



The Advertising Council

About the Ad Council

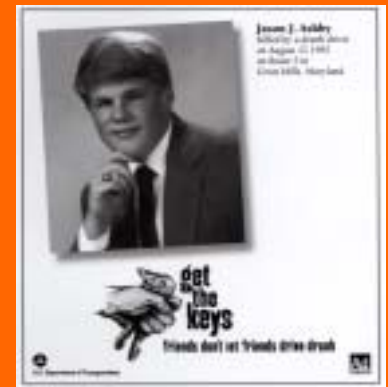
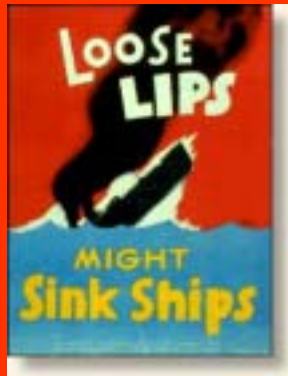
- Founded in a time of America's greatest crisis: WWII
- Uses the power of advertising to influence social responsibility and change behavior
- Identify most pressing issues of the day
- Marshals volunteer talent from the advertising & media industries to deliver critical messages to the American public

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

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 Take a Bite Out of Crime”
 - “Friends Don’t Let Friends Drive Drunk”



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

Paid 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

Ad Council Donated Media: CY 2003

Television	\$ 364.0
Radio	\$ 578.4
Outdoor/Transit	\$ 42.2
Newspapers	\$ 21.7
Magazines	\$ 26.3
Web Banners	\$ 86.1
Alternative Media	<u>\$ 186.8</u>
	\$1,305.5 Billion

The typical campaign earns over \$32 million in donated media each year and has a return on investment of 70 to 1

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
- *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

- 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 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 & 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 to create change



Implications & Recommendations

- Speak to 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

- Educating kids while making this concept age appropriate is too great for TV alone, but works 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 kid's limited understanding about efficiency and conservation
- Speak to 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.**



Creative Strategy

- Benefit:** I feel Powerful!
- Reason Why:** Kids can make a difference with the right information
- Target:** Youth, 8-13 who seek to “do the right thing”
- Tone/Manner:** Fun, Energetic, Cool and Empowering
- Desired Action:** Visit the web-site to learn while having fun



Integrated Marketing

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

Our Spokes-Villain - The Energy Hog





Energy Hog TV

Collateral Materials



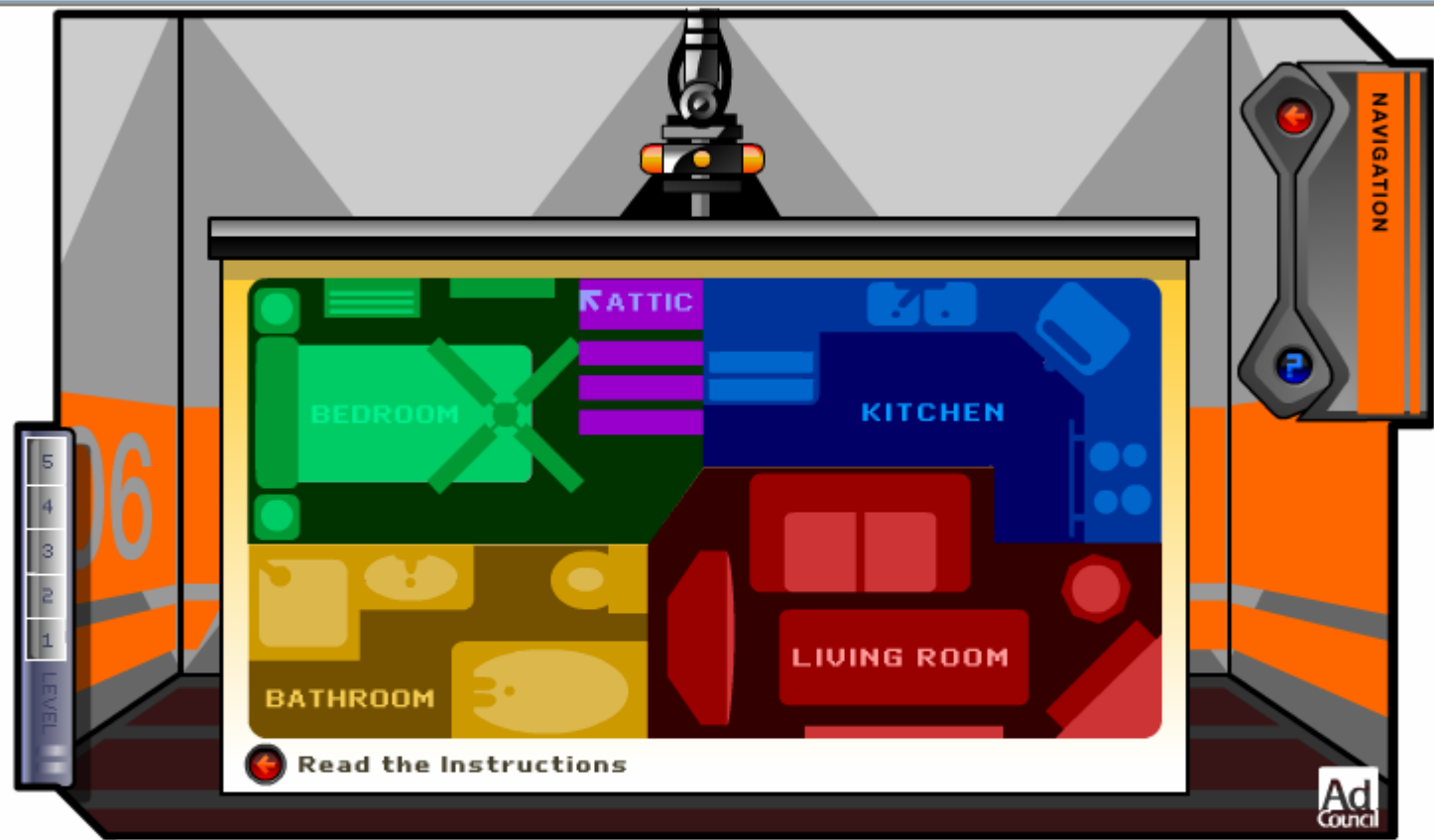


Hi, I'm Inspector Hector and this is Inspector Irene. We'll help you become an official Energy Hog Buster.

NEXT



- FLOORPLAN
- WHO IS HOG
- TRAINING GAMES
- HOG ADS
- TEACHERS
- SCAVENGER HUNT
- HANDBOOK
- TELL A FRIEND
- PARENTS
- SPONSORS
- CONTACT US
- TERMS AND CONDITIONS
- PRIVACY POLICY



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OFFICIAL ENERGY HOG BUSTING HANDBOOK

It's time the Energy Hogs met their match. Use this official handbook to save energy in your home. Find those nasty inkers and kick them to the curb.

Read this handbook, then take your family on an Energy Hog tour of your own home and point out ways that you can save energy together.

NAVIGATION

KITCHEN
ATTIC
BEDROOM
BATHROOM
LIVING ROOM

INTRO
OTHER

5
4
3
2
1
LEVEL

PRINT NEXT

Ad Council

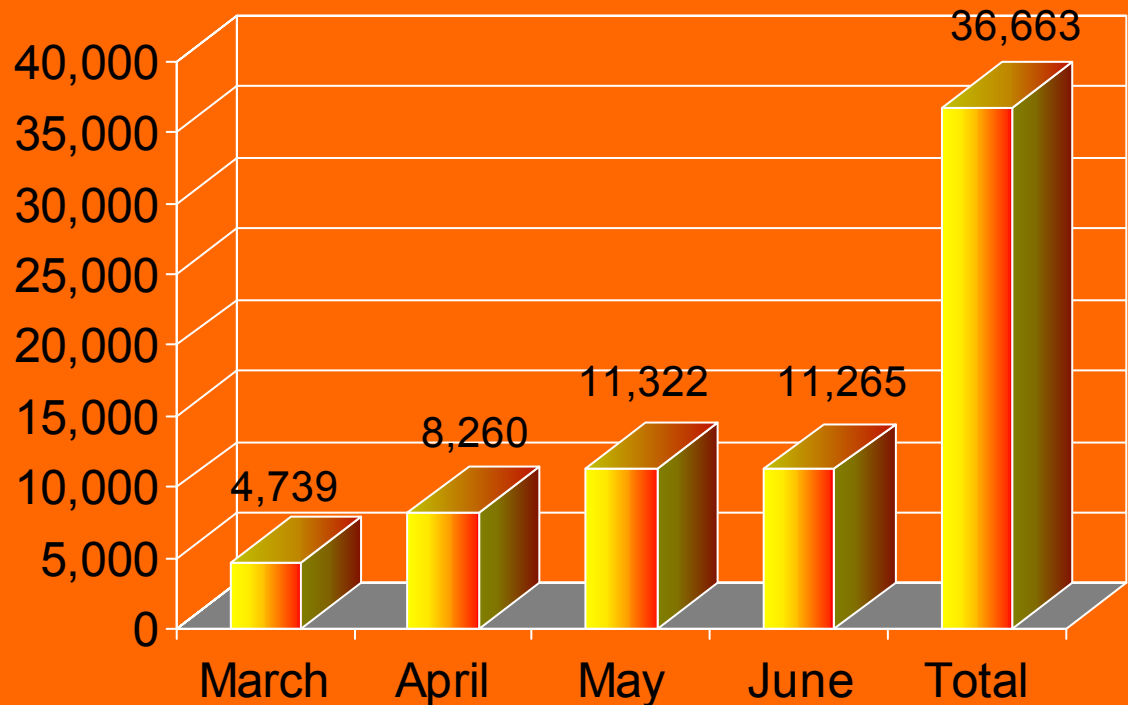
Results To Date

- Between March & June, the campaign received over \$400,000 in local broadcast TV and radio

Results To Date

- Unique visitors – 36,663
- Visits – 68,691
- Average visit length – :10 minutes

Energyhog.org Unique Visitors





Thank You