



médiaunió
rajta is múlik!

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.**

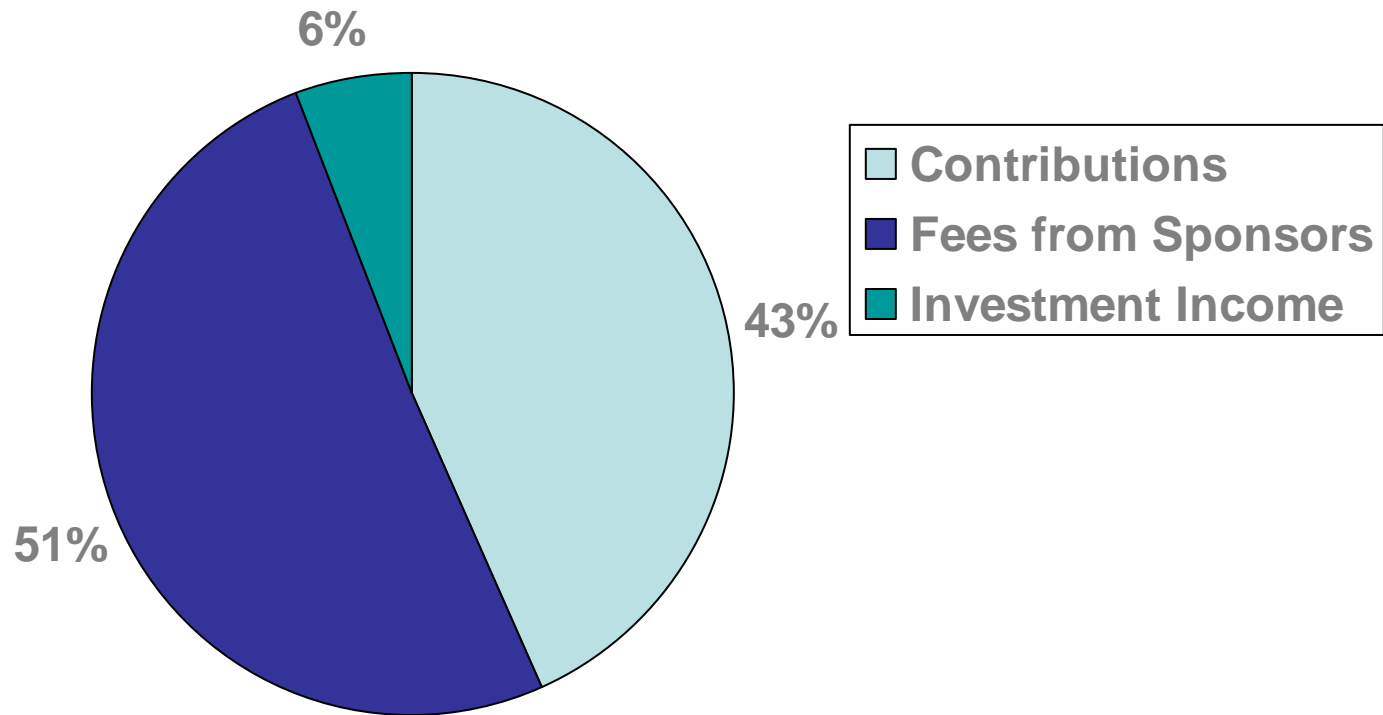
72 Years... A Consistent Mission

- 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



Campaign Development Cycle

Research & Planning Process
Collaboration of different sectors

Monitoring & Assessment

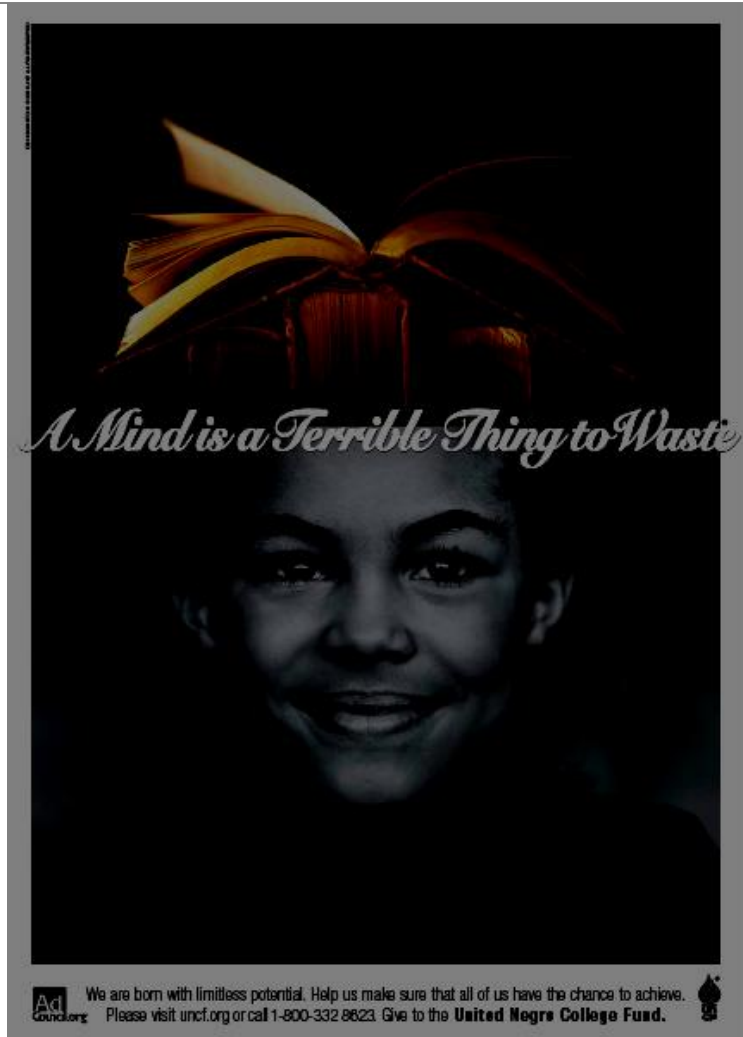
Strategic Development

Creative Development

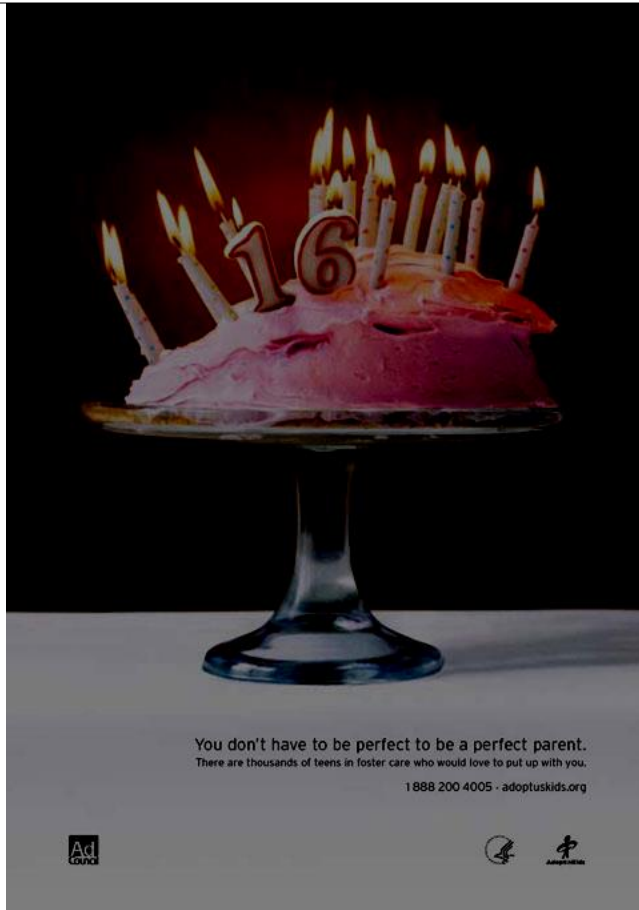
**Distribution/
Media Outreach/
PR Launch**

Production

Campaign from 1972, United Negro College Fund



Campaign from 2007, www.adoptuskids.com



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



here are amazing possibilities when you open your child's mind to reading. Log onto the Library of Congress web site www.loc.gov and let the journey begin.



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Founded: 2008

The Hungarian Media Union

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

Media Union

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 suggests a campaign theme.
- Media Union prefers theme which are in favor of the biggest population of the society.

„Suggest a social campaign theme” campaign in June, 2008



Az egyes emberek
hangja
néha kevés!

Ézért született meg a Médiaunió, hogy mindannyiunk hangját összefogja, és felhívja a figyelmet a legfontosabb társadalmi problémákra. A magyar média egyedülálló összefogása évente egy ügyet karol fel, és folyamatos kommunikációval igyekezik segítséget nyújtani a megoldásban.

De melyik témával kezdjük?

Látogasson el a www.mediaunio.hu weboldalra, és írja meg, melyik legyen az első mindannyiunkat érintő ügy, amellyel foglalkoznunk kell!

Közösen sikerülhet pozitív változást elérni.

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Szociális és politikai aktivizmusok hálójának



**Hungary, 2009,
campaign theme:**

***„It also depends
on you”* – Personal
responsibility on
human health care**



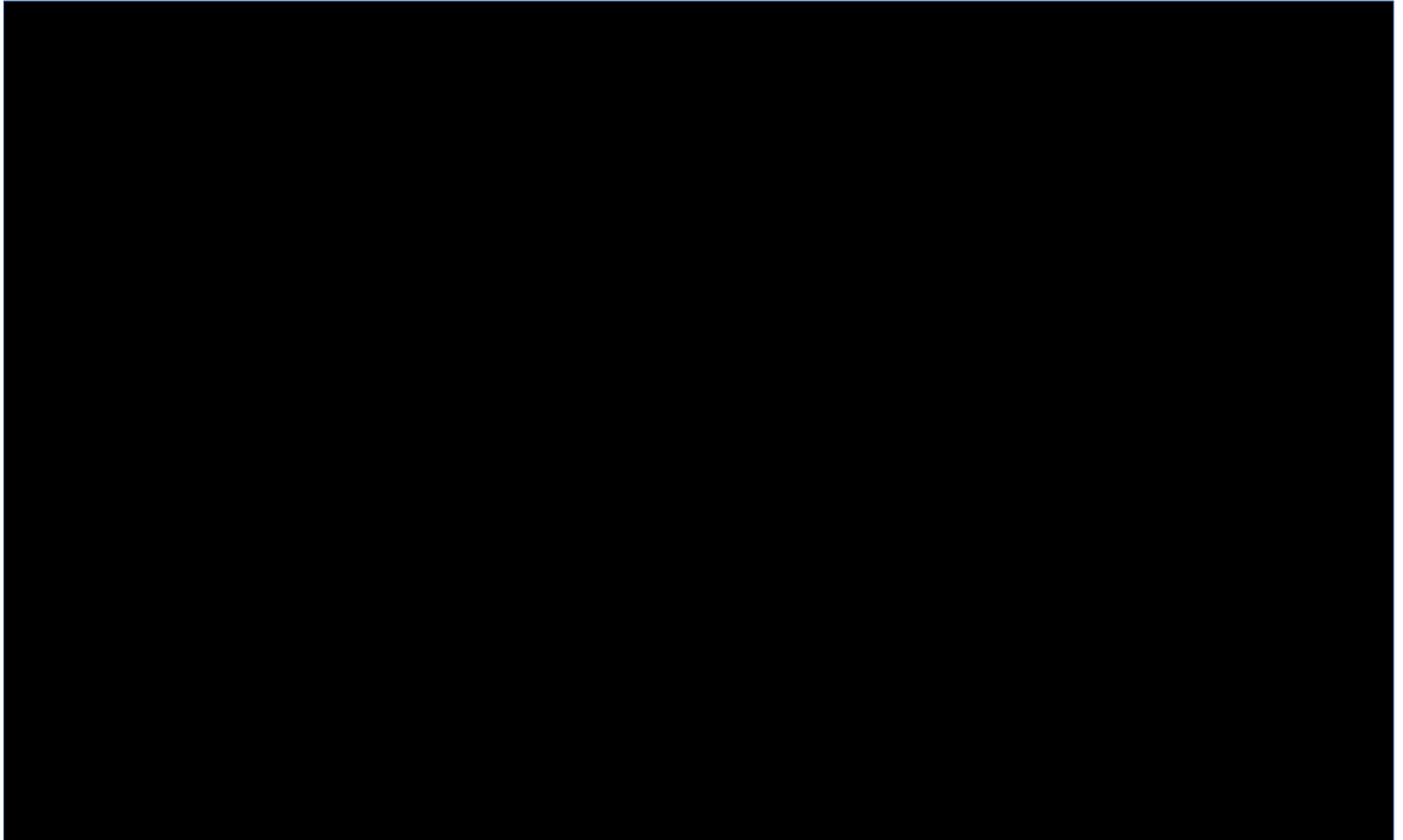
Sponsor of the production costs





**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





**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



LEGYEN KIRÁLY A GYEREKED!

Magyarországon több mint 490 000 királyfi él, de a legtöbben még nem is tudják, hogy azok... Mesélj gyermekednek mindennap!

A mese a legjobb gyerekszoba.

Mesélj MindenNap.hu

Ma estére van már mesénivalód? Honlapunkon, a Mesetárban biztosan találsz!

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ATE KISLÁNYOD KIRÁLYLÁNY?

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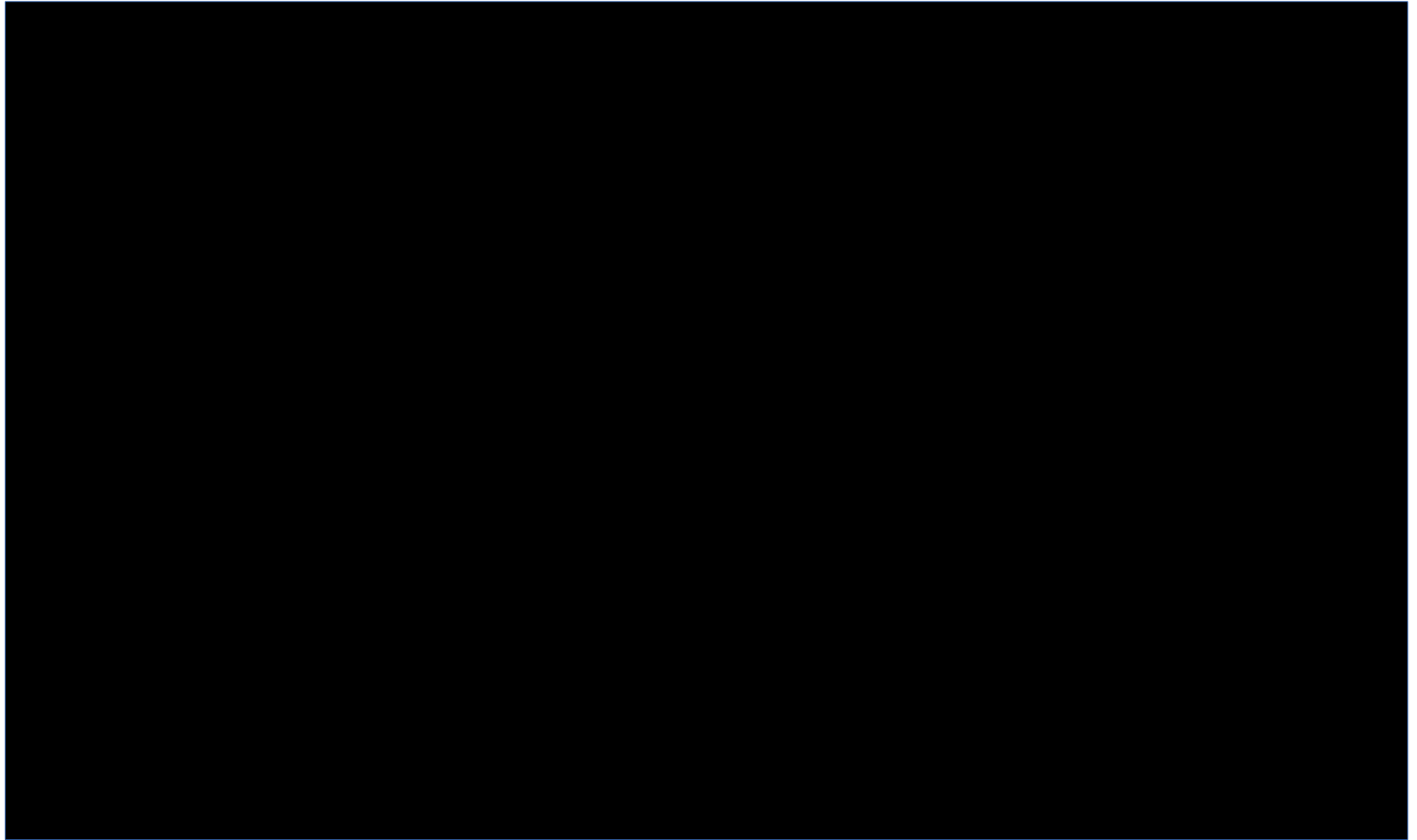
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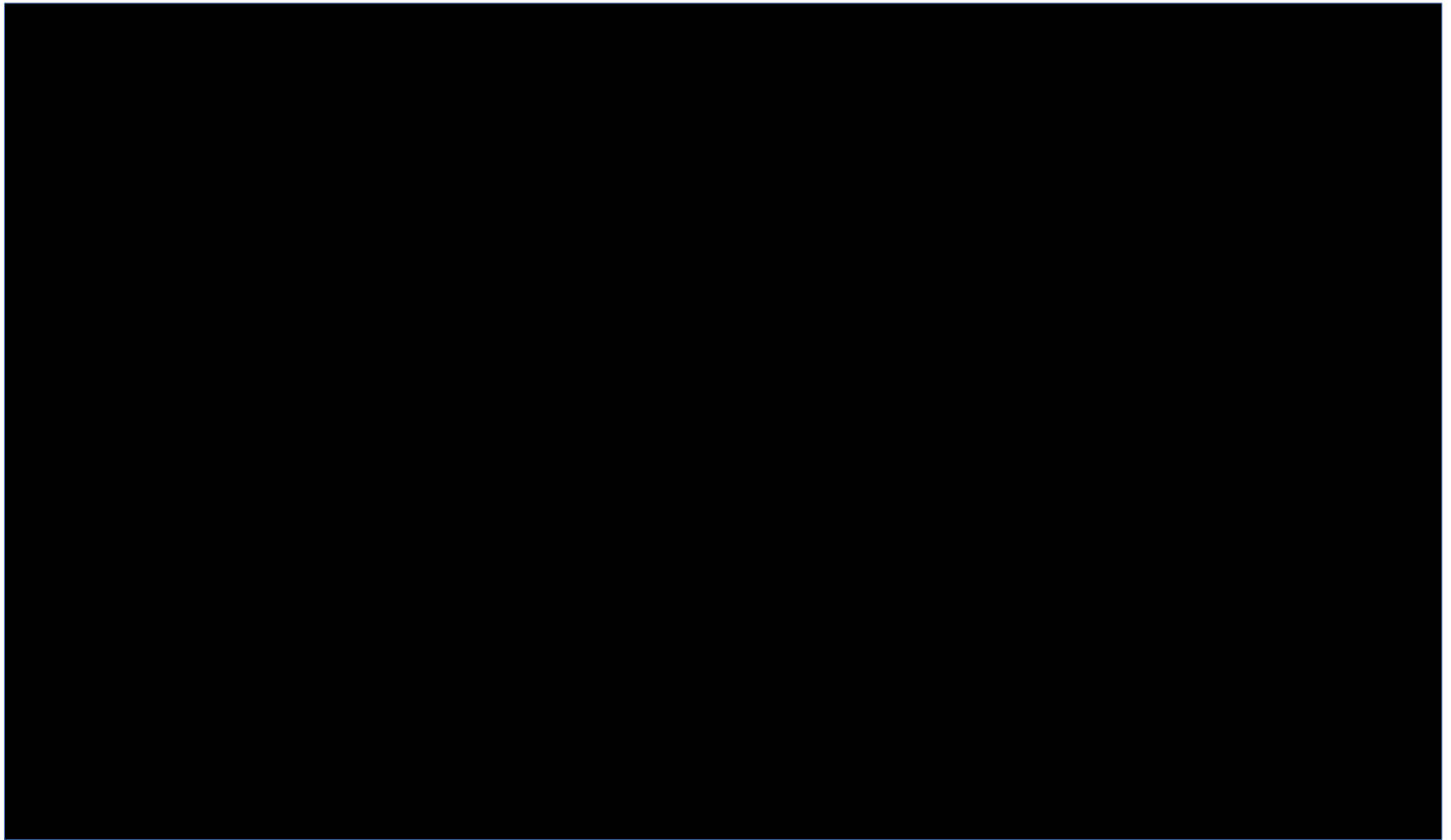
Tell a tale every day!

Let your child to be a king /princess! - 2011



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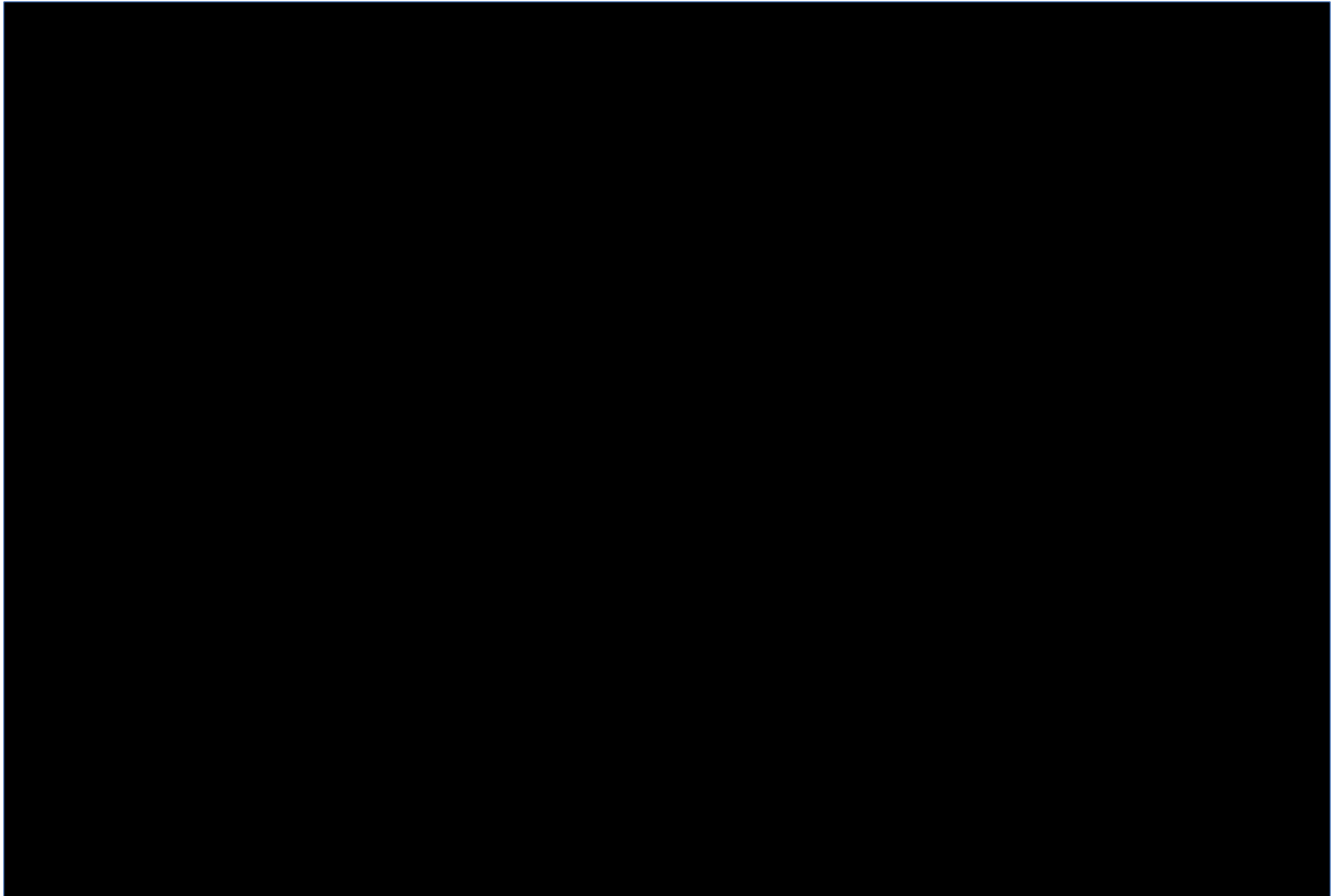
Arguments:

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



KRISZTIÁN BERKI, OLYMPIC CHAMPION IN GYMNASTICS:
I STROVE IN LONDON FOR YOU TOO....

**WOULD YOU DO
SOMETHING FOR
YOURSELF?**

**3x1 DO SPORTS
FOR 3X1 HOURS**

FIRST STEP:
SPORTOLNIJO.HU

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rajtárs is mindenki!



YOU DIDN'T WANT TO BE
SUCH AN ADULT, RIGHT?

**CAN YOU
STILL TIE YOUR
SHOELACES?**

**3x1 SPORTOLJ
3X1 ÓRÁT!**

FIRST STEP: **SPORTOLNIJO.HU**

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rajtárs is mindenki!

Sport is for everyone! Sport 3X1 times a week



**YOU GONNA BE SPORTY
NOT BY YOUR JEANS.**



FIRST STEP: **SPORTOLNIJO.HU**

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rajtad is mészik!

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”?

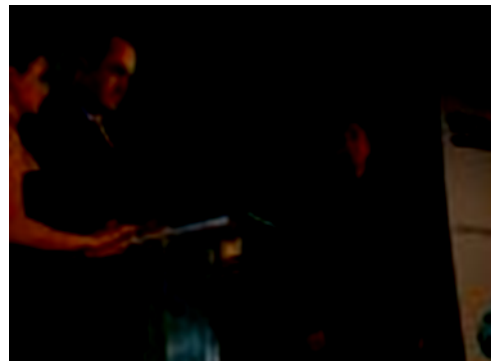
The Volunteer Advertising Agency

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 Fund-raising 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!



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**Thank you for your
attention!**

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