

It's our Future.

Take Charge of it.

Whether you are looking for social actions you can take for your company and/or your client's advertising campaigns (tv, print, radio, direct mail), there are so many small things we can all do that will have positive impacts on our social environment:

Looking for ways to incorporate social mission themes into your marketing?

Whether you're a copywriter, creative director, or in charge of marketing for a consumer product company (or b to b product), you're in a unique position to help social causes be advanced in a way that enhances your company or client's company. Through your work, you can advertise to millions of people, educating and inspiring them to act on social problems while there is still time. Either by featuring a social issue that your company and/or client supports via their product or through cause marketing collaborations with not-for-profits that your firm supports, you can make a difference in the lives of many while enhancing your own company's image.

SOCIAL THEMES TO CONSIDER INCORPORATING INTO YOUR ADVERTISING

Adoption · Alcohol awareness · Animal rights · Alternative fuel · Bicycle transportation · Designated driving · Child abuse · Civil rights · Clean ecosystems · Contraception · Disfigurement · Diversity · Drugs · Education · Elderly care · Energy · Health care · Healthy oceans · Homelessness · Hunger · Military disarmament · Minorities · Nuclear weapons · Oil spills · Obesity · Pets · Protecting natural wildlife habitats · Population growth · Poverty · Power · Race · Rainforest · Reading appreciation · Renewable energy · Safe sex · Social Justice · Spousal/elder abuse · Smog · SUVs · Wealth · Women's rights

GREEN STANDARDS FOR CHARACTERS IN TELEVISION , PRINT, RADIO, INTERNET AND DIRECT MAIL ADVERTISING

BASIC STANDARDS FOR TV CHARACTERS:

When Characters make a point of exhibiting certain behaviors or mentioning values, it can and does have a subtle effect on audiences.

AT HOME

1. Put items into recycling bins - newspaper, cans, plastics, glass, junk mail
2. Drive cars that get high gas mileage or drive electric or hybrid cars
3. Turn off lights when leaving rooms
4. Walk or ride a bike for errands, to school, to parties; or carpool
5. Donate old household items to charities, shelters, schools etc.

6. Buy food in bulk; carry items in canvas; put food into reusable storage containers; purchase foods in paper packaging or recyclable containers
7. Buy organic food and other products from farmers markets or health food stores
8. Turn off the water when brushing teeth or scrubbing pots and pans
9. Use rechargeable batteries
10. Kids' lunches are stored and carried in reusable containers

AT THE OFFICE

1. Utilize recycling bins (perhaps provided and picked up by a recycling service) for white paper, mixed paper/junk mail, magazines, newspapers
2. Eat with and drink from reusable kitchenware and mugs (no disposable paper, plastic, or styrofoam)
3. Carpool to work in a vehicle that gets high gas mileage - or in an electric or hybrid, or use public transportation
4. Work in offices surrounded by plants and natural lighting from windows
5. Turn off lights, computers and equipment when not in use.
6. Upgrade to energy efficient office equipment with EPA's Energy Star label
7. Donate old computer software to schools, children's organizations, nonprofits
8. Use a hand crank paper shredder
9. Utilize email, reduce paper waste
10. Bring lunch packed in reusable containers