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nature**NEWS****Droga5 partners One Laptop per Child**

EXCLUSIVE: Droga5 Sydney has been named a major partner of charity organisation One Laptop per Child (OLPC) Australia which will see it do strategic marketing work for the cause, *B&T Today* can reveal.

The partnership sees Droga5 Sydney follow in the footsteps of its parent New York office which has created a number of award-winning campaigns for international causes.

The agency will be tasked with generating ideas and funds to help OLPC achieve its goal of distributing 40,000, low-cost 'XO' laptops in outer-regional and remote areas of Australia to children aged four to 15.

The Australian arm of OLPC forms part of the global organisation which was launched in 2002 with the aim of making education a priority rather than a privilege. The organisation is working towards giving the world's poorest children a low-cost, connected laptop with software designed for collaborative learning and has already distributed over a million laptops to children in Palestine, Africa, Afghanistan and South America.

Droga5's New York office has been responsible for cause-related campaigns in the past including the "Million" project for the NYC Department of Education. The campaign, launched in 2008 with the aim of improving the results of primary school students, involved incentivising



students through offering free talk time and texting on their mobile phones for getting good grades.

In 2007, the agency also created the Tap Project for UNICEF which saw diners in New York encouraged to donate \$1 for tap water to help provide clean drinking water in Africa. It was awarded a Titanium Lion at Cannes.

"Droga5's execution of the NYC Department of Education's 'Million' campaign and its Tap Project for UNICEF demonstrates that it is best placed to help OLPC Australia to create social and political change to reach 400,000 remote children in less than 5 years," said Rangan Srikhanta, CEO of OLPC Australia.

Sudeep Gohil, planning director and partner at Droga5 Sydney, added: "It's unusual for

an advertising agency to form a partnership of this breadth, but as stakeholders in OLPC's Australian initiative, we believe Droga5 can inspire positive change beyond the world of advertising. We're looking forward to bringing a highly innovative approach to their fundraising and communications campaigns.

"By giving kids access to computers and learning software, they become catalysts for change. It's an inspiring initiative."

OLPC Australia launched in March 2008 and has already distributed 4,400 laptops to children and teachers in isolated areas of the Northern Territory, WA and Far North Queensland.

The Commonwealth Bank, Telstra and News Limited are also partners of OLPC.

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