



Asia-Pacific Media Alliance for Social Awareness

Role & Responsibility of Media/Entertainment and Advertising Industries

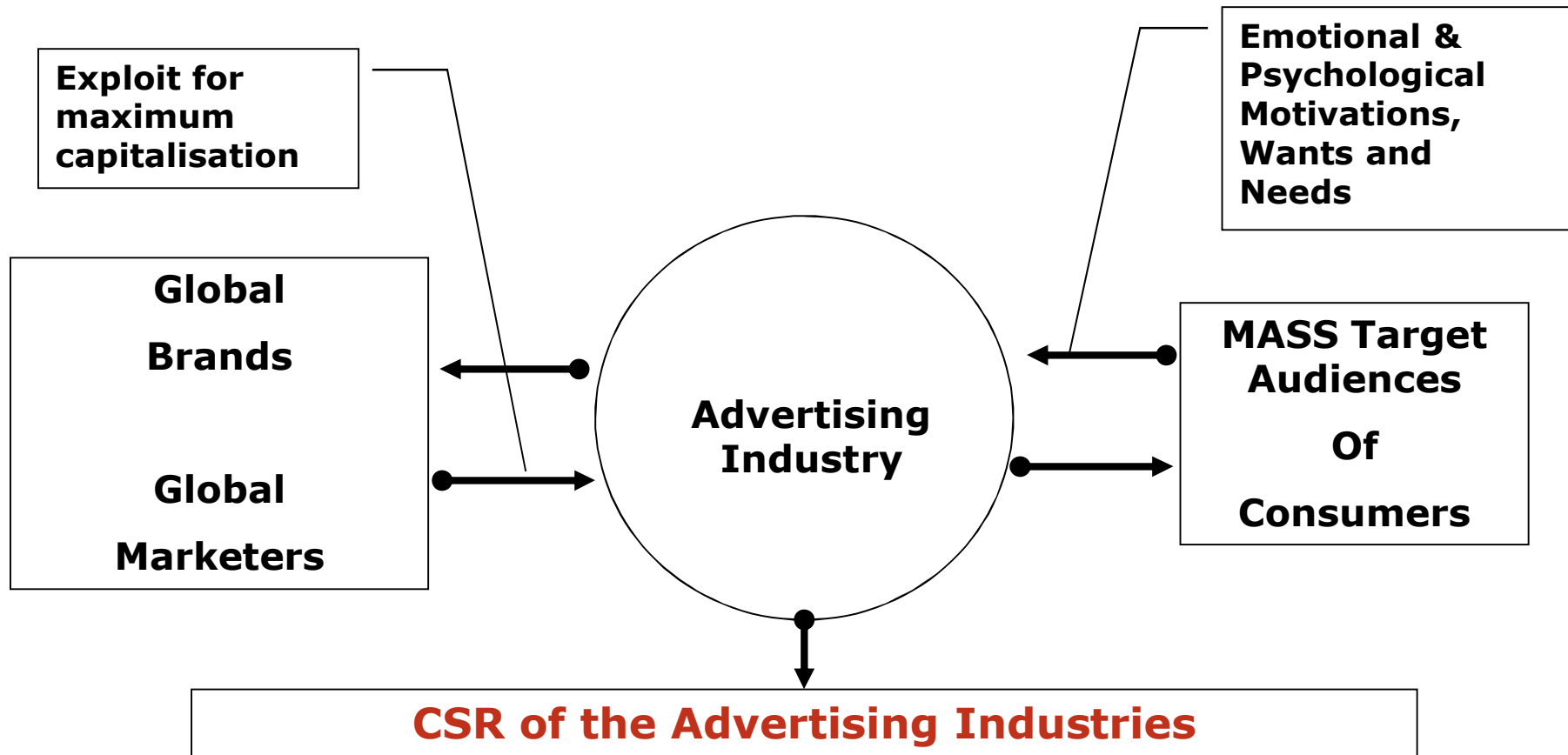
Commercial Advertising

- USD 450 Billion/year industry globally*.
- Less than 1% is spent on environmental advertising

*according to Marketing Week UK - Fri, 25 Jun 2010

- Drives Consumption
- Fuels Climate Change
- Erodes Environmental Sustainability
- And yet, we spend less than 1% of advertising expenditure on social awareness to reduce consumption, offset and adapt to climate change.

Dentsu's Example



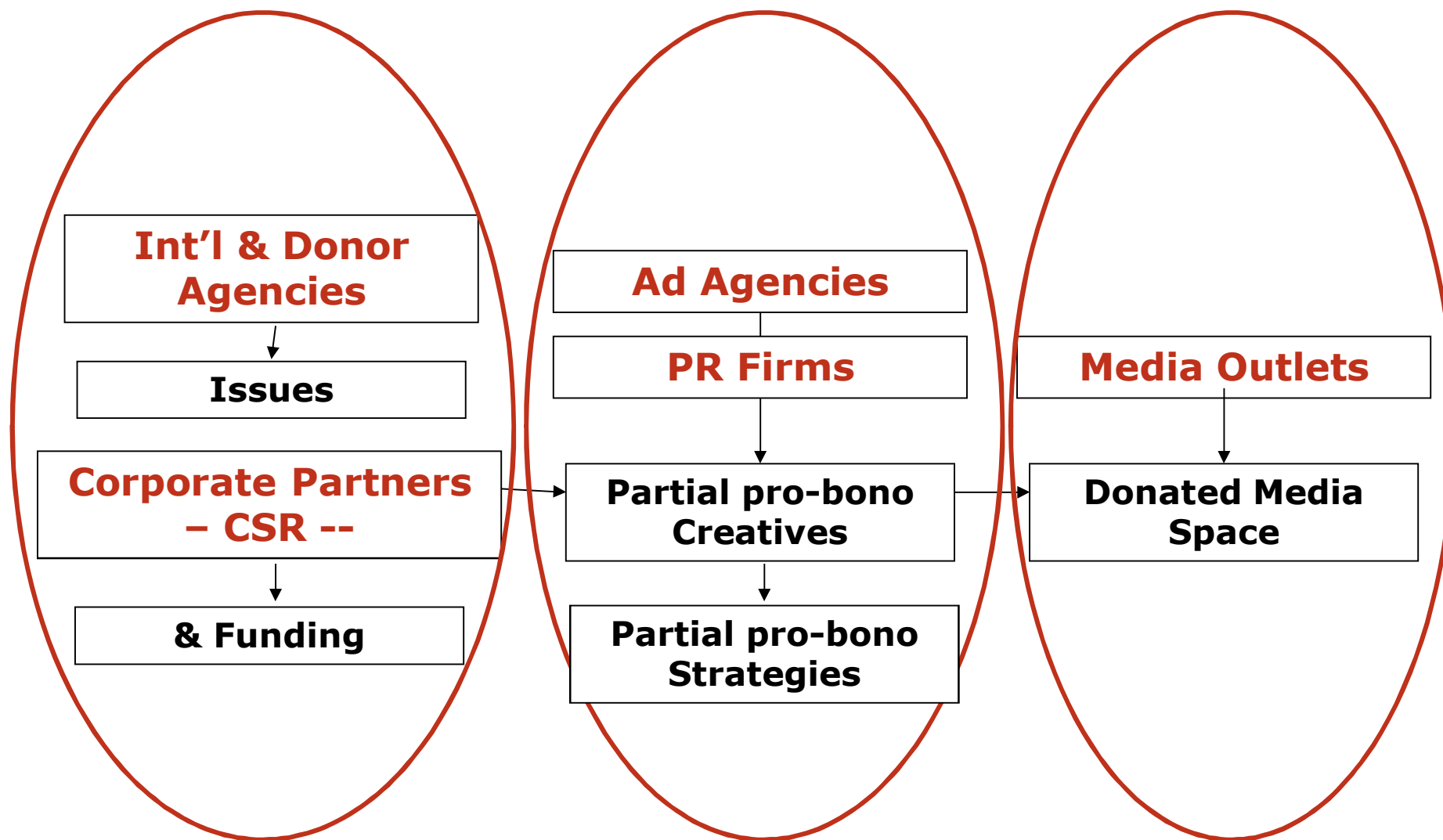
Applying Commercial Media and Advertising to Social Advertising

- Increase Social Awareness
- Change Behavior
- Through Media and Creative Industries Participation
- Using social marketing & media campaigns
 - Public Service Advertising (PSAs)
 - Social Media
 - Entertainment Content
 - News and Information Vignettes
 - Documentary Content
 - Music & Culture (Grassroots outreach and activities)

Challenges Require
Multi-sector Approach
Multi-stakeholder Partnership:

- stakeholders include:

- (1) Media Companies, including print, broadcaster, online, outdoor, cinema and in-flight who provide media space for pro-social campaigns;
- (2) Advertising & Creative Agencies, who contribute in-kind creative and production services
- (3) International Development and Donor Organizations working in sustainable development; and
- (4) Private-sector Companies supporting Corporate Social Responsibility initiatives.





As the leading producer of public service advertisements (PSAs) since 1942, the Ad Council has been addressing critical social issues for generations of Americans.

PSA CENTRAL

SEARCH

GO

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CHOOSE A CATEGORY:

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Featured Campaigns



1 2 3 4 5 6 HEALTH & SAFETY 7 8 9

LATEST NEWS

October 4, 2006

Ad Council joins Environmental Groups in Unprecedented Partnership to Promote Ocean Awareness

September 25, 2006

Ad Council Unveils Generous Nation Campaign

August 29, 2006

Autism Awareness

WWW.AUTISMSPEAKS.ORG

[VIEW CAMPAIGN DETAILS](#)

Don't Almost Give. Give. These simple and compelling words are the tagline of the new **Generous Nation** campaign, created by the



The **Red Defender** makes his debut as the spokesperson for [Blood Donation!](#) Special

 Internet

You could learn a lot from a dummy!



Got Milk?

- Got Water?
- Got Food?
- Got Security?

Crash Test Dummies

- Since the Crash Test Dummies were introduced to the American public safety belt usage has increased from 14% in 1985 to 79% in 1999, saving an estimated 85,000 lives, and 3.2 billion in costs to society.

“Media Mix” or “Social Marketing Mix”

- Public Service Advertising (PSAs),
 - Print
 - Television
 - Radio
 - In-flight
 - In-cinema
 - Outdoor
 - Online
- Music Videos,
- Documentaries and Informational Vignettes,
- Entertainment Content
- Social Media,
- Local Tours and Concerts

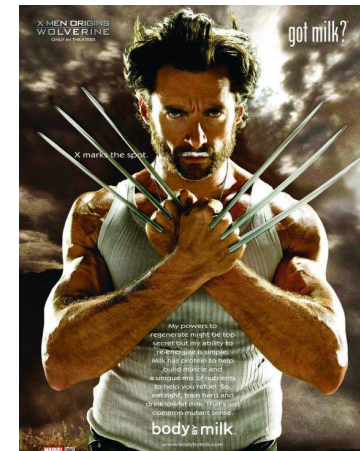
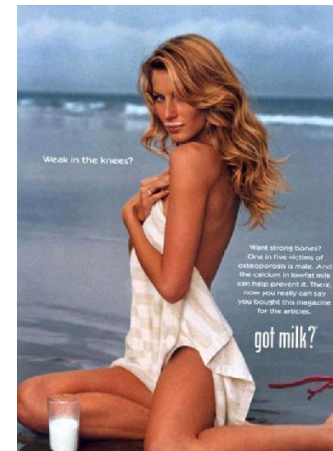
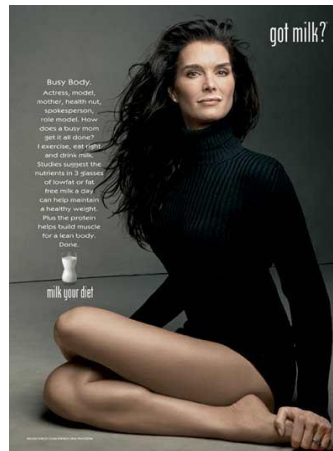
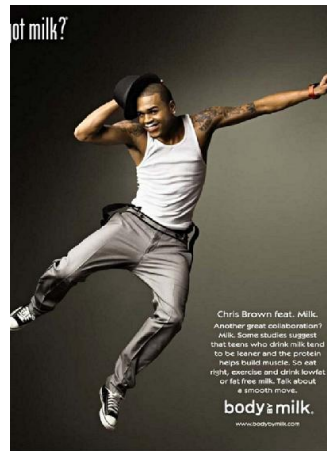
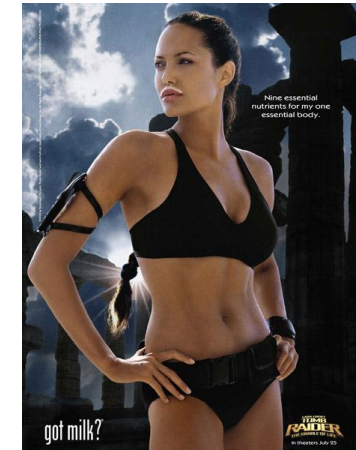
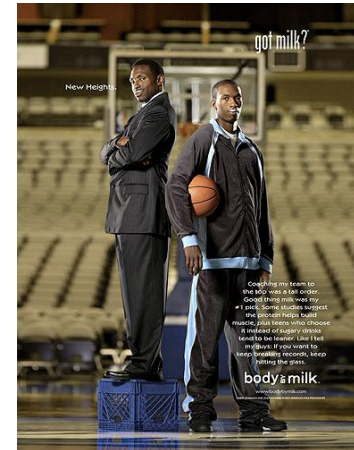
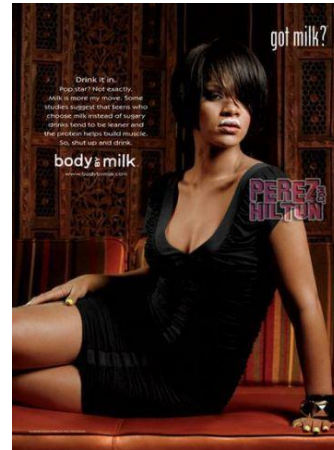
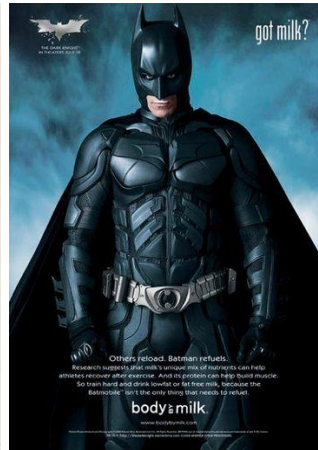
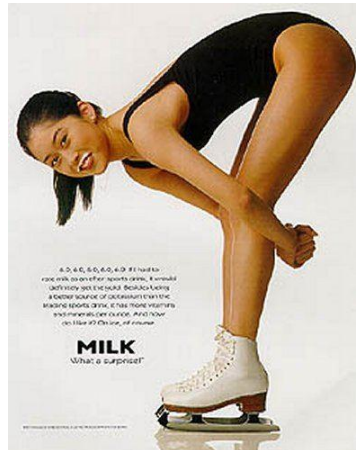
“Marketing-rule-of-thumb”

for optimal message resonance and penetration of individual awareness.
Necessary to reach audiences **5 to 9** times.

Question is: How do we popularise the cause?

- Assimilation into popular culture
- Adaption to value system

Got Milk?



Got Milk?



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Conclusion

Reaching the Masses: Building Critical Mass Awareness of Climate Change Adaptation

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Thank You