

**Trade Show Exhibit
and Supporting Materials**

Water and
Sanitation
Program:
Promoting a
Partnership
for Progress

Background

The Water and Sanitation Program (WSP) is an international partnership of the world's leading development agencies concerned with water and sanitation services for the poor. Its mission is to alleviate poverty by helping the poor gain sustained access to improved water and sanitation services. The WSP is among the World Bank's longest-standing external partnerships.

In preparation for the high-profile World Water Forum held in Kyoto, Japan, in March 2003, the Water and Sanitation Program chose JDG to design its exhibit booth and supporting materials for this marketing communications effort.

JDG's Solution

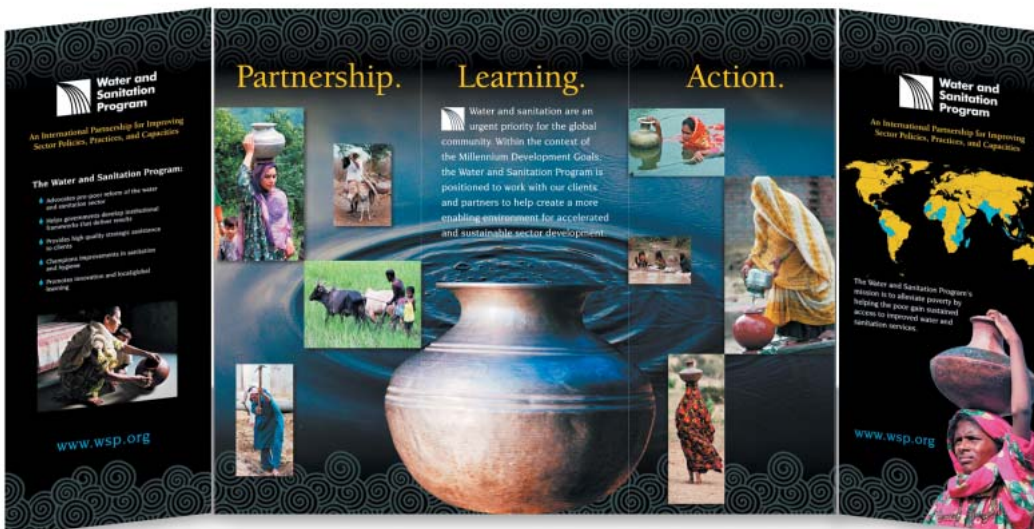
The design team created the materials to advocate that stakeholders work on strategies to implement the Millennium Development Goals and to position WSP as a partner in being able to achieve MDGs. The team set out to design materials to show WSP as a trusted partner for improving

water and sanitation sector policies, practices, and capacities for governments and ministries of developing nations with community-based demands for sustained access to improved water supply and sanitation services.

JDG used compelling images for the design of the campaign. The exhibit booth features photos of people living in rural areas of Bangladesh, India, Pakistan, and South Asia who are challenged daily by limited access to clean water and sanitation. These were selected from an extensive photo library supplied by Guy Stubbs, a photographer based in South Africa. The images added a dignified, anthropological quality

to the subject matter. The campaign quickly developed a dramatic look with vivid colors against a black background.

The supporting materials included a mini-brochure that fits comfortably inside a shirt pocket to encourage conference attendees to keep it. A small card was designed to solicit responses from attendees by promoting the WSP Web site and electronic ACCESS newsletter. JDG also designed a label for a CD-ROM that carries through the brand.



"JDG Communications has design magic ...that exceptional ability to take a concept and grow it into a branded set of products. I was particularly impressed with their responsiveness, creative acumen, and design excellence."

**Sr. Global Communication Officer
Water and Sanitation Program
The World Bank**