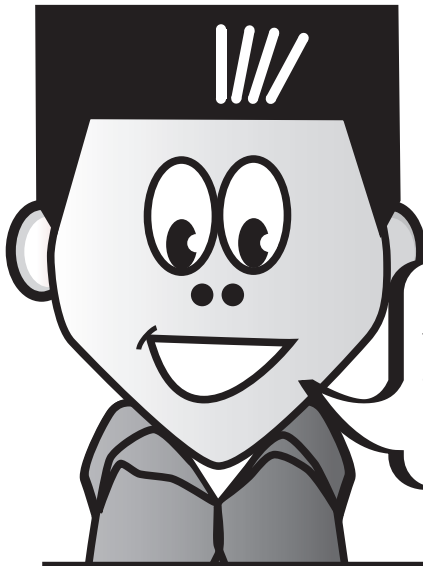




Charity campaign techniques

Look at the three charity adverts on the DVD and complete the table below.

Name of campaign	NSPCC	WWF	Cancer Research
Image: <ul style="list-style-type: none"> • Who or what is shown • What effect does it create? 			
Words/copy: <ul style="list-style-type: none"> • What's the slogan? • How many words? • What kind of language? 			
What's the message? <ul style="list-style-type: none"> • Does it <i>inform, teach, or warn</i> you? • What does the ad want you to do? e.g. find out more, give money, change your behaviour 			
Audience <ul style="list-style-type: none"> • Who's the ad for? e.g. you, grown-ups, anyone • Where would you see the ad? 			



Destruction of the rainforests

Here is the script of the soundtrack of one campaign for an issue you might already know something about: the destruction of the rainforests.

Read the script aloud in your group.

Rainforest

Every year, thousands of tribespeople are made homeless by the mindless destruction of the world's rainforests.

They are being robbed of the land that's been theirs for centuries as one acre of forest is razed to the ground every second.

And it's mainly the greed of just a few that is destroying the forests, the plants, the animals and ultimately the people who live there.

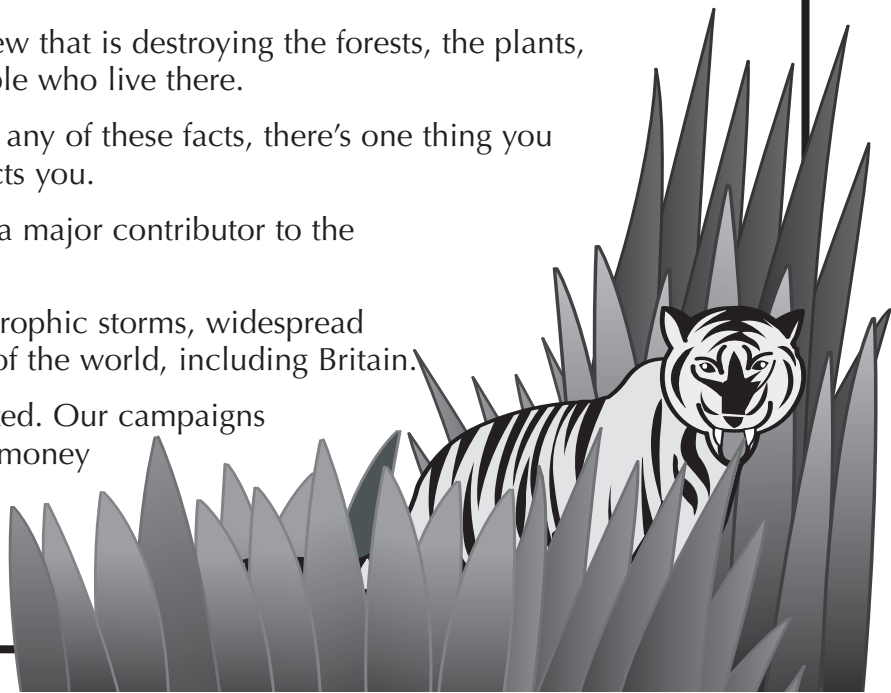
Even if you couldn't care less about any of these facts, there's one thing you should care about – because it affects you.

The destruction of the rainforests is a major contributor to the greenhouse effect.

If unchecked, it could lead to catastrophic storms, widespread famine and flooding in many parts of the world, including Britain.

This is not a scare – it's already started. Our campaigns are making a difference. With your money we could do much more.

It's not enough to be shocked.
Please act.

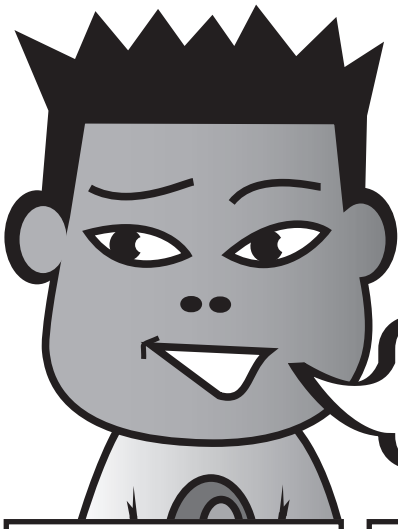


- In your group, underline the words or phrases that give **facts** about the threat to the rainforests.
- Put a circle around words that are **scary** or **worrying**.
- In a different colour, highlight words or phrases that directly address you.

Then talk about the following:

- How does the language make you feel?
- Who is the script talking to?
- What does the script want the audience to do?
- Who is speaking in this script? Who do you think wrote it, and why?

Storyboarding Rainforest



Imagine you have been asked to create a storyboard of images to go with the script of the Rainforest commercial.

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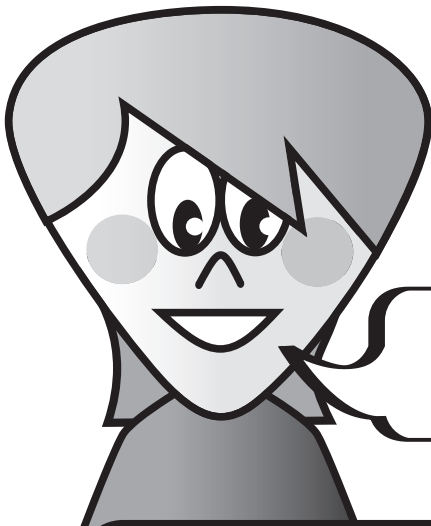
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- **Choose eight images** you think would work well with the text. You could sketch them, or find images in magazines or newspapers. Use the guide above to turn your images into a storyboard.
- **What music or sound effects would you use?** How would you fit the sound and the images together with the script? Write the words, plus your ideas for music or sound effects, underneath each image.
- **Who would you get to do the voice-over?** Maybe an actor, a celebrity, a pop star or a politician? What type of voice would they have? Would it make a difference if you chose someone well known, or a popular role model like Justin Timberlake, Cat Deeley or Daniel Radcliffe?

Campaigning TV ads



Your teacher will give your group one ad to discuss in detail.

For your chosen ad:

- List three things that you find particularly unusual or memorable.

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- Try to explain how these features create an effect, and what they are aiming to do.

.....
.....

- Work out exactly who you think the ad is aimed at, and what it wants them to do.

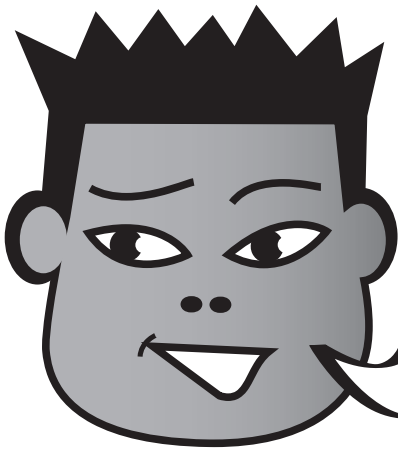
.....
.....

- See if you can work out which organisation or group produced it.

.....
.....

- Decide what questions you would like to ask the campaigning group who

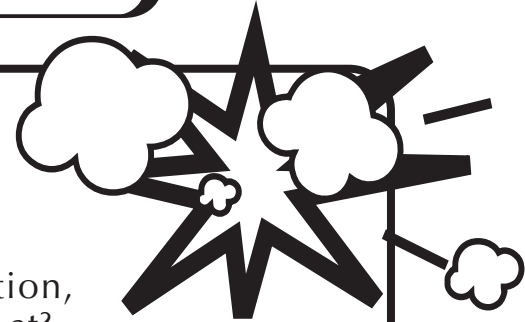
made the ad.....
.....



Watching a road safety ad

Your teacher will play you an advert about road safety. Watch carefully, then answer the following questions:

- What is the story of the ad? What happens?
- How has the ad been made? Does it use animation, film, special effects? Is it colourful and good to look at?



- What is the soundtrack of the ad like?
- If you can hear a voice, what kind of person does the voice belong to? Can you see the person in the ad?
- Is there music? What kind of music is it, and how does it make you feel? Is it a catchy tune?
- Are there people or characters in the ad? Describe them in a couple of sentences. If there is more than one person or character, do they know each other? What is their relationship (friends, parent and child, strangers etc)? Why is it important for the ad's message?
- Is there a slogan at the end of the ad?
- Describe the atmosphere of this ad. Use the words below to help you, and try to think of some others.



- Serious • Scary • Shocking • Happy • Teaching something
- Entertaining • Depressing • Cool • Exciting • Boring
- Funny • Sad • Enjoyable • Upsetting

- The Knowing the road ad has a song: does it work well in the ad? Why?
- What makes it memorable?

Making your own road safety ad

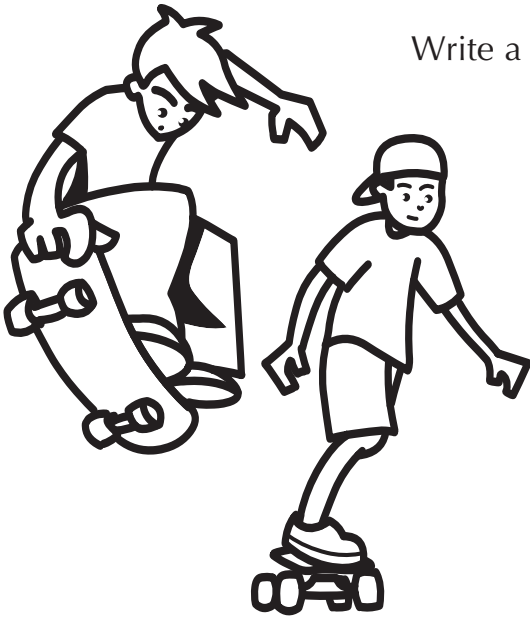


Now have a go at making your own advert, using different techniques for different audiences!

You have been asked by the government to create a road safety ad. Your creative briefs are below.

Brief 1

Write a funky rap for a TV ad



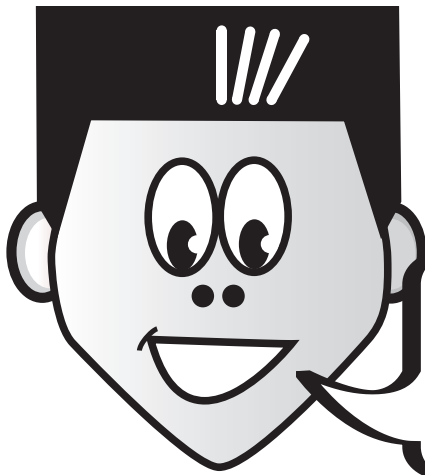
- Target audience: teenagers, especially those who own skateboards or roller blades
- Showing your ad: perform your rap to the class
You can also act out your ad, or write a storyboard



Brief 2

Design a poster with a slogan

- Target audience: people who drive, and who would be on the road near schools when pupils are being dropped off or picked up
- Showing your ad: draw your poster and put it up either in your classroom or somewhere else in school where a lot of people would see it



Tesco Computers for Schools

Tesco Computers for Schools has been running for many years now, and is a very successful scheme. The programme involves a promotion to help local schools obtain free computers and other information and communications technology (ICT) equipment.



What happens?

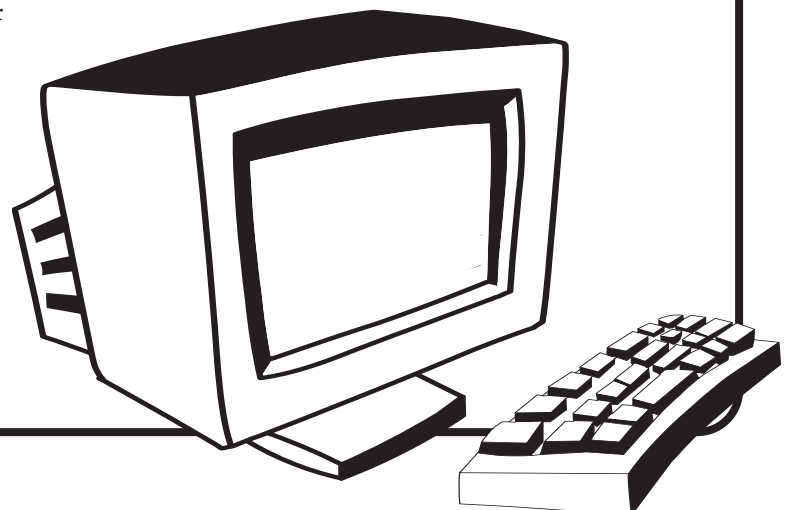
- During a 10-week promotional period customers were given 1 voucher for every £10 spent in a Tesco store.
- Schools could then collect these tokens and redeem (exchange) them for computers and ICT-related equipment.

How does Tesco benefit?

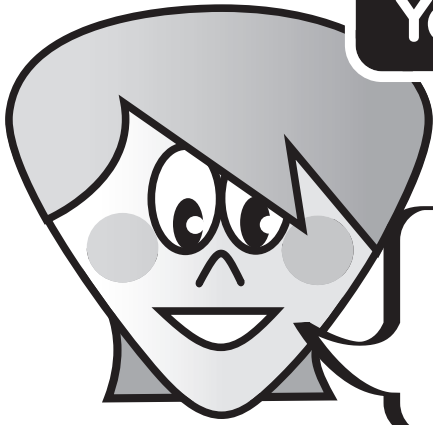
- ☺ Increased sales of their products
- ☺ Improved image and reputation in the community
- ☺ Reinforced brand values and improved customer loyalty
- ☺ It became known as an innovative retailer

Who else benefits?

- Over 50,000 computers and over 468,000 additional items of related equipment were delivered to schools. This is equivalent to more than one computer for every school in the UK
- Approximately £100,000 worth of IT training was provided for teachers



Yell – The Yellow Woods Challenge



In 2002, Yell (the people who produce the Yellow Pages) launched the Yellow Woods Challenge. The Challenge aims to encourage the recycling of Yellow Pages directories to save landfill space, and educate school children about the importance of recycling and woodland conservation, while also helping the Woodland Trust to protect UK woodland.

What happens?

- Schoolchildren are encouraged to collect old Yellow Pages directories for recycling
- Schools compete against each other locally and nationally to win cash prizes of up to £2,000 for collecting the most directories per pupil.
- For every pound awarded to schools in prize money Yell matches it pound for pound with a donation to the Woodland Trust. Schools can also win computer prizes in a competition for building giant sculptures out of their directories before they are recycled.

The company has already invested over £1/2million in the Yellow Woods Challenge and is committed to developing the campaign in the future and involving 1 million children over three years.

How does Yell benefit?

- ☺ More people now think of Yell as an environmentally friendly company
- ☺ They received a large amount of positive media coverage – this can often be even more beneficial to a company than normal advertising

Who else benefits?

- Schools: £86,000 has been awarded to schools since 2002
- The Woodland Trust: £86,000 has been awarded to The Woodland Trust since 2002
- Trees have been planted, woodland restored, wildlife and wildflower initiatives supported. 84% of local authorities now offer recycling facilities for Yellow Pages directories, up from 70% in 2001/02



BT and ChildLine – Am I Listening? campaign



Launched in October 2002 by BT, the Am I Listening? campaign aims to raise millions of pounds to enable the charity ChildLine to move closer to its goal of answering every call it receives.

It also aims to increase the sales for BT products and services while improving BT's work within the community.

What happens?

- BT donated £1 for every person signed up to their 1571 answer service
- BT donated £1 for every person completing an online customer survey
- Customers paying bills via direct debit are encouraged to donate the £1 monthly saving to ChildLine.
- As part of BIG Listen Week, BT ran a competition with CBBC Newsround to find a young person's voice to feature on the Speaking Clock for one week. More than 2 million people called to hear 12-year-old Alicia Roland's Scottish accent, raising £200,000 for ChildLine.

How does BT benefit?

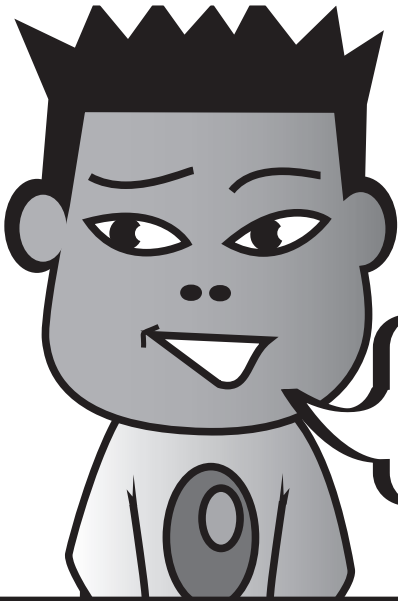
- ☺ Both the public and BT's employees were found to like BT more after the campaign
- ☺ Take-up of BT 1571 increased by 25%
- ☺ Over 2 million calls were made to the Speaking Clock, reversing a 10-year decline of the service
- ☺ BT got a lot of free media coverage

Who else benefits?

- £2.5 million has been raised for ChildLine since October 2002
- More calls than ever before are now being answered at the charity's switchboard – BT is a major contributor in helping an extra 3,500 children get through to ChildLine's switchboard each week
- Following BT's lead, mobile phone companies now ensure that calls to ChildLine are free and not itemised



Creating a cause-related marketing campaign



Tell me all about your cause-related marketing campaign on the Sheet below. You could draw a logo at the bottom of the page too, if you have time!

Our company is and we are organising a cause-related marketing campaign with

The reason we chose this organisation/charity is

We will aim our campaign at

To reach this audience we will advertise (where?)

The name of our campaign is
and its slogan is

Logo

A large, empty rounded rectangle with a black border, intended for drawing a logo.