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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

1960s:
Pollution,
Discrimination



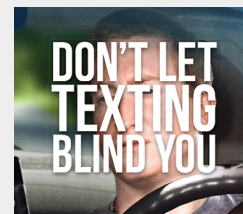
1970s:
Peace Corps,
Red Cross

1980s:
Crime, Drunk Driving,
Seatbelts, AIDS



1990s:
Domestic Violence,
Recycling,
Child Abuse

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



What Works

Research,
Research,
Research

Measurable
Objectives

A Big,
Single-Minded
Idea

Clear Call-to-
Action

Creative
Excellence -
Don't Settle!

Relevance &
Emotion

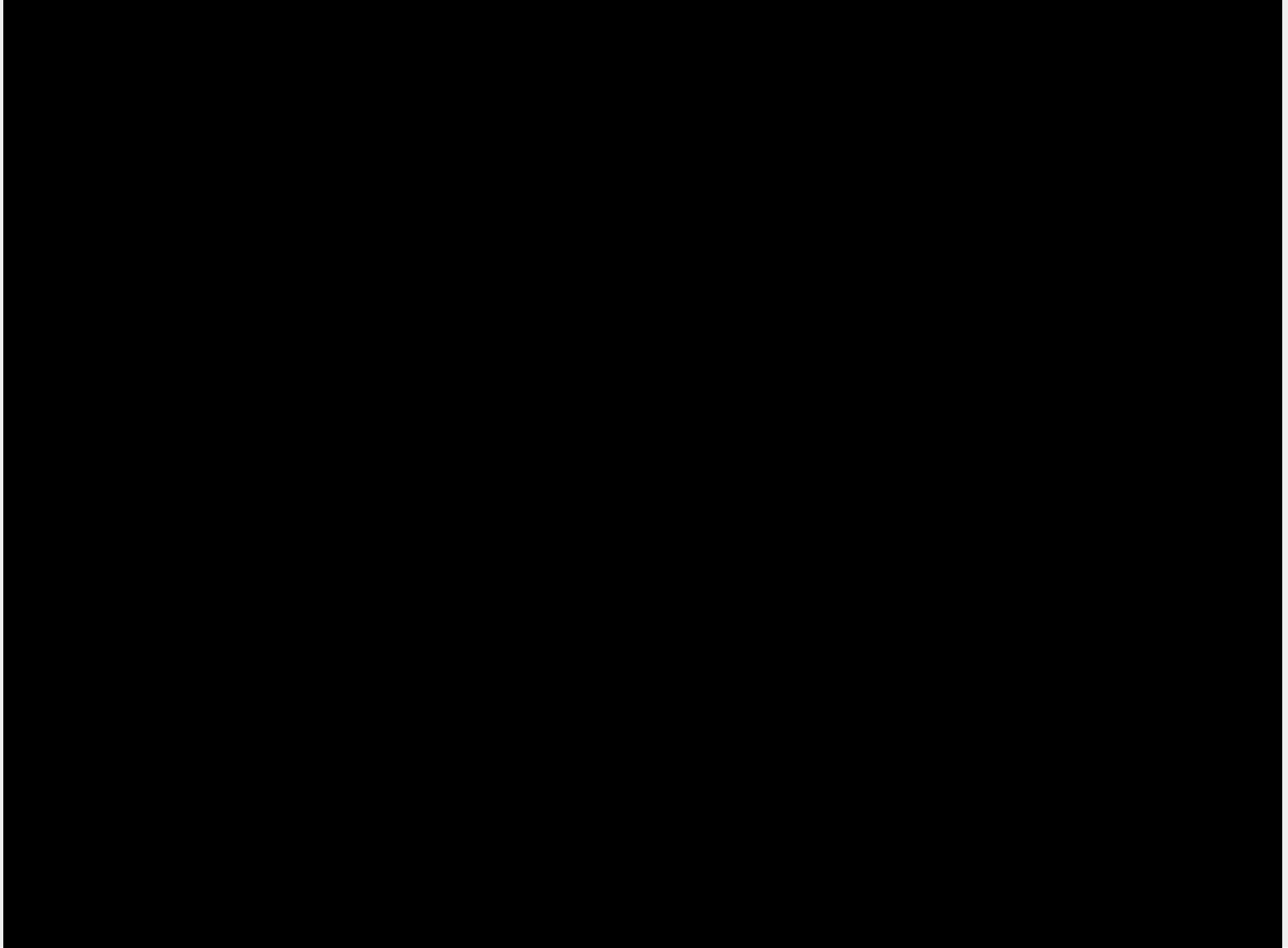
Broad & Deep
Media Mix

Social Utilities &
On-the-Ground
Resources



...and, of course, puppies.

Autism Speaks - Examples of TV Spots



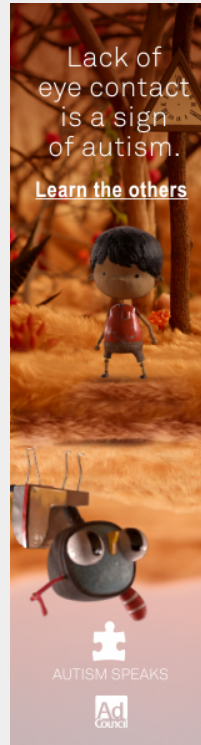
Learn the Signs of Autism

📌 28.1K 🐦 587 📄 333 📧 430 📺 296



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).

One 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

\$487million

In donated media

Exposure

4 in 10

parents have seen/
heard the campaign

Awareness

4.5M

visitors to
autismspeaks.org/signs

Engagement

The screenshot shows the Autism Speaks Facebook page. The cover photo features a young child holding a pumpkin. The profile picture is a blue puzzle piece. The page has 1,166,136 likes and 70,016 people talking about it. A news post from 11 hours ago is titled "Found! Missing NJ Teenager with Autism Turns Up In Ohio | News | Autism Speaks". The post includes a photo of a man and text stating that Michael Karwan, 19, has been found safe in Cleveland, Ohio, a week after he was last seen at leaving his Marlboro, N.J. home. The right sidebar shows 2 friends who like the page and an "Invite" button.

Autism Speaks

Like Message

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

Charity Organization · Corporate Office
Visit us on the web at <http://www.autismspeaks.org>
or follow us on Twitter at <http://twitter.com/autismspeaks> Call the Autism Response Center at 1-800-593-4673

About · Suggest an Edit

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

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
Type a friend's name... Invite

Stuart Whitworth Invite

Chat (1)

From 8% to 16%

parents who
have talked
to healthcare
professionals

Impact



Thank You!



Appendix



Love Has No Labels: Results Since February

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%)

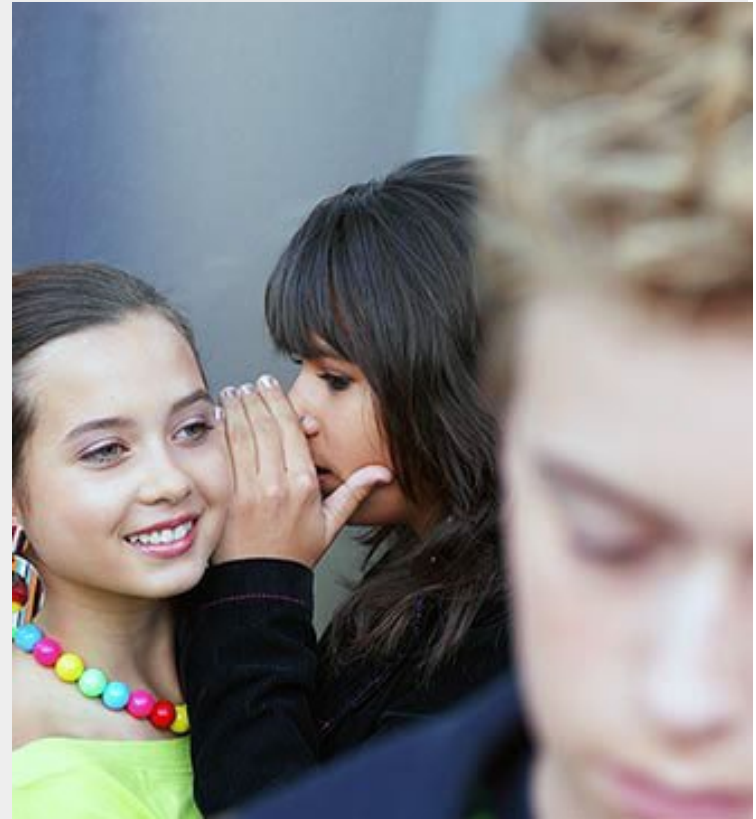
More adults agree that “there are things I can do to help create a more inclusive and accepting environment for others” (61% to 69%)

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



GLSEN

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

Think that's meant how do you think "that's so gay" sounds? Hurtful. So, knock it off.

ThinkB4YouSpeak.com

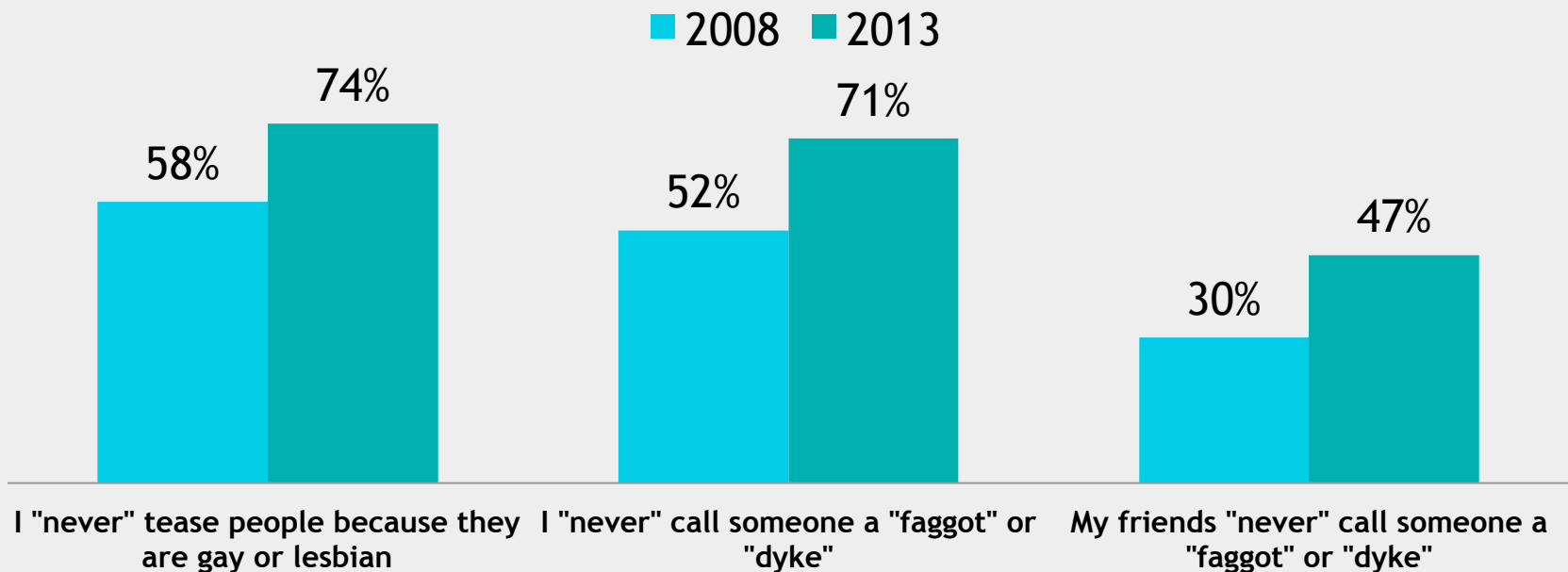


GLSEN

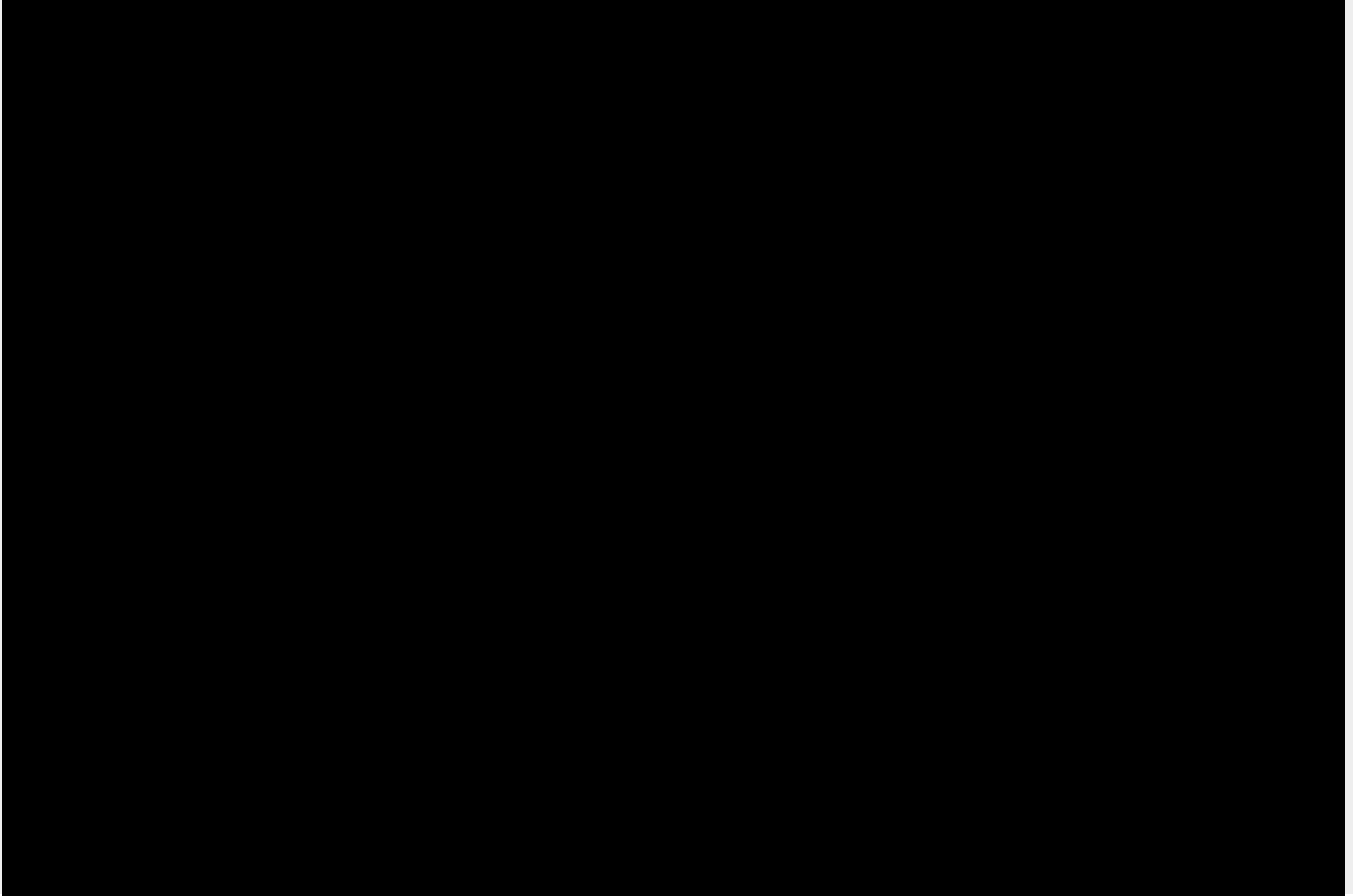
Behaviors

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!