 2017, OBERLAND began its move to Chinatown, leaving its Spring St office in SoHo vacant. Given its prime location and spacious layout, co-founder and ECD Bill Oberlander called upon teamOBER to propose ways to utilize the space for an event before the lease was up. The winning proposal was an art show to elevate LGBTQ art and visibility.

The show was organized and led by a team of creatives at OBERLAND and local artists from Bushwick. The event, **Different Expectations**, provided a space to celebrate the art of up and coming local queer artists from across NYC in the heart of a neighborhood that is often reserved for the polished, elite art scene. For two nights, the former ad agency HQ was transformed into an immersive space teeming with creative talent, from photographers and zine artists to DJs and performance artists. The event also served as a fundraiser for TransLifeline, the first and only suicide prevention hotline specifically for the transgender community.

In Fall 2018, we launched **Nothing Changes If We Don't**, a year-long campaign that tackles issues of discrimination, diversity, and implicit bias in the ad industry. We have created powerful ads, highlighting this issue and is rallying other agencies to join the movement.

Over the next year, we will be hiring outside auditors to examine its environmental footprint, mental health support, diversity and inclusion procedures, wage parity and harassment policies, and we plan to share the results along with additional insights.



In anticipation for the critical 2018 Election, we dedicated our time, our space, and our voices to help create positive change. Ten of our employees hosted a **phone bank for Tom Malinowski**, winning Candidate for Congress in the closest swing district to New York City.

Hosted at our office, friends and family joined the phone bank and helped make hundreds of calls to help create meaningful change in 2018.



Side Gigs For Good.

Along with the impactful work our employees do during the day, their passion for purpose goes far beyond the 9-to-5. Below is a sampling of the community building work we are doing in our spare time.



Drew Train

PRESIDENT & CO-FOUNDER, OBERLAND

Drew Train sits on the Board of Directors for NAMI NYC, the Resource Development Committee for Services for the Under-Served, and the Planning Committee for the CEO Summit on Mental Health in the Workplace.



Elizabeth Bradley

EVP & MANAGING DIRECTOR, OBERLAND

Elizabeth Bradley is a PENCIL partner with NYC Public Schools, a board advisor with Concrete Safaris, a student mentor with Career Village, a certified tree steward for MillionTreesNYC, an active alumnus of Love Your Block with Citizens Committee for New York City, and a frequent speaker for diversity and inclusion.



Ty Steinhauser

BRAND ENGAGEMENT MANAGER, OBERLAND

Ty Steinhauser joined OBERLAND from the political world but has continued his passion for democratic politics. Throughout his time here, Ty has volunteered for multiple political campaigns, including organizing the office phone bank for Tom Malinowski’s successful congressional bid. Ty has also volunteered at the New York Rescue Mission and Animal Haven.



Kelsea Seavey

OPERATIONS DIRECTOR, OBERLAND

Kelsea Seavey is a volunteer at UN Women’s Metro New York chapter and the co-chair of the Young Professionals Committee for UN Women’s Metro New York chapter.



Alexandra Borrelli

MOTION DESIGNER, OBERLAND

Alex Borrelli is a volunteer on the Young Professionals Committee for UN Women’s Metro New York chapter. She volunteers her design skills for various political campaigns and organizations, as well as helped organize the phone bank OBERLAND hosted during this past midterm election cycle.

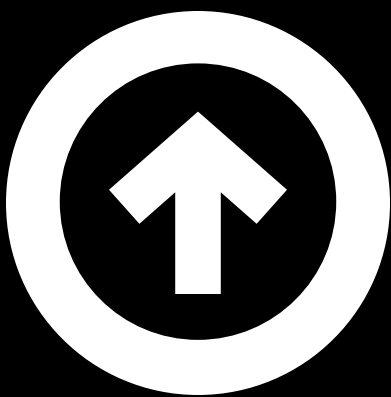


Trevor Mundt

ACCOUNT DIRECTOR, OBERLAND

Trevor Mundt, volunteers with Achilles International, helping hearing-impaired and vision-impaired athletes participate in sporting events in order to promote personal achievement, while also raising funds to support the American Foundation for Suicide Prevention.





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