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# Delivering a Powerful Message

## with an Emotional Punch

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Founded over 70 years ago, Plan International is a nearly \$800 million organization often ranked among the top 10 international development agencies by reputation, size and scope. Plan International dramatically changes the lives of impoverished children around the world through its humanitarian work.

CK Communications was privileged to support Plan's mission following the massive Haiti earthquake in 2010. Initially, CK Communications helped Plan communicate about its Haiti relief efforts to the media and stakeholders.

Later, CK Communications was tapped to create a national ad campaign highlighting Plan's laudable work on behalf of impoverished children. As mothers of young children themselves, CK Communications creative team members Suzanne O'Donnell and Kim Handelman poured their heart and soul into the Plan campaign.



Julia is crying because she doesn't want to get braces.

Tevy is crying because she doesn't want to get married.

Every 3 seconds a girl under the age of 18 is married. In many countries, they're forced to marry as young as age 12. Plan International USA is helping to prevent child marriage through strong community-based programs that educate youth and adults on the risks of early marriage; stress the importance of education; and provide economic opportunities to families. Through these efforts, Plan is changing attitudes and lives. After all, shouldn't every wedding bring only tears of joy?

planusa.org

**Plan** Promising Futures, Community by Community

The result was an emotionally hard-hitting campaign that juxtaposed the challenges facing children in the developing world with those confronting American children. The campaign drew a powerful comparison between the experiences of a typical American child, which paled in comparison to the hardships facing children in the developing world.

Print ads were published in Philanthropy Magazine and in program books at UN sponsored events. The campaign succeeded in not only raising Plan's U.S. profile, but also in boosting donations.

**We'd like you to meet one of our children.**

70 years ago, Dominga\* was a five-year-old girl suffering from malnutrition in Peru. Then Plan International arrived. Plan worked with Dominga's village to install a borehole and grow sustainable gardens. Today, Dominga is a great grandmother, and she teaches new mothers proper hygiene and cooking skills to improve the health of their children.

Plan is a \$750 million organization operating in 48 countries changing the lives of children for the better every day.

\*Dominga's story is an amalgam of the stories of thousands of girls like her who Plan has helped over the past 70 years, enabling them to grow and become successful, productive adults in ways that otherwise would not have been possible.

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*In another creative execution for Plan International USA, the CK Communications creative team developed this compelling ad to showcase the longevity of Plan's acclaimed work around the globe.*

# Let the CK Communications team produce measurable results for you.

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If you would like to leverage the vast experience and skills of the CK Communications team, contact one of our representatives today. We look forward to discussing the challenges you face, and the solutions we can develop that will produce measurable results. After all, measurable results is what we're all about.

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