

Title of advertisement campaign:

Aims & objectives:

create awareness • introduce a new product to the market • increase sales • rebrand an existing product • generate feedback

Target audience:

age • gender • lifestyle • interests (demo/ psycho/ geo)

Key messages:

unique selling point or proposition (e.g. safety, comfort, reliability, functionality)

Approach:

methods employed in gaining attention (e.g. shock, celebrity endorsement)

Representation:

individual people • social groups • issues (e.g. violence, racism, sexism) • stereotypes

Campaign logistics:

• timing • scheduling • how target audience will access message • significant calendar events

Choice of media:

• TV adverts • film trailers • interactive media presentations • online • print based

Call to action:

*rationale and expected outcomes,
i.e. • response mechanism • feedback • reaction*

Legal & Ethical:

(e.g. copyright, intellectual property rights, slander/libel, performance rights, permission to film, royalties, violence, offensive language/behaviour/material, public interest)

Regulatory bodies:

• Ofcom • British Board of Film Classification (BBFC) • Advertising Standards Authority (ASA)

EXAMPLE

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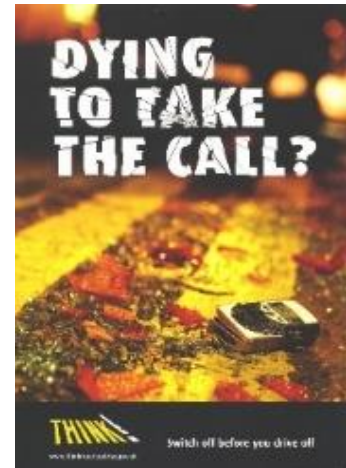
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Drive Safe Media Campaign

<https://www.youtube.com/watch?v=pwHoOJazEMQ>

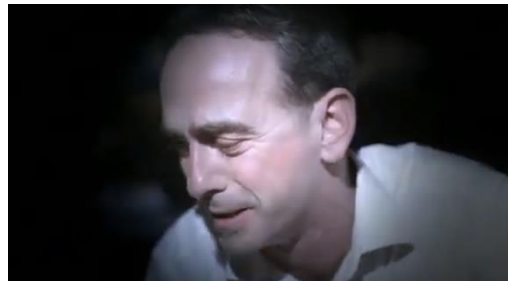
Aims and Objectives

This media campaign is made up of lots of general PSAs (Public Service Announcements) whose aims are to reduce the number of drunk and distracted drivers on the road by trying to scare people with the possible consequences, using phrases and using alternate versions of football chants to make sure that the message sticks. This campaign wants people to be more careful and be safer on the roads, primarily by avoiding in-car distractions and by not drinking alcohol before driving. This message is important because it could be a matter of life and death, both for the occupants of your vehicle but also any vehicles you may hit and any pedestrians and bystanders who are close by.



Target Audience

The primary audience of this campaign would be men around the ages of 18-36 years old, who are the people who have the highest probability of being dangerous drivers as they are young and inexperienced and want to have fun, which at times can lead to recklessness and cause them to do dangerous things, such as use a phone while driving or drink alcohol before driving. After passing their driving tests some people, especially some of those who pass first time, seem to think that they are the greatest drivers on the planet, which can cause them to take unnecessary risks because they think that they will be able to handle whatever comes their way. The secondary audience would be anyone who goes out to watch football or any other live event, which is why one of these adverts includes an altered version of a commonly used chant to make it resonate with this audience. Unless they take public transport or walk home, people who go to events may well drive home which could cause a problem if they have drunk alcohol at the event. This is especially bad at sports events such as football matches, where alcohol is easily available to buy at the ground or stadium and people who regularly go to football matches are perhaps stereotypically seen as big alcohol drinkers, which is why part of this advertising campaign is targeted towards them.

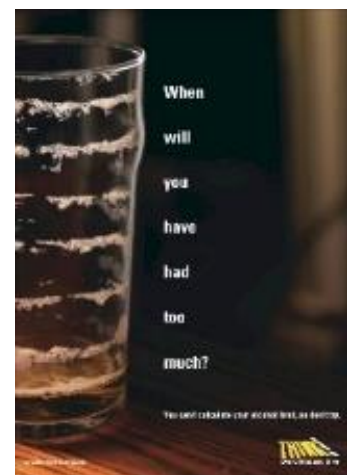


Key Messages

One of the obvious key messages of this campaign is to dissuade people from drink driving or any form of distraction while driving, which could prove fatal to you, your occupants and people around you. Another key message could be that it's always good to know when you've had enough alcohol and that just telling yourself "Just one more sip" or "just one more pint" could be dangerous to not only yourself but also those around you. The impact of this is that if this campaign can get people to realise when to stop drinking, then it can dramatically reduce the number of accidents caused by drink driving. There is a similar impact with distracted drivers, as if the campaign can get people to just ignore a message or a call and let it wait until they get to their destination, then they can reduce the risk to themselves and other drivers around them.

Approach

The campaign takes a serious approach and uses shockvertising to stun the audience into taking the message on board. For example, in one of the adverts it shows a smashed phone surrounded remnants of a rear brake light from a car lying on the side of the road. The cracked phone at the side of the road supports the idea of this campaign being aimed towards 18–36-year-olds as they are seen as the digital generation and are also stereotypically seen as addicted to their phones, so including a smashed-up phone in the advert is a perfect way of targeting this advert towards this age range. Also, the words at the top of the advert appear to be cracked to get the message across without crossing the line and making it unsuitable for public viewing, while the words themselves are ironic due to the suspected nature of what has happened in the advert and pose a question to the reader about whether using their phone while driving is really worth the risk. The adverts are set at night because that is the time in which a lot of major sporting events end and when most pubs and clubs close, meaning that this is the time in which people are heading home, perhaps in their cars after having alcohol. By having the adverts be set at night, this made the adverts seem targeted towards this particular area of danger.



Campaign Logistics

The adverts were published in December during the festive period and during major sports competitions as this is the time when people are most likely to drink and drive or be distracted while driving due to the celebratory atmosphere and this being the time when more alcoholic drinks are sold than usual. This especially happens during the festive period as people are looking to enjoy themselves after what could have been a long and difficult year, which would mean that they are likely to drink alcohol and take a more relaxed attitude to being aware and safe for the sake of enjoyment. This means that the campaign

can have a big impact as it reminds people that while it is perfectly fine to celebrate, it's always good to remember to be careful and to keep your wits about you. Also, as winter is the time when it gets dark very early in the UK, publishing these adverts during the festive period means that the fact that the adverts are set at night is even more important, as during the winter months crash rates are at their highest due to the celebratory attitudes and the earlier nights.

Representation

There is some stereotyping going on where it could be suggested that it is typically pub goers and football fans that are more likely to be drunk drivers, even though a lot of ordinary pub goers and football fans are sensible and know where the limit is. A lot of sports fans also tend to watch them at home, meaning that they don't really have to keep an eye on the amount of alcohol that they drink unless they plan to drive in the coming hours. By setting the advert at night, this could also be stereotypical as it could suggest that people who drive a lot at night are not always paying attention and seem to be the more dangerous road users.

Choice of media

The campaign was shown through TV advertisements and print advertisements. TV was used because then they are more likely to be seen in pubs or other drinking establishments as they tend to have at least one TV on in the background, especially when sports events are on. They could also be seen as advertisements on big screens at sports grounds and other areas where events are held. This way they can of target those who are most likely to be at risk from what has been shown in the adverts. Print was used as pub goers, especially older ones, sometimes take the paper in with them, making this another way of targeting those who are most likely to do what has been highlighted in the adverts. These 2 media choices were used because they are the best way of getting their message across to those who need to hear it the most, as TV has a wide-reaching audience and is a great way of advertising in multiple different establishments and areas, and print is a good way of promoting things to an older audience.



Call to Action

Once viewing this advert, the audience are expected to keep in mind the possible consequences and definite risks of either drink driving or distracted driving. This is because the adverts have made clear the very real possibilities of what might happen should the audience go against the advice that has been given. The heads of the campaign primarily want people just to consider their actions, to consider if the risk is really worth taking, and

to consider if the consequences are really worth it just to have that bit more alcohol or just to reply to a text message that could wait until later.

Legal and Ethical Issues

One issue that had to be avoided was showing anything that could be deemed too graphic to either be published in mainstream magazines and newspapers or to be broadcast before the watershed. To create the same effect without featuring any graphic imagery, they have used written messages and similar imagery such as shattered brake lights and a broken phone.

Regulatory Bodies

The regulatory bodies that would have an influence over this are the ASA for the print and TV adverts and Ofcom for some aspects of the TV adverts, as they tend to deal with most things that are televised. Some people may complain that the adverts are stereotypically aimed at people who go to the pub or people who watch football, whereas a lot of people who don't go to these places still drive while distracted, such as people going to work, or drink drive, if they have been drinking at home or at a family event.

Moms Demand Action Media Campaign

<https://www.youtube.com/watch?v=mKmvvOZxhWo>

Purpose

This media campaign is a collection of general awareness adverts whose aims are to reduce the amount of gun crime in the US, especially involving children. Another aim of this campaign is to get dangerous assault rifles banned in the US to ensure the protection of not only younger people but everybody else as well. A third aim of this campaign is to highlight the ridiculousness that dangerous weapons are not banned but some items like balls, skateboards and even some books are banned to protect children. The campaign uses shockvertising to achieve these aims by using extreme iconography to make their point about the dangers and the ridiculousness of the situation.

Target Audience

The target audience of this campaign is really everyone, particularly parents of children who are currently in education who are looking to ensure their safety. By spreading awareness of this issue and keeping the dangers fresh in their heads, it makes parents more likely to go above and beyond



to protect their child and to also make sure they aren't the ones carrying the weapons. A secondary audience of this campaign could be people who carry guns and people who are in a position of power to change the law so that guns are banned in some of the places that have been highlighted in this advertising campaign. By raising awareness of this issue, it makes lawmakers more likely to act upon this and try to push and get some legislation through congress which could help protect more lives.

Key Messages

The obvious key message of this campaign is about the danger of guns to children by showing that there are a number of places where guns are allowed to be carried which could pose a risk to everybody. Another key message is that it highlights the ridiculousness of what is banned in America and what isn't, with the adverts showing that skateboards, balls and ice creams are banned in some places and some books are banned entirely, but guns are allowed in all the places where these other items are not allowed. This is because skateboards, balls and ice creams are not usually seen as dangerous items by the public and most would never put them in a similar sort of category as guns, but by doing this the campaign makes the point that while mostly harmless items are banned in certain public places, guns are not and this needs to be changed before more people are hurt or killed.

Approach

This campaign obviously takes a serious approach, uses shockvertising and gets the audience to work out for themselves the question that is being posed to them about which of the 2 items in each advert is banned to protect people, always consisting of a large gun and another item that you wouldn't expect to be banned. The campaign uses kids to really hammer home how scary it is that children can carry guns and that they aren't a banned item despite the fact that many much less dangerous items are banned to protect them. The campaign uses extreme messaging because that is a very good way of getting the message to stick in people's heads because it isn't something that you would expect to see on a day to day basis. The campaign uses school kids because this adds an emotional element to it as the imagery of what we would call a Year 6 or a Year 7 holding a gun is incredibly potent and it would strike fear into any parent who sees it. They use red text on a black border when asking the audience if they



can guess which item is banned has connotations of blood, crime and murder which really helps to get the message across about the need for action to ban guns in spaces where they pose a risk to human life.

Campaign Logistics

This particular campaign, called “Choose One”, began in 2013, 1 year after the Sandy Hook school shooting. The group took over newspapers and magazines with multiple attack ads to highlight the madness that some incredibly stupid things are banned in some areas to protect children but guns aren’t. Being 1 year after a high profile shooting, this meant that the adverts had a big impact as the memories of that shooting would still have been very much alive in people’s heads when viewing the adverts. The importance of this is that by evoking the horrific memories of the previous year, it makes the campaign more likely to have an impact on the audience because the shocking imagery along with the memories it evokes make the campaign memorable and make people more likely to act upon seeing it.



Representation

There is some stereotyping going on where it could be suggested that anyone who carries a gun is a threat to the public, however a lot of people in America carry a gun to protect themselves from others rather than to commit harm. Kids were used because they are stereotypically seen as gullible and naive, which means that inexplicably they could be more likely to bring a gun into a public place while being unaware of the consequences their actions could have if they were to use it.



Choice of Media

The campaign was largely shown through newspapers and magazines as these are the most likely sort of media to be read by other mothers who are equally concerned about the safety of themselves but also primarily their children. This way they can target the right people so that they can increase awareness and bolster their campaign by attracting other mothers to their cause. This way, they can also attract lawmakers who are perhaps using public transport to get to congress or any other political building and who see it in the newspaper or a magazine. This way it can maybe influence their decisions and change what they would have been doing that day.

Call to Action

Once viewing these adverts, the audience are expected to take extra care of their children and to make sure that they are as safe as possible. They could also be expected to make sure that their children aren't carrying any dangerous items or weapons, such as guns, to make sure that they don't harm other people either, and to join the campaign to get stronger gun laws banned. Some sections of the audience would also be expected to change their own ideology and beliefs around gun laws, however this is incredibly hard to achieve, especially nowadays in an even more polarised society. This is one of the main reasons why they used shock tactics in the campaign, as this is a good way of changing people's beliefs as if they see something that they dislike enough, then they will have to change their mind about it, so even some of the most staunch pro-gun advocates should admit that tougher restrictions need to be put into place.



Legal and Ethical Issues

One issue that had to be avoided was showing anything that could be deemed too graphic to be published in mainstream magazines and newspapers. To do this, they had to make sure that they only showed the gun and not show anything about what the gun could do, while also making sure that the advert was shocking enough to make people horrified. They achieved this by using a large gun which would have connotations of violence and harm more than something like a pistol would. Another issue that had to be avoided was problems around safeguarding the child actors and actresses. To get around this, they will have needed to ask the parents permission to have their child feature in this campaign, as there could have been a possible risk to the child's safety if it were to get especially unwanted attention from either school bullies or even other external threats.

Regulatory Bodies

As this advertising campaign took place in the US, the main regulatory body that would have an influence over this is the FTC (Federal Trade Commission), as they are responsible for making sure that all advertisements are meeting the guidelines that are in place. Some people may have complained that the advertisements were too shocking to be put into mainstream circulation and they should have only been shown either past 9pm or 10pm on billboards or in newspapers and magazines that children are unlikely to read.

Comparison

In terms of the similarities between the two campaigns, both of them try to convey their message to the audience through shockvertising, where they try to show the audience something so shocking and/or memorable that it stays in their head for a long period of time.

However, while the Moms Demand Action campaign uses startling imagery in the print adverts of children and adult holding assault rifles and other dangerous weaponry with text above which tells the audience what it is representing, the Drive Safe campaign rarely features any actual people at all, instead focussing on using suggestive iconography such as a smashed phone, broken headlight and a half-drunk pint of beer, which give the audience an idea of what the campaign is trying to convey to them but without telling them straight up, which arguably could be a more affective way of getting the message across as it makes the audience actually think about what the campaign is trying to tell them, making it more likely to stick in their heads.

There are also differences in both of the campaigns' TV adverts. The Moms Demand Action advert shows school children having to hide under a desk due to a possible attack by a gunman, with the text shown at the end acting as a call to action for the audience to join the cause. This is different to the Drive Safe campaign, which features a bartender who tells a customer all of the dangerous possibilities which could happen if they were to drink and drive. The background behind the bartender also changes to more of a darker hue, not only ensuring that the emphasis of the viewer is placed on to what the bartender is saying but also sets the tone for the rest of the advert, letting the viewer know that it is going to talk about a darker theme than what the start of the advert would have suggested.

This shows that both campaigns used different methods of shockvertising which are in-keeping to their different topics in order to convey their messages to the audience, as while the Moms Demand Action campaign was more fearmongering, the Drive Safe campaign was more informative in its output, possibly also because of the differences between British and American viewing consumption.