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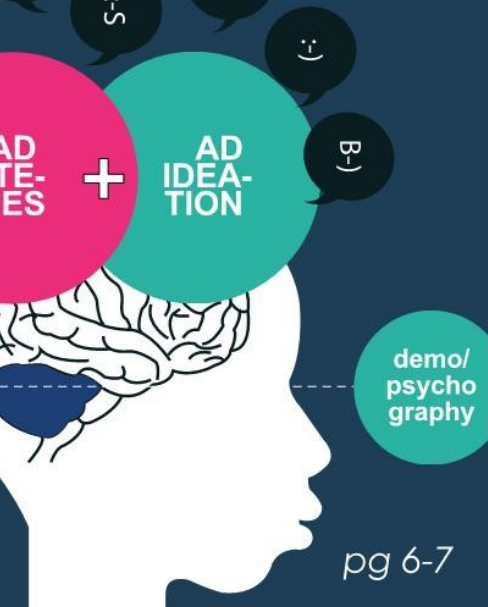
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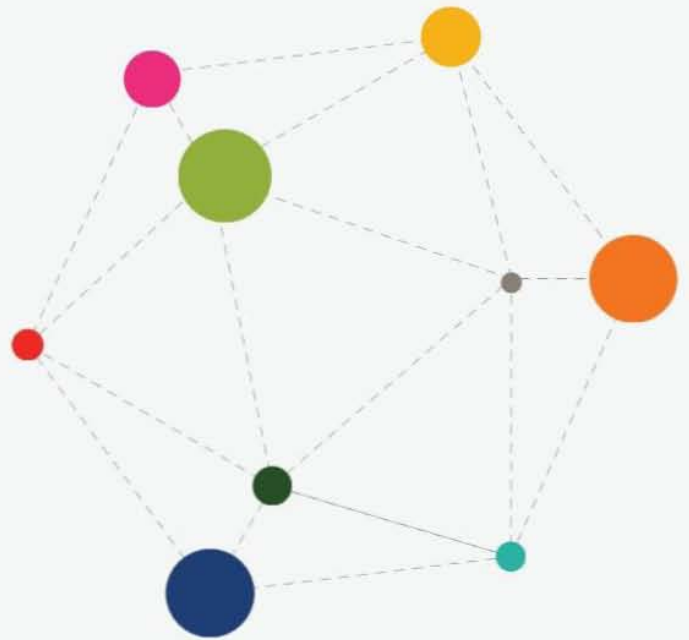
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PSA

CAMPAIGN OUTLINE

02

Norsharina Smasuri
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There are three major elements to be successful in developing effective advertising campaign for public service advertising

*** Clarify on the objective of the campaign with realistic target**

Generally, the PSA campaign objective is to prevent negative attitude, to stop negative behavior and to encourage adoption of a better behavior. Changing attitude or behavior is a complex process, to overcome the problem; the objective must convince the person that the issue or problem are related to them and drag their desire where they intend to change their behavior and provide the way to overcome the problem.

*Be specific with target audiences

Focus on targeting an audience should be specifically defined as the personal of the ad and the more likely respond to reply on the campaign. It is also to identify relatively group acceptance to be influenced, and to consider what would be the main focus to change.

demo/
psycho
graphy

*Appropriate in qualitative features.

To grab attention from audience to notice the ad, the message must be remained in the mind of the viewer. It depends on the appropriate type of appeal applied, with the message well delivered, easy to understand and relevant to the audience. The technique's selection and tactic in creating creative execution of the message are also important factors in developing an advertising campaign.

