

# **HYPOCRITE** OF THE WEEK

## **Sarah Watson**

Chairman, BBH New York  
Global Chief Strategy Officer, BBH

She helps steer Times Up Advertising and says all the right things about fairness and social justice. But when it comes to actually protecting working women and men by providing them with union guarantees of safety and healthcare, her actions tell a very different story.

So what are your promises really worth, Sarah?

**Keep your word, BBH.  
Honor the contract.**



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