

Press release for Advertising Initiative for a green economy

The Media Alliance's new advertising database to support eco-friendly enterprises in Southeast Asia

19 June 2012 – Singapore -- The Asia-Pacific Media Alliance for Social Awareness (The Media Alliance) is announcing a new initiative to support fledgling green enterprises: a service in the matching of local advertising companies and professionals willing to develop low-cost or pro-bona advertising campaign design and marketing strategies for green products and services.

The Advertising Initiative will support start-ups and small businesses dedicated to consumer products and services that significantly reduce environmental impact and carbon emissions contributing to climate change.

Small, local and independent advertising agencies and freelance consultants may apply to be listed on the Advertising Initiative website at www.mediaalliance.asia/adinitiative as potential service providers for qualifying green products and services.

An Advertising Initiative review board will determine which green product advertising and marketing campaigns it will support.

The Advertising Initiative and The Media Alliance will also support and advise qualifying green product/service suppliers and ad agency partners on attracting support from agencies that support small and medium-sized enterprises and the green economy.

The initiative will focus on engaging small, local creative houses and independent advertising experts, mirroring the environmentally friendly practices of consuming locally produced goods and agricultural products and supporting local economies.

The Advertising Initiative invites suppliers of green products and services to apply for assistance by contacting the Ad Initiative via email at adinitiative@mediaalliance.asia.

Green businesses are often initiated by individuals and groups with a good understanding of their product and with a high level of understanding of and motivation for the development of sustainable solutions. However, fledgling green enterprises often lack strong market visibility and face a serious uphill battle against conventional products that dominate the market and are easily accessible. Green product suppliers must also encourage consumers to move away from conventional products by building awareness of the environmental impact of these products and the merits of shifting to green alternatives.

The Media Alliance has launched the Advertising Initiative as part of its *Redraw The Line* climate change campaign (redrawtheline.org), supported by the Swedish International Development Cooperation Agency (Sida) and the Asian Development Bank. The campaign aims to build awareness of the need to shift consumption habits away from carbon-emitting transportation, energy and manufactured and consumable goods and to increase demand for green alternatives.

Redraw The Line has launched social media activities and television public service ads in Thailand, Vietnam and the Philippines, with three more countries to be added to the campaign in August 2012.

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