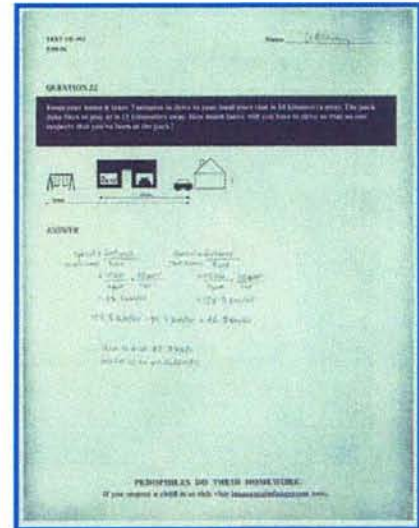


A Nasty Pop Quiz From Saatchi & Saatchi/N.Y. Among the print winners at Tuesday night's 2006 International Andy Awards in New York is this ad from an Innocence in Danger campaign, created by Saatchi & Saatchi/New York, which took Silver in the Magazine/Business Products and Services category.

Innocence in Danger (www.innocenceindanger.com), a global nonprofit whose mission is to protect children from sexual abuse and exploitation, launched U.S. operations earlier this year with a print campaign, two TV spots and a "The Birds & the Bees Are Dying" billboard as well as a related art installation, the latter seen at New York's Wooster Projects Gallery last month. Innocence in Danger, founded at UNESCO headquarters in Paris, has been operating in Europe since 1999. Besides working against child pornography through public campaigns, it offers legal and emotional aid to victimized children. "Most Americans don't realize the extent of child pornography in their society," says Rory Cutaia, who heads the new North American chapter of the organization. "Our inaugural U.S. campaign brings the issue front and center for the American public, to jump-start immediate and positive action."

Adds Saatchi CCO Tony Granger, "Our work aims to generate both awareness and an emotional response. We are up against a common myth — that it's 'bad people' who are the perpetrators of abuse, when it could just as easily be the guy down the street. Dismantling a myth calls for a powerful idea." See the PDF for all the ads in the "Exam Questions" series, as well as the billboard and the art installation, the latter created by Saatchi's Leo Premutico and Jan Jacobs. On the issue of child abuse, Premutico says, "People think, 'Oh, that's horrible, but someone else will help even if I don't.' This installation is designed to confront people with the problem, one to one. In the gallery context, it speaks to them when they're not expecting it, with a graphic portrayal of the destructive reality of child sex abuse." See www.andyawards.com for all the show results.



FULL CAMPAIGN →

Client: Innocence in Danger
Agency: Saatchi & Saatchi, N.Y.
Chief Creative Officer: Tony Granger
Creative Director: Jan Jacobs, Leo Premutico
Graphic Designer: Kevin Li
Copywriter: Leo Premutico
Art Director: Jan Jacobs
Art Buyer: Maggie Sumner, Catie Crabtree
Photographer: Julian Wolkenstein
Typographer: Hamish McArthur