



CALL FOR CONTENT

A Showcase on the Best PSA Practices

Bangkok, Thailand, 20 September 2012 - The Asia-Pacific Media Alliance for Social Awareness ('The Media Alliance') is creating an online showcase on the best practices of public service advertising (PSA) messages and campaigns aired or published between 2010 and 2012.

The Media Alliance will host the showcase on its website (www.mediaalliance.asia) to raise awareness of the scope and creativity of public service advertising campaigns that have been created for television, radio, print, cinema, outdoor, online and social media.

Advertising/PR agencies, media companies, non-governmental organizations and international development agencies are encouraged to submit messages created for public awareness of pro-social and sustainable development issues to the showcase.

The showcase will promote and distribute the best practices of PSA messages and campaigns to other organizations in Asia-Pacific that are planning to create or are initiating such campaigns.

PSA submissions:

- will need to be able to demonstrate a smart strategy, attention-getting creative, and impressive results.
- must have utilized a number of paid, donated, or earned vehicles which may include print, broadcast, online, or social media.
- should be appropriate and suitable for Asia-Pacific regional usage.
- must have been active in 2010-2012
- need to be submitted before 1st November 2012

Additional information that would be useful:

- PSAs with languages other than English, English subtitles or translations
- background information on the development of the PSA. *What background research was done? What was the creative strategy?*
- substantial considerations on target audience, media outlets, timing. *Who is the target audience? What media outlets are used? When was the PSA launched?*
- sponsor information. *What were incentives for sponsors?*
- supporting campaign material
- impact. *What was the audience reach? What correlations were visible?*
- effect. *Data on social behavioral changes due to the PSA.*

Campaigns will be listed with contact details to facilitate sharing of content in other markets where rights permit.

The Media Alliance is a media and advertising industry-led initiative for building public awareness on social development issues and achieving behavior change.

Submissions and queries should be sent electronically to the following:

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