The Advertising Council and the Hungarian Media Union

International Fundraising Festival

10th of April, Prague
History of the US Ad Council

- Founded at the time of WW2 (1941)
- Advertisements (!) are used to influence social responsibility
- It raises awareness of social problems, on the basis of models used in the business sphere
- The goal is to reach a consciousness-shaping effect.
72 Years... A Consistent Mission

• To identify and select number of significant public issues and stimulate action on those issues through communications programs that make a measurable difference in society.
PSA’s versus Commercial Advertising

• All media time and space is donated, not bought

• Ad Agency labor efforts are donated pro bono

• The ultimate objective is not to sell a product, but to change attitudes and behavior on social issues
Sources of Income –
Budget for Fiscal 2007 -- $18 Million

- Contributions: 43%
- Fees from Sponsors: 51%
- Investment Income: 6%
Campaign Development Cycle

Research & Planning Process
Collaboration of different sectors

Monitoring & Assessment

Strategic Development

Creative Development

Production

Distribution/
Media Outreach/
PR Launch
Campaign from 1972, United Negro College Fund
Campaign from 2007, www.adoptuskids.com

You don't have to be perfect to be a perfect parent.
There are thousands of teens in foster care who would love to put up with you.
1-888-200-4005 - adoptuskids.org

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Campaign, 2008, Lifelong literacy „open your child mind to reading”

There are amazing possibilities when you open your child’s mind to reading. Log onto the Library of Congress website www.loc.gov and let the journey begin.
Media Union

• The Media Union announced its formation in May 2008.

• Media Union for Social Consciousness Shaping Public Benefit Foundation was established to embrace public service advertisements and thereby ensure the management of national campaigns and the transfer of socially useful messages.

• MAJOR CHANGE IN SOCIETY / WAKEING UP
The purpose of the Media Union is to raise higher awareness of people and achieve greater changes in connection with a given problem through cooperation, strategic communication, reinforcement campaigns and additional communication.

The major objective of the Media Union is to achieve significant, measurable changes in the Hungarian society in social matters impacting all Hungarian citizens.
Characteristic of the Hungarian Media Union

• One great campaign /year
• The Advisory Board selects the campaign theme (prof. Elemér Hankiss, Imre Somody, Péter Novák, Péter Rudolf, Mária Schmidt)
• Communication, not just advertising (PR, events, soup-operas, etc.)
• Real impact on the society on long term
• Simple and clear messages
• Members represent the Hungarian media:
Founders of Media Union:
Campaign Team Members at Media Union:

- Public service advertising experts
- Partners in research, strategy and creative development (e.g. Ipsos Group)
- Managers, controlling the campaign budget
- Media Planners who train and coordinate local and national media
- PR Agency people, who evaluate PR activity, and inform the press.
- Production House: develops all materials related to distribution
- Project manager is responsible for media monitoring and evaluation of campaign success
Hungary, 2008, campaign theme:

How a public issue becomes a Media Union campaign?
How an issue becomes a Media Union campaign?

• Citizens, civil organizations, state authorities, everybody can suggest a campaign theme.
• Media Union prefers themes which are in favor of the biggest population of the society.
“Suggest a social campaign theme” campaign in June, 2008
Hungary, 2009, campaign theme: „It also depends on you” – Personal responsibility on human health care
Sponsor of the production costs

Pfizer

OMRON
Hungary, 2010, campaign theme: „It also depends on you” – Personal responsibility on integrating disabled people
Short summary of the „Get closer” campaign 2011
Sponsor of the production costs

SANOFI

ERSTE BANK
Hungary, 2011, campaign theme:

„It also depends on you” –

- Tell a fairy tale every day!
Tell a tale every day!
Let your child to be a king /princess! - 2011
Tell a tale every day!
Let your child to be a king /princess! - 2011
Tell a tale every day!
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**Arguments:**

Higher competence of children
Moral knowledge of tales
Stronger relationship between child and parent.
Tell a tale every day! - social effect 2011
Tell a tale every day! - collecting second hand books, 2011
Sponsors of the production costs
Closing event for the participants of the campaign and their families
Hungary, 2012, campaign theme:
- Sport is for everyone!
Sport is for everyone! Sport 3X1 times a week

Would you do something for yourself?

Do sports for 3X1 hours

First step: Sportolnijo.hu

Can you still tie your shoelaces?

First step: Sportolnijo.hu
Sport is for everyone! Sport 3X1 times a week

YOU GONNA BE SPORTY NOT BY YOUR JEANS.

FIRST STEP: SPORTOLNIJO.HU
Sport is for everyone! Sport 3X1 times a week
Sport is for everyone! Sport 3X1 times a week
Sport campaign results, 2012

The representative Ipsos survey on December, 2012, show, that 2.5 million could recall the campaign and its messages, and 0.5 million decided to do sports or to do more sports than before.

The favorite sport activities of the Hungarians are: 1. bicycling, running, 3. fitness, 4 football.
Sponsor of the production costs
Sponsoring „social responsibility”?
The Volunteer Advertising Agency

Full agency teams are assigned to Media Union efforts.

Agency develops and produces creative work.
Fields of sponsoring

• We are looking for a partner who covers the production costs of the campaign (printing outdoor advertising materials, production of commercials, etc.).
• We are pleased to accept support towards the Fundraising Party.
• We accept contributions for the operation of the organization itself.
Funding Campaigns

The For-Profit Sponsor:
- Is part of the social /public problem
- Is part of the solution

Funds campaign expenses
Decision maker:
Engage people about our time.
The way you think influence the reality.
Mind influence matter!
Thank you for your attention!

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