



The Advertising Council



About the Ad Council

- Founded in a time of America's greatest crisis: WWII
- Uses the power of advertising to influence social responsibility and change behavior
- Identify most pressing social issues of the day
- Marshals volunteer talent from the advertising & media industries to deliver critical messages to the American public
- Comprehensive media campaigns include consumer research, advertising, public relations, etc.





Ad Council Mission

- To identify a select number of significant public issues and stimulate action on those issues through communications programs that make a measurable difference in our society



Social Issues Over Decades

- 1950s – Forest Fires, Polio
- 1960s – Pollution, Racial Discrimination
- 1970s – UNCF, Peace Corps, Red Cross
- 1980s – Crime, Drunk Driving, AIDS
- 1990s – Education, Recycling, Child Abuse
- 2000s – Violence, Mentoring, Cancer, Patriotism

Famous Ad Council PSAs

- Familiar Ad Council Slogans
 - “Loose Lips Sink Ships”
 - “Only You Can Prevent Wild Fires”
 - “A Mind is a Terrible Thing to Waste”
 - “Together We Can Take a Bite Out of Crime”
 - “Friends Don’t Let Friends Drive Drunk”



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Ad Council Today

- Recognized by the media and public as the pre-eminent expert in public service advertising and for the highest quality creative work
 - Better poised to compete in today's media environment for donated media time and space



Commercial v. Public Service Advertising

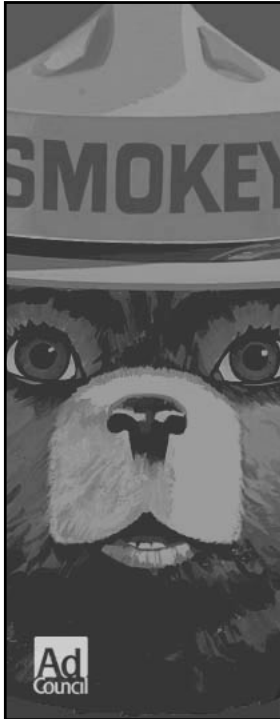
- PSAs usually defined as running in donated media; rarely purchased
- PSA donated media cannot be scheduled
- PSAs must be “sold” to public service directors
- Objective is education and awareness leading to changing attitudes and behaviors



Ad Council Donated Media: CY 2002

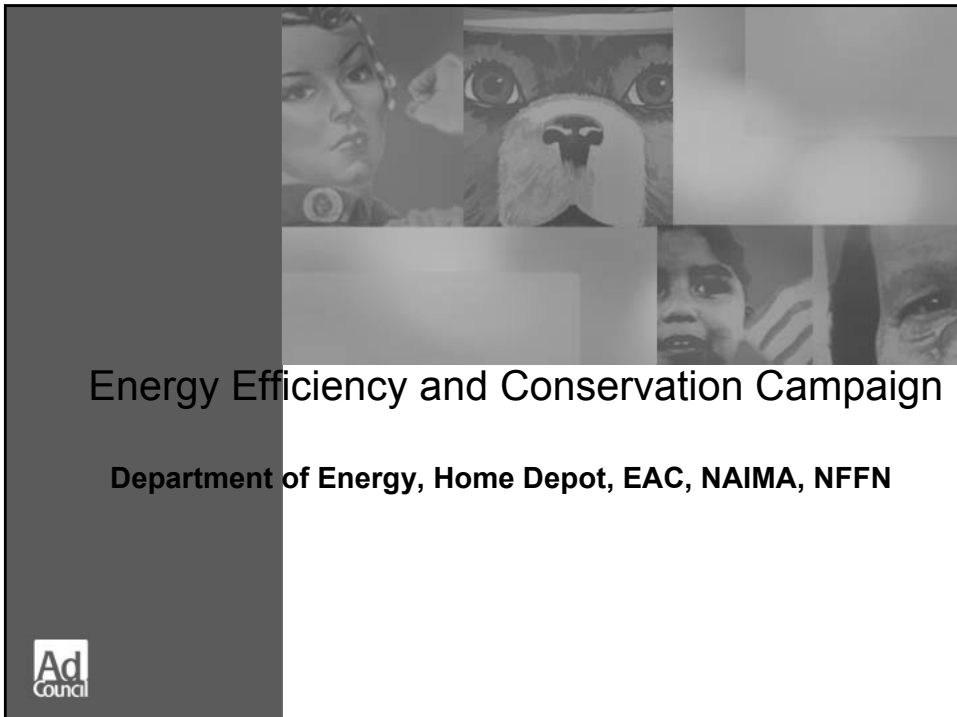
Television	\$425.3
Radio	\$550.4
Outdoor/Transit	\$82.2
Newspapers	\$20.0
Magazines	\$5.7
Web Banners	\$172.3
Alternative Media	<u>\$45.3</u>
	\$1,301.2 Billion

The typical campaign earns over \$32 million in donated media each year



Ad Council PSAs Get Results

- *Seat Belt Education:* Seat Belt usage has increased from 21% to 76% since 1982, saving more than 85,000 lives
- *United Negro College Fund:* Raised nearly \$1 billion since 1972 to help over 300,000 young people go to college
- *Drunk Driving Prevention:* 68% of people exposed to advertising report personally acting to prevent drunk driving



Energy Efficiency and Conservation Campaign

Department of Energy, Home Depot, EAC, NAIMA, NFFN



Energy Efficiency and Conservation Campaign

- National, 3-year campaign to promote energy efficiency and conservation to children and families
- The goal of the campaign is to:
 - Raise awareness of the benefits of saving energy
 - Teach kids good habits early
 - Create kid advocates who will teach parents
 - Engage parents to invest in energy efficiency



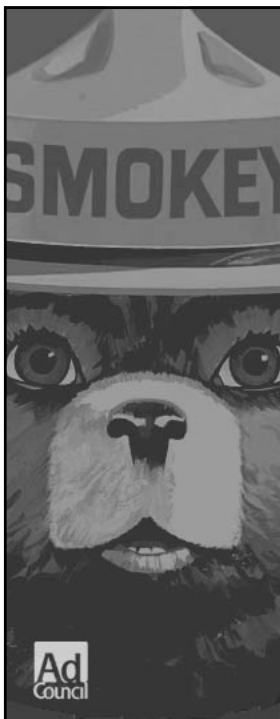
Rationale For Talking To Children

- Societal movements start with the young
 - Recycling = Trash
 - Designated Driver = Drinking
 - Just Say No = Drugs
- Influence moms & dads
- Reaching them now will have long-term advantages



Exploratory Research

- Conducted research in “Middle America”
 - Focus groups in Dallas and Kansas City
- Spoke with boys and girls of various ethnicities and socio-economic levels



Key Findings: Understanding Energy

- “Energy” lumped with the environment
- No real concept of how energy works
- Conservation is understood and behaviors are exhibited
- Efficiency is abstract and difficult to understand



Key Findings: Understanding Benefits

- Top-of-mind reason for saving energy is “saving money”
 - Consistently mentioned in a casual “everyone knows that” attitude
- Most enthusiastic and emotional reason to save energy was “because it’s the right thing to do”
 - Consistently verbalized with enthusiasm and passion



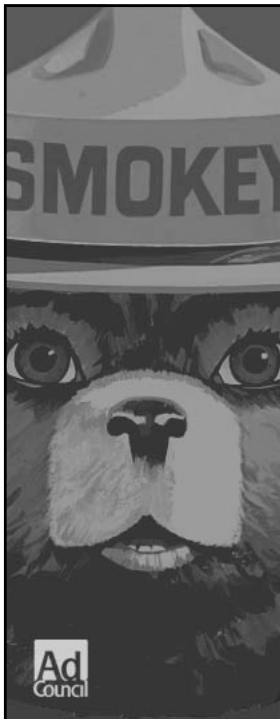
Additional In-depth Research

- Why saving energy is the right thing to do:
 - Thinking of others
 - Going without so others can benefit is of high value
 - Provides a sense of satisfaction that I’m doing my part
 - Feels good



Our Challenge

- This campaign must speak beyond the rational benefits that most kids accept regarding saving energy and reach the emotional essence in order to create change



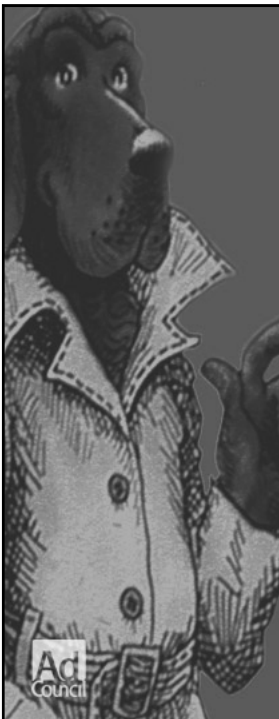
Implications & Recommendations

- Leverage children's desire to look beyond themselves and "do the right thing."
- Through energy education and empowerment, show children they can make a difference by being smart about using energy



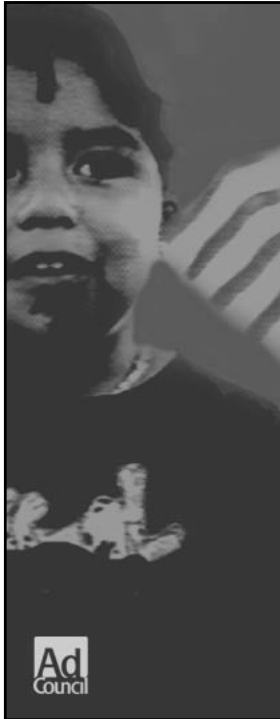
Implications & Recommendations

- The task of both educating kids while making this concept age appropriate is too great for TV alone, but it will work perfectly when adding a dynamic web site to the mix
- Use the PSA to "sell" the web site. Use the web site to "sell" smart energy usage
- Since kids find web sites through buzz/word-of-mouth, leverage web site activities and features to utilize grass roots/viral marketing



Positioning The Message

- Acknowledge children's limited understanding about efficiency and conservation
- Incorporate consumer feedback about the emotional benefits of "it's the right thing to do"
- Create a movement that captures the rational and emotional brand essence of saving energy



Positioning The Message

Brand Essence

I Have The Power



Rational

**Saves money,
helps the environment,
creates a better
world and future.**

Emotional

**I can personally
make a difference.**

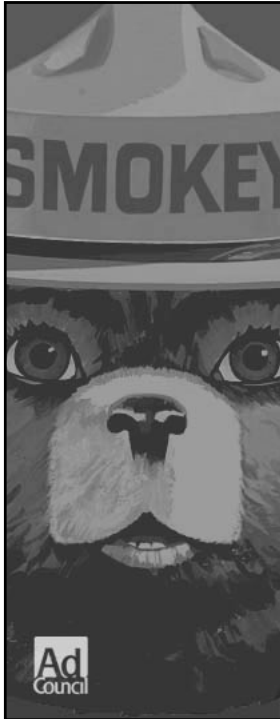
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Creative Strategy

Benefit:	I feel Powerful!
Reason Why:	Kids can make a difference with the right information
Target:	Kids, 8-13 who seek to "do the right thing"
Tone/Manner:	Fun, Energetic, Empowering, Hip & Cool
Desired Action:	Visit the web-site

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Next Steps

- Campaign will launch in Washington with the Secretary of Energy on March 9, 2004
- Integrated campaign will include:
 - TV
 - Radio
 - Website & Banner Ads
 - PR
 - Grassroots Marketing
 - Educational Curriculum
 - In-store classes at Home Depot