

What Exactly Is a PSA ?



ONE CHILD IS HOLDING SOMETHING THAT'S BEEN BANNED IN AMERICA TO PROTECT THEM.
GUESS WHICH ONE.

We won't sell Kinder chocolate eggs in the interest of child safety. Why not assault weapons?

MOMS DEMAND ACTION
FOR GUN SENSE IN AMERICA
MOMSDEMANDACTION.ORG



THINK OF BOTH SIDES

The number of car accidents involving children increases during school holidays. Please be extremely careful!

EKBURG.RU



BEST IF USED.

40% OF FOOD IN AMERICA IS WASTED

COOK IT, STORE IT, SHARE IT.

SAVETHEFOOD.COM

NADC
Ad Council

Public Service Advertisements (Announcements)

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

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



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

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



Unzip the **TRUTH**
STOP abusing women



POLITICAL

**ADVERTISING
CAMPAIGN**

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

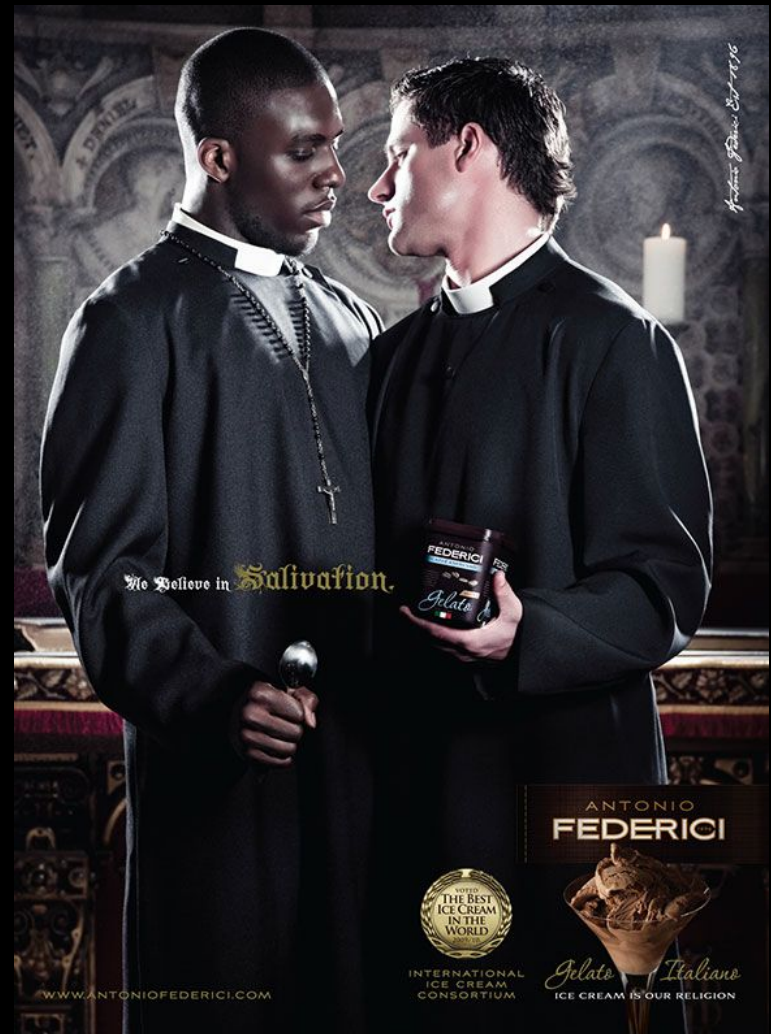
**Religious
(Confessional)
Advertising**

Some shocking examples...

Antonio Federici Ice Cream

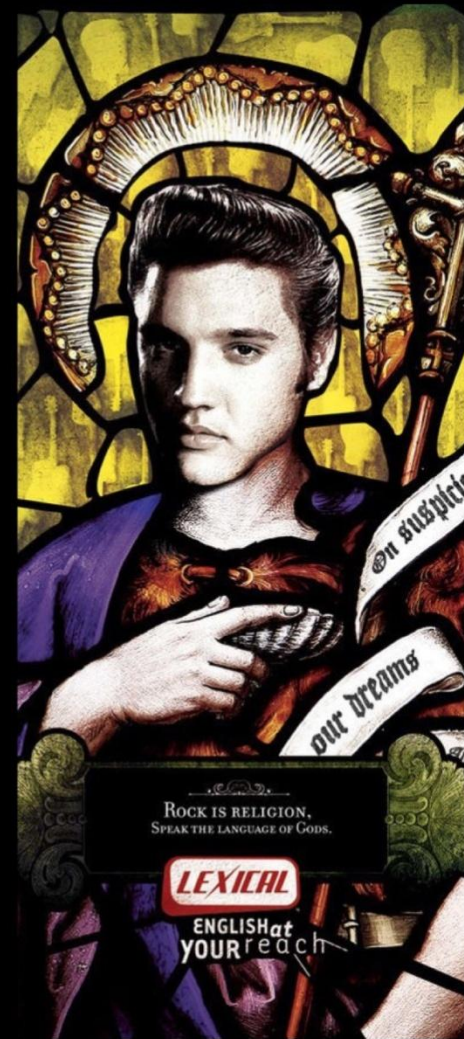


“Immaculately Conceived.
Ice Cream is our religion.”



“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**



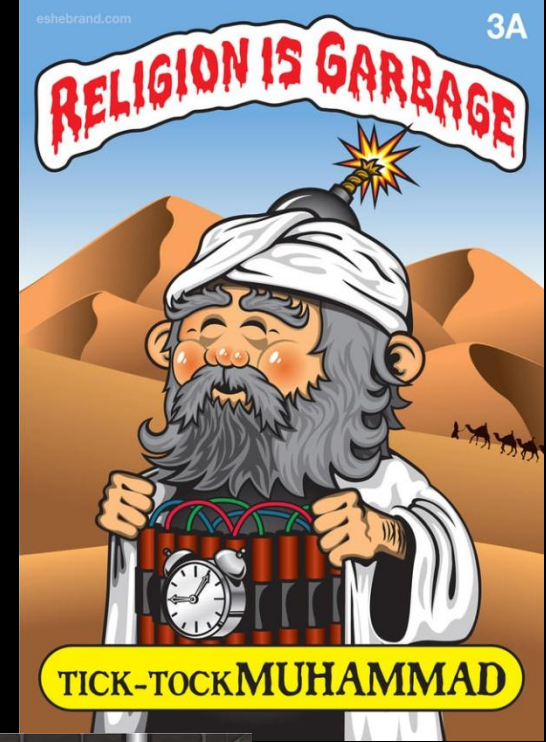
Does it matter how you achieve your spiritual high? Join the discussion.

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!