

**HAVAS PR  
KNOWS  
VETERANS  
CAUSES**

**“The Havas PR team are true visionaries, with ideas that lead to innovative results and impact. Their advice and input is invaluable from crisis communications to strategic planning. They bring forward an outside-of-the-box thinking that has helped position the Bob Woodruff Foundation as a top-tier national charity.”**

**—ANNE MARIE DOUGHERTY,**  
executive director,  
Bob Woodruff Foundation

## WE TELL STORIES

One of Havas PR's most transformative ideas is also profoundly simple: Rather than get our clients into the news, why not get our clients to *be* the news?

We call this newscrafting. What it means: Our agency puts out news in more compelling ways than other agencies and coattails relevant breaking news to make the future ours today. Finding the right story, getting it to the right audiences and getting it buzzing is not easy, but when we do it and do it well, it's so worth it.

Above all, pro bono and cause define us. We roll up our sleeves and work with a passion, and clients meet us in this common ground of caring.

On the following pages, we'll tell you how we have prioritized storytelling about wounded warriors, helped provide financial aid to worthy organizations and made veterans causes be the news.

## WE KNOW VETERANS

Havas PR North America developed a niche for helping soldiers with post-traumatic stress and brain injuries through PR and event strategy. Then in 2010, we activated a wounded warriors platform, through which we not only work (pro bono and paid) for veteran-focused organizations but also help our other clients develop programs that benefit those who have put their lives on the line for the rest of us, plus their caregivers.

The aims of that platform:

- Build awareness of the thousands of soldiers returning from war who are grappling with combat injuries and financial hardships
- Address the needs of veterans
- Help their families learn how to best support them during these difficult times

For our clients, we conduct an audit of potential charities, complete marketplace research, offer strategic counsel, and execute messaging and partnerships that fit well with their business, mission and consumers.

As one example of our emphasis on joining forces, we arranged for our client Sears, which sponsors Heroes at Home, to have its CCO and Bob Woodruff brief key bloggers at Stand Up for Heroes, the Bob Woodruff Foundation's annual benefit to help injured service members.

Here is just some of our extensive work for veterans causes:



**Bob Woodruff Foundation:** In all our work for BWF, we stay focused on the words of Bruce Springsteen, who performs annually at Stand Up for Heroes (SUFH): “It’s not about the war; it’s about the warriors.” In addition to leading media relations for most of SUFH’s 10 years, Havas PR developed a pre-event fashion and beauty makeover for 50 female wounded military service members and caregivers, and brought the concert to life through a live Google+ Hangout, among many, many other tactics. We have even planned our own fundraisers and helped broker a \$1 million donation from the PepsiCo Foundation.



**Heads Together:** Through our work with BWF, which partners with Prince Harry’s Invictus Games, our agency has begun working with the Royal Foundation’s Heads Together campaign. Our goals: Raise the profile of the American Friends of the Royal Foundation, which is launching an initiative with an American and a British wounded veteran who are distance runners, and funds for veterans’ mental well-being in both countries.



**Home Base Program:** This joint venture of Massachusetts General Hospital and the Red Sox Foundation offers medical and social services to military members returning to Boston and surrounding areas. To make local and national headlines about the amazing work it’s doing, Havas PR has for seven years identified media opportunities, pitched outlets, developed press materials and social media content and plans, and assisted with events and PSAs. Most recently, we helped promote Home Base’s Mission Gratitude, the largest benefit concert in New England.



**Joining Forces:** With our client Sears Holdings Corp., which was marking the 1,000th renovation of a veteran’s home through its Heroes at Home program, Havas PR enlisted first lady Michelle Obama and Dr. Jill Biden through their Joining Forces initiative to help paint a room in the Washington, D.C., home of an injured Army vet. We timed the event three weeks before Veterans Day, ensuring even more coverage for our media relations efforts. Plus, donations to Heroes at Home’s Wish Registry increased by 26 percent in the week after the rebuild.



**Sears’ Heroes at Home:** Our agency used the power of storytelling to create the “Portraits of Heroes” song contest to raise awareness and money through the retailer’s program that helps rebuild veterans’ homes. We chose the perfect storyteller, former U.S. Marine and “American Idol” contestant Josh Gracin, who turned the winning entry into the hit “Can’t Say Goodbye.” We helped publicize the overall story, video and related events, leading to 90 million media impressions—and, most important, more than \$4 million for the cause.

**We help vet organizations raise awareness—and funds, to the tune of over \$50 million to date.**



Wounded Veterans, Caregivers,  
Honored at Annual 'Stand Up for  
Heroes' Event



Meet a Real-Life Band  
of Brothers



Home Base Gives Vets Hope  
in PTSD Battle



**USA TODAY**

David Ortiz Surprised a  
Group of Army Veterans  
with World Series Tickets



Bruce Springsteen, Jon Stewart  
Riff for Injured Vets at Stand Up  
for Heroes



Michelle Obama Helps  
Retrofit Wounded Vet's Home



**the WHITE HOUSE**  
PRESIDENT BARACK OBAMA

Joining Forces to Rebuild 1,000 Homes for Veterans



Community Service: Lending a  
Beautifying Hand to Caretakers of  
Wounded Soldiers



OMG! Heartwrenching New Song About  
Our Fallen Soldiers from Josh Gracin



Josh Gracin Talks 'Redemption,' Working  
with Ruben Studdard Again



**USA TODAY**

Josh Gracin's 'Redemption'  
Coming Nov. 8

## WE ARE HONORED

### Bulldog Reporter CSR

**Gold**, Best Corporate and Community, Non-Profit or NGO Partnership  
(2014) *Bob Woodruff Foundation*

### Bulldog Reporter Media Relations

**Bronze**, Best Campaign Under \$10,000 (2013) *Bob Woodruff  
Foundation*

### Bulldog Reporter Not-for-Profit PR

**Gold**, Best Partnership with Corporate, Community, Non-Profit or  
NGO Organization (2014) *Bob Woodruff Foundation*

### CLIO

**Silver**, Public Relations, Cause-Related (2012) *Sears Heroes at  
Home: A Hero's Song*

### PR News CSR

**Honorable Mention**, Video Initiative (2012) *Sears Heroes at Home:  
A Hero's Song*

### PRSA Anvil, Public Relations Society of America

**Award of Commendation, Bronze**, Media Relations, Consumer  
Services, Other (2012) *Sears Heroes at Home: A Hero's Song*

**Award of Commendation, Bronze**, Media Relations—  
Associations/Nonprofit Organizations (2011) *Massachusetts  
General Wounded Warriors*

### PRWeek

**Finalist**, Cause-Related Campaign of the Year (2012) *Sears Heroes  
at Home: A Hero's Song*

### Global SABRE (Superior Achievement in Branding and Reputation)

**Global 50**, Retailers (2012) *Sears Heroes at Home: A Hero's Song*

### SABRE North America

**Gold**, Retailers (2012) *Sears Heroes at Home: A Hero's Song*



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