Breastfeeding PSA through Online Advertisements

**Directions**: Today Public Service Announcement campaigns are created by hundreds of non-profit and government agencies. On average the National Association of Broadcasters contribute an estimated $10 billion a year in free time for various public causes. Your job is to create a public service announcement, which educates the public, but also has a call to action, regarding the importance of breastfeeding. Note what draws your attention to the different online ads. Which ones would motivate you to click on them? Why? What makes the ad compelling?

Here are some useful design tips for creating online advertisements in general:

1. When you design your ad, keep it simple and clear, free of clutter with a message that's easy to read. It must jump out from the rest of the message.
2. Use animation, but sparingly. You don't want to irritate the viewer.
3. The animation should not interfere with the design or message.
4. The animation should loop no more than ten times.
5. Keep file sizes small. It's important that your animations load quickly. While Flash creates great animations, it can also create large files. For this reason it's better to use compressed JPEGs or GIF files.
6. When designing a banner, it's important to understand the importance of branding, so make sure you use the company logo in some way.
7. Make sure your message and call to action is on the first page in case the user decides to stop the animation.
8. Use bright blue, green and yellow colors. Avoid red.
9. Some words that can improve your clickthrough ratio (CTR) are: Click here, submit and free.
10. Make sure the banner links to the page that has the information mentioned on the banner. Don't make them hunt for it.
11. Be aware that boredom sets in quickly. It's important to rotate your banners every 2-3 weeks.
12. Testing is necessary in order to find out which banners are the most effective. Once you establish that, you can run the effective banners and drop the ones that aren't performing as well.

Start by answering these questions:

1. Target Audience: Who do I want to reach with my message?

2. Message: What is my message?

3. Message: What do I want the viewer to understand?

4. Action Step: What is the call to action?

5. Action Step: What do I want the viewer to do?

6. Action Step: How can the viewer help solve the problem?

7. Significance of Issue to the Public: Why is this issue important to the public?

Here are some common breast feeding non-profits and government agencies:

* La Leche League International
* National Alliance for Breastfeeding Advocacy
* United States Breast Feeding Committee
* Womenshealth.gov
* BreastFedBabies.org
* USbreastfeeding.org
* World Alliance for Breastfeeding Action

Methods

* To create a free video ad, go to Viddyad.com and sign up for a free account. Viddyad allows you to pick videos and pictures from several well-known databases of files. Then add your text (call to action), music, and preview your video. Email the link to your teacher.
* To create a free banner ad, go to Bannersnack.com and sign up for a free account. Bannersnack allows you to create a banner ad, animated or not. There is a library of pictures and animations available. Add call to action, preview your ad, and email the link to your teacher.