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One Laptop Per Child new marketing agency

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One Laptop per Child (OLPC) Australia has appointed Droga5 as its strategic marketing agency. The organisation has also invited Droga5 to become a major partner, joining The Commonwealth Bank, Telstra and News Ltd.

Droga5 will join the existing partners in generating ideas and funds to help it achieve its goal of distributing 400,000 XO laptops in outer-regional, remote and very remote areas of Australia to children aged four to 15.

"Droga5 not only shares our desire to make the world a fairer, more equitable place, but it also has a reputation for delivering smart, strategic thinking for organisations that have highly ambitious mandates," says Rangan Srikhanta, CEO of OLPC Australia.

"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."

One Laptop per Child is a global organisation that aims to provide every child with a low-cost laptop, making education a priority rather than a privilege.

Established in 2002 by MIT Professor Nicholas Negroponte, who is also co-founder of the visionary MIT Media Lab in Massachusetts, it creates educational opportunities for the world's poorest children by providing each child with a rugged, low-cost, connected laptop with software designed for collaborative, self-empowered learning.

"The ethos at OLPC Australia mirrors Droga5's passion for influential technology and world-changing ideas. 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," says Sudeep Gohil, strategic planning director and partner at Droga5.

"We're looking forward to bringing a highly innovative approach to their fundraising and communications campaigns," Gohil adds.

In January 2010, the Federal Government's Department of the Prime Minister and Cabinet invited Founder David Droga to speak at the Social Inclusion conference in Melbourne to contribute to creating a more equitable, inclusive Australia.



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