



Creative Brief for a Social Impact Campaign // Out of Home Advertising

Client: Social Impact Campaign

Category: Non-Profit - PSA/Charities

Deliverables Needed: Any form of out of home (OOH) advertising. This can include but is not limited to static billboards, digital billboards, full motion digital screens, transit media, station domination, etc.

Deadline: December 31, 2025

Project Description: When you look at your community, what is that one need that could make it a better place to live? You can also think broader than your community; it could benefit your city, state, country, or world.

Great advertising is about inspiring an emotion and someone to take action. OOH advertising is a powerful medium for social impact campaigns because its presence is woven into our daily lives, creating a unique opportunity to engage and connect with communities on important issues.

How could you use this powerful medium to share thought-provoking messaging that inspires action and change for the greater good of society?

Some ideas to get you thinking could include:

- Earth Day / Environmental
- Protecting our oceans and wildlife
- Peace / Anti-War
- Mental Health
- Anti-Drug
- Educational Programs
- Get out to vote
- Local / Community initiatives

**Guiding Principles to ask yourself:**

Consider how your anticipated audience views this cause or topic. Is it something they're already passionate about or something people disregard or never talk about?

When this topic shows up, what is the tone? How do you plan to speak or connect with the audience? Are there multiple audiences with different approaches?

What type of emotion are you trying to evoke? Are you hoping to make people laugh, sad, or angry? Does the message need to be something audiences think about for a day or does it need to resonate long after?

Is the message the same on every OOH display or does it show up differently on various media types that connect audiences in other ways? It's important to consider the journey of the demographic you're trying to reach.

When you feel your concepts are complete, ask yourself these final questions. Would this make anyone care? Would this make me feel something? Would this make anyone stop and take action? Would this get my attention? More importantly, is this WORTH my attention?

What desired engagement do you want the audience to have or take?

For change to happen, people MUST take action. These actions can happen in many ways, but first, you have to make people care about the subject. What will they see or read that drives people to learn more? Is there a sign-up, an event, or the need to drive them to a website to learn more and take action? Think about what is going to make an emotional connection and promote change.

What lasting impression do you want your audience to have on this topic?

An impression stays with you...positive or negative...it stays with you. What do you want to STAY with the audience?

What is going to get their attention? What is the copyline or visual that will drive them to take action?

Non-negotiables:

For the campaign to work and be effective in the OOH space, it must visually grab an audience's attention quickly and efficiently communicate a message in 4 to 7 words...unless you can make the ad purely visual.

Other considerations:

Dive into the possibilities of OOH advertising. Don't just assume something can't be done. Go with "What If". If you're unsure what's possible, we encourage you to reach out via the email below to schedule a creative capabilities call with a member of OAAA's Creative Committee.



Questions:

Email awards@oaaa.org