



# PSA Campaign Update

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# History of the PSA Campaign

- Launched in 2002, the campaign consistently ranked in the Top 10 of all current Ad Council campaigns for 4 Years
- More than 150 million households reached and more than \$150 million in donated media
- Over 3 billion web banner placements
- Both English and Spanish speaking audiences reached
- Over 350 official Outreach Partners attained in all 50 states

# New PSA Campaign Launched



- New Advertising Agency: Leo Burnett Worldwide based in Chicago
- New National Sponsor: NAMM Foundation
- New Tagline and Logo: *“The Arts. Ask For More.”*
- New Website featuring “10 Simple Ways”

- New National and Localized Television Advertisements
- New National and Localizable Radio Advertisements
- Two Series of Print Ads for Newspaper and Magazine
- New Web Banners

# The Concept Behind the New Ads

## Intent

Reframe the Arts from an abstract 'nice to have' to the necessary fuel for developing creative & critical thinking skills, which ultimately lead to success throughout life.



## Idea

Combining the idea of healthy foods with the idea of getting "enough" arts in kids' daily lives. Just like kids need to have good nutrition on a daily basis, kids need to have their daily serving of the arts.

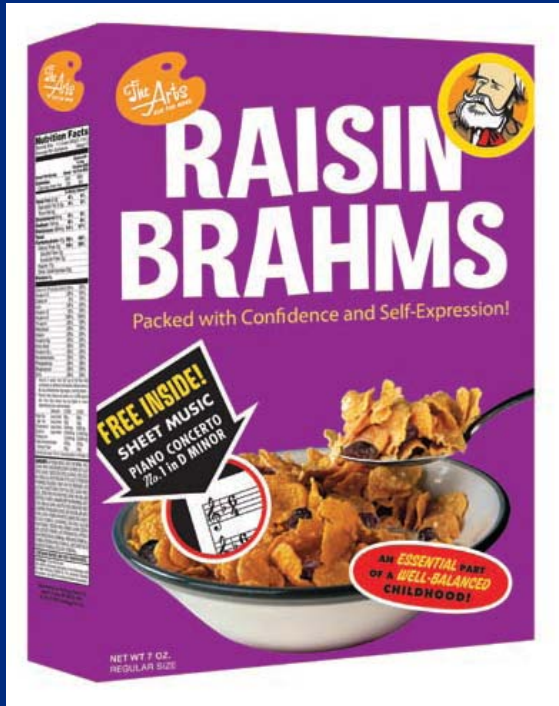


## Tagline

"Feed Your Kids the Arts."



# “Healthy Arts Food Products”



## Raisin Brahms

“Packed with Arts-Rich  
Nutrients to Improve  
Kids’ Math and Reading  
Skills”



## van Goghurt

“Packed with Live and  
Active Culture”

# About the Television Ads

- The New Television Ads feature prominent artists in history, Johannes Brahms and Vincent van Gogh, combined with familiar, tongue-in-cheek food products.



# About the Television Ads (cont.)



## What's Available:



**Two :30 second national ads:**

- "Brahms Breakfast" :30
- "Vincent" :30

**Two :30 second localized ads:**

- "Brahms Breakfast" :30
- "Vincent" :30



**Two :15 second national ads:**

- "Brahms Breakfast" :15
- "Vincent" :15

# About the Radio Ads

## What's Available:

One :60 second national ad:

- “Mozart’s Eine Kleine” :60

One :60 second localizable ad:

- “Mozart’s Eine Kleine” :55/05

One :30 second national ad:

- “Healthy Fresh Art” :30

One :30 second localizable ad:

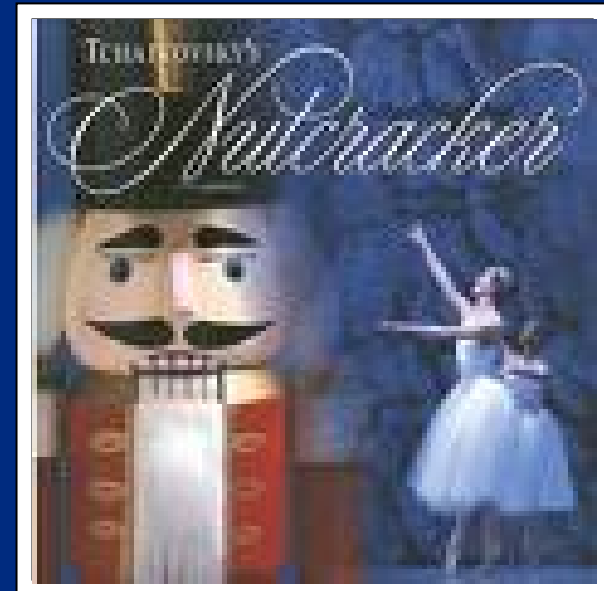
- “Healthy Fresh Art” :25/05



# About the Radio Ads (cont.)



“Mozart Toasties”



“Healthy Fresh Art”





Why some people think  
*Walt Whitman*  
 makes chocolate candy.



With Whitman satisfied his sweet tooth with ice cream, kids don't get enough art these days. For Ten Simple Ways to get more art in kids' lives, visit [AmericansForTheArts.org](http://AmericansForTheArts.org).

Art. Ask for More.  
 AMERICANSFORTHEARTS.ORG

WHY SOME PEOPLE THINK  
**CELIA CRUZ**  
 IS TOM'S MOTHER.



The undisputed Queen of Salsa. Funny, she doesn't look like a hot sauce.

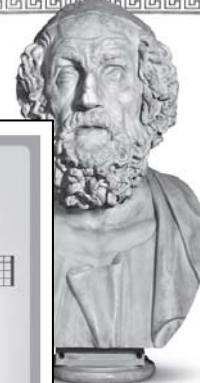
Kids don't get enough art these days. For Ten Simple Ways to get more art in kids' lives, visit [AmericansForTheArts.org](http://AmericansForTheArts.org).

ART. ASK FOR MORE.  
 AMERICANSFORTHEARTS.ORG



IMAGE COURTESY BY THE ARTS EDUCATION FOUNDATION

WHY SOME PEOPLE SAY  
 "D'OH"  
 WHEN YOU SAY "HOMER".



Of philosophy, not all you can eat buffets. Kids don't get enough art these days. For Ten Simple Ways to get more art in kids' lives, visit [AmericansForTheArts.org](http://AmericansForTheArts.org).

Art. Ask for More.  
 AMERICANSFORTHEARTS.ORG

Why Some People Think  
**Duke Ellington**  
 Is a Member of the Royal Family.



A piano player. A composer. An orchestra leader. Duke Ellington reigned over a land called Jazz.

Kids don't get enough art these days. For Ten Simple Ways to get more art in kids' lives, visit [AmericansForTheArts.org](http://AmericansForTheArts.org).

Art. Ask for More.  
 AMERICANSFORTHEARTS.ORG



IMAGE COURTESY BY THE ARTS EDUCATION FOUNDATION. THE GREAT GIBSON BY MICHAEL K. HILLIGREN BY ERIC WASSERMAN

WHY SOME PEOPLE THINK  
**VIRGINIA WOOLF**  
 IS THE STATE'S OFFICIAL ANIMAL.



Foremost of Virginia Woolf: Needs writers, not Camu lupus.

Kids don't get enough art these days. For Ten Simple Ways to get more art in kids' lives, visit [AmericansForTheArts.org](http://AmericansForTheArts.org).

ART. ASK FOR MORE.  
 AMERICANSFORTHEARTS.ORG



IMAGE COURTESY BY THE ARTS EDUCATION FOUNDATION



# New Spanish Outdoor Ads

Billboard and  
Bus Shelter  
Sizes  
Available



La Maja Vestida, Goya, Museo del Prado

NUESTROS NIÑOS  
NO DEBERÍAN  
VER a *Goya*  
SÓLO COMO  
UNA MARCA  
DE FRIJOLES.

¿QUIERE ARTE?  
PIDA MÁS.

[www.americansforthearts.org/PidaMas](http://www.americansforthearts.org/PidaMas)

Ad Council AMERICANS for the ARTS NAMM Foundation



# Focus Group Testing

- Pre-production focus groups were conducted to learn from the first phase of the campaign and test concepts for the second phase of the campaign.
- Post-production focus groups were conducted to test the effectiveness of the ads and messages for the new phase of the campaign.
- Focus group members included parents of school-age children representing diverse racial, geographic, and economic backgrounds.
- Ads were also reviewed and approved by the Ad Council's blue ribbon Creative Review Committee comprised of the best advertising professionals in the country.
- Ads were also reviewed by Americans for the Arts field review committee.

# Focus Group Findings

## Findings:

- Liked and identified with the tagline “Feed Your Kids the Arts”;
- Found the ads to be funny with a fun tone but still with an important message;
- Recognized the importance of the arts with key words like “improved test skills”;
- Recognized that the ads were targeted toward parents to give them ways to get more art in their kids’ lives;
- Remembered the website and indicated they would visit it;
- Saw the relevance the arts held in their lives and their children’s lives;
- Felt the ads reinforced the idea to parents that getting their children involved in the arts is the right thing to do and was a “pat on the back” for those already doing so.



# Release of New Advertisements

- Television and Radio advertisements were released nationally on May 22, 2008.
- On that same day the ads were showcased at the opening of a retrospective exhibition at the New England Institute of Art of the Ad Council's best campaigns throughout its history. "Art. Ask For More." ads from both the first and second phases were featured in the exhibit.
- Localized Television and Localizable Radio ads were mailed to local Premiere and Intermediate partners' media markets on June 13, 2008.
- Premiere and Intermediate Partners' site kits will be mailed by the end of June.



Americans for the Arts Convention 2008





# New Partnership Opportunities

## Disney's *Little Einsteins*



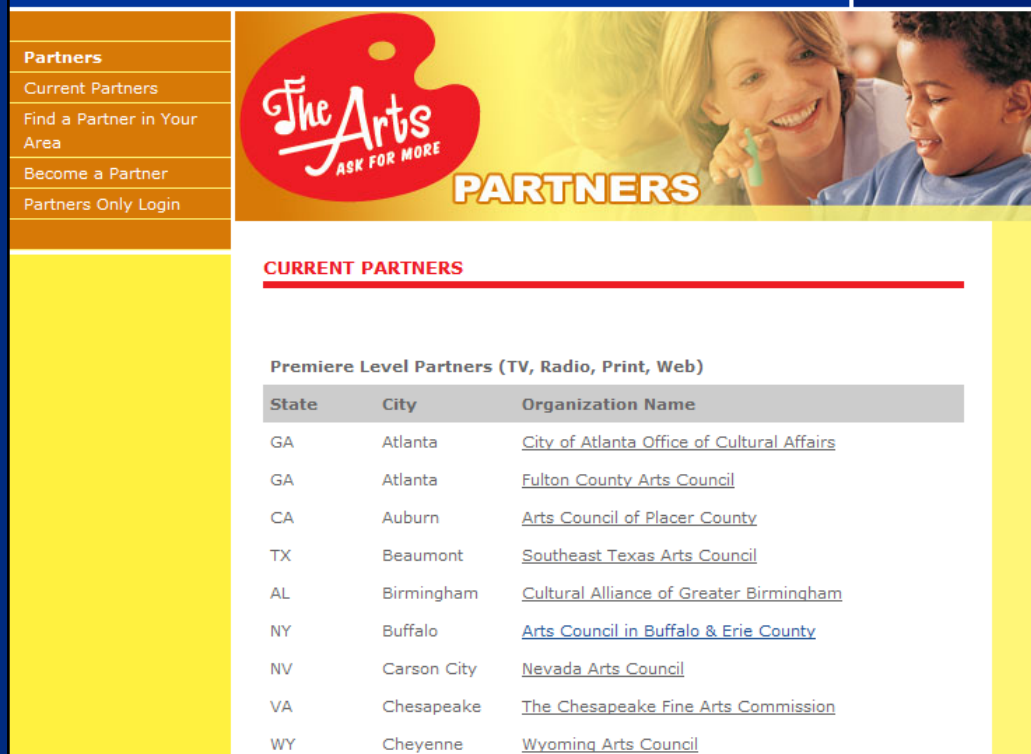


# Benefits of Being an Official Partner

- ➔ Joining a highly successful and well-supported campaign with 4 ways to join as a partner (Premiere, Intermediate, Basic, General)
- ➔ Increased visibility for arts education and your organization
- ➔ Official Partner web button linking to the *The Arts. Ask for More.* website
- ➔ Localized Television ads now featuring your organization's logo (Premiere)
- ➔ Localizable Radio ads (Premiere and Intermediate)
- ➔ Localizable Print ads (All 4 Levels of Partnership)
- ➔ New Partners Only section of the *The Arts. Ask for More.* website

# Becoming a PSA Partner

- Over 275 Local, State, and National PSA Partners
- If you're not already a partner you can still join on a rolling basis



**Partners**

- Current Partners
- Find a Partner in Your Area
- Become a Partner
- Partners Only Login

**The Arts ASK FOR MORE PARTNERS**

**CURRENT PARTNERS**

**Premiere Level Partners (TV, Radio, Print, Web)**

State	City	Organization Name
GA	Atlanta	<a href="#">City of Atlanta Office of Cultural Affairs</a>
GA	Atlanta	<a href="#">Fulton County Arts Council</a>
CA	Auburn	<a href="#">Arts Council of Placer County</a>
TX	Beaumont	<a href="#">Southeast Texas Arts Council</a>
AL	Birmingham	<a href="#">Cultural Alliance of Greater Birmingham</a>
NY	Buffalo	<a href="#">Arts Council in Buffalo &amp; Erie County</a>
NV	Carson City	<a href="#">Nevada Arts Council</a>
VA	Chesapeake	<a href="#">The Chesapeake Fine Arts Commission</a>
WY	Cheyenne	<a href="#">Wyoming Arts Council</a>

# Localized Television for Premiere Partners



- Localized endframes with your organization's logo are available for Premiere partners in the corresponding local media market.



# Localizable Radio for Premiere and Intermediate Partners



## The Arts. Ask for More.

Live Announcer Copy for Localized PSA Radio Tags



### Pennsylvania:

#### *Philadelphia: Only*

A public service message brought to you by the Ad Council, the NAMM Foundation, Americans for the Arts, and the Greater Philadelphia Cultural Alliance.

#### *Wilkes-Barre/Scranton: Only*

A public service message brought to you by the Ad Council, the NAMM Foundation, Americans for the Arts, and the Cultural Council of Luzerne County.

#### *Statewide:*

A public service message brought to you by the Ad Council, the NAMM Foundation, Americans for the Arts, Citizens for the Arts in Pennsylvania, and Pennsylvania Council on the Arts.

### Texas:

#### *Beaumont/Port Arthur: Only*

A public service message brought to you by the Ad Council, the NAMM Foundation, Americans for the Arts, and the Southeast Texas Arts Council.

### Virginia:

#### *Norfolk, Portsmouth, Newport News: Only*

A public service message brought to you by the Ad Council, the NAMM Foundation, Americans for the Arts, and the Chesapeake Fine Arts Commission.

### Washington:

#### *Seattle: Only*

A public service message brought to you by the Ad Council, the NAMM Foundation, Americans for the Arts, and the City of Seattle Office of Arts & Cultural Affairs.

# Localizable Print Ads



Localizable print ads are available for all partners to increase the visibility of their organization and the PSA campaign

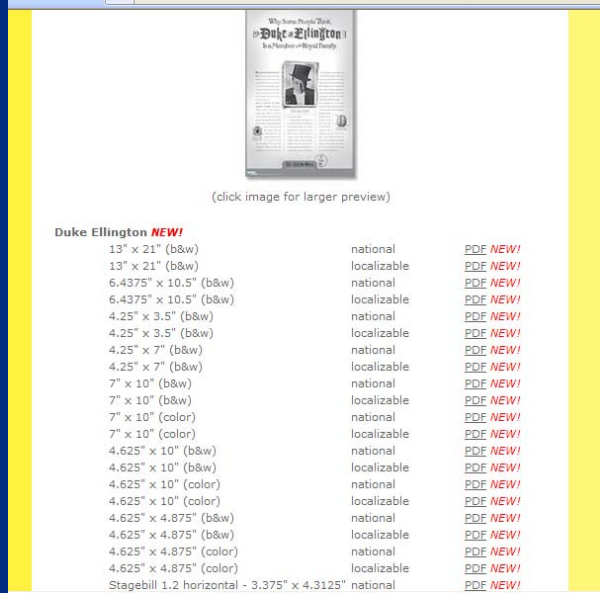


Your organization's logo here!

# Print Ads in All Shapes and Sizes

- **Newspaper (B&W)**
  - 13" x 21"
  - 6.4375" x 10.5"
  - 4.25" x 7"
  - 4.25" x 3.5"
  - 2" x 2" Tagline
- **Magazine (Color and B&W)**
  - 7" x 10"
  - 4.625" x 10"
  - 4.625" x 4.875"
  - 2" x 2" Tagline
- **Stagebill (Color and B&W)**
  - 4.625" x 8"
  - 2.125" x 7"
  - 3.375" x 4.3125"

66 Different Options!



(click image for larger preview)

<b>Duke Ellington <i>NEW!</i></b>		
13" x 21" (b&w)	national	<a href="#">PDF NEW!</a>
13" x 21" (b&w)	localizable	<a href="#">PDF NEW!</a>
6.4375" x 10.5" (b&w)	national	<a href="#">PDF NEW!</a>
6.4375" x 10.5" (b&w)	localizable	<a href="#">PDF NEW!</a>
4.25" x 3.5" (b&w)	national	<a href="#">PDF NEW!</a>
4.25" x 3.5" (b&w)	localizable	<a href="#">PDF NEW!</a>
4.25" x 7" (b&w)	national	<a href="#">PDF NEW!</a>
4.25" x 7" (b&w)	localizable	<a href="#">PDF NEW!</a>
7" x 10" (b&w)	national	<a href="#">PDF NEW!</a>
7" x 10" (b&w)	localizable	<a href="#">PDF NEW!</a>
7" x 10" (color)	national	<a href="#">PDF NEW!</a>
7" x 10" (color)	localizable	<a href="#">PDF NEW!</a>
4.625" x 10" (b&w)	national	<a href="#">PDF NEW!</a>
4.625" x 10" (b&w)	localizable	<a href="#">PDF NEW!</a>
4.625" x 10" (color)	national	<a href="#">PDF NEW!</a>
4.625" x 10" (color)	localizable	<a href="#">PDF NEW!</a>
4.625" x 4.875" (b&w)	national	<a href="#">PDF NEW!</a>
4.625" x 4.875" (b&w)	localizable	<a href="#">PDF NEW!</a>
4.625" x 4.875" (color)	national	<a href="#">PDF NEW!</a>
4.625" x 4.875" (color)	localizable	<a href="#">PDF NEW!</a>
Stagebill 1.2 horizontal - 3.375" x 4.3125"	national	<a href="#">PDF NEW!</a>



# The Official “The Arts. Ask For More.” PSA Campaign Website

The screenshot shows the homepage of the Americans for the Arts website. At the top left, a red box highlights the text "10 SIMPLE WAYS" with a red arrow pointing to it. The website header includes a search bar, navigation links for "ABOUT THE CAMPAIGN", "NEWS ROOM", "FREE STUFF", and "EN ESPAÑOL", and a secondary menu with "THE ADS", "ARTS ED FACTS", "GET INVOLVED", "SPOTLIGHTS", "RESOURCES", and "PARTNERS". The main content area features a large banner for "RAISIN BRAHMS" with the text "The Arts ASK FOR MORE" and "NATIONAL ARTS EDUCATION PUBLIC AWARENESS CAMPAIGN". Below the banner, a "WELCOME!" section is followed by a "Why Ask For More?" section with a paragraph of text and a small circular illustration of a man's face. At the bottom, there is a section for "New PSA Television and Radio Ads!" with a small image of a product box and a paragraph of text.

- The PSAs direct parents to visit [AmericansForTheArts.org](http://AmericansForTheArts.org) and find the “10 Simple Ways”



# The Official “*The Arts. Ask For More.*” PSA Campaign Website (cont.)

## Ten Simple Ways Parents Can Get More Art in Their Kids’ Lives

10 SIMPLE WAYS 6/20/2008

SEARCH Advanced Search »

ABOUT THE CAMPAIGN | NEWS ROOM | FREE STUFF | EN ESPANOL

THE ADS | ARTS ED FACTS | **GET INVOLVED** | SPOTLIGHTS | RESOURCES | PARTNERS

**Campaign Home**  
**Get Involved**  
Ten Simple Ways  
Questions to Ask  
Sample Letters  
More Activities To Do With Your Child  
E-Advocacy Center  
Become a Member  
Donate

**The Arts**  
ASK FOR MORE

**GET INVOLVED**

**TEN SIMPLE WAYS**

**Ten Simple Ways Parents Can Get More Art in Their Kids’ Lives**

1. Enjoy the arts together. Sing, play music, read a book, dance, or draw with your child at home.
2. Encourage your child to participate in the arts and celebrate their participation in or out of school.
3. Explore your community’s library and read “the classics” together—from Mother Goose to Walt Whitman.
4. Read your local newspaper to find out about attending local arts events like museum exhibits, local plays, festivals, or outdoor concerts.
5. Tell your child’s teacher, principal, and school leadership that the arts are vital

Available in  
English and in  
Spanish





# The Official “The Arts. Ask For More.” PSA Campaign Website (cont.)

## Partners Section:

- List of Current Partners
- Find a Partner
- Become a Partner
- Partner’s Only Section
  - Contact info for full distribution list for the ads
  - Data tracking on exactly where and how frequent ads are appearing by media market
  - Tips on working with the media and media decision-makers
  - Official partner web button

10 SIMPLE WAYS 6/20/2008

SEARCH Advanced Search »

ABOUT THE CAMPAIGN | NEWS ROOM | FREE STUFF | EN ESPAÑOL

THE ADS | ARTS ED FACTS | GET INVOLVED | SPOTLIGHTS | RESOURCES | **PARTNERS**

Campaign Home  
Partners  
Current Partners  
Find a Partner in Your Area  
Become a Partner  
Partners Only Login  
Partners Web Banners

**The Arts ASK FOR MORE PARTNERS**

Our official PSA partners are local, state, and national arts organizations across the country that specifically promote and/or provide arts education programs for kids.

Current Partners  
If you are a parent, we invite you to find and contact the local partner in your area for more information on arts activities and ways to take action in your community.

Find a Partner in Your Area

Become a Partner  
If you are a local, state, or national arts organization, we invite you to join as an official PSA Partner today!

Partners Only Login  
If you are a PSA Partner, we invite you to login to find valuable resources about the campaign and how to use it in your community.





# How the Ad Council Markets PSA Campaigns

- Distributes Uniquely Designed Kits to National and Local Media Outlets
  - Includes Fact Sheet about the Issue, Organization, Objectives, Target Audience, Statistics, and Results
  - Information on Local Partners and Localized/Localizable Materials Available
- Reach of Distribution
  - TV (Tapes) – 1,600 (English only); 1,800 (English and Spanish)
  - TV (Electronic) – 1,000 stations (not including cable outlets)
  - Radio (CD) – 8,000 stations
  - Radio (Electronic) – 11,000 stations
  - Print (Mailer) – 8,000 publications (magazine and newspaper)
  - Print (CD) – Top 2,000 publications
  - Outdoor – 2,000 outlets
- PSA Bulletin Bimonthly – 16,000 media outlets

# How the Ad Council Markets PSA Campaigns (cont.)

- Media Team Outreach with Field Representatives
  - Includes working with Americans for the Arts local PSA partners to extend media outreach in their area.
- PSA Central Website
  - Includes broadcast quality downloadable files for TV, Radio, Print, and internet ads.





# The Role of the Local PSA Partner

- Linking the campaign to the community
- The great majority of media outlets dedicate a percentage of advertising space for donated campaigns. Partners can help by securing some of that donated space for “*The Arts. Ask For More.*” campaign.
- You are Experts on:
  - Local statistics on arts education programs in and out of school
  - Public’s degree of awareness and priority surrounding your issue
  - Misperceptions about the issue
  - Related local news items
  - Anecdotal stories about arts education in your community



# How to Effectively Reach Out to the Media

## Upon Receiving “*The Arts. Ask For More.*” PSA Site Kits:

- Check the list of media outlets to which we sent each type of kit on our website
  - Remember there are different lists of contacts for TV, Radio, Print, and Internet so be sure to use the appropriate list for reaching out to media directors for each medium of ad
- See if you have pre-existing relationships with the media outlets in your area and, if so, let them know you are a partner of the PSA Campaign and let them know about the ads
- If you do not have a relationship with the media contacts in your area, send them a separate letter letting them know about the campaign and your organization’s involvement as a partner



# How to Effectively Reach Out to the Media (cont.)

- Think of it as advocacy work, just like writing a letter to your member of Congress.
  - You want to see the ads you care about and have a vested interest in receive the donated space from the media
  - You act as a sort of constituent because you are a consumer of the media organization's (TV station, radio station, newspaper, etc.) products.



# Preparing Your Media Pitch

- Community Connection
  - Not just a national campaign
- Connect the ads to timely arts education issues happening in your community
- Local statistics about the arts
- Invite them to see your programs in action
- Look for ways to get media outlets to broadcast and write stories about arts education in your area



# Preparing Your Media Pitch (cont.)

- Remember: This is a mutually beneficial relationship
  - You are the local expert and a source of information
  - You are available for interviews
  - You are a source for a story and programming ideas
- Don't forget to follow-up with an e-mail or phone call providing links to download the ads
- Give them links to your website where you have information about your arts education programs and other programs available in your area



# Actions You Can Take Now

- Coordinate with Americans for the Arts to send out a press release about your participation in the campaign
- Run the ads in your publications – add your logo and your website to the print ads (contact Americans for the Arts if you need technical assistance)
- Put the *10 Simple Ways* on your website with links to local resources.
- Encourage other local organizations to join as partners to increase the local awareness of the campaign
- Now that the ads are available - contact your local TV and radio stations as well as print publications
- Place the official partner web button as well as the print ads on your website



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