



AMERICAN ADVERTISING FEDERATION  
**CORPUS CHRISTI**

**CLUB  
ACHIEVEMENT**



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# **PUBLIC SERVICE**



Since 2015, Corpus Christi as a community has worked on ways to address its domestic violence issues. This year American Advertising Federation-Corpus Christi (AAF-CC) joined in those efforts. For more than three years Corpus Christi's local newspaper, the Corpus Christi Caller-Times, has featured a series titled "Behind Broken Doors." The series is dedicated to the effect of domestic violence on the community. Law enforcement officials say domestic violence is the cause of roughly half of the homicides in Corpus Christi each year. This newspaper series put the spotlight on the domestic violence issue in our community and soon everyone from the legal, political and non-profit segments of the city started to collaborate on efforts to address this issue. So when it became time for the Board of Directors of the AAF-CC chapter to select a non-profit to assist with creating marketing materials to support the non-profit's mission, Family Counseling Service came to the top of the list. The organization's mission is to strengthen children, individuals, and families by providing professional therapy, education, advocacy, and other supportive services in response to community needs. We believe that by choosing Family Counseling Service as the beneficiary for our ONE DAY public service event, our AAF-CC chapter also completed a public service to address a growing need in Corpus Christi.

## **GOALS OF THE PROJECT**

"ONE DAY's" original goal has always been to unite local professional creative directors, designers, copy-writers, media experts, videographers and video editors with university and college students in a day-long event to develop and implement a marketing strategy and advertising plan for a selected non-profit. The event would create a network between professionals and students in what we hoped would create future AAF-CC professional members. (Exhibit PS-1) The 501c3 non-profit is selected through an application process and is typically awarded to an organization with a limited marketing budget and resources. This past year we received 21 applications, a record number of applicants. The top two vote getters were both organizations that provided counseling services to individuals in our community, but when our local club President saw that Family Counseling Service provided crime victim counseling, her tie-breaking vote pushed Family Counseling Service to the top. The goal was to create quality marketing material to bring awareness for this local organization.

This year's ONE DAY event was October 13. Local advertising professionals and design students gathered in

a lab at Texas A&M University- Corpus Christi and created marketing collateral to help support the non-profit's mission. Marketing materials include artwork which can be used for all mediums including bus benches, billboards (Exhibit PS-4A), website, social media, graphics, TV PSAs, radio PSAs and more. In a time when newspapers and TV stations have cut back on staff and resources, we are happy to report that AAF-CC has continuously received support from our local media partners to provide advertising for these non-profits at no cost (Exhibit PS-5). Professionals and students work hand-in-hand to create the collateral. This is a public service project that not only assists the non-profit, in this case Family Counseling Service to continue to serve the community, but it also serves the college students in getting hands on experience with advertising professionals and AAF-Corpus Christi members an opportunity to learn about a local organization that is working to address issues in our community. The quality marketing collateral produced at the end of the day is the end result of collaboration from media partners who provide the free advertising, the local non-profit who provides the scope of the project, the student and professionals who create the campaign and finally the community who will benefit from the public service informational material that the campaign will address.

## **TARGET AUDIENCE**

The primary target audience of this year's "One Day" consists of the potential clients and donors of Family Counseling Service. How could our local advertising professionals and students create an advertising campaign that would bring awareness, understanding and a call to action for the services that this non-profit offers? Targeting the more than 300,000 people who live in Corpus Christi with a campaign that would bring Family Counseling Service and its offering more awareness was key. The secondary audiences were the advertising professionals that give of their time and talent to guide a full advertising campaign from start to finish and the students who serve as the manpower for the day. We wanted to bring the professionals, most of which are AAF-CC members, to work on something that they knew would impact the community and we wanted the students to get so much out of this public service project that they would one day want to become AAF-CC professional members.

## STRATEGY

AAF-CC called for applications from non-profits in September. We also called for local advertising professionals, both members and non-members, to create an advertising agency for a day. We established departments based on the charity's needs, and then reached out to the industry's top players in the community to steer that department such as graphic design, media buying, copywriting and social media management.

The Texas A&M University-Corpus Christi graphic design professor focused on recruiting students. The day-long event started at 7:30 a.m. at A&M-Corpus Christi's graphic design lab with several computers, workspace and a lounge area for creative brainstorming (Exhibit PS-3). The client in this case Family Counseling Service arrived and they participated in a presentation and Q&A with the students and professional volunteers to ask last-minute questions about the organization. The exercise gave both students and professionals an insight into the world of the organization that they were helping. Next all the students and professionals broke into groups in order to come up with creative concepts (Exhibit PS-2A-2E).

The groups returned to the lab and provided their ideas and a central theme or focus was revealed. The groups then went back to their respective areas of expertise and the work to develop the campaign began. It was key to ensure that all collateral was consistent with the creative concept as well as keeping track of time. Local community partner and AAF-CC member Wienerschnitzel provided lunch for the volunteers.

Finally as the late afternoon approached, everything was submitted to the creative directors who were organizing a PowerPoint to present to Family Counseling Service. Professionals and students worked to the last minute to prepare for the pitch to Family Counseling Service.

Family Counseling Service representatives were in awe of the work presented by the volunteers.

## EXECUTION/TACTICS

The day started at 7:30 a.m. with the arrival of the students and professionals. AAF-CC board members donated breakfast and a local business donated T-shirts to everyone who participated. Lunch was also provided to those who participated in ONE DAY by Wienerschnitzel. After introductions, representatives from Family Counseling Service sat with students and professionals and a Q&A was conducted in order to understand the

needs of the organization as well as its mission. The students and professionals then went through a goal-setting exercise and then a concept and strategy process to narrow the messaging.

By 11:00 a.m. students and professionals were working on collecting data, images and copywriting. After a lunch break everyone separated into teams and some focused on the layout and editing of content, others wrote scripts for TV and Radio PSAs and a third group focused on digital media. At 3:00 p.m. everyone gathered for a team critique and then additional edits were made. Printing of the marketing collateral began shortly after and at 6:30 p.m. the entire group presented the marketing campaign to the client.

## **MEDIA/MATERIALS USED**

ONE Day received almost \$70,000 in donated media (Exhibit PS-5). The non-profits in our community applied for the event through a press release and application information that was sent out through e-blasts and through social media as well as AAF-CC board member encouragement. Once the non-profit was selected, ONE DAY offered designs for billboards, bus benches, social media (Exhibit PS-4F) and print (Exhibit PS-4G-H) as well as radio and TV PSAs. Family Counseling Service even received an updated look for their brand based on their original identity (Exhibit PS-4C).

## **RESULTS ATTAINED**

The day was a great success not just for Family Counseling Service but for the professionals and students who participated in ONE DAY. Students and professionals were able to help Family Counseling Service with its logo and created a simple logo guide, we created letterhead, a business card, door hanger, postcard, flyers and foam mounted posters. The local mall, La Palmera, also provided in-mall ads and a social media campaign was also delivered for this great organization (Exhibit PS-4B). Family Counseling Service was extremely grateful for what we were able to provide in one day. We at AAF-CC firmly believe this year's ONE DAY was a great public service to help Corpus Christi address a community-wide issue of domestic violence by helping people in our city realize that there are resources such as Family Counseling Service available to help.



EXHIBIT PS-1



EXHIBIT PS-2A



EXHIBIT PS-2B



EXHIBIT PS-2C



EXHIBIT PS-2D



EXHIBIT PS-2E



EXHIBIT PS-3



EXHIBIT PS-4A



EXHIBIT PS-4B



EXHIBIT PS-4C



EXHIBIT PS-5



EXHIBIT PS-4I



EXHIBIT PS-4C

Strengthening Relationships  
Supporting our community  
One branch at a time

*couples*

At Family Counseling Service our licensed therapists transform lives by providing healing and empowerment through treatment, intervention, and education. Since 1942, we have served the Coastal Bend through programs for individuals, families, couples, children, and senior citizens. Help us deepen our roots within the community by **GIVING & VOLUNTEERING.**

Family Counseling SERVICE

Donate today at **FCSCB.ORG**

EXHIBIT PS-4G

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EXHIBIT PS-4H

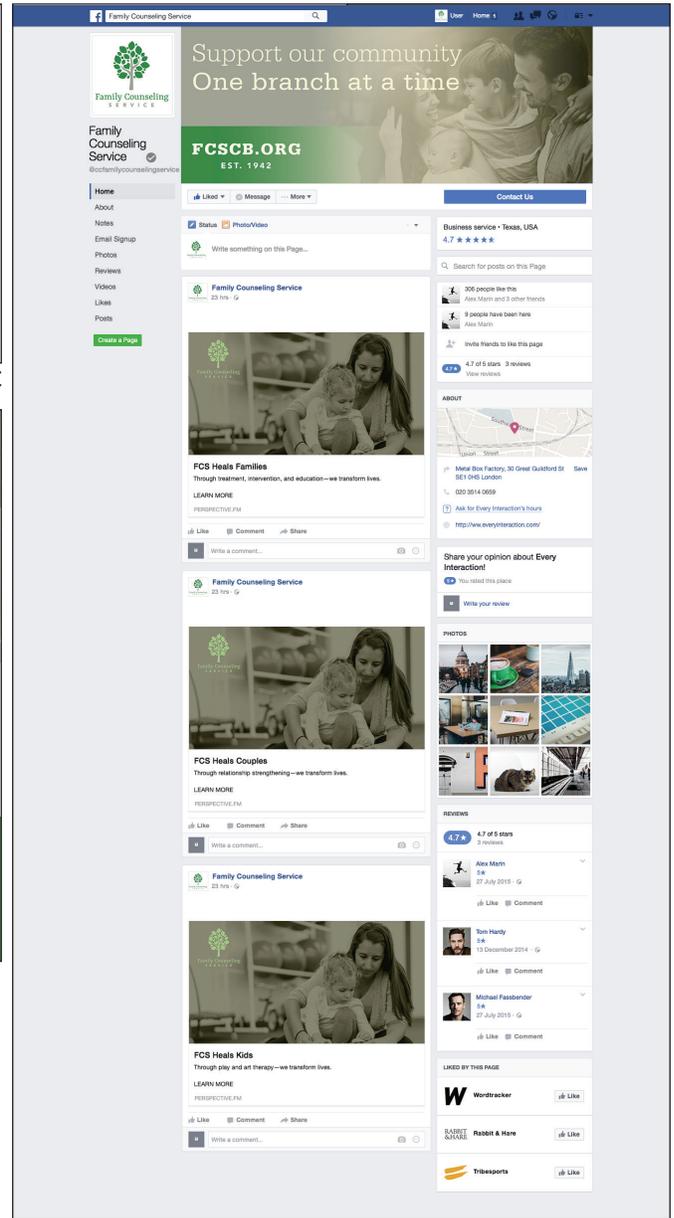


EXHIBIT PS-4F