

## PRO BONO/SOCIAL Ads

### **BENEFITS/ASPECTS OF PRO BONO ADS**

1. Objectives – create awareness , social issues, publicity
2. Area Coverage – local to national level,
3. Target Audience – society , social campaign,
4. Type of copy- bad effects of customs, tradition- DJ, pollution- G-warming
5. Use of Celebrities- sports -film star , pulse Polio drive, tree plantation,
6. Generate Goodwill – benefits of the society , Rotary club, NGO,
7. Societal Concepts – social work+ profit, TATA - TISS,BIRLA- temple,