

## Call for Submissions

### Public Service Advertising (PSA) Campaigns

**7 January 2013 – Singapore** – The Asia Pacific Media Alliance for Social Awareness (The Media Alliance) is working on behalf of the World Economic Forum (WEF) and as a member of its advisory committee in seeking examples of Public Service Advertising and social issue marketing campaigns from the region. Non-profits (NGOs) or government entities, as well as corporations working together with these groups and/or their advertising/marketing/PR agency representatives may submit any pro-social campaign that is non-commercial, non-political and that does not advocate for any particular legislation for inclusion in an online database.

Titled *Creative For Good*, the global initiative is designed to identify the number and effectiveness of such campaigns worldwide and to increase the dialogue on social issue advertising. The online database will serve as a repository of brilliant, inspiring and effective public education campaign case studies worldwide, as well as a brief “how-to” guide and resources for organizations embarking on such efforts.

The initial goal of this effort is to increase the number and effectiveness of pro-social campaigns worldwide. It is expected that novice and experienced social campaigners, as well as others who are interested in the field, will utilize the site.

Campaign submissions need to be able to demonstrate a smart strategy, top-notch creative work, and impressive results. The campaigns submitted can include health, safety, education, the environment, community, and social justice issues. Media campaigns submitted must have utilized one or a number of paid, donated or earned media vehicles, including social media, and have been active within the last five years. The campaign description for the submission needs to be in English. Advertising or other creative materials may be submitted in other languages but will need to be accompanied with English subtitles or translations. The Advisory Committee reserves the right to not include any campaigns that do not meet these standards.

Submission forms and information about uploading creative materials are available at <http://www.weforum.org/content/submission-form> for the submission form. The initial deadline for campaign submission is January 31, 2013.

Questions about submissions and the project as a whole can be forwarded to George Perlov, Project Consultant, at [george@perlov.net](mailto:george@perlov.net).

For additional information contact: The Media Alliance, Phone: +66 2668 3635 or email: [letchumi.achanah@mediaalliance.asia](mailto:letchumi.achanah@mediaalliance.asia)

## **About The World Economic Forum – *Creative for Good* Initiative**

*Creative For Good* is an online initiative that will serve as a repository of brilliant, inspiring and effective public education campaign case studies worldwide, as well as a brief “how-to” guide and resources for organizations embarking on such efforts. One of the initial contributors to the website is the Ad Council (the leading producer of public education campaigns in the U.S.) which is developing and collecting content for the website, with the support of an Advisory Committee comprised of leaders from a host of communications, advertising, public relations, social marketing, academic, and advocacy organizations. The Committee will be responsible for vetting content and campaign submissions from around the world.

## **About The Media Alliance**

The **Asia-Pacific Media Alliance for Social Awareness** (**‘The Media Alliance’**) is a Singapore-based non-profit organization formed through the involvement of a group of Asia-regional media industry executives and their companies. The Media Alliance has come together to leverage valuable media “inventory” or media space for the delivery of critical pro-social messaging through Public Service Advertising, entertainment and editorial content. The Media Alliance also leverages the contribution of creative expertise of advertising agencies in the production of high-quality campaigns designed to achieve maximum target audience penetration. The Media Alliance stakeholders include **(1) Media Companies**, including print, broadcaster, online, outdoor, cinema and in-flight who provide media space for pro-social campaigns; **(2) Advertising & Creative Agencies**, who contribute in-kind creative and production services **(3) International Development and Donor Organizations** working in sustainable development; and **(4) Private-sector Companies** supporting Corporate Social Responsibility initiatives.