

Don't Be Abominable

In response to a pervasive atmosphere of meanness, the agency introduced the Yeti 9 years ago, a creature that embodies kindness and strives to help humans be more human. In this annual video – created entirely with donated time, resources and ad space – the Yeti discovers kindness is all around us, in the colorful murals that light up our cities' grayest neighborhoods. It's also a key self promotional campaign for the agency, building on our core culture statement – Be a Good Human.