



When there's a need,



We are there.



Mission Statement

To identify a select number of significant public issues and stimulate action on those issues through communications programs that make a measurable difference in our society.

Real Challenges, Real Solutions



Peggy Conlon
President & CEO
The Advertising Council

As I write this letter it is difficult not to acknowledge the challenges currently facing so many Americans. Times are hard. Open a newspaper, turn on the TV or click on any news site during this past year and you will find stories about families and individuals facing foreclosure and struggling with mounting debt. Hunger is not just abroad but here in our own cities and towns. Bullying online and at the playground has been taken to unimaginable levels with devastating results. We face an increasing obesity crisis and a dramatic increase in children diagnosed with autism. Floods in the Midwest and fires in California have displaced thousands. Clearly, help is needed and the Ad Council is there.

The Ad Council has been addressing many of the nation's most critical social issues for 66 years. We have been there during trying times and we have rallied Americans to be the lifeline for their neighbors. Our campaigns have created positive change on a host of challenges facing our society, including polio, drunk driving, crime prevention, pollution and countless others.

While the social issues change, our role remains the same. A look at the campaigns and special initiatives featured in this Year in Review demonstrates the Ad Council's ability to identify and respond to those issues most relevant to the current social condition.

Also highlighted on the following pages are the committees and individuals who give so much of their time, their talent and their funding to help us generate significant and sustainable change. That change is ignited when our founding partners in advertising, media and corporate America

come together to make a difference. It is the continuing commitment of leading advertising agencies and media partners that enable us to produce compelling—and effective—campaigns and to deliver our critical messages to their target audience in both traditional and new innovative ways.

Today, while individuals, families and entire communities throughout the nation are struggling, the Ad Council provides help and hope. Since launching our campaign to promote adoption from foster care, more than 13,000 families have begun the adoption process. Our campaign to encourage young career builders to focus on building their savings has resulted in nearly 2 million visits to the campaign website.

When you support the Ad Council, you're investing in programs that make a measurable difference. You're helping to remind fathers just how critical their presence is to their children. You're informing families that there are steps they can take to prevent foreclosure on their homes. You're inspiring young people to speak up when they are riding with a friend who is driving recklessly. You are enabling the Ad Council to amplify the critical programs that our non-profit and government sponsors have in place to provide critical support for people who need a helping hand. In short, you're providing not just hope, but real solutions.

Sincerely,

A handwritten signature in dark ink, reading "Peggy Conlon". The signature is fluid and cursive, with the first name "Peggy" being more prominent than the last name "Conlon".

Ad Council

We are there.

“It is this collaboration of individuals and industries that enables the Ad Council to produce and deliver advertising that truly makes a difference.”

Susan M. Gianinno and Philip I. Kent



Moving the Needle

The Ad Council has a rich history of generating real social change around the most pressing issues of the day. During the past year we have raised awareness and motivated action on a host of critical social issues including obesity, foreclosure prevention and online safety. The Ad Council's ability to move the needle in the direction of positive change is a direct result of the commitment and generosity of the individuals and organizations highlighted throughout this report. Corporations, foundations and individuals provided the Ad Council's operating support. Advertising agencies donated their most talented teams to develop the work. The media industry donated its most valuable asset—advertising time and space. It is this collaboration of individuals and industries that enables the Ad Council to produce and deliver advertising that truly makes a difference.

Exceptional Creative Talent

The Ad Council's standard of creative excellence drives the impact and effectiveness of all Ad Council campaigns. Continuing to get the best creative requires getting the top creative talent to serve on our Campaign Review Committee and work on our campaigns. It means working with top agencies and thinking about creativity more broadly than in the past—including online, mobile, event and public relations. We have made great strides in including digital, direct and new media talent on our Campaign Review Committee and campaign assignments and we are seeing the impact on our work. We are drawing upon a broader and more diverse talent pool and engaging today's top creative talents. This major creative effort remains a priority and enables the Ad Council to maintain the highest creative standard.

Innovative Media Partnerships

The Ad Council received more than \$1.8 billion in donated media on behalf of its campaigns during fiscal year 2008. This level of support is a direct result of a continuing commitment to grow and manage successful and innovative media partnerships at the national and local levels, leverage traditional and new media industry association relationships, and engage new and improved technologies. Each of these efforts is further detailed in the Media section of this report.

The Ad Council continues to marshal the spirit of pro bono for the greater good. We are proud to present this "Year in Review," which highlights all that has been accomplished during the last year.

CHAIRS



Chair

Susan M. Gianinno
Chair & CEO
Publicis Worldwide in the USA



Immediate Past Chair

Philip I. Kent
Chair & CEO
Turner Broadcasting System, Inc.



Community

We are there.

“After separating from my wife, I could have moved away from the town where my wife and children still lived—it was the easy road. But I saw one of the fatherhood ads on TV and began to think about how my decision would affect my kids. The ad showed me how important it is to be an involved father. I chose to stay close, and my children and I continue to maintain a strong relationship.”

P. Murphy



Community



Adoption

SPONSOR: HHS' Collaboration to AdoptUsKids

AGENCIES: kirshenbaum bond + partners, Revolución

With 129,000 children currently in the foster care system waiting for a family, this campaign aims to significantly increase awareness of the urgent need for parents to provide loving, permanent homes for these children.

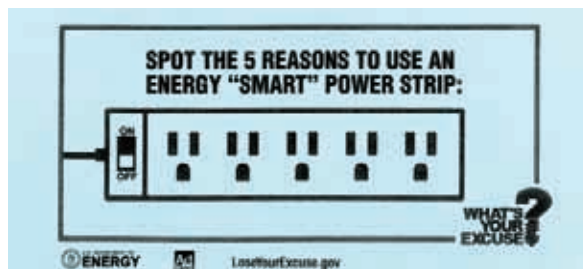


Community Engagement

SPONSOR: United Way

AGENCY: McCann Erickson New York

The Community Engagement "LIVE UNITED" campaign works to motivate and inspire people from all walks of life to get engaged and partner with United Way to advance the common good. The campaign encourages audiences to "Give. Advocate. Volunteer. LIVE UNITED."

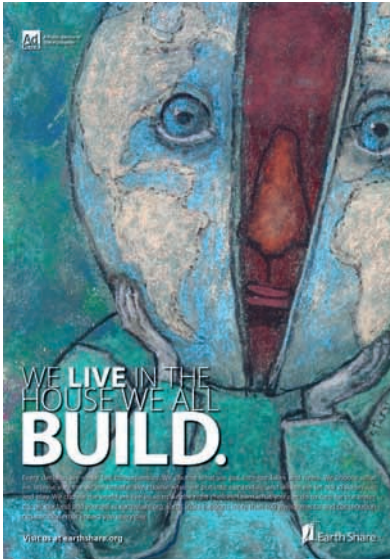


Energy Efficiency

SPONSOR: U.S. Department of Energy

AGENCY: Goodby, Silverstein and Partners

In a national survey of kids ages 8-12, 85% of respondents believed that they could lead their family to do what is needed to consume less energy in the home. The PSAs highlight the simplicity of making energy efficient changes in the home and asks kids to join millions of others to make a difference by using their energy wisely.



Environmental Involvement

SPONSOR: Earth Share

AGENCY: Draftfcb Chicago

Every aspect of our environment—air, water, land, wildlife and public health—is connected. The Earth Share campaign beautifully and compellingly conveys man's undeniable oneness with responsibility to nature.



Generous Nation

SPONSOR: The Advertising Council

ADVERTISING EXECUTIVES: Phil Dusenberry, Ted Sann, Charlie Miesmer

The Generous Nation campaign is designed to inspire Americans to translate their everyday compassion and good intentions into action by giving more often. The campaign's message is simple: Don't almost give. Give.



Father Involvement

SPONSORS: U.S. Department of Health and Human Services' Administration for Children and Families Office of Family Assistance and the National Responsible Fatherhood Clearinghouse
AGENCY: Campbell-Ewald, Detroit

This campaign is designed to inform dads about the critical role they play in their children's lives. The PSAs conclude with the tagline "Take time to be a dad today" and encourage fathers to visit www.fatherhood.gov or call 1-877-4DAD411 to learn how to be more involved fathers.

Community



Foreclosure Prevention

SPONSOR: NeighborWorks® America

AGENCY: mcgarrybowen

This PSA campaign strives to reach the roughly 50% of delinquent borrowers that avoid contact with their lender and to encourage them to call 888-995-HOPE for guidance.

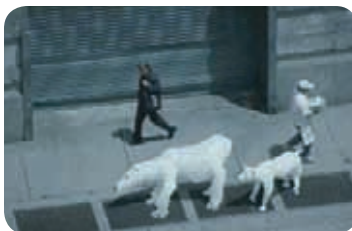


Gay and Lesbian Teen Discrimination

SPONSOR: Gay, Lesbian, and Straight Education Network (GLSEN, Inc.)

AGENCY: Arnold NYC

Homophobic slurs, whether intentional or not, have a significant impact on LGBT students, negatively affecting school attendance and achievement. This teen-targeted campaign seeks to reduce the pervasive use of anti-LGBT language in schools by getting students to think about the harmful consequences of the language they use.



Global Warming

SPONSOR: Environmental Defense Fund

AGENCY: Ogilvy New York

Global warming is an urgent issue that can be solved if we all pull together. Americans are encouraged to visit fightglobalwarming.com to learn how to reduce global warming pollution on the road and at home.

Hunger Prevention

SPONSOR: Feeding America

AGENCY: Ogilvy & Mather

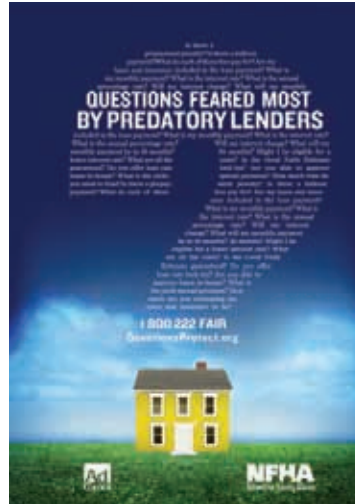
Hunger is a reality for 1 in 8 people in the U.S., yet it remains largely an invisible problem to most Americans. The campaign seeks to raise awareness of and provoke action against hunger by making the issue personal and real.



Mentoring

SPONSOR: Big Brothers Big Sisters of America
AGENCY: VGS Creative

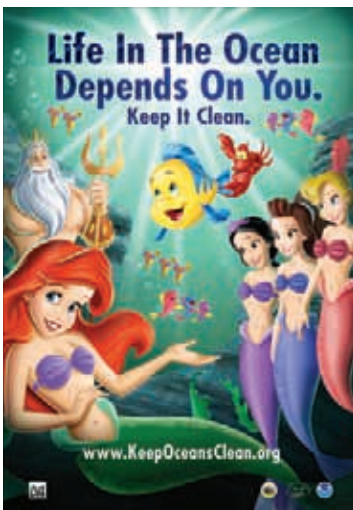
There is an urgent need for men and women, and particularly minority men, to step forward to mentor children. The campaign encourages individuals to volunteer for Big Brothers Big Sisters and touch the life of a child in a simple but life-changing way.



Predatory Lending

SPONSOR: National Fair Housing Alliance
AGENCY: Target Smarts

Predatory lending is a set of unfair, unethical and often illegal lending practices designed specifically to deceive unsuspecting homeowners. The campaign aims to teach consumers how to recognize predatory lending before it occurs, and how to combat it by visiting www.nationalfairhousing.org or calling 1-866-222-FAIR.



Ocean Awareness

SPONSORS: National Marine Sanctuary Foundation, National Oceanic and Atmospheric Administration, Department of the Interior and Environmental Defense

When it comes to pollution, people generally don't realize that most ocean pollution originates on land. The campaign was created in collaboration with Walt Disney Studios Home Entertainment, utilizing The Little Mermaid's Ariel and friends, to raise awareness among Americans about the connection between our activities on land and the health of the ocean.



Identifying Critical Issues

Creating social change begins by identifying the pressing issues and mounting crises plaguing our nation. It requires keen insight into the very fabric of society. This is the work of the Advisory Committee on Public Issues.

Established in 1947, the Advisory Committee serves as the Ad Council's "think tank" on emerging or shifting societal needs. Comprised of some of the most prestigious minds in the non-profit, research, academic, philanthropic, medical and public policy professions, this esteemed group of leaders identifies and evaluates possible new campaigns.

Under the leadership and vision of Raymond G. Chambers, Founder, Amelior Foundation and David Bell, Operational Advisor, Pegasus Capital Advisors LP, the Advisory Committee provides the highest caliber of expertise and plays an ever-important role in shaping the overall direction of the Ad Council.

CHAIRS



Raymond G. Chambers
Founder
Amelior Foundation



David Bell
Operational Advisor
Pegasus Capital Advisors LP

Adoption Drunk Driving
Stroke Awareness
College Access
Obesity Foreclosure
High School Dropout
Global Warming Diabetes
Veteran Support Arts
Steroids Wildfires



Ensuring Creative Excellence

The Campaign Review Committee's (CRC) primary responsibility is to ensure that the PSAs developed by the pro bono agencies reflect the Ad Council's high standard of excellence.

The CRC, comprised of some of the nation's most brilliant creative talent, reviews and rigorously critiques each one of our campaigns at every stage of its development, from strategic planning to creative execution. All Ad Council campaigns must receive CRC approval prior to production—no small feat given the committee's high bar.

Thanks to the Ad Council's dedicated agency partners who generously contribute their best and brightest talent, Ad Council campaigns continue to raise awareness, inspire action and cause people to think differently about issues critical to the welfare of our nation and its people.



CHAIRS



Joyce King-Thomas
EVP, Chief Creative Officer
McCann Erickson NY



Nick Law
EVP, Chief Creative Officer
R/GA



Manny Vidal
Partner/President, CEO
The Vidal Partnership



Education

We are there.

“I am 23 years old and a recent college graduate. For the most part, my generation just hasn’t been taught how to have healthy relationships with money—though I think a lot of us know that is exactly what we wish we could do. When I heard the “Feed the Pig PSA,” I went to the website where I found useful, easy to use information and tools written in a way that made our financial goals, though small right now, seem serious. “Feed the Pig” is giving me everyday tools so I can save now for my future.”

Maha Ibrahim



Campaigns

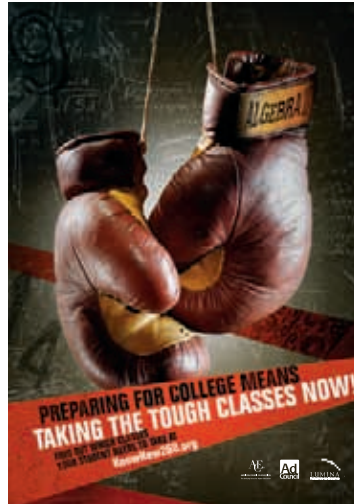
Education



Arts Education

SPONSOR: Americans for the Arts
AGENCY: Leo Burnett, Chicago

The benefits of arts education are well documented and far-reaching, but many children simply don't get enough. This PSA campaign was created to increase parental involvement in championing arts education both in and out of school.



College Access

SPONSORS: Lumina Foundation for Education and American Council on Education
AGENCY: Publicis New York

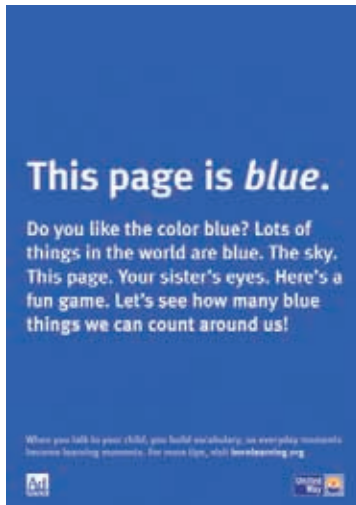
The College Access campaign encourages more low-income students and their families to take the necessary steps toward postsecondary education, with effective support from parents and adult influencers (i.e. teachers, counselors, coaches).



Credit Scores Education

SPONSORS: Consumer Bankers Foundation, Leadership Conference on Civil Rights Education Fund
AGENCY: Mullen, North Carolina

Although having a good credit score is so important, many Americans are unsure of what actions they can take to improve their credit score. This campaign educates consumers about important steps they can take to establish and maintain good credit by directing them to creditfairy.org.



Early Childhood Development

SPONSOR: United Way

AGENCY: McCann Erickson New York

The Early Childhood Development “Born Learning” campaign, through national PSAs, parent materials and community mobilization activities, provides parents and caregivers with simple steps they can use to prepare young children for school.

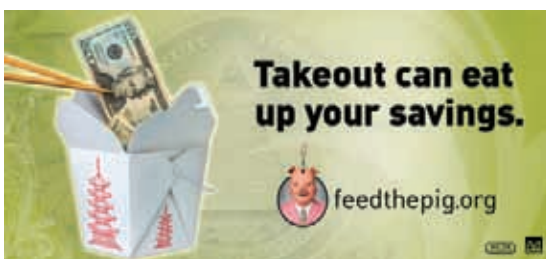


Financial Literacy— Young Adults

SPONSOR: U.S. Department
of the Treasury

AGENCY: Lowe NY

This campaign educates 18–24 year olds about credit by provoking them to consider the “cost” of the purchase, thereby encouraging a more conscientious use of credit. It drives them to www.controlyourcredit.gov, where they can learn about debt, credit management and credit cards.



Financial Literacy—General

SPONSOR: American Institute of Certified Public Accountants

AGENCY: VGS Creative

Feed the Pig™ is the first national public service advertising campaign dedicated to changing and improving the financial behaviors of young working Americans, ages 25–34. America, it's time to Feed the Pig.



Campaigns

Education



High School Dropout Prevention

SPONSOR: United States Army

AGENCY: Publicis NY

Approximately 7,000 high school students drop out every school day. The campaign encourages teens and parents to give these struggling kids in their community a boost, to help them stay in school and graduate.



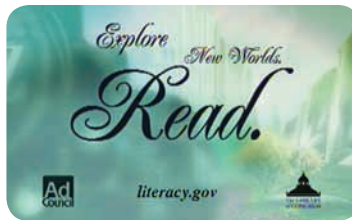
Inspiring Invention

SPONSORS: U.S. Patent and Trademark Office,

National Inventors Hall of Fame Foundation

AGENCY: Publicis and Hal Riney

The campaign aims to help children realize that there is a role for every kind of unique curiosity and imaginative idea as it relates to invention.



Lifelong Literacy

SPONSOR: Library of Congress

AGENCIES: The Geppetto Group, Buena Vista Home Entertainment,

BYU Ad Lab

The objective of the Lifelong Literacy campaign is to inspire fun and promote literacy in all types of learning, especially reading. The PSAs encourage youth to log on to www.literacy.gov to discover, learn and explore.



18% increase in graduation
amongst New York City public
high school students since 2002.

New York City Teacher Recruitment

SPONSOR: New York City Department of Education

AGENCY: Digitas

Teaching in New York City takes guts, smarts and passion. This campaign reaches out to those drawn to such a challenge. The goal is to increase the quality of the more than 80,000 public school teachers in NYC.



Supporting Minority Education

SPONSOR: United Negro College Fund

AGENCY: Y&R

UNCF encourages all individuals to support educational opportunities for minority youth today so we do not miss out on the next big idea of tomorrow. Because a mind is a terrible thing to waste.



Reaching Those in Need



PSAs can only be effective when they are seen, heard and shared by those who need them. Thanks to the media industry's continued belief in the power of public service, the Ad Council received more than \$1.8 billion in donated media value this year. Achieving this level of support in a crowded, competitive and changing environment is challenging. However, media organizations continue to recognize the relevance of the issues we address and the superior quality of the creative. Our success can also be attributed to a focus on growing strategic partnerships with top media companies, leveraging the help of board members, other industry leaders and media associations, and better use of technology.

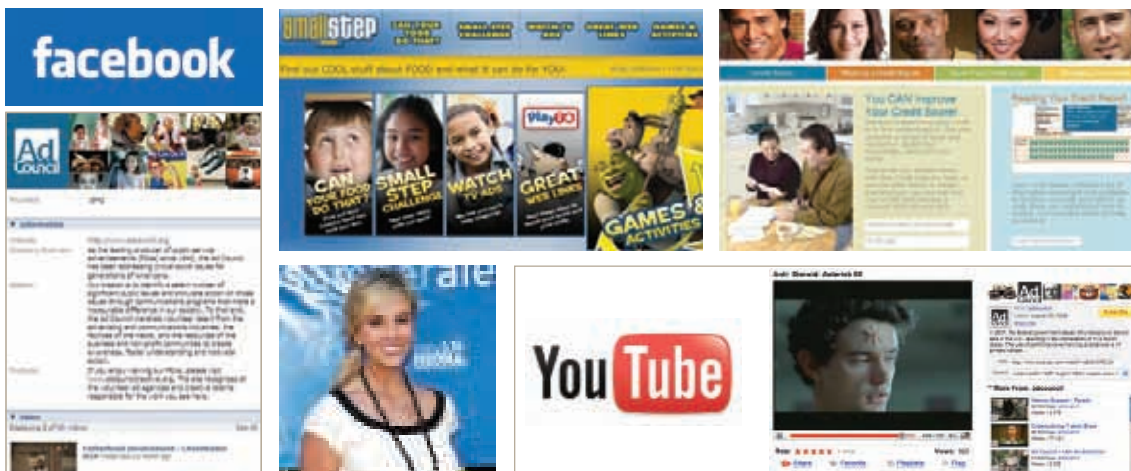
With the help of our ten regionally based managing directors, who engage media, advertising agency and marketing executives on our Leadership Committees and cover all media outlets in the top

100 markets, we continue to reinforce our relevance in local communities. This presence has helped to secure significant donated media support in major markets throughout the country. Most important, it is generating increased consumer response to our campaigns.

Understanding that it is not just the quantity of placements, but the quality, we have increased the effective impact of our media support by targeting and marketing our campaign outreach to the appropriate national, regional and local media outlets. We are now able to analyze and match every Ad Council campaign with demographic and psychographic data to help ensure that we reach the right people with the right messages more often.

\$1.8 Billion in donated advertising time and space

Communicating Across Platforms



Technology has revolutionized the way that we communicate with each other and the Ad Council has embraced that change. We no longer simply deliver our messages—we engage our audiences and inspire them to share these communications with their friends and family.

While we continue to utilize traditional press outreach tactics, third-party partnerships and grassroots initiatives, the Ad Council is actively identifying and implementing new and innovative ways to extend our messages in ways that are most relevant and meaningful to our audience. We're connecting and engaging with our audiences in a more targeted way than ever before. We don't simply measure results in terms of circulation, impressions and advertising value, but now include online activity, such as downloads, unique visits and track-backs.

We analyze the habits of our target audience and identify not only where they receive content, but how they share it. Without question, the rules of engagement have changed and the Ad Council has responded. As a result, many of our campaigns now include widgets, social networking and user-generated content components. They are featured on YouTube, MySpace and Facebook. They're discussed on blogs and podcasts and appear as Widgets and in Wiki's. We're developing and supporting websites, utilizing mobile marketing programs including text messaging, developing video games and online contests. In short, we are surrounding our campaigns with communications programs that extend our critical messages, engage our audience and generate positive change.





Health and Safety

We are there.

“The Ad Council’s Youth Reckless Driving Prevention campaign has provided SADD’s youth leadership of more than 350,000 students with a valuable tool to raise awareness and prevent injuries and deaths caused by young drivers on our roads. SADD chapters across the nation are embracing this campaign and using the PSAs, toolkits and website to encourage their peers to speak up when a friend is driving recklessly. Because SADD messaging reaches approximately 7 million students each year, our partnership holds the real potential to change a social norm.”

Penny Wells,
Executive Director, Students Against Destructive Decisions (SADD)



Health & Safety



Anti-Steroids

SPONSOR: The U.S. Olympic Committee
AGENCY: TBWA/Chiat/Day

With increasing media coverage on steroid use in sports, teen usage has become a concern. Not only are steroids a potential health hazard, they raise many ethical implications. In order to prevent teens from using steroids without increasing consideration, this campaign is designed to make steroids socially unacceptable.



Autism Awareness

SPONSOR: Autism Speaks
AGENCY: BBDO New York

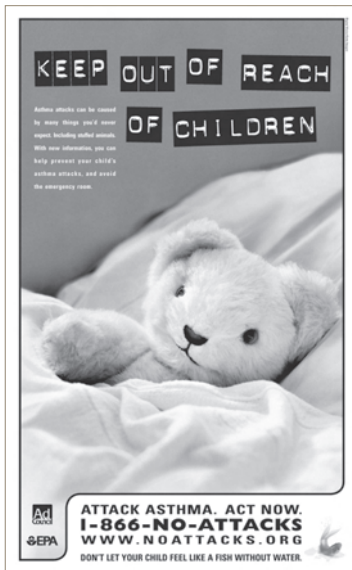
Autism is the nation's fastest-growing serious developmental disorder with 1 in 150 children diagnosed each year. This campaign aims to raise awareness of and increase parental knowledge about autism by encouraging parents to visit autismspeaks.org to learn more.



Booster Seat and LATCH System Education

SPONSOR: U.S. Department of Transportation's National Highway Traffic Safety Administration
AGENCY: The Richards Group, Dallas

A staggering 3 out of 4 kids are not as secure as they should be because their car seats are not used correctly. The goal of these PSAs is to raise awareness among parents and caregivers about the importance of the LATCH system and how to properly use it.



Childhood Asthma

SPONSOR: U.S. Environmental

Protection Agency

AGENCY: Campbell-Ewald

The CDC estimates that children miss up to 14 million school days each year due to asthma. The campaign goal is to communicate that asthma attacks can be prevented and to arm parents with the tools to start proactively managing their children's asthma.



Childhood Obesity Prevention

SPONSOR: U.S. Department of Health & Human Services

AGENCY: McCann Erickson NY

PARTNERS: Ladies Professional Golf Association, National Football League, qubo

The Childhood Obesity Prevention campaign highlights the importance of a healthy diet and physical activity. The "Be a Player" and "Can Your Food Do That?" efforts encourage families to learn more about healthy lifestyles by visiting SmallStep.gov.



Crime Prevention

SPONSOR: National Crime Prevention Council

AGENCY: Saatchi & Saatchi

The current PSAs for the Crime Prevention campaign aim to inspire 12-to-14-year-olds, particularly girls, to put an end to cyberbullying, directing them to www.ncpc.org/cyberbullying.



Health & Safety



Diabetes Management

SPONSORS: American Diabetes Association and Juvenile Diabetes Research Foundation International
AGENCY: McCann Erickson New York

In an effort to raise awareness of the risks of uncontrolled diabetes and help patients take the first step toward staying healthy, the Ad Council has partnered with the American Diabetes Association (ADA) and the Juvenile Diabetes Research Foundation International (JDRF) to make diabetes patients more aware of their true risk for certain diabetes-related complications.



Drunk Driving Prevention

SPONSOR: U.S. Department of Transportation's National Highway Traffic Safety Administration
AGENCY: Mullen

Many people believe that their driving is not impaired if they only consume a few drinks. The purpose of the Drunk Driving Prevention campaign is to inspire dialogue on and recognition of the dangers of "buzzed driving."



Emergency Preparedness

SPONSOR: U.S. Department of Homeland Security
AGENCIES: BBDO, New York; Elevación Ltd.

The Ready campaign asks individuals to do three key things: get an emergency supply kit, make a family emergency plan, and be informed about different types of emergencies and their appropriate responses.

Emergency Preparedness-Business

SPONSOR: U.S. Department of Homeland Security
AGENCY: Neiman Group

Ready Business, an extension of the Ready campaign, is designed to help owners and managers of small- and medium-sized businesses prepare their employees, operations and assets in the event of an emergency.

Hispanic Preventive Health

SPONSOR: Agency for Healthcare Research and Quality

AGENCY: Casanova Pendrill

The Hispanic Preventive Health campaign features everyday mothers and fathers whose children see them as superheroes and encourages Hispanic adults to be more involved in their health care, especially preventive care. Research has shown that people who are more involved in their health care tend to have better health outcomes.

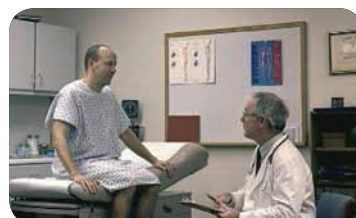


Men's Preventive Health

SPONSOR: Agency for Healthcare Research and Quality

AGENCY: McCann Erickson, Detroit

The Men's Preventive Health campaign encourages men over 40 to learn which preventive medical tests they need to get and when they need to get them. The lighthearted PSAs demonstrate how being a real man means taking care of your health so you can be there for your family.



Lupus Awareness

SPONSOR: U.S. Department of Health and Human Services' Office on Women's Health

AGENCY: Muse Communications

The target of this campaign is women ages 18-44, especially African American and Hispanic women who are more at risk. The goal is to raise awareness of this life-altering disease and to educate women that the earlier you detect lupus, the better chance you have to control this disease.



Campaigns

Health & Safety



National Mental Health Anti-Stigma

SPONSOR: U.S. Department of Health & Human Services' Substance Abuse & Mental Health Services Administration
AGENCY: Grey Worldwide

The National Mental Health Anti-Stigma campaign is designed to encourage 18–25-year-olds to step up and support their friends who are living with a mental illness by demonstrating the roles they can play in their friends' recovery.

National Mental Health Anti-Stigma—Multicultural Effort

SPONSOR: U.S. Department of Health & Human Services' Substance Abuse & Mental Health Services Administration
AGENCIES: Wing Latino, Kang & Lee, G+G Advertising, Grey Worldwide

The National Mental Health Anti-Stigma campaign is designed to encourage young adults to step up and support their friends and families who are living with a mental illness by demonstrating the roles they can play in their loved ones' recovery. The multicultural effort focuses on Hispanics, African Americans, Chinese Americans and Native Americans.



Nutrition Education

SPONSOR: USDA, Food Nutrition and Consumer Services
AGENCY: Saatchi & Saatchi
CAMPAIGN PARTNER: Walt Disney Home Entertainment Studios

The Nutrition Education campaign motivates moms to encourage proper nutrition and physical activity for their families. Targeted PSAs feature characters from Disney's Jungle Book and demonstrate the importance of balancing good nutrition and physical activity. Viewers are encouraged to visit www.MyPyramid.gov and use the USDA's Food Pyramid to make healthy choices for their families.



Obesity Prevention

SPONSOR: U.S. Department of Health & Human Services

AGENCY: McCann Erickson NY

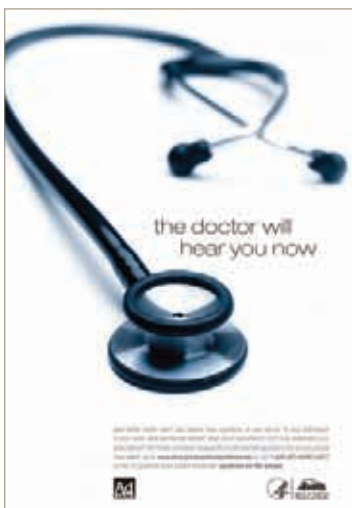
The “Small Steps” campaign aims to inspire overweight adults to adopt healthy habits for their families through healthy eating, portion control and increased physical activity. Audiences are encouraged to visit smallstep.gov to find healthy tips and more than 100 small, manageable steps.



Online Sexual Exploitation

SPONSORS: National Center for Missing & Exploited Children®, U.S. Department of Justice
AGENCY: Merkley + Partners

The Online Sexual Exploitation campaign is designed to raise awareness among teens and parents about the prevalence of online sexual exploitation, in an effort to better protect against online sexual predators.



Patient Involvement

SPONSOR: Agency for Healthcare Research and Quality

AGENCY: McCann Erickson

The Patient Involvement campaign encourages the public to be active members of their health care team and delivers actionable, simple ways to be more involved at www.ahrq.gov/questionsaretheanswer.



Health & Safety



Reducing Gun Violence

SPONSORS: Project Safe Neighborhoods,
U.S. Department of Justice
AGENCY: Mullen

The Reducing Gun Violence campaign engages potential youth offenders by portraying the consequences of gun violence not just for themselves, but for their families.



Stroke Awareness

SPONSOR: American Stroke Association
AGENCIES: BBDO Atlanta, GSD&M's Idea City,
Spike DDB

The Stroke Awareness campaign aims to raise awareness of stroke symptoms and to increase immediate stroke recognition and response by empowering potential victims, and bystanders with the knowledge that a fast reaction to symptoms is critical.

71% of Americans age 35+ say they would respond to stroke symptoms by calling 9-1-1 immediately—representing an 11% increase since the campaign's launch.

Suicide Prevention

SPONSOR: U.S. Department of Health & Human
Services' Substance Abuse and Mental Health
Services Administration
AGENCY: DDB New York

Suicide is the third leading cause of death among 15–24 year-olds. This campaign will help prevent suicide among teens by reaching out to those who can help them.

Underage Drinking Prevention—Multicultural Effort

SPONSOR: U.S. Department of Health & Human Services' Substance Abuse & Mental Health Services Administration

AGENCY: GlobalHue

This campaign seeks to reduce and delay the onset of underage drinking by increasing communication between parents and youth. The campaign encourages parents to speak early and often to their children about the dangers of underage drinking. The multicultural effort focuses on Hispanic, African America, American Indian and Chinese parents.



Underage Drinking Prevention

SPONSOR: U.S. Department of Health & Human Services' Substance Abuse & Mental Health Services Administration

AGENCY: Deutsch, Inc.

This campaign seeks to reduce and delay the onset of underage drinking by increasing communication between parents and youth. The campaign encourages parents to speak early and often to their children about the dangers of underage drinking.

Teen Dating Violence Prevention

SPONSOR: The Family Violence Prevention Fund, The Office on Violence Against Women

AGENCY: R/GA

Like physical, sexual and emotional abuse, digital abuse is an issue of power and control. With physical abuse, teens have clear lines about what is or isn't acceptable. But with digital abuse, it's unclear. This campaign is designed to help teens acknowledge that digital infractions can be forms of abuse.



Health & Safety



Veteran Support—Veterans and Families

SPONSOR: Iraq and Afghanistan Veterans of America

AGENCY: BBDO NY

This campaign targets veterans of Iraq and Afghanistan and their families and is designed to decrease depression and PTSD-related outcomes. The objective is to create a community for veterans and provide loved ones with the tools to help them as they transition home.



Wildfire Prevention

SPONSORS: U.S. Forest Service, National Association of State Foresters

AGENCIES: DraftFCB, Ruder Finn Interactive

The Wildfire Prevention campaign is designed to increase public awareness and prevention of wildfires by encouraging people to take personal responsibility for practicing good fire safety habits and to speak up if they see someone in danger of causing a wildfire.



Veteran Support—General Market

SPONSOR: Major League Baseball Charities, Iraq and Afghanistan Veterans of America

AGENCY: McCann Erickson NY

Iraq and Afghanistan veterans represent less than 1% of the population, which can increase the distance and stigma they may feel from the public upon returning home. This campaign's goal is to emotionally connect viewers to this new generation of veterans and foster a more supportive environment for returning vets.





Wireless AMBER Alerts

SPONSORS: The Wireless Foundation, National Center for Missing & Exploited Children®, U.S. Department of Justice
AGENCY: Merkley + Partners

The campaign aims to be a catalyst for the wireless industry's more than 255 million wireless subscribers to sign up for free Wireless AMBER Alert text messages at www.wirelessamberalerts.org.



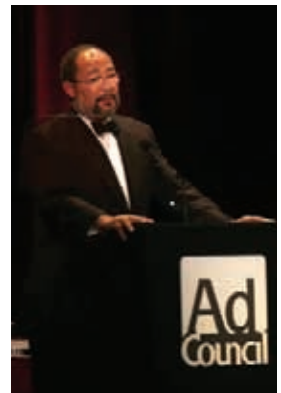
Youth Reckless Driving Prevention

SPONSOR: State Consumer Protection Agencies and Attorneys General Offices
AGENCY: North Castle

With the message "Speak Up," the campaign aims to encourage teen passengers to be the "spokesperson" against reckless driving and speak up when they are in a car with a friend and don't feel safe.

30% of 15–21 year-olds say they have been in situations when a friend is driving recklessly, and they spoke up every time.

Honoring Public Service



Prominent members of the media, advertising and corporate communities attended the Ad Council's 54th Annual Public Service Award dinner held at the Waldorf-Astoria Hotel in New York. The event is a tribute to the industries and individuals who support the Ad Council and its many campaigns. The dinner is the largest single fundraiser for the Ad Council raising more than \$2.5 million and honored Time Warner's Chairman and CEO Richard D. Parsons for his exemplary commitment to public service. The Ad Council also presented Merkley + Partners with its esteemed Gold Bell for Creative Excellence.

Uniting for Change

The Ad Council's coalition model harnesses the collective strengths of corporate, non-profit and government partners to promote consistent, research-based messages to the public in an effort to influence positive social change. Coalition members deliver tested messages through their own varied marketing channels, including multimedia PSA campaigns, product packaging, online promotions, grassroots programs and the like.



C-Change

The Ad Council has partnered with C-Change, a coalition of the nation's premier cancer leaders, to develop clear, research-based messaging around cancer prevention and early detection for Americans. This messaging is being promoted through the marketing efforts of C-Change members and stakeholders, which consists of representatives from the public, private and not-for-profit sectors. This new communications initiative was publicly launched in June 2008 with the help of Former President George and First Lady Barbara Bush and Senator Diane Feinstein.



Coalition for Healthy Children

With support from the Robert Wood Johnson Foundation, the Ad Council's Coalition for Healthy Children continues to inspire its members to incorporate consistent, consumer-tested healthy lifestyle messages into their communications and marketing programs. Coalition members include leading marketers, media companies, non-profits and government agencies that have made a commitment to reach kids and families with crucial messages about physical activity, energy balance and portion control.



Internet Safety Coalition

The Ad Council's new Internet Safety Coalition has recently commenced to develop and promote messaging that encourages kids to use safe and responsible practices online and in the digital world. This Coalition aims to address the issues surrounding Internet safety for children and teens with a unified research-based communication strategy. The Coalition messaging, currently in development, will be carried out through the member's marketing and communications programs, including advertising, product packaging, grassroots and web integration.

Contributors

We are there.

“Johnson & Johnson has been a supporter of the Ad Council for decades, lending its people, resources and ideas as well as providing financial support. Johnson & Johnson will continue to do so because we not only believe in the proven ability of advertising to have a profound, positive impact on issues of public importance, but also because we believe we have a responsibility to give back to the community we have the privilege of serving in our day-to-day business.”

Brian Perkins, Corporate VP, Corporate Affairs, Johnson & Johnson



Contributing to the Greater Good

Social change is not the work of one but the vision and commitment of many. The Ad Council is deeply grateful for the tenacity and dedication of countless individuals, companies and organizations that share our mission. It is only with their support that we are able to produce the remarkable work that creates real social change and enriches the lives of us all.

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The Ad Council is profoundly grateful to these generous donors, whose financial support of our operations and events enabled our public service campaigns to enrich, educate and improve the lives of Americans during our 2007-2008 year.

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“The Ad Council is committed to raising our collective conscience and improving our lives, and McDonald’s is proud to support its honorable and significant mission. The positive messages the Council delivers through its Coalition for Healthy Children particularly inspire us as we work to become an even stronger leader in promoting the well-being of children and families everywhere.”

Mary Dillon, CMO, McDonald’s Corporation



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“There are many wonderful reasons why the The Coca-Cola Company supports The Ad Council, but one of the most important is the Coalition for Healthy Children. The collective learning we have obtained on how to impact the health and wellness of our young people to “Live Positively” has been nothing short of phenomenal. We deeply appreciate The Ad Council’s leadership and the opportunity to work with the best marketing organizations in the country to address this critical issue.”

Joe Tripodi, CMO, The Coca-Cola Company



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