



Tony Foleno

Senior Vice President  
Research, Planning & Evaluation

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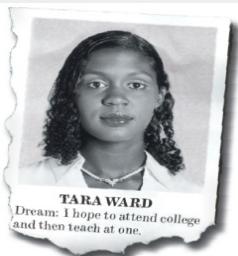
Identify a select number of significant public issues and stimulate action on those issues through communications programs that make a measurable difference in our society.



1950s:  
Forest Fires,  
Polio

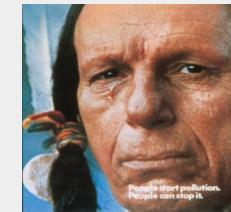


1970s:  
Peace Corps,  
Red Cross



1990s:  
Domestic Violence,  
Recycling,  
Child Abuse

1960s:  
Pollution,  
Discrimination



1980s:  
Crime, Drunk Driving,  
Seatbelts, AIDS



2000s:  
Texting and  
Driving,  
Bullying Prevention





# We have our work cut out for us



- Message clutter
- Media fragmentation
- The explosion of data
- Logic versus emotion
- Need to be single-minded and clear

Smart research & planning helps you navigate these waters

# NATIONAL EVERYTHING AWARENESS DAY

Back pain  
Teen-age pregnancy prevention  
Singles  
Lightning safety  
Sleep apnea  
Intersex  
Stress  
Elder abuse  
Home security  
Web content  
Malaria  
Hunger  
Backpacks  
Sharks  
Asbestos  
Prostates  
Iguanas  
Puppy mills  
Falling  
Dental health  
Methamphetamines  
Breasts  
Penguins  
Noise  
Dam safety

# What Works

Research,  
Research,  
Research

Measurable  
Objectives

A Big,  
Single-Minded  
Idea

Clear Call-to-  
Action

Creative  
Excellence -  
Don't Settle!

Relevance &  
Emotion

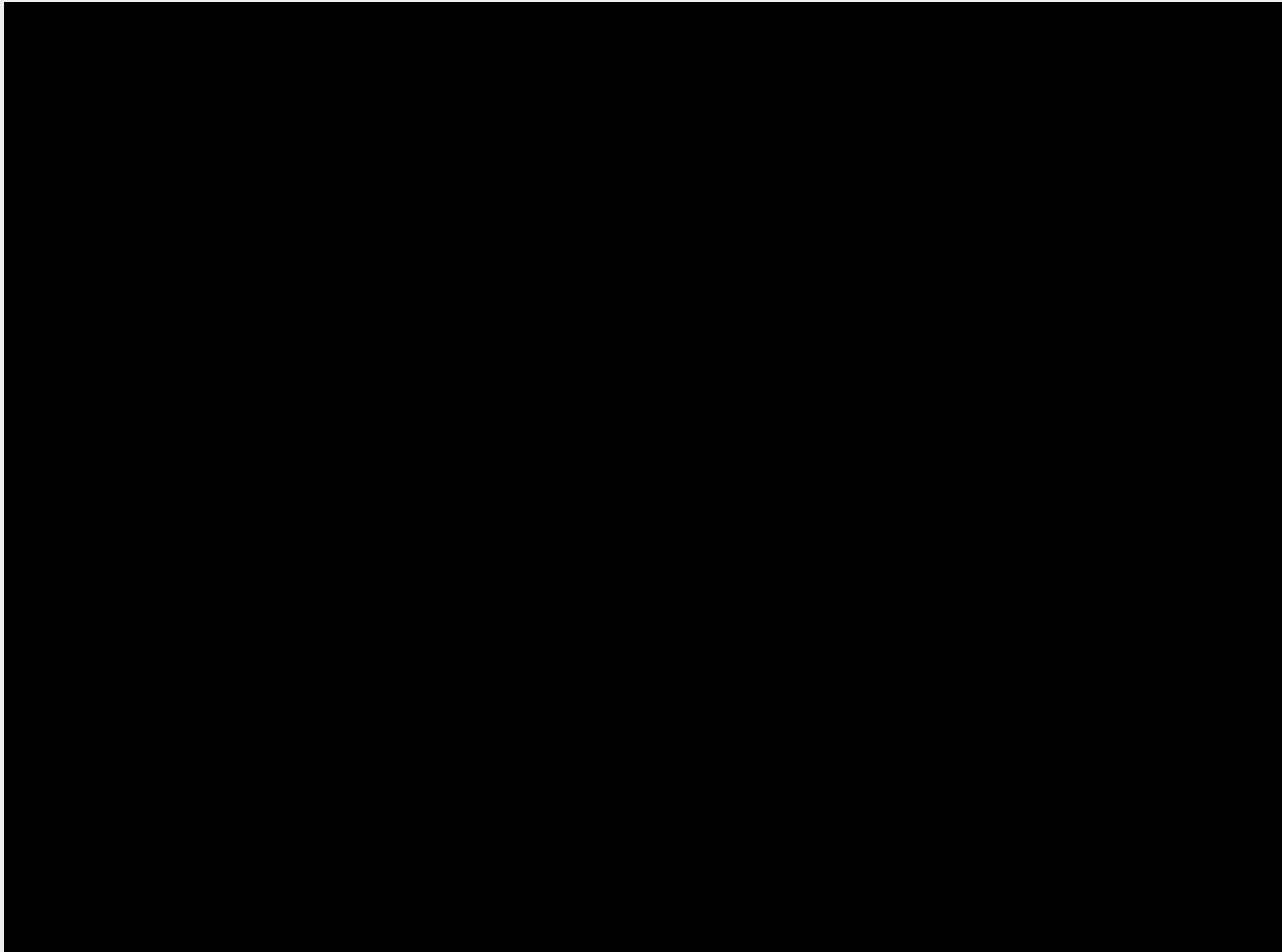
Broad & Deep  
Media Mix

Social Utilities &  
On-the-Ground  
Resources



...and, of course, puppies.

## Autism Speaks - Examples of TV Spots



**AUTISM SPEAKS** A YEAR OF PROGRESS A LIFETIME OF HOPE

What We've Learned About Autism

♥ DONATE SHOP

VITALS: Autism App

FAMILIES & ADULTS RESEARCH ADVOCATE GET INVOLVED

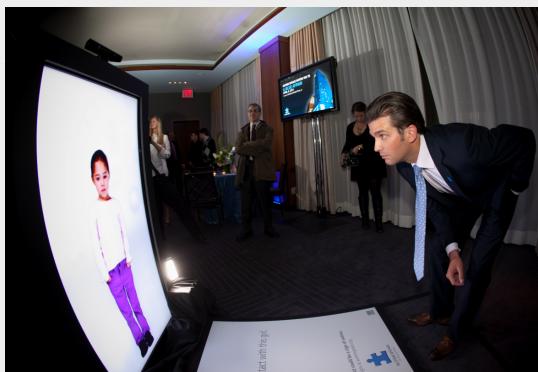
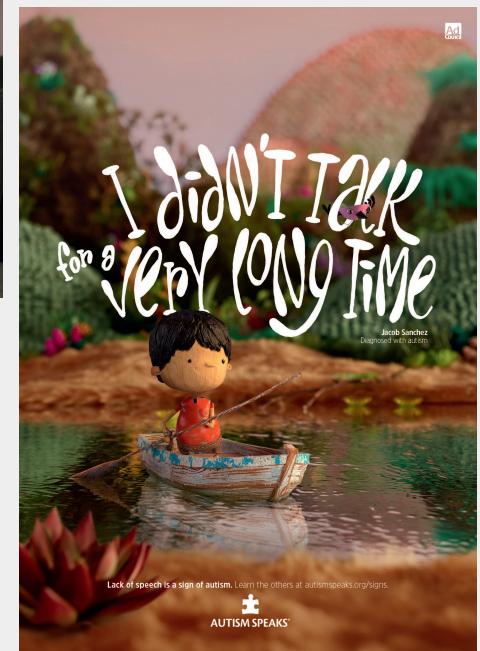
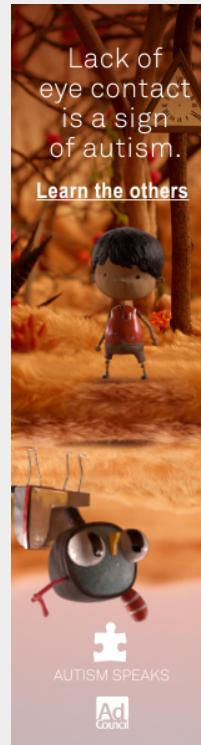
**Learn the Signs of Autism**

4 Share 28.1K Tweet 587 Google+ 333 Email 430 Share 288

The World of Autism PSA | Autism Speaks



**Ad Council** Autism Speaks' multi-year Ad Council public service advertising campaign stresses the importance of recognizing the early signs of autism and seeking early intervention services. Recent research confirms that appropriate screening can determine whether a child is at risk for autism as young as one year. While every child develops differently, we also know that early treatment improves outcomes, often dramatically. Studies show, for example, that early intensive behavioral intervention improves learning, communication and social skills in young children with autism spectrum disorders (ASD). Of the most important things you can do as a parent or caregiver is to learn the early signs of autism and become familiar with the typical developmental milestones that your child should be reaching.



# Autism Speaks Campaign

\$487 million

In donated media

Exposure

4 in 10

parents have seen/  
heard the campaign

Awareness

4.5M

visitors to  
[autismspeaks.org/signs](http://autismspeaks.org/signs)

Engagement

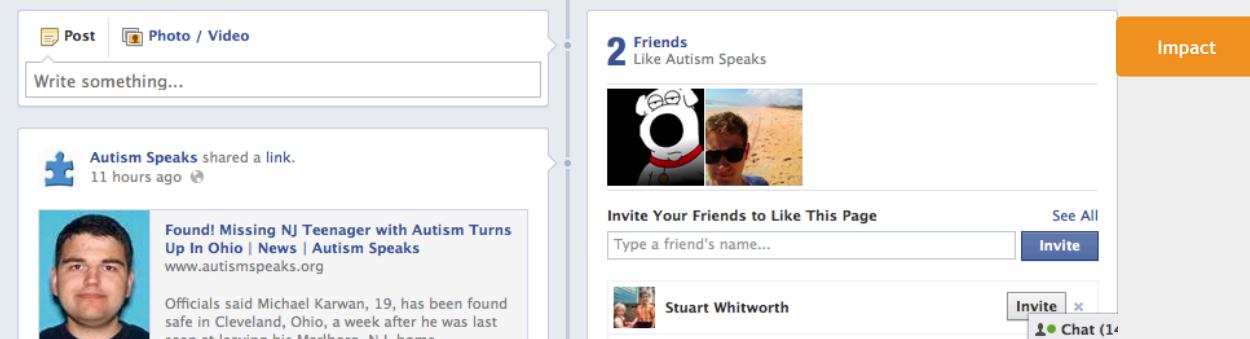


Autism Speaks

1,166,136 likes · 70,016 talking about this · 4,191 were here

From 8% to 16%

parents who  
have talked  
to healthcare  
professionals



Post Photo / Video

Write something...

Autism Speaks shared a link.  
11 hours ago

Found! Missing NJ Teenager with Autism Turns Up in Ohio | News | Autism Speaks  
[www.autismspeaks.org](http://www.autismspeaks.org)

Officials said Michael Karwan, 19, has been found safe in Cleveland, Ohio, a week after he was last seen at leaving his Marlboro, N.J. home.

2 Friends Like Autism Speaks

Invite Your Friends to Like This Page See All

Type a friend's name...

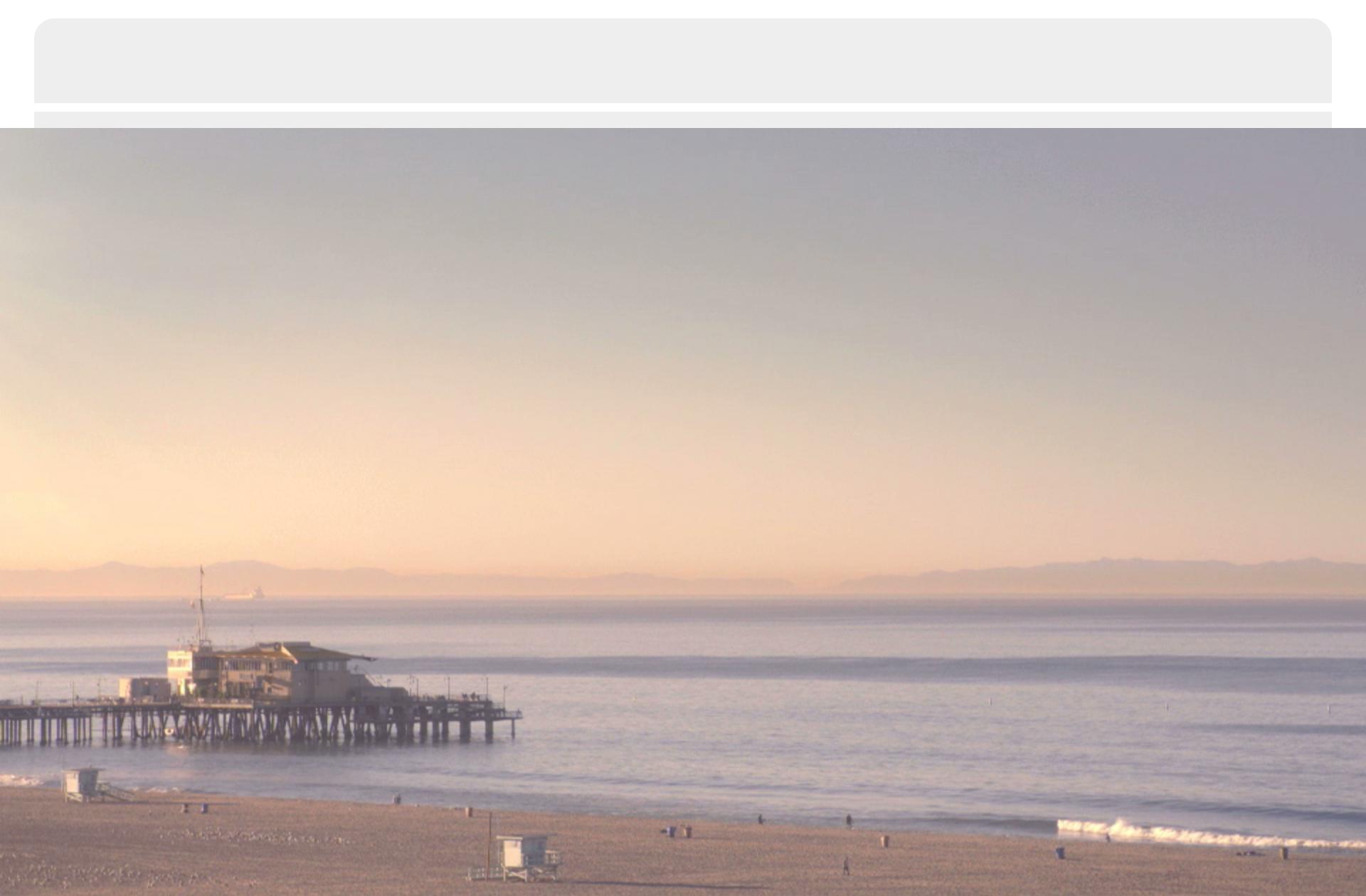
Stuart Whitworth



Thank You!



# Appendix



Estimated Reach

**52,479,488**

Video Views

**83,261,814**

Comments

**58,758**

Likes

**739,575**

Shares

**1,547,226**

## Love Has No Labels: Results Since February

More adults report that people in the US experience discrimination, rejection and teasing based on their race (57% to 64%), age (41% to 46%) and disability (54% to 61%)

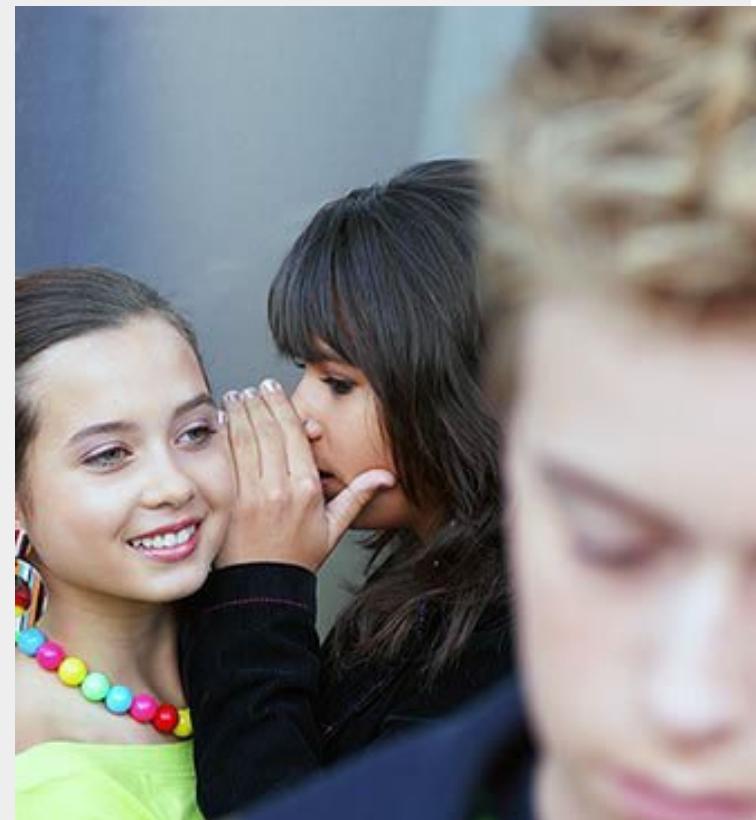
More adults agree that “there are things I can do to help create a more inclusive and accepting environment for others” (61% to 69%)

More adults report that they are regularly accepting and inclusive of others and/or encourage others to be more accepting and inclusive (37% to 43%)

More adults report discussing the issue of discrimination and prejudice with friends, family or colleagues (58% to 64%)

# Think B4 You Speak

- *Reduce and prevent the use of homophobic slurs by straight teens*
- *Educate teens that their homophobic slurs and behaviors—which they see as harmless—are not acceptable*
- *Drive visits to ThinkB4YouSpeak.com*
- *Drive conversations on social media*



Target:  
“Neutral” Teens Ages 13-16



**dyke** (dīk) **1.** be honest with yourself. you're not thinking of "an embankment that holds back and controls water." the problem is, words like "dyke" and "faggot" are so commonly used as insults these days, it's really hard to remember a time when they weren't. **2.** so please, knock it off. **3.** learn more at [ThinkB4YouSpeak.com](http://ThinkB4YouSpeak.com)



THAT'S SO  
"GAMER GUY  
WHO HAS  
MORE  
VIDEOGAMES  
THAN  
FRIENDS."

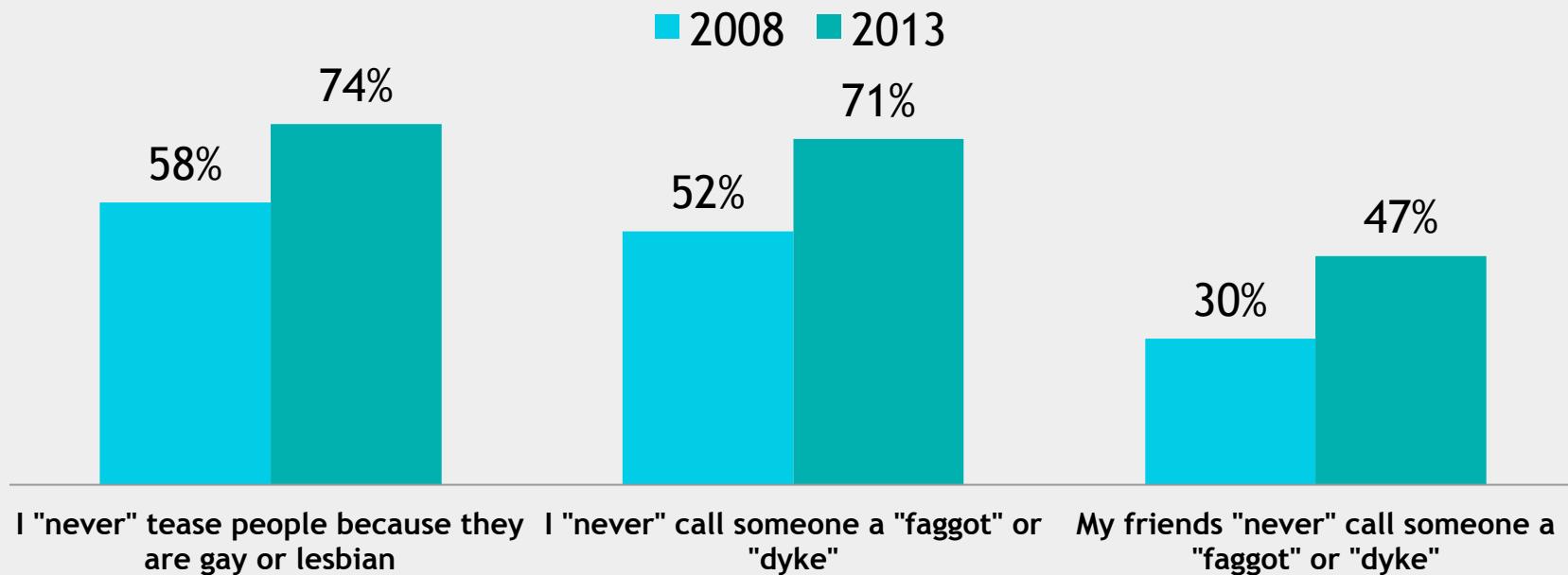
*Think that's meant? If you do, you think "that's so gay" sounds awful. So, knock it off.*

[ThinkB4YouSpeak.com](http://ThinkB4YouSpeak.com)

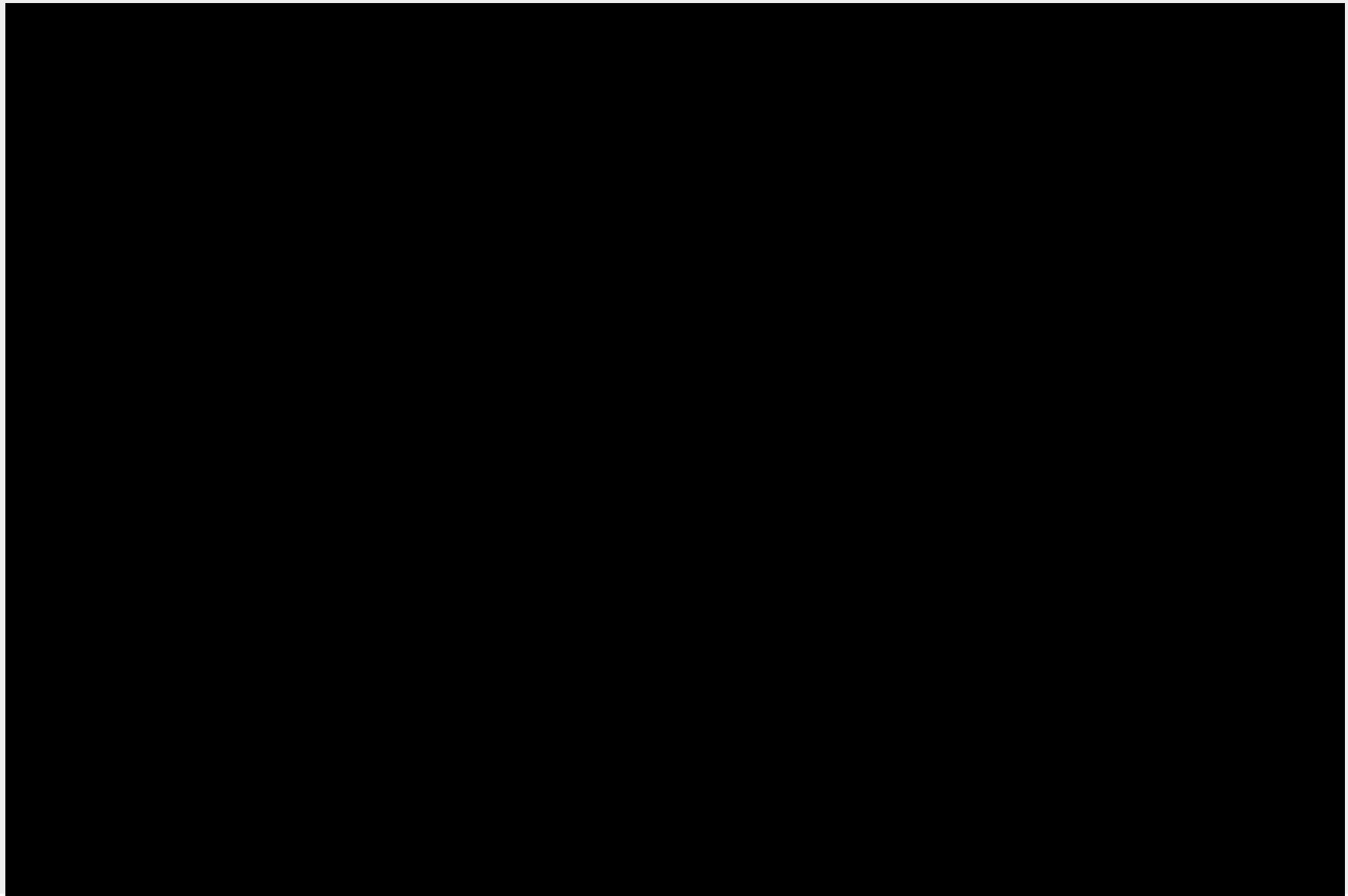
# Behaviors

More teen respondents say that they “never” tease or call people names because they are gay or lesbian

More say that they “never” call someone “faggot” or “dyke”



## Ad Council TV Reel (Various)





Thank You!