



Public Service Advertising
That Changed a Nation

Public Service Advertising That Changed a Nation

September 2004

Throughout its history, The Advertising Council has had an extraordinary impact on generations of Americans, and its campaigns have mirrored and influenced some of the most important social issues facing our country during the last six decades.

We are pleased to provide you with a copy of Public Service Advertising That Changed a Nation, a new report produced by the Ad Council, which chronicles the significant impact of just a few of its many campaigns throughout the years.

This report highlights the effects that iconic Ad Council campaigns such as Smokey Bear and “Only You Can Prevent Forest Fires,” “A Mind is a Terrible Thing to Waste,” “The Crying Indian,” and “Friends Don’t Let Friends Drive Drunk,” as well as more recent campaigns such as “I am an American” and the new mentoring effort have had on public policy and social outcomes.

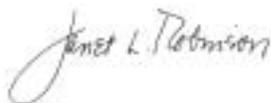
Since its earliest days during World War II, the Ad Council has been charged with the mission of identifying a select number of significant public issues and stimulating action on those issues through communications programs that make a measurable difference in our society. We are proud of the fact that the Ad Council is as committed to that mission today as it was at the start, and even prouder that this commitment has generated so many remarkable results.

It is our hope that this report will provide public and social policy leaders, in addition to the public at large, with a living history of how Ad Council programs have shaped American attitudes and behaviors for over 60 years.

Sincerely,



Peggy Conlon
President & CEO,
The Advertising Council



Janet Robinson
Chair, The Advertising Council
Executive Vice President &
Chief Operating Officer,
The New York Times Company

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Wildfire Prevention



The Advertising Council began as the War Advertising Council in 1942, when it launched patriotic campaigns during World War II such as “Loose Lips Sink Ships.” One of the first nonwar campaigns began in 1944 when the world met Smokey Bear. Smokey is the longest-running PSA campaign in U.S. history. This campaign best characterizes the critical message of personal responsibility, which runs through all Ad Council campaigns.

Thanks to Smokey’s important message over the past 60 years:

- Loss of forest land from fire has dropped from 22 million acres in 1944 to under 8 million acres today
- Thousands of boys and girls have joined the Jr. Forest Ranger program
- Smokey’s the #2 most recognized image in America



Sponsors

USDA Forest Service and the National Association of State Foresters

Agency

Foote Cone & Belding

Campaign Launch

1944

It's hard to imagine that a 60-year-old anthropomorphized bear wearing jeans and a Forest Ranger's hat could make such a dramatic impact on American society. But it's true. Smokey Bear ranks alongside Santa Claus and Mickey Mouse as one of the most recognizable icons of our time.

But only Smokey has a singular call-to-action message associated with his name. For more than six decades, this Advertising Council icon has inspired millions of Americans to take better care of their forests and wildlands. Americans now think twice before tossing a match in the woods and rarely walk away from a smoldering campfire.

"It was primarily the Ad Council, working through the Cooperative Forest Fire Prevention Program, which also includes the USDA Forest Service and the National Association of State Foresters, that saw the need for the campaign," said Lew

Southard, who manages the campaign for the USDA Forest Service.

Long ago, before Smokey was created, Americans often left campfires unattended, built fires too close to towering trees, tossed matches out car windows and knew little about fire safety in the woods.

Such thoughtless behavior cost the country by wiping out 22 million acres of forestland, including federal, state and private lands, each year. To put this amount of

land mass in perspective, burning down 22 million acres of forest would be equivalent to burning the entire state of Indiana. Twenty-two million acres of forest land is enough lumber to build and furnish nearly 4 million homes.

To start, the Ad Council partnered with Foote Cone & Belding in Southern California to do the advertising pro bono. They decided a forest animal would be the best messenger. On August 2, 1944, Smokey Bear debuted, quickly becoming an immensely popular icon with a lifelong

following. How many bears have their own website (www.smokeybear.com) their own zip code, their own school lesson plans, their own licensed costume, their own historical poster collection, their own licensed product line and even a U.S. postage stamp?

One reason Smokey is so well recognized is that kids love him. "If

you could appeal to kids, it's more likely they'll tell their parents," said Robert Thompson, Director of the Center for the Study of Popular Culture at Syracuse University. "I can easily imagine camping trips where Dad goes into the tent for the night without putting out the fire correctly and his son corrects him," he said.

For decades, Smokey and his friends have taught kids how to protect their forests. Teachers use him in the classroom. (In 2002, the Ad Council distributed 15,000

"The number of acres lost annually to fire has been reduced from 22 million to under eight million."



Historical poster, 1951



Print campaign, 2002



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➔ **Smokey Bear** (it's not Smokey *the* bear!) became popular and in 1952, two men wrote a song with the same name but to make the tempo of the song work, they changed it to "Smokey the Bear." However, the original Smokey's name never included "the."

kits to educate kids aged 4 to 11 on preventing wildfires.) Thousands of boys and girls have joined the Junior Forest Ranger Program.

"Smokey has pretty much always targeted children about good forest safety habits, and they listened," said Peggy Conlon, President & CEO of the Ad Council.

Even today, Smokey hands out awards to kids who help him with fire prevention. His face is featured on posters, billboards, fire prevention literature, the Internet and even comic books. With the help of an intelligent, easy-to-comprehend campaign, the indelible message "Only You Can Prevent Forest Fires" and more than \$1 billion in donated media since 1980, the Ad Council came up with a certified winner.

People got the message.

Today, the number of acres lost annually to fire has been reduced from 22 million to under 8 million. More than 10 times as many people visit or drive through forests today than in the 1940s and 1950s, yet we lose less than 8 million acres.

"Smokey, like many other Ad Council campaigns, works because the ads suggest things that individuals can do to make sure they don't cause fires," said Nancy Lee, Marketing Consultant for Washington State on its behavioral change campaigns. "People are willing to do the right thing. But they want to know what they can do. To the extent the Ad Council campaigns do that, I believe the more likely it is the behavior will change."

An effective advertising icon has to inspire people. Smokey does just that. The vast majority (85 percent) of adults surveyed in a 2001 Ad Council-commissioned study recognized Smokey Bear. But more significantly, 67 percent thought he was an important American icon.

"Smokey's not only the number two most recognized image in the country right behind Santa Claus, but more important, people know what he stands for," said Lew Southard. "Smokey's basic message gives personal responsibility to the individual who starts the fire."



Smokey Bear's 40th anniversary commemorative U.S. postage stamp, 1984

Historical poster, 1959



“Smokey’s basic message gives personal responsibility to the individual who starts the fire.”

Smokey typifies the Ad Council’s mission to zero in on a significant public problem and stimulate change through highly creative advertising campaigns that are widely distributed through donated media. He has become one of the Ad Council’s most memorable and treasured icons.

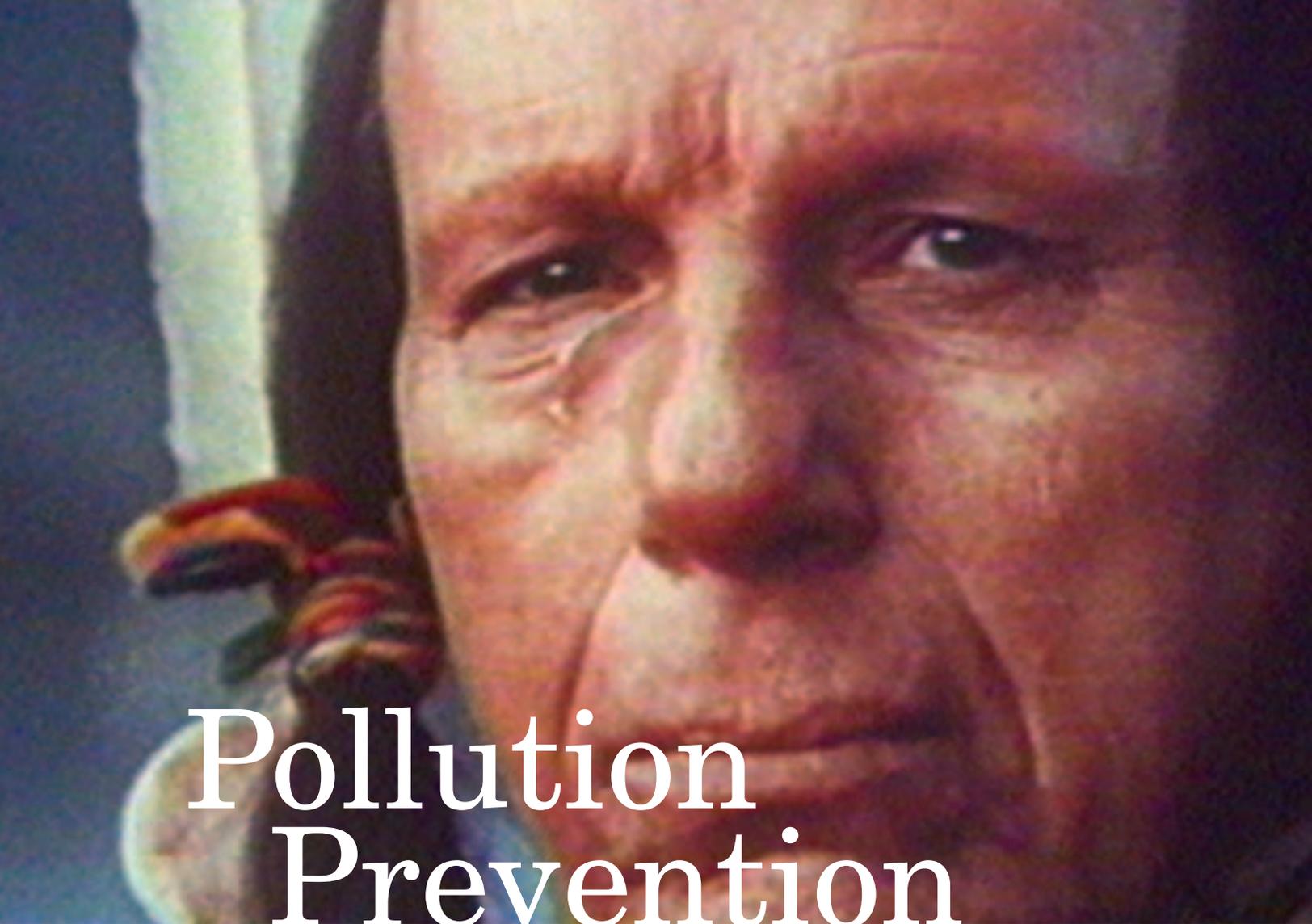
Smokey’s message has stayed the same since the campaign’s inception. But as with all Ad Council campaigns, it was continuously refreshed and re-evaluated. In 2001, the Ad Council responded to an increasing number of massive and deadly wildfires by updating the campaign tagline to “Only You Can Prevent *Wildfires*.”

The latest campaign includes an updated interactive website. In the first five months of this year, the website recorded 524,451 unique visitors. The new PSAs target casual campers, hikers and mountain bikers—the very people who are often responsible for wildfires yet think they are least likely to be. Most people don’t know that nine out of ten forest fires are caused by people—not, as many assume, by natural causes

such as lightning. During the last decade, human carelessness started more than 102,000 wildfires each year. Lightning ignited only 13,000.

Vigilance also saves money. Firefighting cost federal agencies more than \$1.3 billion in 2003, according to Southard.

“The message now hasn’t really changed,” said Conlon. “It’s still a responsibility message. If you start a fire, you own it, you put it out. Smokey is counting on you.”



Pollution Prevention



Most Americans want to help the environment and are eager for easy opportunities to do so. But it wasn't always that way. Long before the environmental movement became mainstream, the Ad Council was in the forefront of educating Americans about the need to take care of our precious resources.

The 1971 Crying Indian campaign:

- Helped usher in Earth Day and the Environmental Protection Agency
- Motivated 100,000 people in the first four months to request a booklet on how to reduce pollution
- Helped reduce litter by as much as 88 percent by 1983
- Is described as one of the 50 greatest commercials



Sponsor

Keep America Beautiful, Inc.

Agency

Marsteller, Inc.

Campaign Launch

1961

Iron Eyes Cody has lived on in our culture's environmental conscience far longer than the Ad Council ever imagined.

Today, 33 years after the distraught Native American, Iron Eyes Cody, first appeared in an Ad Council public service campaign developed together with Keep America Beautiful (KAB), Inc., a nonprofit that sponsors antilittering initiatives, he is so etched in America's conscience that he continues to act as a solemn reminder of littering and pollution's environmental degradation. Who can forget the disappointed face of the Cherokee Indian atop a horse or in a canoe staring at garbage floating in a pristine river or at trash tossed along the highway?

The sight so dispirited Iron Eyes that it brought a tear to his eye.

"It seems that everyone has seen or heard about the Crying Indian," said Lew Milford, Executive Director of the nonprofit Clean Energy States Alliance. "The Advertising Council's campaign clearly raised the consciousness of people around environmental issues. We had a whole series of environmental issues in the 1960s that were going largely unrecognized. We had virtually no environmental laws to speak of. The Ad Council campaign had some effect on the

environmental laws that were ultimately created just by the Crying Indian making people aware of environmental problems."

Who can say for sure if the Crying Indian is solely responsible for changing a societal norm? But The Advertising Council, Keep America Beautiful, Inc., and Marsteller, Inc., the agency that developed the campaign pro bono, did play a role in changing how America thought about litter and pollution.

Certainly the famous tear played a role in the fledgling environmental movement and ushering in Earth Day in 1971.

"The tear was such an iconic moment," said Robert Thompson, Director of the Center for the Study of Popular Television at Syracuse University. "It was one of those things that really did become a part of the counterculture. Once you saw it, it was

unforgettable. It was like nothing else on television. As such, it stood out in all the clutter we saw in the early '70s."

Though it ended in 1983, the Ad Council's campaign is still recognized today. It is one of the most honored ads in advertising history, winning two Clio awards. In addition, Ad Age and TV Guide described it as one of the 50 greatest commercials. In an

"Keep America Beautiful reported that its local network had helped reduce litter by as much as 88 percent in 300 communities in 38 states, and even in several countries."

TV: "IRON EYES CODY," 1971

ANNCR VO: Some people have a deep, abiding respect for the natural beauty that was once this country; some people don't. People start pollution. People can stop it.



online poll, America Online subscribers voted it one of the two best commercials of the century. Today, the TV Land cable network plays it in a series of "retromercials."

**"Once you saw it,
it was unforgettable.
It was like
nothing else
on television,
as such, it stood out
in all the clutter
we saw in the early '70s."**

"It had a significant impact in actually addressing the issue of litter and getting something done about it," said G. Raymond Empson, President of Keep America Beautiful, Inc. "For our organization, it fueled a very rapid growth. At the time we were shifting

from conducting public awareness messaging exclusively to creating a national network of affiliate organizations that undertook grassroots implementation of our programs to prevent litter. It was an enormous catalyst of that network."

By the time the campaign ended in 1983, Keep America Beautiful reported that its local network had helped reduce litter by as much as 88 percent in 300 communities in 38 states, and even in several countries.

"In the 1950s, the national highway system was evolving and the family 'drive' vacation was born," said Monica Surfaro Spigelman, KAB's Vice President of Communications. "People were throwing their trash out of car windows. Some key people early on said that this was not right. We are a bunch of litterbugs. Then you had brilliant people from the Ad Council who got involved. Initially, it was a matter of awareness. Then, how do you change America's behavior and policies about littering?"

The campaign was launched on May 4, 1971, in Washington, D.C. On hand to promote it was William Ruckelshaus, head of the newly created Environmental Protection Agency, opened one year before.

"The Crying Indian became the cornerstone of the campaign," said Spigelman. "At the end of the commercial, people were encouraged to get a booklet about 71 things you can do to stop pollution."

More than 100,000 copies were requested in the first four months.



Print campaign, 1976

“It is one of the most honored ads in advertising history, winning two Clio awards. Ad Age and TV Guide described it as one of the **50 greatest commercials.**”

When Richard Earle became creative director at Marsteller, the creative concept of the Crying Indian had been retired. “When I asked what happened to the Crying Indian, I was told that was the ‘two years ago’ campaign,” wrote Earle in *The Art of Cause Marketing*. “I remember replying; ‘That’s a little bit like shooting Smokey Bear!’ Needless to say, we brought back the Indian, and the rest, as they say, is a bit of advertising history.”

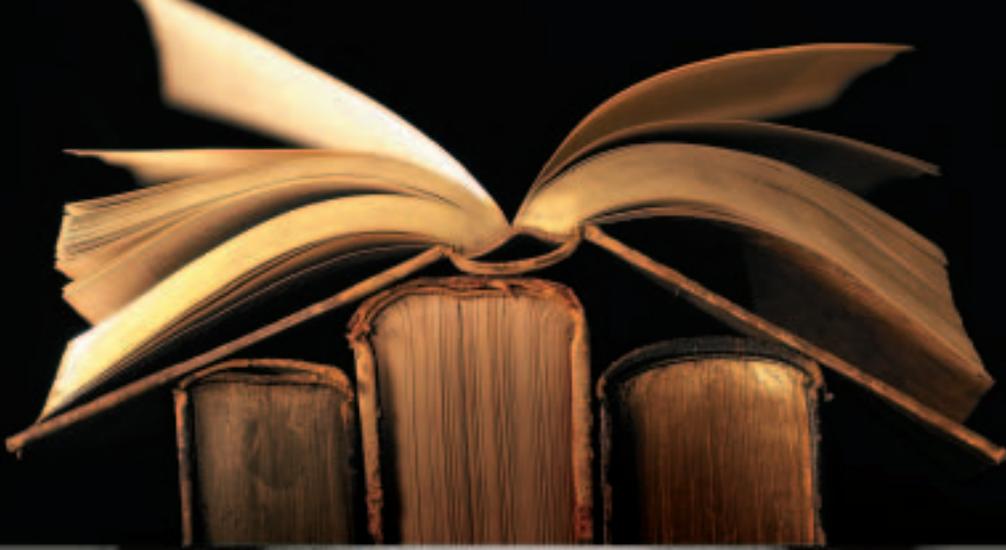
Earle resurrected the Indian in 1975 along with the line: “People Start Pollution, People Can Stop It.”

“Why not? The creative team at Marsteller had created a great icon, and clearly the Ad Council is known for creating icons,” said Earle. “Smokey Bear. McGruff the Crime Dog. The Crash Test Dummies. These are

all very important social marketing icons. Especially to children. Keep America Beautiful found that children were the prime movers of calling attention to littering.”

The long-term effectiveness is born out three decades later in a myriad of ways: people no longer litter with impunity, tough environmental laws keep flagrant pollution in check and as a society we think very differently about protecting our land and water than we did in the 1970s.

“The notion of connecting a media image with an environmental message was first established in that campaign,” said Lew Milford. “That kind of set the bar for using media to make an environmental point. That people still remember an ad that’s 30 years old demonstrates that it was an effective campaign. How many ads do you remember?”



United Negro College Fund

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Public Service Advertising That Changed a Nation



Education has always been a core value of the Ad Council, which is evident in its 32-year support of the United Negro College Fund (UNCF). The Ad Council's commitment has helped change values around education and helped provide access to higher education, especially for hundreds of thousands of African-Americans who might never have gone to college, including Dr. Martin Luther King Jr.

With the help of the United Negro College Fund's 32-year campaign:

- Over 300,000 deserving students have graduated from college
- More than \$2 billion in donations have rolled in to UNCF
- The line "A Mind is a Terrible Thing to Waste" has appeared on everything from PSAs to newspaper advertisements to billboards to T-shirts to bus shelters and kiosks



Sponsor
United Negro College Fund

Agency
Y&R

Campaign Launch
1972

In 1971, Vernon Jordan wanted to boost his organization’s image and put a much-needed pulse in its fund-raising. The now-famous civil rights activist had just taken the job as head of the United Negro College Fund.

UNCF, which provides direct operating support to 39 historically black colleges and universities, makes attending college possible by keeping tuition low at its member institutions and by providing scholarships for students attending more than 850 colleges and universities across the country. Among UNCF’s more prominent alumni are Dr. Martin Luther King Jr., filmmaker Spike Lee, actor Samuel L. Jackson, child activist Marian Wright Edelman, poet Nikki Giovanni and Olympic track star Edwin Moses.

The Advertising Council and Y&R were eager to help. Here was a chance to make a profound difference for African-Americans in need at a time when America was struggling painfully with civil rights issues.

Two Y&R employees, Forrest Long and Paul Rubenstein, were assigned to the campaign. To learn more about UNCF, they visited 10 of its schools, meeting with

their presidents and stepping inside classrooms. What struck Long was a reality that was light-years from the well-to-do milieu he lived in.

“These kids wouldn’t have gone to college if it hadn’t been for UNCF,” said Long. “It was these schools or no education. That made quite an impression on us. Then we came back and started thinking about what we could do.”

“... helped UNCF evolve into an organization that has raised more than \$2.1 billion to help over 300,000 minority students graduate from college.”

But it was a different country in 1971. “We realized that we were at a point in this country where white people were probably not going to be real eager to give money to institutions labeled black,” said Forrest Long. “So we tried to make it color neutral and lift the issue beyond race. It became a human potential issue.”

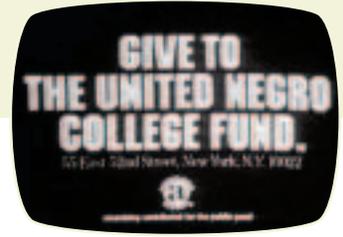
Long and Rubenstein eventually came

up with an enduring campaign tagline: “A mind is a terrible thing to waste.”

The iconic line still lives on 32 years later and has helped UNCF evolve into an organization that has raised more than \$2.1 billion to help over 300,000 deserving students graduate from college.

TV: "DON'T WASTE A MIND," 1972

ANNCR VO: There are people born every day who can make peace, cure disease, create art, abolish injustice and end hunger, but if they don't get an education, they may never get a chance. A mind is a terrible thing to waste.



“The ads got a lot of airtime, plus the donations were coming in. That’s success.”

“I can tell you that from the very beginning, UNCF contributions made a very sharp turn upward once the ads appeared,” said Long. “Contributions were almost level. They’d been

going up very gradually for years. But the minute that ad appeared, the contribution chart went up 45 degrees and kept climbing. I was stunned by it.”

Through the years, the PSAs have morphed as society evolves, but the slogan stays the same. It’s appeared on everything from newspapers to billboards to T-shirts to bus shelters and kiosks. It’s been parodied. It’s been politicized. The tagline now is indelibly part of our cultural lexicon.

“That line is in my own personal hall of fame for commercials,” said Robert Thompson, Director of the Center for the Study of Popular Television at Syracuse University. “Talk about an economy of statement. No matter what you think about busing, integration, where your

politics are, the bottom line is that a mind is a terrible thing to waste. If one looks at the payoff, lots of minority kids going to college, that’s a noble heritage.”

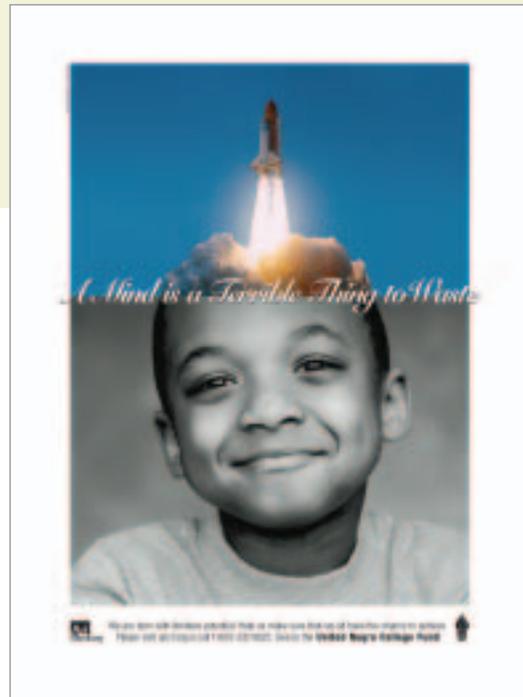
When the Ad Council launched the UNCF campaign in 1972, no one dared imagine how many young lives would be radically altered for the better. One need only look at the number of African-Americans attending college in 1970—522,000—to realize the power of the campaign, which tugs at one’s sense of what’s morally right, then implores Americans to reach for their checkbooks and be generous. Americans responded. In 2004, 2.1 million African-Americans are attending college.

Donated media time tells another story about the campaign’s success. Since 1980, the UNCF ads have earned more than \$700 million in donated media. “A partial measure of success for the campaign is how often the media run the ads,” said Marvin Waldman, who directed the campaign for Y&R from 1983 to 1999. “The ads got a lot of airtime, plus the donations were coming in. That’s success.”

Print campaign, 2004

“For more than 30 years, the Ad Council has been a great partner of the UNCF,” said William H. Gray III, former President and CEO of UNCF. “Through our partnership with the Ad Council, we have been able to spread the message of the importance of expanding access to higher education for low-income students.”

By sticking to the singular message that every deserving child should go to college, more and more African-American teens are able to realize their dreams.



“Talk about an economy of statement.

No matter what you think about busing, integration, where your politics are, the bottom line is that
a mind is a terrible thing to waste.”

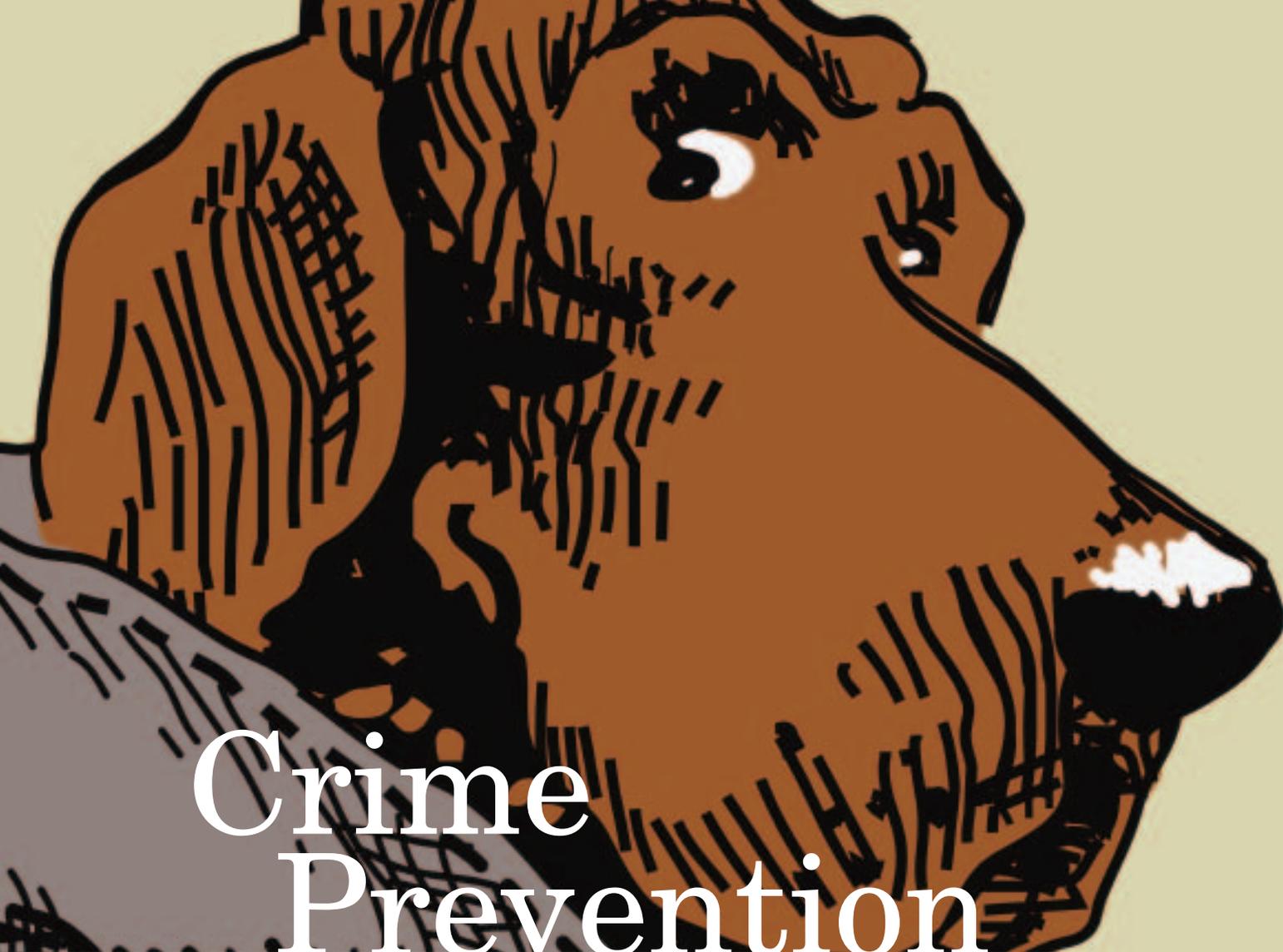


RADIO: “SCHEDULE,” 2003

FEMALE STUDENT: I know being a college freshman is supposed to be tough, but let me tell you about my schedule this semester—all 18 credits. Every Monday, Wednesday and Friday, I have American Lit at 8:05... a.m. Then I only have 15 minutes to get to my 9:15 Ethics and Value Theory class—all the way across campus. Then in the afternoon, Calculus One.

On Tuesdays and Thursdays, I have two lectures that go throughout lunch. Sociology of Families, then Intro to Microbiology... (whispers) Pre-Med. And finally, I have a double lab that ends around 9:00 p.m. Anyway, I just wanted to say... thank you.

ANNCR VO: If a kid will do whatever it takes to get through college... What will you do to send her there? Please support the United Negro College Fund and call 1-800-332-UNCF. Because a mind is a terrible thing to waste. A public service brought to you by UNCF and the Ad Council.



Crime Prevention



Crime is a perennial problem that once seemed too big and inevitable to do anything about. It's just that kind of feeling of helplessness that the Ad Council seeks to change by providing Americans the tools to take charge of their lives and make their communities safe havens, free of crime and fear.

Since McGruff first appeared on the scene:

- Over 75 percent of Americans believe they can do something to stop crime
- More than 20 million Americans belong to Neighborhood Watch groups
- McGruff has become synonymous with friendly, trusted, smart and caring
- He's become a valuable weapon for cash-strapped police departments in delivering crime prevention tips



Sponsor

The National Crime Prevention Council

Agency

Dancer Fitzgerald Sample (now Saatchi & Saatchi)

Campaign Launch

1980

The inspiration for one of the Ad Council's most successful public service campaigns came to adman Jack Keil in an airport in Kansas City.

In 1979, a group of law enforcement officers and government agencies, which later formed the National Crime Prevention Council, came to the Ad Council seeking a public service campaign to educate Americans on how their involvement can reduce crime. The Ad Council tapped ad agency Dancer Fitzgerald Sample (now Saatchi & Saatchi), where Keil was Creative Director. He understood that people felt vulnerable in the face of rising crime but was at a loss as to how to empower them.

"The attitudes we found in focus groups were that crime is always there and there's nothing we can do about it," said Keil. "This was kind of a

downer. Except when we got to the specific question: If there was something simple you could do, would you do it? They said yes. Out of this came a creative strategy that said we can't defeat crime, but we can work against it by taking a lot of little things and putting them together."

Then came the question: how to execute it? On his way home from California, Keil's plane broke down in Kansas City, and he spent hours brainstorming at the airport.

"First I thought of the strategy of little things," recalled Keil. "Maybe we ought to

have some sort of cartoon figure like Smokey Bear. Maybe an elephant who would stomp on crime. A lion to roar at crime. Then I went back to what are we trying to get people to do. We are trying to get them to do little things. Take little nips. Bites."

Keil flew out of his seat. Eureka!

"Bite. Bite. Take a bite out of crime!" said Keil, now 81. "Then I instantly thought of a cartoon dog. An animal that takes a bite is a dog."

Thus, 25 years ago in an airport lounge, McGruff the Crime Dog®, a trench-coat-wearing, soulful-looking canine, was born. The ads, which first appeared in 1980, portray McGruff as a wise but warm adviser who can put a paw on your shoulder to reassure you and show you what to do.

Jack Keil's enactment of the McGruff character was so convincing in early presentations that he was unani- mously selected to portray McGruff's distinguished voice in all campaign ads. He continues as the voice of McGruff to this day.

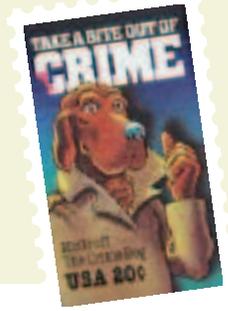
McGruff advocates that people take at least small steps like locking doors, leaving lights on at night and enlisting neighbors to watch their houses when away. He promotes safety on the street, at work, at home, in school, in the neighborhood and on the road. The ideas are simple and easy to execute. Anyone can participate just by doing one thing.

“... rather than feeling helpless, more than three out of four Americans believe that they can personally do things to reduce crime.”



Sticker used in McGruff neighborhoods

McGruff Commemorative
U.S. postage stamp, 1984



“Because of the longevity and depth and breadth of the campaign, McGruff is instantly recognized. There’s a trust in that character and, therefore, credibility in the message. That’s important.”

This shift is recognized by experts as helping to turn around many crime statistics. Today, with the campaign’s help and over \$1.3 billion dollars in donated media since 1980, rather than feeling helpless, more than three out of four Americans believe that they can personally do things to reduce crime.

McGruff and his take-charge advice have helped turn apathy into action. This is borne out in a 1993 study by a professor at the University of Wisconsin that examined the impact of the National Citizens’ Crime Prevention Campaign, including the Ad Council’s crime prevention PSAs. Nearly one-third said they had learned something from the PSAs. Twenty percent said they had taken specific preventive actions.

“The common denominator for our campaigns is what individuals can do and what they shouldn’t do,” said Ad Council President and CEO Peggy Conlon. “It’s very much centered on the importance of individual action.”

McGruff ads drove people to NCPC for more information. When the public service spots first appeared in 1980, more than 300,000 people requested copies of the “Got a Minute? You Could Stop a Crime” booklet. Over time, more than a million copies were mailed. One suggestion included in the booklet was to join a Neighborhood Watch. Today more than 20 million Americans belong to Neighborhood Watches in thousands of communities.

“Ninety percent of the law enforcement community said they knew about the campaign materials and used them,” said Jean F. O’Neil, NCPC Director of Research. “The campaign helped us get down to the ground because of the quality and reach that we have through the Ad Council.”

Initially, adults were targeted. Then teens and children were added to the audience mix. Saatchi & Saatchi, along with the Ad Council and NCPC, continuously worked to keep McGruff fresh. McGruff is seen as a friendly, concerned, reliable source of advice. The Crime Dog is especially effective in reaching kids in his “aw-shucks,”

TV: "MIMI MARTH," 1983

MCGRUFF: This is Mimi Marth, eyes and ears patrol of Hartford, Connecticut. There's 126 of them, regular people like you and me working together against crime. You know, when it comes to preventing crime, people like Mimi really make a difference. So could a person like you... take a bite out of crime.



easy way through ads, billboards, comic books and games. Or he might visit schools or community programs (there are over 2,000 costumes and thousands of McGruff puppets) to teach children how to stay safe or give them advice on dealing with bullies or how to report crime. Or he may remind parents of ways to work with kids on these issues.

McGruff's name has become synonymous with friendly, trusted, smart and caring. A 1999 study showed that adults felt he was a good source of information and kids saw him as reliable and helpful. Adults who know the Crime Dog are consistently more likely to take preventive measures and to be involved in preventing crime in their neighborhoods.

"McGruff's antibullying campaign tells kids to try talking it out and if they can't, then he tells them to walk away. Kids respond to that kind of advice coming from a likeable figure," said Nancy Lee, co-author with marketing expert Philip Kotler of *Social Marketing: Improving the Quality of Life*.

The Ad Council's crime prevention campaign has been a boon to law enforcement, said Lucy Gerold, Crime Prevention

Chairman for the International Association of Police Chiefs.

"The campaign has made it possible to widely deliver crime prevention messages, especially for communities and police departments who don't have advertising and promotional resources, which is the majority of police departments," said Gerold, also Deputy Chief of the Minneapolis Police Department. "Because of the longevity and depth and breadth of the campaign, McGruff is instantly recognized. There's a trust in that character and, therefore, credibility in the message. That's important."

Al Lenhardt, who recently took over as President and CEO of the National Crime Prevention Council, sees a bright future for the anticrime canine: "McGruff is the nation's crime prevention icon. He is a partner to communities throughout the country in their local crime prevention programs. McGruff is as relevant today as he ever was, and children and adults respond well to his important messages about safe and sound communities. He will continue to deliver these messages to help us protect our communities."



Drunk Driving Prevention



The Ad Council attempts to change unhealthy or dangerous societal norms. Not too long ago, one norm that we'd all grown accustomed to was the familiar bartime refrain "One more for the road." That phrase is rarely uttered anymore. What's more, keeping drunk drivers off the roads has become a dynamic movement involving young and old, friends and spouses preventing loved ones from driving drunk.

With the help of the Drunk Driving Prevention campaign, begun in 1983:

- The proportion traffic fatalities caused by alcohol-related crashes has dropped from 60 percent in 1982 to about 45 percent today
- The term "designated driver" is now part of the American vocabulary
- 62 percent of Americans said they tried to stop someone from driving drunk
- 90 percent of adults are aware of the tagline "Friends Don't Let Friends Drive Drunk"



Sponsor

U.S. Department of Transportation

Agencies

Foote Cone & Belding/
Leber Katz Partners,
Chiat/Day/Mojo,
Wells Rich Greene/BDDP,
Bozell, DDB Worldwide

Campaign Launch

1983

In the early 1980s, the U.S. Department of Transportation realized it had a serious problem on the nation’s roads. Something drastic needed to be done.

“What we recognized was that we were losing more than 26,000 people a year in alcohol-related crashes,” said John Moulden, President of the National Commission Against Drunk Driving. “We had to figure out what we could possibly do to stem those figures. What transpired was dramatic.”

In 1982, government data showed that 60 percent of all traffic fatalities were caused by intoxicated drivers.

In 1983, when Moulden worked with the National Highway Traffic Safety Administration (NHTSA)—charged with reducing traffic injuries—the agency asked The Advertising Council for help.

NHTSA badly needed a national strategy to reach a country that saw drinking and driving as socially acceptable.

“One of the ways we thought about changing behavior was through advertising,” said Kathryn Henry, a Program Analyst who joined NHTSA 12 years ago. “It’s the best way to reach a majority of the people.”

NHTSA’s request nicely dovetailed with The Advertising Council’s mission to create powerful advertising to solve important public issues. The strategy is often the

same. Educate Americans about a serious societal problem it faces and encourage a necessary change in behavior. It assigned the first spots to the ad agency Leber Katz Partners, which later was absorbed into Foote Cone & Belding.

As with all preliminary Ad Council campaigns, research was conducted to help inform the campaign strategy and outside studies were scrutinized. One particular

study by Harvard University indicated it would be more effective to target a drunk driver’s spouse and friends because they’re in the best position to take away the keys.

“The original campaign was a real breakthrough,” said Ruth Wooden, President of The Advertising Council from 1987 to 1999. “Instead of going after the drunk driver, the

strategy was to try to direct the message to the person who could stop someone from driving drunk. It’s called the Intervener Strategy. It’s absolutely brilliant.”

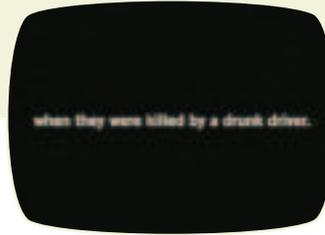
The initiative also became the progenitor for the designated driver—another breakthrough concept where the driver agrees to not drink. Bartenders and restaurants still offer free food and sodas to encourage designated drivers. Nobody had ever talked about designated drivers before this campaign.

“The ads gave people a sense that they could do something about it by really playing on the intervener role.”

TV: "WIGGINS KIDS," 2001

(SFX: Movie Projector) Sara Wiggins... Taylor Wiggins... and Brandy Wiggins... were in this car...

(SFX: Ominous Rumble Followed by Silence)... when they were killed by a drunk driver. Friends Don't Let Friends Drive Drunk.



**“62 percent
(of Americans)
said they had tried
to stop someone from
driving drunk.”**

Soon “Friends Don’t Let Friends Drive Drunk” was replacing “One More for the Road.” The ads were practical. They accepted that people will drink but advocated that if they down a few Scotches, let someone else drive. The early ads were edgy. Wine glasses or beer mugs were raised high in a toast. Instead of the expected sound of glasses clinking, brakes screech and glass shatters in a deadly crash. “You talk to college kids today and they use designated drivers. It’s just something most people do. We’ve made a real impact,” said Ad Council President and CEO Peggy Conlon.

The ads were effective. A 2002 Ad Council survey showed that 90 percent of adults were aware of advertising with the tagline “Friends Don’t Let Friends Drive Drunk.”

The Ad Council doesn’t take sides or push for legislation. But experts say the campaign inspired legislative changes. Soon politicians enacted tough state laws setting a strict allowable blood alcohol content.

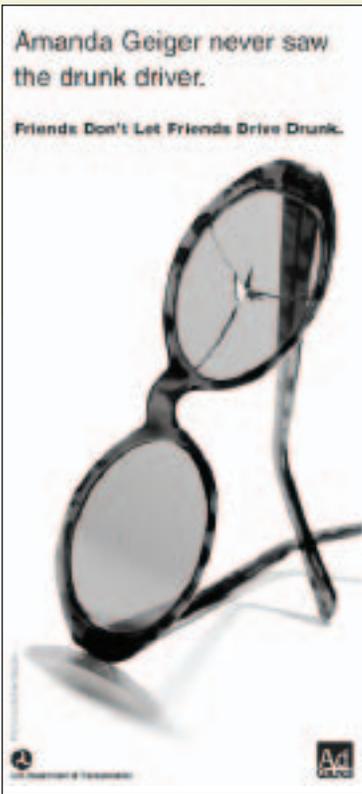
The ads had another effect. By 1993, the percentage of traffic fatalities due to alcohol-related automobile crashes had dropped to 45 percent, from 60 percent in 1982. “The period between 1981 and the mid-1990s was marked by an unprecedented downturn in drunk driving deaths,” said

John Moulden, who has worked on this issue since 1972. “Those of us who’ve been in the field a long time were astounded by the tremendous reduction. It showed we really could reduce the number of drunk driving deaths.”

A norm had been changed. “It became socially unacceptable to drive drunk,” said Moulden. “The norm shifted from seeing drunk driving as only a social faux pas, but everybody still does it, to recognizing the horrible consequences to real people. The ads gave people a sense that they could do something about it by really playing on the intervener role.”

When the Ad Council switched agencies, using Wells Rich Greene in 1993, they refreshed the campaign’s strategy. Each of the Ad Council’s 50 campaigns are periodically refreshed to communicate the most current and effective messages.

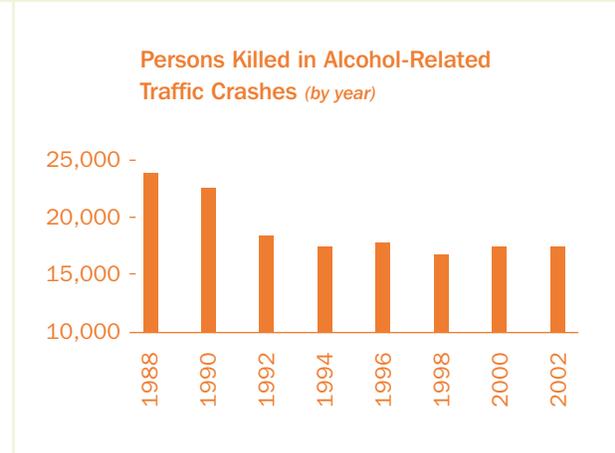
This time, the focus would be on the innocent victims—though the intent was still to stop drunk drivers from hitting the road. It was so simple. So inexpensive to produce. So amazingly effective. They used home videos and the victim’s possessions. They showed John Elliot graduating from the United States Naval Academy, just two months before a drunk driver fatally



Print campaign, 2001



Print campaign, 1999



Source: NHTSA.

crashed into him, and Carissa Deason's shoes—which were found 46 yards from her car that was hit by someone who had been drinking and driving.

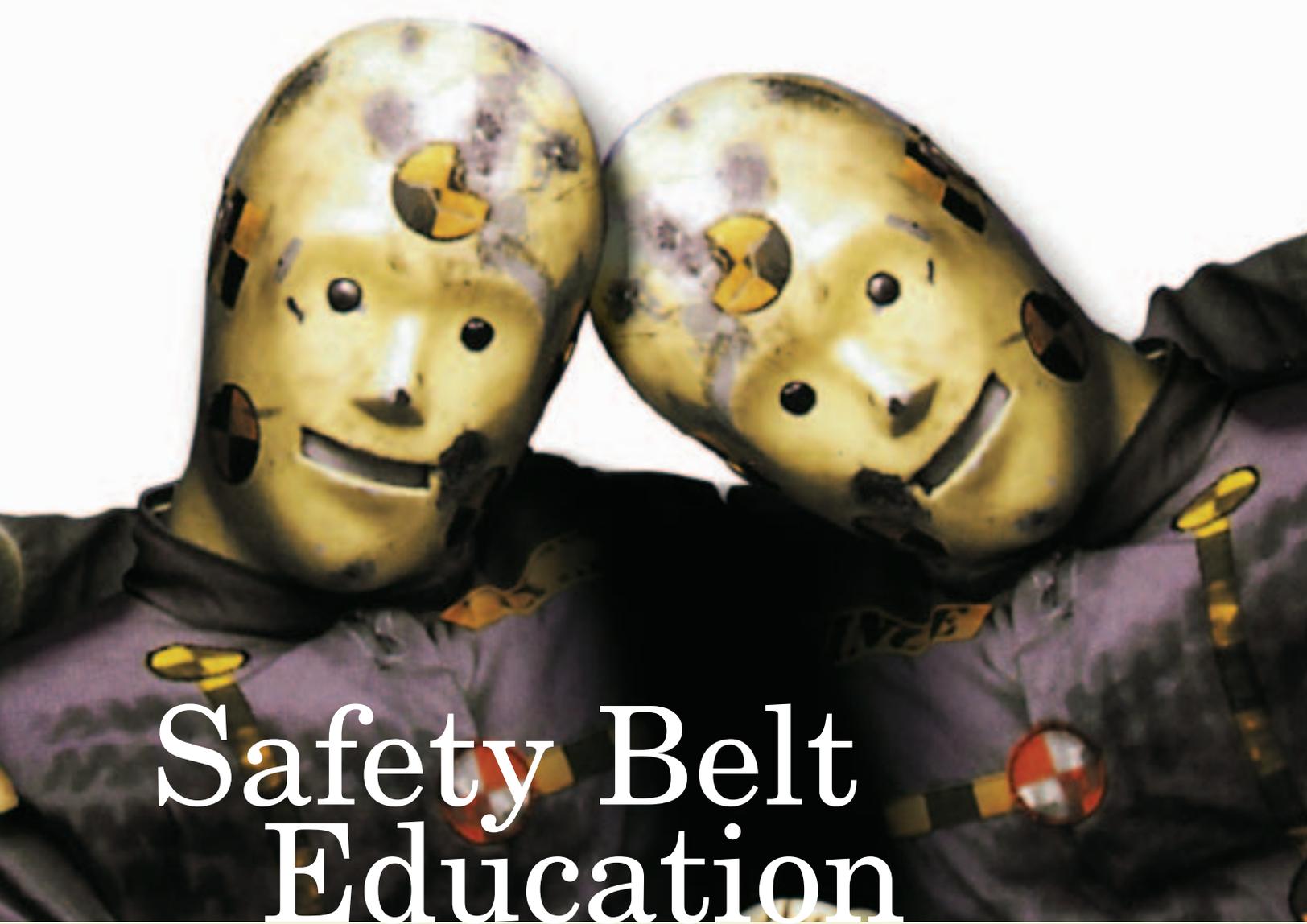
“They really broke through the clutter and resonated with PSA directors and the public,” said NHTSA’s Kathryn Henry. “They made everyone cry. I’d get calls from people saying what a great campaign it was and then asking if they could have a copy for their brother, sister, husband or daughter. I spent a lot of hours on the phone talking to people who had lost family or friends because of a drunk driver.”

Such a simple campaign had a huge impact. The drunk driving PSAs were earning an average of \$68 million in donated media time each year. Between 2001 and 2002, 71 percent of Americans knew about the campaign. But more important, 62 percent said they had tried to stop someone from driving drunk.

The once astronomically high figure of 60 percent of all traffic fatalities caused by an alcohol-related automobile crash had dropped dramatically in 15 years. By 1999, the figure had decreased to 40 percent.

What transpired is responsible for saving thousands of lives—lives that might have been lost had it not been for the Ad Council’s drunk driving prevention campaign, citizen activists and a myriad of state laws.

“I just wanted to say how much your commercials have helped me,” wrote a 17-year-old in an e-mail. The ads “have really touched me. I am one less person you have to worry about when it comes to drinking and driving. Also, I will stop my friends if I can. KEEP UP THE GOOD WORK!!!!”



Safety Belt Education



Over the years, the Ad Council has been deeply involved in trying to make American lives safer and better. By building critical mass, Ad Council campaigns often lead to policy changes that result in creating a safer society. Such is the case with the safety belt education campaign, which recently came to a successful end. Today, an overwhelming majority buckles up through force of habit.

In 1985, only 21 percent of Americans bothered to buckle up. Today:

- 79 percent of Americans regularly buckle up
- Safety belts save 14,000 lives each year
- Using safety belts is now considered the norm
- It's the law in 49 states



Sponsor
U.S. Department of
Transportation

Agency
Leo Burnett

Campaign Launch
1986

Nearly four decades ago, on January 1, 1967, the federal government mandated that car manufacturers include safety belts in every car, truck and van. But that didn't mean people used them. It's taken a long time to make buckling up de rigueur.

Many adults today still remember childhood vacations where kids roamed freely inside family station wagons, climbing over seats to escape an annoying sibling. Snapping into a safety belt just wasn't part of the picture. But that changed in the early 1980s when the federal government decided—based on scientific evidence—that it was far safer if everyone in a car buckled their safety belts, the most effective safety device inside a car.

The movement began in 1985, when the U.S. Department of Transportation (USDOT) approached the Ad Council asking to develop a national safety belt education campaign. It was becoming increasingly clear that safety belts could save lives. The Ad Council chose Chicago agency Leo Burnett to do the creative work. "At the time, Elizabeth Dole was head of USDOT, and she was very supportive of this," said Jill Baskin, who worked on the safety belt campaign for Burnett. "USDOT was very open to any ideas. They'd done tons of research. But they were stuck."

“We’ve been tremendously successful in moving safety belt use from 21 to 79 percent.”

Surveys then showed that 80 percent of Americans thought wearing safety belts was a terrific idea. Yet in 1985, only 21 percent bothered to buckle up. The National Highway Traffic Safety Administration (NHTSA), the agency within USDOT that works on the campaign, had tried a factual approach. They'd even tried showing gruesome deaths that could have been prevented if only safety belts had been used. Nothing was working.

Then the Ad Council and Burnett team hit on a new concept for public service advertising: humor. "We thought putting on a safety belt is sort of like taking medicine," said Baskin. "No one likes to take it, but if you sugarcoat it, it goes down easier. Our version of sugarcoating was getting people to change their behavior by using humor. Vince and Larry were born. By using humor, we tried to make it something you wanted to listen to rather than something you shut out."

Vince and Larry, for the uninitiated, are the talking Crash Test Dummies known for their wry sense of humor. In the ads, viewers saw a safety beltless Vince and Larry thrust violently into the windshield during a high-speed crash. They could see without wincing what happens when you don't snap your safety belt.

TV: "DOUBLE DATE," 1990

LARRY: Gosh, Darlene, it sure is amazing how much we have in common. **DARLENE:** I know, Larry. We both were in three-car pileups. We both were built in Buffalo. **LARRY:** And we both know wearing safety belts helps save thousands of lives. I wish

they understood. It's all worth it to get people to buckle up.

VINCE: Hey, lacerated lovebirds, I sense a major crush. (SFX: Crash) **ANNCR VO:** You could learn a lot from a dummy. Buckle your safety belt. **JANET:** Talk about head over heels.



“Using safety belts is now considered the norm, and now it’s the law in 49 states. That’s progress.”

“You could learn a lot from a dummy.... Buckle your safety belt,” said the tagline.

Vince and Larry quickly took on a life of their own, becoming part of the popular culture. There are Vince and Larry costumes, cartoons, posters and even a rock band. Public service advertising directors loved the dummies. They ran the ads often because they were so refreshingly clever and funny. Even kids liked to watch them, thus planting a seed. Today, it is often children who remind adults to buckle up.

During Vince and Larry’s first six years, the safety belt campaign earned more than \$337 million in donated time and space. “We were almost always in the top five of the Ad Council’s donated media campaigns,” said Baskin, who worked on the account from 1988 to 2002. “Quite often Safety Belt Education was number one.”

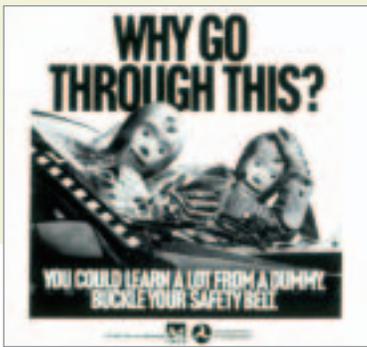
But more importantly, the Ad Council campaign got people to pay attention. By the early 1990s, safety belt usage was at 59 percent. By 1999, when 67 percent of Americans were using their safety belts, Vince and Larry quietly retired.

“At the time that Vince and Larry ran, those ads moved people from precontemplation to a behavior change,” said Nancy Lee, co-author of *Social Marketing: Improving the Quality of Life*. “At the time, using the safety belt wasn’t the norm. Now it is.”

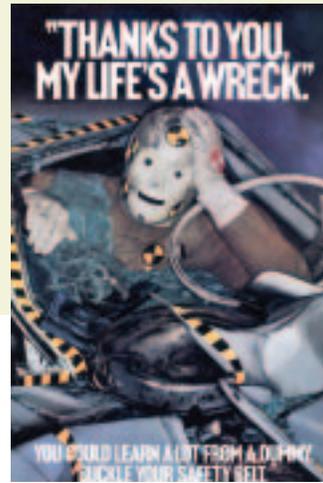
With the Ad Council and Leo Burnett, “we definitely hit a home run using the Crash Test Dummies,” said NHTSA spokeswoman Kathryn Henry. “Of course, we can’t attribute it all to Vince and Larry. But if you look at the role of advertising, these Ad Council ads were groundbreaking.”

While the target goal has been reached, it was decided that the campaign would be re-evaluated. Research showed the need to turn attention to part-time safety belt users. These are the people who faithfully buckle up on the highways but don’t bother to for short distances.

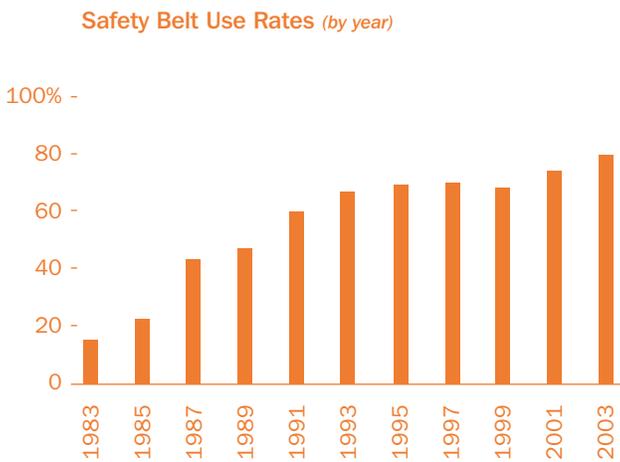
In one ad, a sleepy husband indulges his pregnant wife’s yen for ice cream at midnight. It’s just a quick trip to the store, why buckle up? As he’s backing out of the driveway, from out of nowhere, he’s broad-sided. “Didn’t see that coming? No one ever does” reads the tagline.



Print campaign, 1988



Print campaign, 1986



Source: NHTSA

“During Vince and Larry’s first six years, the safety belt campaign earned more than **\$337 million** in donated time and space.”

“These spots imply that even if it’s someone else’s fault, the person would have come out better if they’d been wearing safety belts,” said Henry. “The implication in this round of the campaign is that one never knows what is coming, so be prepared.”

NHTSA estimates that each year safety belts save 14,000 lives while another 7,200 die because they do not use belts. “Thousands of lives have been saved by the campaign, because we convinced a lot of people to change their behavior,” said Conlon. “Today, we’ve been tremendously successful in moving safety belt use from 21 to 79 percent.”

While the Ad Council won’t design advertising to influence the passage of legislation, sometimes campaigns play a role in creating an environment for legislative action. Today, all states save New Hampshire have enacted laws mandating safety belt use.

“Using safety belts is now considered the norm, and now it’s the law in 49 states,” said Kathryn Henry, who has worked on the safety belt education campaign for 12 years. “That’s progress.”



I am an American



In 1942, prompted by the recent attack on Pearl Harbor, the newly formed War Ad Council produced public service advertising designed to generate support for the war effort. More than 60 years later, the Ad Council returned to its roots to help the nation recover after the attacks of September 11th.

By responding so quickly to 9/11, this campaign:

- Helped reinvigorate Americans' sense of pride and appreciation for our freedom
- Motivated a deluge of e-mails from Americans asking for copies of the PSA and expressing their gratitude for the ads
- Showed how quickly the ad industry can come together in a time of crisis



Sponsor
Ad Council

Agency
GSD&M

Campaign Launch
2001

On September 11, 2001, the country as we knew it changed forever. The Ad Council instantly recognized that it needed to find ways to communicate messages to help Americans cope with the horror and ease their pain.

And their response to 9/11 was unprecedented.

“We reached out to the organizations that were providing disaster recovery—American Red Cross, United Way and the City of New York to name a few,” said Ad Council President and CEO Peggy Conlon.

“We offered any and all help that we could to support and distribute their messages. Many of them took us up on our offer, and we were soon producing and distributing many important messages even though they weren’t Ad Council campaigns.”

At the same time, Roy Spence, President of the Austin, Texas-based GSD&M, had personally experienced the tragedy of 9/11 and wanted to do something to soothe a wounded nation. Spence and 10 others were about to meet with a client near Washington, D.C., on September 11th, when the second plane struck. They wanted to get home to get to work on helping to heal the nation but ended up working from the road.

Within days, Spence was at work on creative concepts while the Ad Council was seeking donated media time. Never before had an Ad Council campaign taken off this quickly.

“Everybody was doing something, giving blood, going to New York City to work on the recovery,” said Spence. “We were stuck in a van. My biggest concern was from an American standpoint, I worried that in the

“It was a tremendous collaborative effort that shows how quickly the ad industry can respond when it is needed most.”

process of wanting to strike back at our enemies that we would strike one of our own because of the way he or she looked, their religion, their ethnicity or their accent.”

They decided to do what they do best: advertising. They’d do a public service advertising campaign. As they drove south,

Spence and crew brainstormed. “We got pretty excited,” said Creative Director David Crawford. “Then we quickly went to, How are we going to pull this off?”

“I called the office and said we have got to find directors and grips who will donate their time,” said Spence. “We’ll cover all the costs.”

By Thursday, GSD&M folks were burning up phone lines asking for creative help. “It was like everybody was just looking for something to do to help,” recalled Crawford. “They all said, ‘Sure,’ and just began shooting.”

TV: "I AM AN AMERICAN," 2001

The PSA features people of many ages, races and religions proudly stating "I am an American." The spot ends with the Latin words *E pluribus unum*, which mean "Out of many, one." That phrase communicates that out of many faces, religions, geographical backgrounds and ethnicities, we are one nation.



“PSAs were produced, hand delivered to all broadcast and cable networks, and on the air within ten days of the attacks.”

Photographers filmed scores of Americans of every background and age imaginable in Los Angeles, San Francisco, Chicago, Reno, Dallas, Austin and Raleigh. By the time the spots were completed, over 100 people had donated their time and talents.

In the meantime, Spence and Conlon were talking.

The Ad Council agreed to accept and distribute the PSA as quickly as they got it, and through communications with the White House, worked with Laura Bush to film a spot encouraging parents to talk to their children and comfort them. Both of these PSAs were produced, hand delivered to all broadcast and cable networks, and on the air within 10 days of the attacks. Eventually the PSAs received almost \$29 million in donated media.

Usually a sponsoring organization presents an issue to the Ad Council. If it agrees to produce a campaign, a volunteer ad agency is recruited. The process of bringing all partners together through final distribution can take from nine to 12 months or longer. But not this time.

“We could not have gotten it out so quickly without the Ad Council,” said Eric Webber, GSD&M’s communications director. “There was an element of trust because we

had worked together before. We trusted they could pull it off quickly and get it seen. They trusted us from a creative point of view. It was a good partnership.”

Meanwhile, the spot lacked an ending.

Then on Sunday at 2 a.m., Spence awoke with the line “*E pluribus unum*” running through his head. “I couldn’t figure out why this thing was coming out of the blue,” said Spence. He turned to the Internet. “One screen popped up. It said that ‘*E pluribus unum*’ was the first motto of the United States of America. I still have chills.”

E pluribus unum. “Out of many, one.” Our founding fathers provided a perfect ending.

Ten days after the attacks shook our world, the spots aired. The Ad Council distributed the PSAs to thousands of media outlets. They ran heavily on TV that weekend and continued through the end of the year.

“I think ‘I am an American’ may be the most important work we have ever done,” said Spence to a group of advertising executives. It was equally important in the Ad Council’s ongoing Campaign for Freedom, which has produced three phases of a PSA campaign since “I am an American” encouraging citizens to appreciate, cherish and protect freedom.



As soon as the spots aired, the Ad Council began receiving phone calls and e-mails from Americans throughout the world. Many asked for copies. More than 100 electronic and VHS copies were distributed at no cost. Grateful e-mails streamed in. Here's a sample:



Chris Bailey saw the spot at the Atlanta airport in September.

“What followed was something I’ve never seen in an airport before,” he wrote. “As the PSA played, more and more people stopped to watch. By the time the PSA was over, there were at least 40 people gathered around just that one monitor. With smiles on our faces, we broke up and went about our business. I just want to congratulate you on such a successful campaign and thank you for helping make the day a little brighter.”



Wendy Olson e-mailed in late September.

“I was just sitting on my couch, flipping through channels saturated in the destruction and fallout of the 9/11 attacks and the hate that had spilled out of it. Then comes an ad, your ‘I am an American’ ad. Brilliant! Thank you. Not in a ‘it made me feel nice’ kind of way. But in a ‘you have done something important’ kind of way. It is beautiful. Timely. Encouraging.”

“I would say the campaign received easily over 500 e-mails. Maybe it’s closer to 1,000,” said Judy Trabulsi, one of GSD&M’s founders. “It’s just totally amazing that almost three years later there is still so much interest in a spot that ran for maybe three or four months in 2001.”

Both the Ad Council and GSD&M still get requests for copies from teachers wanting to share the commercial with their classes, human resources executives wanting to incorporate it into diversity training and everyday Americans who want it for inspiration.

“It was a tremendous collaborative effort that shows how quickly the ad industry can respond when it is needed most,” said Ad Council President and CEO Peggy Conlon. “The unprecedented volunteer effort by the advertising industry was our gift to America.”



Mentoring



The Ad Council looks for issues where it can make a difference by addressing critical social gaps in our society. Research overwhelmingly shows that a caring adult in a child's world makes a huge difference in that child's future outcome. But some 14 million children aren't so lucky. Mentoring could be the answer.

As a result of this campaign, misunderstandings of what it means to be a mentor were corrected and:

- Applications to become a mentor increased by 75 percent
- Unique visits to www.bigbrothersbigsisters.org tripled
- Nearly 30,000 people called for information



Sponsor

Big Brothers Big Sisters of America

Agency

Lowe Worldwide

Campaign Launch

2002

For 98 years, the Big Brothers Big Sisters program operated by word-of-mouth and longevity. The program grew and became familiar in communities across the country. Two years ago, the mentoring organization decided to try something different.

“We started going through a new growth period in 2000 and put together a plan,” said Judy Verdenburgh, President and CEO for Big Brothers Big Sisters of America (BBBSA). “The basic challenge we were addressing was how to recruit volunteers.”

The timing couldn't have been better. In the mid-1990s, the Ad Council launched its Commitment to Children initiative, aimed at helping children maximize their potential for success. According to Ad Council President and CEO Peggy Conlon, “Mentoring was one of the issues important to our Commitment to Children because structured one-on-one relationships have been proven as a highly effective way to help kids at risk to stay on track.”

In fact, study after study shows that effective mentoring can help kids get better

grades, improve school attendance, avoid drugs and strengthen their own family relationships.

“We did produce a wonderful mentoring campaign with Save the Children, but unfortunately its funding ran out,” said Conlon. “Fortunately, we've become much more proactive over the last several years in identifying potential campaign sponsors, so we asked ourselves: ‘Who do you think of

when you think of mentoring children?’ And Big Brothers Big Sisters was the answer.” BBBSA is the oldest and largest youth mentoring organization in the United States.

But the organization faced a huge challenge in overcoming a common misperception that mentors had to be as selfless as Mother Teresa. Research showed that while most thought it noble to mentor any of the 14 million at-risk

children, they shied away from it because they feared they weren't up to the task.

“Many people place mentors on a very high pedestal and assume you have to be a flawless human being to be a mentor,” said Margaret Mark, whose marketing consulting firm was hired to work on developing

“... mentoring can help kids get better grades, improve school attendance, avoid drugs and strengthen their own family relationships.”

TV: "OFFICE," 2002

BIG: And that's the office. **LITTLE:** Uh-huh. **BIG:** Oh, those are my territories. **LITTLE:** Uh-huh. **ANNCR VO:** Think being a Big Brother means taking time out of your schedule to tutor a kid in

algebra? Think again. To learn more about becoming a Big Brother or Big Sister, call 1-800-412-BIGS.



Website visits tripled in the first 4 months after the launch.

the very effective strategy. "They also had the image of the child as desperate and that their role would be similar to that of a surrogate parent. For many, that's just too overwhelming."

Once a strategy was chosen, Lowe Worldwide, the volunteer advertising agency, produced ads emphasizing the simple moments of mentoring. They celebrate the simplicity of a friendship—the magic that can result from an adult and a child just blowing bubble gum together, eating ice cream or throwing pencils at an office ceiling to see if one will stick.

"What you want to do is show that mentoring is highly doable by mere mortals," said Gail Manza, Executive Director of MENTOR/National Mentoring Partnership. "Many would-be mentors do feel that they are altogether not good enough. It's really important to strike at the heart of that concern. These ads did that."

Ad Council testing in July 2003 showed that awareness of the new ads increased significantly to about a fifth of the public. "It was a breakthrough to use humorous,

fun ads," said Mark. "Once the interviewees realized these kids didn't need to be rescued and that they could remember as kids once having had people in their lives who did something wonderful or transformational, they wanted to repeat that for other kids."

The ads were shown predistribution to prospective volunteers. "The results were very positive," said Mark. "The ads seemed to go a long way toward changing inaccurate perceptions. This was one of the most remarkable turnarounds I've seen."

And the Ad Council has the results to prove it. "In the first year, we had over \$40 million in donated media. There's no way we could have done that on our own," said Mack Koonce, Executive Vice President and COO for Big Brothers Big Sisters of America. "And if we did spend that kind of money on media, we'd serve fewer kids. It turned out to be great for us."

"A danger with a lot of ads is that they become memorable and catchy but they don't move the needle," said Alan Andreasen, Georgetown University Marketing Professor and co-author of *Strategic Marketing for Nonprofit*

Applications to be a mentor increased by 75%

Organizations. “Social marketing is more focused on getting people to action. To the extent the Ad Council ads focus on getting people to do things, like calling the toll-free number or logging on to the website to become a mentor, those are the most powerful campaigns.”

Clearly, the latest Big Brothers Big Sisters campaign moved the needle. In just two years, the results are dramatic.

- In the first six months of the campaign, there were nearly 30,000 calls to the toll-free number.
- The number of average monthly unique visitors to the website (www.bigbrothersbigsisters.org) tripled, from around 26,000 per month before the launch to over 75,000 per month in the first four months after the launch.
- In the first eight months after the campaign was launched, applications to be a mentor increased by 75 percent.

And the ads continue to be effective. A 2003 Ad Council survey indicated 54 percent of adults report seeing or hearing something in the media about BBBSA. In a survey a year before, only 40 percent did.

“The ad campaign was the key to our sustained growth,” said Koonce. “We’ve had double-digit growth in terms of matches before the Ad Council campaign. But the larger you get, the harder it becomes to keep growing. We think the Ad Council has kept us growing.”



RADIO: “GUIDING LIGHT,” 2002

ANNCR VO: Big Brothers Big Sisters is looking for volunteers to be a guiding light for today’s youth. Do you have the right qualifications? Let’s find out.

BOY 1: Can you burp the alphabet?

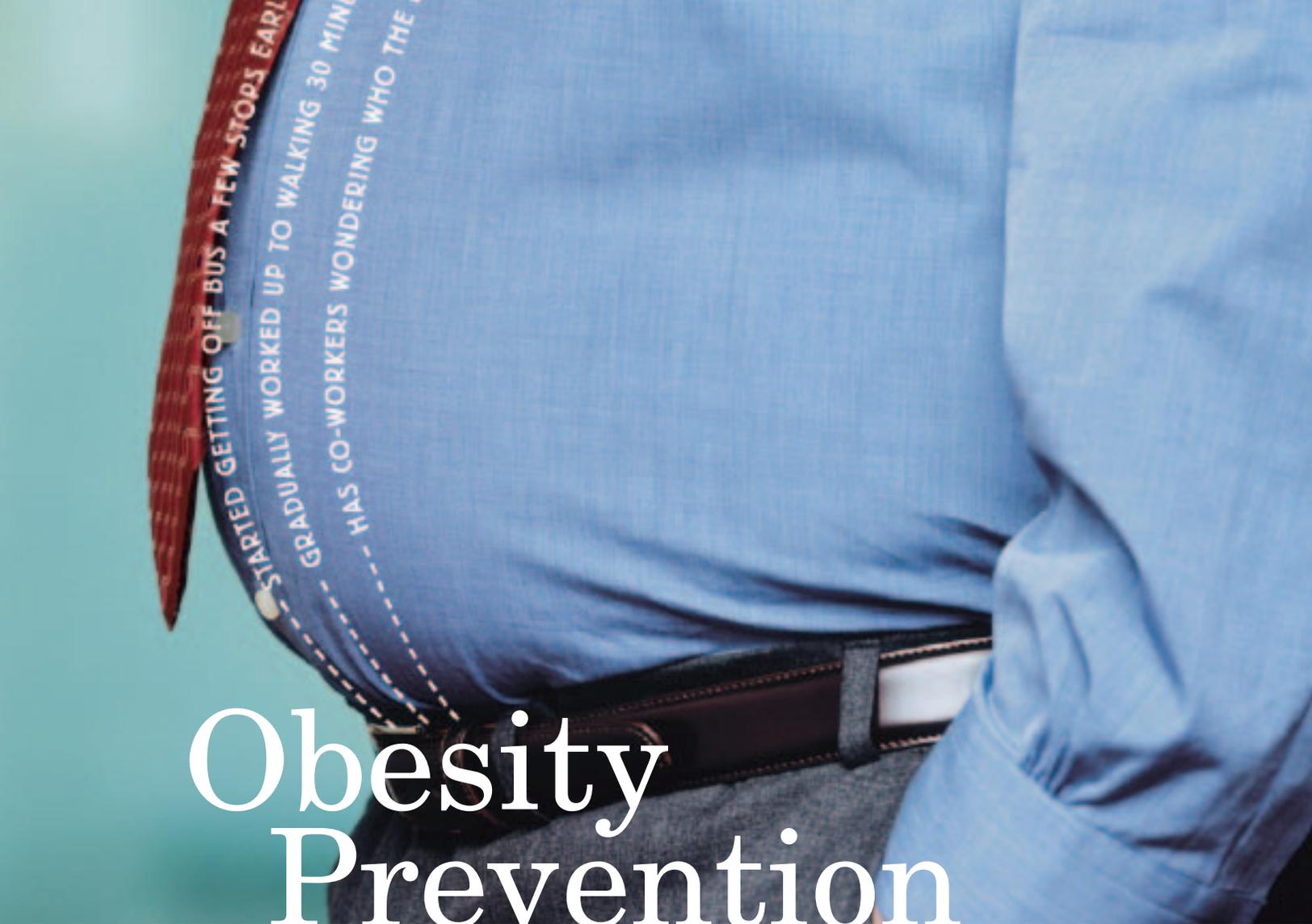
GIRL 1: Have you ever tied someone’s shoelaces together?

BOY 2: Do you know what a nuggie is?

GIRL 2: Have you ever started a pillow fight?

BOY 3: Have you ever given someone a wedgie?

ANNCR VO: Think being a Big means you have to act like a saint? Think again. To volunteer, call 1-888-412-BIGS or visit bigbrothersbigsisters.org. Brought to you by Big Brothers Big Sisters and the Ad Council.



Obesity Prevention



With 64 percent of adults in the U.S. overweight, obesity is fast becoming America's most pressing health epidemic. The Ad Council decided to take an unprecedented proactive approach to this national crisis. What transpired is an example of the comprehensive nature of how the Ad Council works and its new role as an integrated social marketer.

Preliminary research on the obesity prevention campaign indicates:

- 83 percent of Americans felt taking “small steps” could make a difference in their health
- Nearly 30,000 people have already signed up for a quarterly e-mail newsletter
- Over 105 million people have already been exposed to the campaign



Sponsor

U.S. Department of Health and Human Services

Agency

McCann-Erickson

Campaign Launch

2004

Soon after Peggy Conlon arrived as Ad Council President and CEO in 1999, she and her staff took a hard look at what issues the ad industry’s charity should be tackling but it wasn’t. The team understood that America’s growing waistline was causing a serious health crisis and turned to the experts to understand the extent of the problem.

To determine which social issues to address, the Ad Council meets twice a year with its 40-member Advisory Committee populated with social experts from areas such as education, health, safety, government and business.

“The input we receive from the Ad Council’s Advisory Committee gives us a clear idea about issues of significant importance to the American people,” said

Conlon. “If the Ad Council doesn’t identify the most pressing issues, we wind up with ‘nice-to-have’ campaigns.”

Obesity became a “have to have” campaign. Obesity is fast becoming our most pressing health epidemic. Research shows that an astounding 64 percent of the adult U.S. population is overweight. Half have graduated to life-threatening obesity. Two-thirds of Americans are at risk for high blood pressure, heart disease, diabetes or premature death. And it’s not just adults. Overweight and obese children are increasingly likely to suffer serious health problems as well.

The Ad Council knew that obesity was something they wanted to add to their

docket of campaigns based on what they knew were the attendant health risks due to obesity. They worked for three years to find the right sponsor.

Traditionally, nonprofit sponsors have flocked to the Ad Council. “The difference over the past several years is that we’ve become much more proactive in identifying sponsors who can serve as issues experts on these important social issues that we’ve identified,” said Conlon. “We considered

obesity and mentoring ‘have to have’ campaigns on our docket.”

The Ad Council finally found the most credible partner in the U.S.

Department of Health and Human Services (HHS). HHS Secretary Tommy G. Thompson was taking bold leadership on the obesity issue and felt just as strongly

as the Ad Council that an effective public service education campaign was needed. A recent CDC study showed that obesity will soon overtake tobacco as the leading cause of premature death in this country.

The Ad Council met with HHS Secretary Thompson in 2001, and from the start, the Ad Council was shepherding the campaign. As always, the Ad Council began with preliminary research. It created a 58-page white paper—still in development—outlining goals, facts, issues, target audiences and solutions.

In March 2004, the Ad Council, HHS and McCann-Erickson New York, the pro bono

“...over 80,000 unique visitors to the website each month and 28,450 signed up for an e-newsletter.”

TV: "LOVE HANDLES," 2004

LOST & FOUND GUY: Can I help you sir? **GUY:** Um... found these over by the stairs. **LOST & FOUND GUY:** Okay. Thank you.

GUY: What are they? **LOST & FOUND GUY:** Love handles. Lots of people lose them taking the stairs instead of the escalator.



advertising agency, launched the obesity prevention initiative. The Obesity Prevention campaign offers Americans a variety of small, easily manageable steps to reduce weight and live healthier, longer lives.

"Research tells us that everyone is aware of the problem," said Tim Dillingham, who worked on the campaign for McCann.

"But they give up because it seems so overwhelming. They've got full-time jobs. Kids. They don't feel they have time for exercise in their day. So our team came up with small steps you could actually incorporate within your daily routine."

But how to engage the public? It's ineffective to be patronizing or dictatorial. They needed to find a friendly way to educate. Dillingham's partner, Robert Frost, came up with a clever idea at home on a Sunday night.

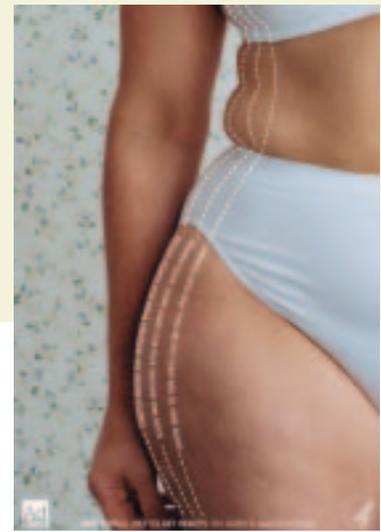
"I started thinking about the way people say they want to lose their gut or their chin or their love handles," said Frost. "What if you were to find your belly on the beach or your chin on the floor?"

Once they developed the creative, McCann Erickson met with the Ad Council and the sponsor for approval. Then, they took it before the Ad Council sponsored Campaign

Review Committee (CRC), composed of some of the industry's leading creative directors. "The CRC reviews all the creative work done by ad agencies," said Andy Langer, Vice Chairman, Lowe Worldwide and Co-Chairman of the CRC. "We make sure the creative is based on a smart strategy and the advertising not only delivers on the strategy, but the execution will stand out in a very cluttered environment. No work can be distributed until it has been approved by the CRC and we believe that is why PSA directors rate the Ad Council creative above all other campaigns."

Once approval was granted, McCann found a Hollywood special effects shop to create a prosthetic belly and other "body parts" Americans are eager to lose. Last December, four humorous ads were created. Unsuspecting people playing on a beach stumble upon a "lost" belly poking out of the sand; others find "lost" love handles by the stairs in a mall.

The ads were heavily tested to make sure the target message was conveyed. It was. Of those tested, 98 percent "found that the main message was important to them personally and motivated them." Eighty-three percent agreed that a "Small Steps" campaign could make a difference. The ads began airing in March 2004.



For the Ad Council, this initiative highlights a new direction. Previously, the Ad Council concentrated on public service advertising. But now the Ad Council is a complete turnkey marketing partner for its campaigns. Obesity Prevention exemplifies this.

They still do clever PSAs. But for this initiative, the Ad Council also brought on other specialty organizations, such as Web development company Carton Donofrio Partners, Inc., to develop an information-packed interactive website with advice and success stories (www.smallstep.gov), and the PR firm GYMR for a kickoff event and detailed public relations campaign. The Ad Council also partnered with other organizations such as Lifetime Television, Sesame Workshop and the United Fresh Fruit & Vegetable Association.

Over the last five years, the Ad Council has become a real marketing organization that can conduct a broad range of activities to impact a target audience in a number of different ways, and impacting the target audience is exactly what the Ad Council did.

“If we are looking at behavior changes, I believe the Ad Council’s obesity campaign is brilliant,” said Nancy Lee, Professor and co-author of *Social Marketing: Improving the Quality of Life*. “I have showed it to enough workshops and students to be able to say that it works. I was a bit nervous

because in one case there were a few very obese people watching it. Well, they were doubled over laughing. What they liked was that the ads were not personal. They’ve reduced it to a body part and then give people options. I love that campaign because it gives people 100 small steps. Giving options is key.”

Already the campaign is making a difference. GYMR reports that more than 105 million people have been exposed to the campaign. In the first four months after the launch, an average of over 80,000 unique visitors clicked on www.smallstep.gov each month, and 28,450 of them signed up for the quarterly e-newsletter.

“All kinds of folks, from private citizens to employers, are interested in getting copies of the ads. Some have expressed interest in using them in their workplace health promotion programs,” said Tracy Self of HHS. “It just seems like everybody recognized the problem and wants to be part of the solution.”



Promotional piece, 2004

Campaign Sponsors

BIG BROTHERS BIG SISTERS OF AMERICA

Big Brothers Big Sisters of America (BBBSA) has been the expert in youth mentoring for nearly 100 years. BBBSA provides one-to-one mentoring relationships between adult volunteers and children in order to help children reach their potential. Research consistently demonstrates that Big Brothers Big Sisters mentoring helps at-risk youth overcome the many challenges they face, contributing to brighter futures, better schools and stronger communities for all. BBBSA also promotes mentoring through their public service ad campaign. Today, BBBSA is the largest and most effective youth mentoring organization in the country, currently serving 220,000 children nationwide in more than 500 programs.

KEEP AMERICA BEAUTIFUL, INC.

Keep America Beautiful, Inc., founded in 1953 and sponsor of the Iron Eyes Cody pollution prevention advertising campaign, is the nation's largest volunteer-based community improvement and public education organization. Keep America Beautiful engages millions each year in hands-on community activities that improve local environments and quality of life. A national network of nearly 1,000 certified affiliates and participating organizations works with businesses, schools, neighborhood groups and local governments to influence positive behaviors and build cleaner, safer, healthier and economically viable communities—from sea to shining sea. Keep America Beautiful's focus is on measurable results in community improvement, litter prevention, waste reduction, recycling and beautification.

NATIONAL CRIME PREVENTION COUNCIL (NCPC)

NCPC is a private, nonprofit organization whose primary mission is to enable people to create safer and more caring communities by addressing the causes of crime and violence, and reducing the opportunities for crime to occur. NCPC creates publications and tools on a variety of crime prevention and community-building subjects. NCPC offers training, technical assistance and a national focus for crime prevention; it acts as secretariat for the Crime Prevention Coalition of America, more than 4,000 national, federal, state and local organizations committed to preventing crime. NCPC manages the McGruff® “Take A Bite Out Of Crime®” public service advertising campaign.

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)

The National Highway Traffic Safety Administration, an agency of the U.S. Department of Transportation, is responsible for reducing deaths, injuries and economic losses resulting from motor vehicle crashes. In addition to overseeing both the drunk driving prevention and safety belt public service advertising campaigns, NHTSA investigates safety defects in motor vehicles; sets and enforces fuel economy standards; helps states and local communities reduce the threat of drunk drivers; promotes the use of safety belts, child safety seats and air bags; investigates odometer fraud; establishes and enforces vehicle antitheft regulations; and provides consumer information on motor vehicle safety topics.

UNITED NEGRO COLLEGE FUND

Founded in 1944, the United Negro College Fund is the nation's oldest and most successful minority higher education assistance organization. UNCF, with the help of their “A Mind Is a Terrible Thing to Waste” ad campaign, raises funds to support its 39 member institutions and has helped more than 300,000 students earn undergraduate and graduate degrees. Currently, UNCF administers more than 450 programs, including scholarship and fellowship programs, mentoring, summer enrichment, and curriculum and faculty development programs.

USDA FOREST SERVICE and NATIONAL ASSOCIATION OF STATE FORESTERS

The USDA Forest Service is the agency responsible for overseeing the use of Smokey Bear in cooperation with the National Association of State Foresters and The Advertising Council. The Smokey Bear Campaign is a critical tool specially designed to ask for every citizen's conscientious commitment to reduce the expensive resource losses and high suppression costs associated with wildfires. In 1999, more than \$500 million was spent suppressing wildfires.

The National Association of State Foresters is a nonprofit organization that represents the directors of the State Forestry agencies from the fifty states, the District of Columbia and the U.S. territories. The State Foresters provide management assistance and protection services for over two-thirds of the nation's forests. As a partner with the USDA Forest Service, State Foresters are committed to the continued delivery of Smokey Bear's message of personal responsibility in wildfire protection.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

The U.S. Department of Health and Human Services is the U.S. government's principal agency for protecting the health of all Americans and providing essential human services, especially for those who are least able to help themselves. The department includes more than 300 programs, covering a wide spectrum of activities, including medical and social science research, preventing outbreak of infectious disease, including immunization services, assuring food and drug safety, welfare, and Medicare and Medicaid. Disease prevention and health promotion are top priorities for the department as part of a broader effort to reduce the burden of preventable medical conditions, both in terms of lives affected and health care costs. Working through HHS agencies and in partnership with many other organizations, new activities, including managing the healthy lifestyles ad campaign, have been launched to support healthy choices and behaviors.

THE ADVERTISING COUNCIL

The Ad Council is a private, nonprofit organization that marshals volunteer talent from the advertising and communications industries, the facilities of the media, and the resources of the business and non-profit communities to deliver critical messages to the American public. The Ad Council produces, distributes and promotes thousands of public service campaigns on behalf of non-profit organizations and government agencies to improve the health and safety, education and community of all Americans, with a special emphasis on children. The Ad Council also sponsored the "I Am an American" campaign as part of an industry-wide volunteer effort to respond to the attacks of September 11th. The Ad Council's mission is 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.

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