

GOOD First Quarter 2018 news

A NEWSLETTER ON
TOPICAL SOCIAL ISSUES



GOODWILL
COMMUNICATIONS
PSA Distribution/Packaging/Evaluation

in this issue:

- Technology of PSAs
- Outdoor Advertising
- What Makes a Successful PSA?

THE TECHNOLOGY OF PSAs

By James Baumann, COO

For years the model has been the same – non-profits and government agencies relying on the generosity of media outlets to get their important message out through donated ad space. As the internet evolved and matured from a dial-up digital encyclopedia to a daily dependency for people and businesses alike, traditional media outlets – TV, Radio, Out of Home, even the print media – had to evolve their production practices to keep up with this new technology standard.



The internet not only created a new media category – with endless options of entertainment and information available with a simple key stroke, but also delivered on the promise of being an information “super highway” for business transactions and data/content sharing.

Included in the content traveling along this super highway are the ads we see that not that long ago traveled by way of tape on a UPS or Fedex truck. The way TV spots are trafficked and distributed to match a buy these days is the picture of efficiency and what used to take days takes minutes. Great – Right?

Right. It has never been easier to distribute your PSA if you have the right partner. Goodwill Communications uses ExtremeReach – the industry leader in distributing content to media outlets nationwide. This is a “push strategy.” Like all the paid spots that get pushed out to stations and networks on a particular media buy, our client’s spots get pushed to every local and national ad supported TV media outlet in the country.

Your spots are also posted in multiple formats so they can be “pulled” down from our own platform – PSADigital.

portal.goodwillcommunications.com/PSADigital.aspx



And lastly, for broadcast stations, the National Association of Broadcasters has a dedicated platform called NAB Spot Center where campaigns can be downloaded in broadcast ready formats. psa.nab.org

While these high-tech platforms for distributing your PSAs to the media may seem quite simple, they are not. There are a myriad of logistical details regarding file format, file size, media outlet specific requirements, notification, and marketing (for PSAs not getting matched to a paid buy). This is where your agency, post production team and distribution partner play a vital role in the successful delivery of your important message.

For more information on this and other services offered by Goodwill Communications, email or call us! We’d be happy to walk you through every step of the process.

James was formerly Sr. VP/Media at the Ad Council and is COO at Goodwill Communications. He can be reached at james@goodwillcommunications.com



OUTDOOR – A NEW MEDIUM FOR NEW AUDIENCES*

By Bill Goodwill

It was written off as a dead industry, particularly with the demise of tobacco advertising. It has been called a blight on the American landscape. It even earned the nickname “pollution on a stick.” But things have changed with outdoor advertising and we’re not talking about your father’s billboards.

Today, the outdoor billboard industry includes not just the small 8-sheet poster along your local rural road; it includes mammoth signs that tower above the tens of thousands of people who pass through Times Square each day. It includes rolling advertisements on the sides of trucks and buses. It includes a plethora of signage at speedways, and in sports stadiums. And it includes “outdoor furniture” signage comprised of bus shelters, benches and just about anywhere else where people congregate.

Like them or not, outdoor billboards are here to stay and the industry has never looked brighter. Overall spending on outdoor advertising is nearly \$5 billion, a ten percent growth rate and more than double a decade earlier.

Moreover, billboards are the place to see some of the most creative work in advertising, in spite of the fact that you have only a few seconds to capture the viewer’s attention. To those in the industry, outdoor is in.

A MOBILE SOCIETY

Contemporary social trends favor billboards. Americans are spending fewer hours at home, where TV, cable, magazines, newspapers, books, and the Internet all clamor for attention. People are spending more time than ever in their cars – daily vehicle trips are up 110% since 1970, and the number of cars on the road is up by 147%. For most people stuck in traffic, the only media options are radio and billboards.

The new single-column structures have cleaner lines than the old telephone pole or I-beam structures, and are supporting and complementing today’s crisp, new, bright, architecturally-designed stores, buildings and malls.



Shown in the photo are two giant outdoor posters we placed for Disabled American Veterans (DAV) in Times Square, where hundreds of thousands visit daily.

NUMBER OF OUT OF HOME DISPLAYS (2017)			
Billboards	Street Furniture	Transit	Place-Based OOH
Bulletins 152,367	Bus Shelters 60,897	Airports 68,560	Arenas & Stadiums 1,352
Digital Billboards 7,300	Urban Furniture 32,122 Bus Benches Newsracks Newsstands Phone Kiosks	Busses 1.01 million	Cinema 34,350
Posters 154,291		Commuter Rail & Subway 364,785	Digital Place-Based Video 1.25 million screens
Junior Posters 23,422	Digital Urban Furniture 3,641	Digital Transit 3,760	Interior Place-Based Convenience Stores Health Clubs Restaurants/Bars
Spectaculars/Wall Murals 4,029		Mobile Billboards 1,200	Exterior Place-Based, i.e. Airborne Marine Resorts & Leisure
		Taxis/ Wrapped Vehicles 46,194	Shopping Malls 30,532
		Truckside 2,732	

PSA COMMUNICATIONS ADVANTAGES

When used to inform the public about public causes, outdoor billboards provide many different communications advantages, and the total universe of outdoor opportunities is almost unlimited, as shown by the above table provided by the Outdoor Advertising Association of America.

First, outdoor is typically available even in towns that are too small to have a radio station or a local newspaper.

Second, billboards can provide communications reach right down to the neighborhood level. This may be useful if your campaign is concentrating on inner city residents or high school students and you can convince the outdoor billboard company to post your PSA messages nearby. One media buyer for a major advertising agency demonstrates the flexibility of outdoor: “I’m running Russian copy in a New York neighborhood, Filipino in San Francisco, Arabic in Detroit.”

Third, when used in conjunction with other forms of outdoor – sports stadium signage, transit and place-based media – they can provide the communications effectiveness of a local network, giving you reach and frequency throughout the community.

Fourth, public service messages on outdoor posters are often available because outdoor companies don’t want to have an ugly sign with blank paper staring out at the public for an extended period of time.

Transit posters we placed on behalf of the Consumer Product Safety Commission and the Substance Abuse and Mental Health Services Administration throughout the Washington DC Metro Transit system.





Top: Outdoor Bulletin PSAs produced by World Vision. Bottom: Starlite posters produced by U.S. Department of Agriculture.

OUR OUTDOOR PROCESS

Getting outdoor posters placed is a very complex process due to several factors:

- Some clients have very specific areas of the country where they want their messages to appear
- There are often multiple creative messages and the outdoor company gets to choose which message they want to post in their community
- There are a variety of outdoor poster sizes ranging from a highway Bulletin billboard measuring 14 feet high and 48 feet wide, to smaller Starlite posters, which appear in and around retail establishments and shopping malls
- Some clients may want their messages placed in a specific outdoor medium, but not in others

Added to these challenges, we need to manage a national budget to ensure that we maximize placements within the client's budget.

AN OUTDOOR CREATIVE PLATFORM

To facilitate outdoor orders, we post client creative work to a password protected website called www.OOHforGood.com, hosted by Circle Graphics, the largest outdoor printing company in the country. The site makes it very easy for outdoor companies to order posters in the quantities and sizes required.

To promote the site, we send blast emails such as the one shown here to outdoor companies showing the creative available. After the orders are printed and shipped to the outdoor companies, we follow-up to ensure that the posting company received what they ordered.

The final step is to contact the outdoor company to determine the usage of client posters in terms of what type of poster was used, its location, the size, duration of exposure, the value and Gross Impressions generated.

Here is a sample of what an outdoor evaluation report looks like, and these reports are posted online for access by clients. We also use a service to obtain photos of the posters as another form of validation.

Sample Outdoor PSA Evaluation Report								
DMA Rank	DMA Name	State	Design	Ad Type	# of Faces	Average PSA Posting Length (Months)	Donated Media Value	Impressions
1	New York	NY	Collage V1	Shelter-Backlit Film	10	1	\$5,000	1639720
2	Los Angeles	CA	Collage V1	Styrene .020	10	3	\$25,500	6147450
4	Philadelphia	NJ	Women	Interstate Poster	2	3	\$21,000	1870644
7	Wash, DC	MD	Couple V3	Eco-Flexx 3.0	1	3	\$29,100	1960941
9	Boston	MA	Grandchild	Eco-Flexx 3.0	2	3	\$108,000	7556301
10	Atlanta	GA	Family	Eco-Flexx 3.0	1	3	\$4,500	710744
17	Denver	CO	Couple V1	Vinyl Flex 7.5 oz	1	3	\$19,440	752304
20	Sacramnto	CA	Family V1	Eco-Flexx 3.0	1	3	\$25,500	3969077
21	St. Louis	MO	Women	Eco-Flexx 3.4	1	3	\$3,000	750000
39	Austin	TX	Couple V1	Vinyl Flex 7.5 oz	1	3	\$13,500	1984233
Total							\$ 254,540	27,341,414

Join the millions like us retiring online.

Social Security Retirement Tools:

- The Retirement Estimator gives estimates based on a worker's actual Social Security earnings record and allows them to customize their estimate by changing their "stop-work" age and future earnings. socialsecurity.gov/estimator
- "My Social Security" is a valuable source of information and services for workers and retirees. Workers can view their Social Security Statement to review estimates for retirement, disability, and survivor benefits, and verify their earnings record. Retirees can start or change their direct deposit, change address and phone number, as well as get a benefit verification letter. socialsecurity.gov/myaccount

Social Security Launches Major OOH PSA Initiative Campaign Encourages Seniors to Save Time and Money by Going Online to Apply for Benefits

Dear OOH Advertising Executive:

Instead of waiting in line to apply for retirement benefits in a busy government office, more and more people are applying from the comfort of their home using the Social Security Administration's website, www.socialsecurity.gov.

About half of all retirement applications received by Social Security each month are online. Already, millions of people have taken advantage of this easy, secure and convenient way of applying for retirement.

SSA has produced a wide variety of public service creative materials in many different formats, and they are being made available to any company that provides advertising inventory at our nation's airports, shopping malls, bus companies, transit stops, and roadside billboards.

This important campaign has been endorsed by the Outdoor Advertising Association of America (OAAA), the lead trade association representing nearly 800 member companies, including those that own or operate billboards in the U.S., and any company that provides advertising space on street furniture, transit or alternative OOH media displays.

To order these materials, simply log onto www.OOHforGOOD.com and select the type of materials you want to order, the quantity, and where they are to be shipped. Once that step has been done, the materials are produced and shipped within seven business days.

For more information, contact:
Leith El-Hassan, OOHforGOOD
Leith@OOHforGOOD.com 646-244-1711

Over the past few years, many of our clients realize that outdoor PSAs are very effective in extending their messages delivered by other media such as TV and radio and following is a gallery of OOH posters we have placed in various venues around the country.



Various OOH creative for DAV produced by Crosby Marketing.

ADDITIONAL RESOURCES

For additional resources on the outdoor industry, go to: oaaa.org. Here you will see design tips, outdoor facts and figures, and a glossary of terms. *Excerpted from an article of the same name available at psaresearch.com/outdoor.html



What Makes a Successful PSA Campaign?

Chuck Husak, Creative Director, August Lang & Husak

Books have been written about this subject, so I'll limit this piece to some summary points.

For starters, consider that PSAs are the Olympics of advertising. They typically deal with vitally important issues that seek to change ingrained habits. This challenge is more daunting than simply urging people to try your breakfast cereal. And even before you can win free air time and engage viewers, you need to pass muster with program directors at TV stations who look for PSAs that will flatter their stations and keep viewers tuned in.



Key scenes from TV PSAs dealing with avoiding sedentary lifestyles produced by August, Lang and Husak. Young boy watching TV while his pet dog works out on a treadmill. In the second scene, a man takes his lawn tractor to the mailbox.

These two audiences call for the same considerations: Your PSA needs to deal with a relevant issue (kid topics are always popular) and the PSA itself needs to be conceptual, entertaining, and well-produced.

My own rule here is simple: you need to tell people something they don't already know – or you need to remind them of something they do know, but told in a new and compelling way. So a simple "this is dangerous" or "don't do this" warning message isn't enough.

ON CONCEPT:

Here's what I mean about being "new." Through the years, telling a 15-year old that smoking is dangerous has been done to death (so to speak) without much success. Today, that PSA message has evolved to become "don't hate tobacco, hate tobacco companies" because teens aren't afraid of getting cancer when they're 60 – but they do hate to be played for chumps by corporate executives who would manipulate them. Today's newest wave of anti-smoking PSAs has coincided with shrinking numbers of teen smokers. Coincidence?

SURROUNDING YOUR AUDIENCE:

Let's stop calling PSAs "announcements" and start calling them all-media campaigns. TV, radio, websites, brochures, pamphlets, comic books, signage, transit, out of home, refrigerator magnets, t-shirts, live events, etc. reinforce each other in a campaign. "Repetition with variation" is a time-honored principle of effective communication. Sending your message through a variety of methods and media is the best way to connect. Remember that changing peoples' habits takes time – sudden behavior changes are rare.

DELIVERY PLATFORM

In our digital society, there is no such thing as hard copy delivery when it comes to PSAs. Media gatekeepers – like most of us – want their content delivered via some digital, online platform, and that is the only way to roll. Make sure you distribute through a service that knows how to deliver in each medium. In the front page article of this newsletter that James Baumann authored, he discusses the importance of digital delivery and how it works. These days, there is no other option.



An outdoor poster produced by August, Lang and Husak for Operation Not Forgotten, a non-profit that helps veterans.

AGGRESSIVE MARKETING

Newsletters, blast emails, and post card notifications will help get some pickup. Add an articulate and persuasive phone call and you will get more. Add a call from a powerful local community representative noting the importance of the PSA to the local community, and you will do even better. If you go to www.psaresearch.com and click on **Articles**, and then click on **Community Outreach**, there are online tips about how to engage the local media in your campaign

THOROUGH EVALUATION

It is essential to have the numbers telling you when PSAs were used, how many, where, and their equivalent paid-media value. But qualitative assessments are very valuable too. Follow-up research that reveals memorability and how many people took action make PSA producers smarter the next time out.

The bottom line is that PSAs are a complicated process and you want to have people on your side who thoroughly understand the process. This doesn't necessarily call for a big budget – just expert understanding. Our firm has been creating award-winning PSA campaigns for three decades. To see our work, go to: <http://www.alhadv.com/>