

# HOW TO MAKE YOUR SOCIAL AD... WORK?

## LET'S MAKE A PLAN!

When thinking of the differences between commercial and non-commercial advertisements that we have discussed last week, it is often easiest to consider the former as being targeted to generate sales and revenue and the other one as being focused more on educating people and providing them with opportunities to act on that acquired knowledge.

However, **the lines of differences between commercial and non-commercial advertisements will blur with using the same planning tools** that are intended to inform and educate the audiences while also to promote a product for sale.

# WAIT, WHAT?

In short, both non-commercial and commercial advertisements seek to be **effective and efficient**. In order to do so, creating both type of commercials, one needs to undertake the same steps to exploit the full potential of their ad.

So here is the plan you should follow (*note that it is simplified for the sake of this contest*)

## START WITH YOUR GOAL

The foundation for your social advertisement, simply put, is what do you want your advertisement to accomplish?

As we know already, social ad targets certain social problems and seek for certain behavioral changes. So here, you should identify that social problem you want the audience to pay more attention to and behavioral change you want to encourage.

## COLLECT THE INFORMATION ON THE SOCIAL PROBLEM

After you name the social problem to yourself, move on with a research on that problem. What is the situation now? Is there something being done about it? Was there some being done about it? How big is the problem? Where does it stem from? What causes it?

Collecting information about the social problem you chose, will help you visualise clearly which aspects of the social problem are worth to be targeted. You will be able reject those aspects that are already being coped with or learn from them if they did not work in practice.



## DEFINE YOUR AUDIENCE

What is your target demographic? Do you want to affluent seniors or teenagers? Maybe there are some particular districts/towns/cities/countries that should be more targeted than others? Why?

Defining the audience will help you to choose the style, the wording, the aspect of the problem for your social ad. The more familiar attributes of the social ad will look to your target audience, the more likely they will notice it and take it into deep consideration. What fits to seniors, might not be understood by youth.

Of course, you can target the whole society. However, the task is difficult, as you should find something more universal to display to capture everyone's attention.

### TARGET AUDIENCE: UNEMPLOYED SENIORS, LIVING ALONE



### TARGET AUDIENCE: YOUTH





## DETERMINE WHAT ASPECTS YOU'LL FEATURE

The more specific you can be, the better. For example, fast food chains will advertise particular products instead of a general advertisement that says "come eat here." So, what are you highlighting in your social problem? Do you want to show one of the reasons why we have this problem? Or the aftermath that this problem brings to society or certain group?



## THINK OF YOUR ABILITIES AND CAPABILITIES

After you set up the theoretical frame for your social ad, meaning, 1) you know the background of the problem, 2) you know which aspect exactly to illustrate, 3) how to make it appealing to the group you chose and 4) you know what you want to achieve with the ad in general, you can shift to **MAKING** it.

Decide the means you will use to make it. Will you take pictures? Will you draw? Will you use graphic designs? Will you make a collage? Ask yourself, where are you good at? Do you see yourself working with the computer, or doing craft at the table? In case you have a vision of an ad and you think you cannot make it alone, find help! We are sure you know someone who can do certain things that might fulfil your idea!

Based on what you set up here, you can go further to the next step - the creation process. We will share some tips and tricks about it in the next lesson as well as provide you examples of different means used to create social ads.

# TASK FOR YOU:

## Make a plan for yourself defining:

1. Your goal
2. What you know already about the social problem and is there anything else to find out?
3. Define your audience and describe it (e.g. unemployed/employed; young/older; open/more reserved....)
4. Determine the exact aspect of the problem you will illustrate. Think how will you make it appealing to the audience you chose.
5. Think of the means you want/can use to make your social ad. Think of an attributes that would illustrate your chosen aspect the best (e.g. certain words, illustrations, symbols, signs, etc.)

In case you are already working on your ad, it is recommended to make this plan to test your idea. Maybe there is still something you can still improve?