



GLOBAL CINEMA ADVERTISING ASSOCIATION

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REMAKE OF SPICE GIRLS WANNABE VIDEO RELEASED IN CINEMAS FOLLOWING HUGELY SUCCESSFUL LAUNCH AT CANNES LIONS

Friday 12th August, 2016, Sydney, Australia: September 2016 marks the first anniversary of world leaders adopting the UN's Sustainable Development Goals and, this year, the focus will be on gender equality. A remake of Spice Girls' Wannabe, entitled '#WhatIReallyReallyWant', has been created by Project Everyone, the organization committed to driving mass awareness of the UN's goals. It features actors, singers and dancers from around the world and has been edited to represent the voices of women worldwide, telling world leaders what they 'really, really want' in 2016.

SAWA, the global cinema advertising association and its Global Cinema Advertising Companies, have generously supported the campaign within its 'Power of Cinema to Drive Cultural Change' seminar at the Cannes Lions International Festival of Creativity 2016, by exclusively previewing the Global Goals advert to the Communications and Creative Industry.

Since then, #WhatIReallyReallyWant has been launched organically online to huge success. It has been supported by a huge host of powerful voices and influencers including 3/5 of the original Spice Girls, Emma Watson, Richard Branson, Gal Galoot, Jacqueline Fernandez, Greg James, Tanya Burr, Jamie Oliver, Caitlin Moran and many more. Already it has achieved:

- Over 100 million views on Facebook, including 53 million views on Victoria Beckham's page
- Over 1.2 million views on the Global Goals YouTube channel
- Within the first 24 hours, the hashtag #WhatIReallyReallyWant had over 36 million impressions on Twitter
- Over 4,000 Instagram users have posted the #WhatIReallyReallyWant hashtag
- Over 60 international news outlets have covered the campaign, including the Evening Standard, Harper's Bazaar, Upworthy, Lenny Letter, Huffington Post, Billboard, the BBC and the Guardian. Further coverage worldwide includes India, Germany, France, Canada, Australia, Japan, Nigeria and South Africa
- Live interviews with Project Everyone co-founder, Kate Garvey, on ITV News and BBC World
- Featured on air on BBC Radio 1 and BBC Radio 4's Women's Hour

In addition to the online release, SAWA and its members have committed to a global cinema campaign between July and September 2016 to ensure the advert reaches cinema's huge audiences. Launching July 22nd, the advert was distributed globally through Unique Digital in South Africa, Australia, New Zealand, USA, Argentina, Peru, Canada, Norway, Belgium, UK, Ireland, Japan, Italy, Brazil, Greece, Germany, Austria, Switzerland, India. The results of the campaign will be presented to world leaders at the UN General Assembly in September 2016 to demonstrate the mass public support for the rights of women and girls.

The release of #WhatIReallyReallyWant follows the hugely successful 'We Have a Plan' cinema campaign that ran on cinema screens with the launch of the UN's Global Goals. Thanks to SAWA and

its Global members, the advert was aired in cinemas across the world to huge success. Nielsen, the

media measurement company, measured the activity and reported on large-scale awareness and long-term recall being achieved reaching over 100 million people on Cinema. .

General Manager of SAWA, Cheryl Wannell, has stated *'We are delighted to continue working with Project Everyone, to premier this amazing advert at our seminar and to show it in cinemas across the world. The power of Cinema has long been apparent, from the time of silent film right through to the implementation of 3D and all in between. Technology is one thing but Cinema's storytelling capability and power to drive change is when it is at its most powerful.'*

Richard Curtis, Writer, Director, Comic Relief Co-Founder and SDG Advocate said *'Last year the UN, Project Everyone and many partners launched a mass awareness-raising campaign reaching 3 billion people in just 7 days with news of the UN Sustainable Development Goals. This year we're keeping up the noise and going deeper - fighting for 15 decisive years - trying to show how the Goals contain the answers to the world's problems, from the refugee crisis to disease, humanitarian disasters to terrorism and war. And especially focusing on the incredible importance of progress in the area of girls and women - Global Goals for Global Girls.'*

About SAWA

SAWA is the global trade body to the Cinema advertising industry. They continually build and develop international standards and best practice for the Cinema medium; raising the profile of Cinema advertising through research, setting of standards and marketing initiatives. SAWA improve the communication between Cinema advertising companies around the world, in turn facilitating the easier buying of the Cinema medium for advertisers and agencies.

SAWA are worldwide founding partners to Project Everyone.

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THE GLOBAL GOALS
For Sustainable Development

PROJECT
EVERYONE