

What Exactly Is a PSA ?



# Public Service Advertisements (Announcements)

- to inform
- to educate
- to change public opinion
- to raise awareness for a problem

```
graph TD; A([The strategy]) --> B((to educate)); B --> C((to provoke a feeling and reaction));
```

**The strategy**

**to  
educate**

**to  
provoke a  
feeling  
and  
reaction**

Sea levels are rising faster than you think

DON'T  
**WAIT**  
UNTIL THE  
**LAST**  
**MINUTE**



TOO  
YOUNG TO  
DRINK

Drinking alcohol during pregnancy can cause lifelong harm to the unborn child.

These nine months last a lifetime. Let's keep them alcohol-free.

[www.strong4life.com](http://www.strong4life.com)



The range of harm to an unborn baby due to drinking during pregnancy is called Fetal Alcohol Spectrum Disorders (FASD). Alcohol can harm the baby's brain, heart, eyes, and other organs.

Children with FASD can have a hard time learning, controlling how they act, and making friends.

FASD affects us all, but it is 100% preventable. Together we can prevent FASD!

## Typical topics:

- Drinking and Driving
- Texting and Driving
- Drug Addiction
- Obesity
- Smoking
- Fitness
- Education
- Gambling
- Alcoholism
- Safe Sex
- Domestic Violence



**WARNING**

IT'S HARD TO BE A LITTLE GIRL IF YOU'RE NOT.

Stop childhood obesity. [strong4life.com](http://strong4life.com)

Strong4Life is a registered trademark of the National Obesity Research Foundation.



Unzip the **TRUTH**  
STOP abusing women



**POLITICAL**

**ADVERTISING  
CAMPAIGN**

**Campaign (political) advertising** – the use of an advertising campaign through the media to influence political debate, and ultimately, voters.



# *Many countries restrict the use of broadcast media to broadcast political messaging*

## **The European Union**

Many countries do not permit paid-for TV or radio advertising.

## **The United Kingdom and Ireland**

Paid advertisements are forbidden, though political parties are allowed a small number of party political broadcasts in the run up to election time.



*The time span over which political campaign advertising is possible varies*

**The United States**

A year or more

**The Uk and Ireland**

Some weeks before the election

# *Social media has become very important in political messaging*

+

possibility to message  
larger groups of voters  
with very little physical  
effort or expense

-

control of messaging  
through these channels is  
often out of the hands of  
campaign managers

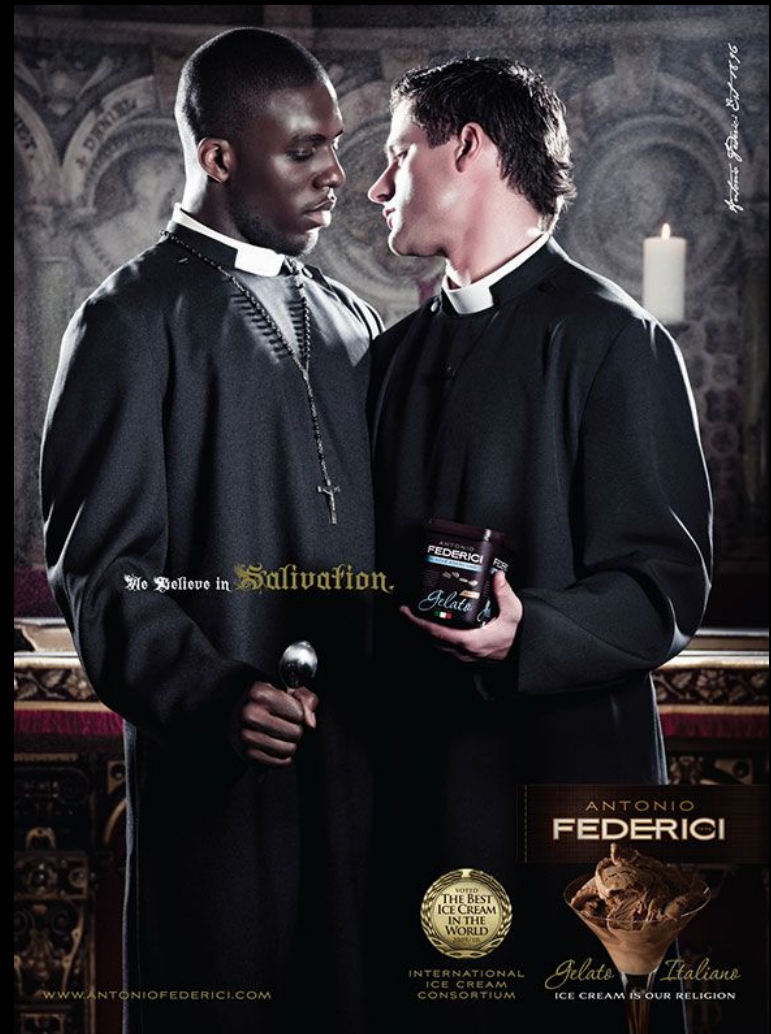
**Religious  
(Confessional)  
Advertising**

*Some shocking examples...*

# Antonio Federici Ice Cream

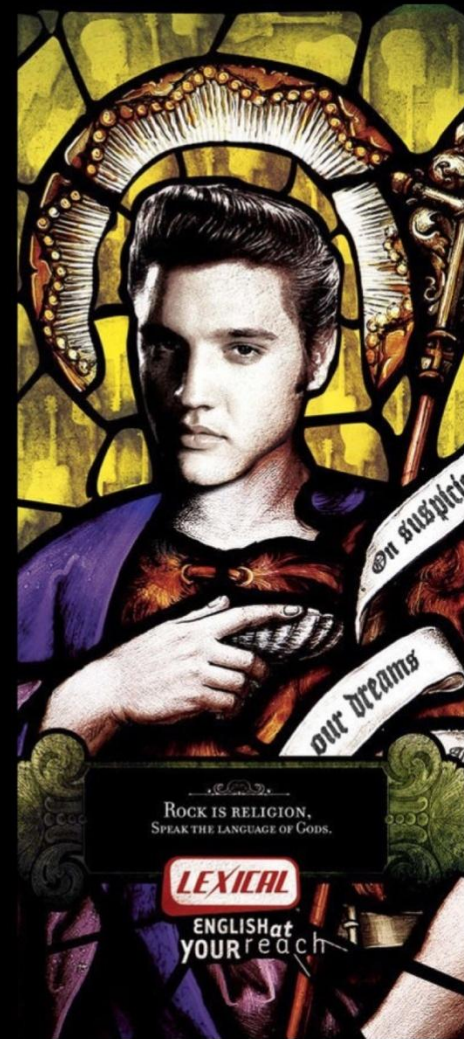
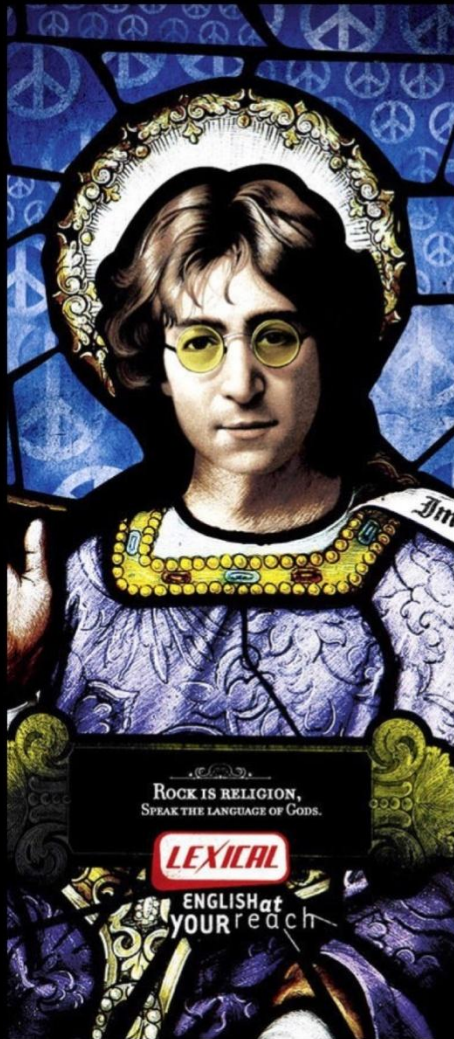


“Immaculately Conceived.  
Ice Cream is our religion.”



“We Believe In Salivation. Ice Cream  
is our religion.”

# Brazilian English School encourages potential students to speak the language of (rock) gods



*“ If you have a good story, people will trust you. ”*




**Istropolitana D'Arcy Slovakian ad  
agency's self-promotional ad**

**The  
United  
Church  
of  
Canada**



Does it matter how you achieve your spiritual high? Join the discussion.

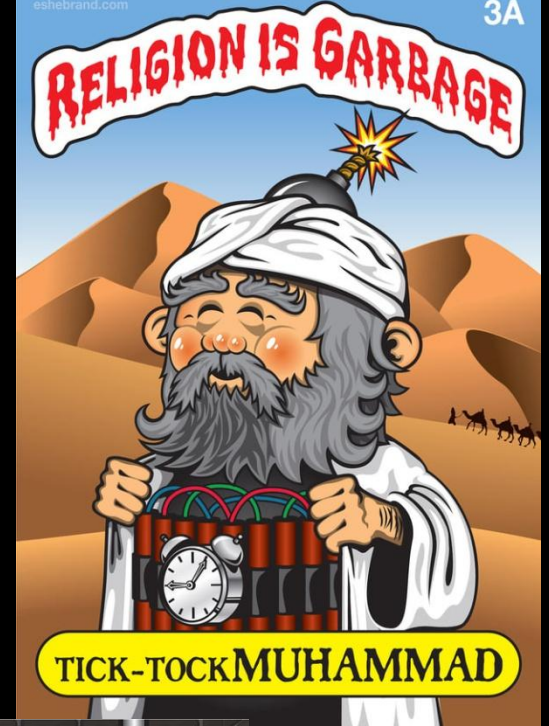
wondercafe.ca 

*“ Does it matter how you achieve your spiritual high? Join the discussion. ”*





ADVERTISING AGENCY  
 MUCKMOUTH, AUCKLAND  
 CREATED A BLASPHEMOUS  
 CAMPAIGN FOR ANOTHER  
 NEW ZEALAND COMPANY  
 ESHE STREATWEAR



# THE RAT POISON "MORTEIN"



*Thank you for your attention!*