



Creating influence

Community organisations and
Advertising



Agencies are not
wealthy
..... anymore
and marketing is
smarter

We are living in a world
where the relationship is
different.

Agencies used to control
media and therefore had
more cash to splash pro
bono clients were easier
to accommodate

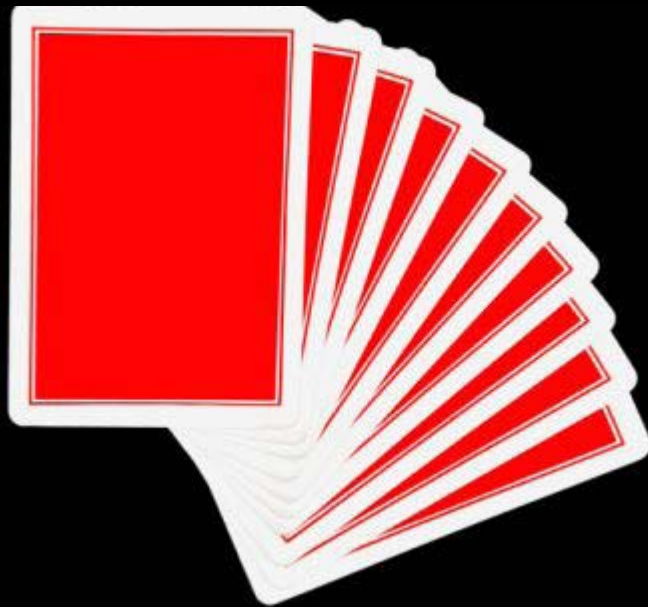


The agency 'deal'

Used to be that agencies helped Community organisations for two reasons:

1. Their social conscience (yes we have one)
2. The opportunity to create great work

Selecting an agency



You inclination may be to go for the small guys - get more attention?

You should go for the biggest and the best you can.

The best advertising minds, the most connected can be the most help.



Tricks of the trade

- Have great network relationships
 - Make impact
 - Be single minded
- Watch the placement
 - Leverage the CSA



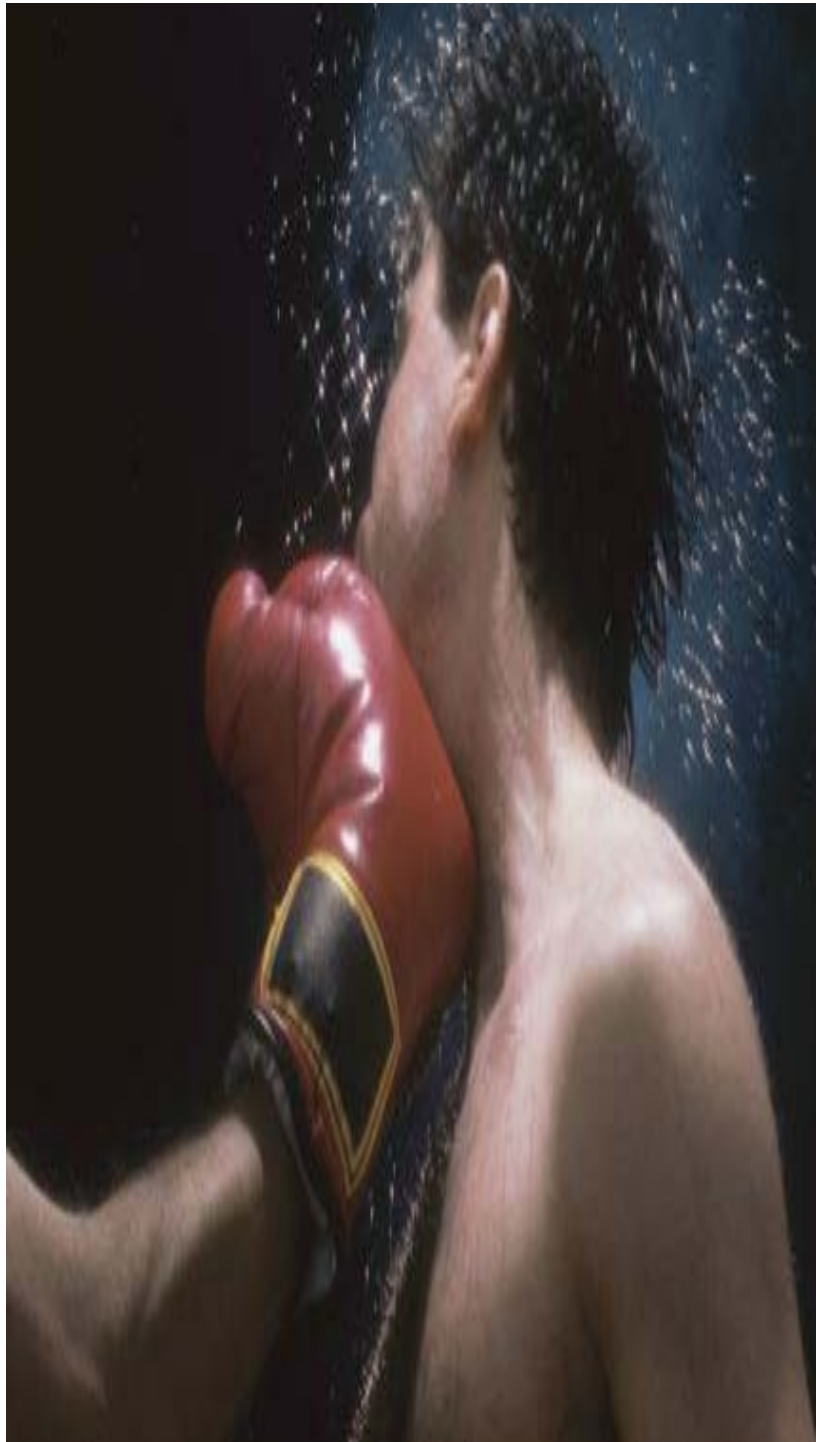
Tricks of the trade

- Define your target market – propensity and vulnerability to the message
- Identify the barriers to your communications – lack of understanding? Awareness? Inertia?



Tricks of the trade

- Understand the competitive set you work in - where is the opportunity to stand out
- Make your money work harder



Size
(of the ad)
does matter

It is impact rather than
frequency



NSPCC_-_Cartoon_Boy.mp4



Gruen_Transfer__Elena_[www.keepvid.com].mp4



Amnesty_International_Commercial_2008.mp4

"This single idea will literally
save millions of children's lives."

STEVEN MILLER
UNICEF

Tap_Project_-_Titanium_Lion_-_Cannes_2007_[www.keepvid.com].mp4

Tap Project for UNICEF

Advertising can set the agenda

The right message can
create media
conversation

Advertising has the
ability to make people
notice and to draw out
discussion at a social
and political level



Make_Poverty_History_-_Click.mp4

Make Poverty History

Live8_2005_Make_Poverty_History_Highlights].mp4

- 8million people in the UK wore a white band
- 3million GBP of advertising was donated to the campaign with the one commercial airing on 77UK stations simultaneously
- By the time of the G8 summit 30million people around the world had texted, emailed, or rallied for change
- 3 billion people worldwide watched the concert
- For the first time the G8 summit meeting minutes showed a commitment and pledge to “combat poverty and save and improve lives”

Million

Million.mp4



Try all the ideas

Earth hour

EARTH_HOUR, __Earth_Hour__[www.keepvid.com].mp4



A good agency should think of something you never expect



The_Noses_-_Spoof_of_the_Cadburys_Ad_-_Red_Nose_Day_2009.mp4

Red_Nose_Day_2009_-_Get_ready_to_Do_Something_Funny_For_Money_-_Comic_Relief_-_BBC.mp4



Beware Social Media

The cost of creation is not necessarily creating the same value

It is hard to create big, noticeable impact.

Even the Obama campaign used Social media to generate investment into traditional media.



Cause Related Marketing can be dangerous

Above all any commercial partner will be commercially minded first

Make sure the “fit” is right and don't be afraid to reject offers.



A final note

Whether you are an agency, a marketer or a citizen, we all live in the world that we believe can be better.

Advertising can help, it can help because it can sell, drive desire, create conversations and elevate messages.



How it can help - a cheat sheet

1. Agency works pro-bono for costs only
2. Agency creates dramatic advertising that works hard and generates publicity
3. Production done for little or no cash - they do it for their reel
4. Celebrities appear for free and attract more attention to your ads
5. Concentration of time - link to other activities
6. Desirable ads will be used to fill unsold media
7. effective advertising stimulates local response
8. Creative work wins awards and gets more publicity