



## **HOW DIGITAL DISTRIBUTION AND EVALUATION WILL IMPACT PUBLIC SERVICE ADVERTISING**

### **Aggressive Promotion Yields Significant Results**

By Bill Goodwill & James Baumann

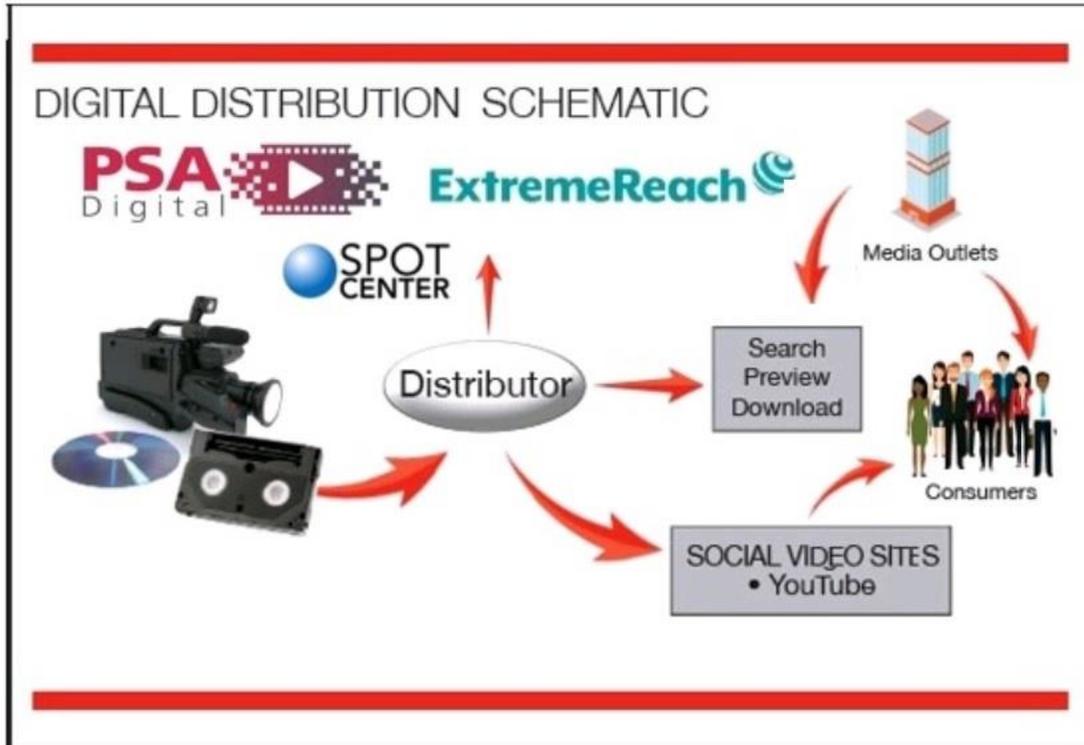
It is no surprise to see that digital distribution of all media products is fast becoming the de facto standard for distribution of media content, particularly for shorter videos such as PSA messages.

First let's define the terms. Digital distribution (also called digital content delivery, online distribution, or electronic distribution), is the delivery of media content online, thus bypassing physical distribution methods, such as video tapes, CDs and DVDs. In addition to saving money on tapes and disks, digital distribution eliminates the need to print collateral materials such as storyboards, newsletters, bounce-back cards, etc. Finally, it provides the opportunity to preview messages online, and offers media high-quality files for download.

### **The "Pull" Distribution Model**

In the pre-digital world, the media was spoiled because they had all the PSA messages they could ever use delivered right to their desktop, along with promotional materials explaining the importance of the campaigns.

Today, the standard way for stations to get PSAs in the digital world is to go to a site created by the digital distribution company and download them from the "cloud." Using a dashboard that has been created for PSAs, the media can preview the spots and download both the PSAs, as well as digital collateral materials such as storyboards, a newsletter and traffic instructions.



This schematic shows the overall process flow for digital distribution. To provide more control over digital distribution, Goodwill Communications has its own digital distribution download site called PSA Digital™, and to see how we handle both TV and radio digital files, go to: <http://www.goodwillcommunications.com/PSADigital.aspx>.

On the site, the media can preview PSAs online, access background information on the campaign, and download Nielsen SpotTrac encoded files. We also post our client files to two other sites, including the National Association of Broadcasters' Spot Center, and the Extreme Reach site, which is the leading site in the country for downloading digital assets.



### Role of Promotion

Since we no longer send hard copy tapes directly to the decision-maker, promotion is more important than ever, to ensure that the media decision-maker knows how to download your digital PSAs. Here are some of the tactics we use to promote our client campaigns:

**Equal Employment Opportunity Commission Campaign Storyboard.**

**Blow-up of Campaign Facts**

**"FREEDOM TO COMPETE" FACTS**

- The "Freedom to Compete" initiative is designed to ensure that all Americans have the freedom to compete in the workplace and achieve their fullest potential, without regard to race, color, religion, national origin, sex, age, or disability.
- Invisible barriers deny our workers the freedom to compete on a level playing field, to be judged on merit and not on reasons as irrelevant or immaterial as race or gender.

**How will communities benefit where PSAs are shown?**

- The PSAs will urge all employers to take an aggressive, proactive role in promoting workplace practices that free up workplace opportunities for the best and brightest human talent available.
- The PSAs will inspire employers and employees to embrace the freedoms available in America's workplaces.
- The stronger relationships developed between employers and employees will enhance economic stability, and therefore growth, in communities across the country.

**HELP SUPPORT MORE VICTORIES FOR VETERANS**

**MY VETERAN WIFE LEARNING TO ENJOY LIFE AGAIN.**

**DAW**

**AS AMERICA'S VETERANS FACE CHALLENGES, DAW IS THERE.**

**YOUR DIGITAL DOWNLOAD IS A CLICK AWAY.**

**ExtremeReach®**

**NAB®**

**Public Service**

**PSA USA**

**OUR CAMPAIGN**

**World Vision**

**TV PSAs TO DOWNLOAD**

**ADDRESS BLOCK (3036 AREA - 907 PWT)**

**Now you can download digital files directly to your station.**

**Dear Public Service Director,**

**Thank you for your support for World Vision. Please complete the following information, so we can provide the best of PSA material possible to broadcast in the future.**

**What is the station or program name of a broadcast station you would like to download to?**

**How do you want to download to your station?**

**How do you want to download to your station?**

**How do you want to download to your station?**

**TV PSA**

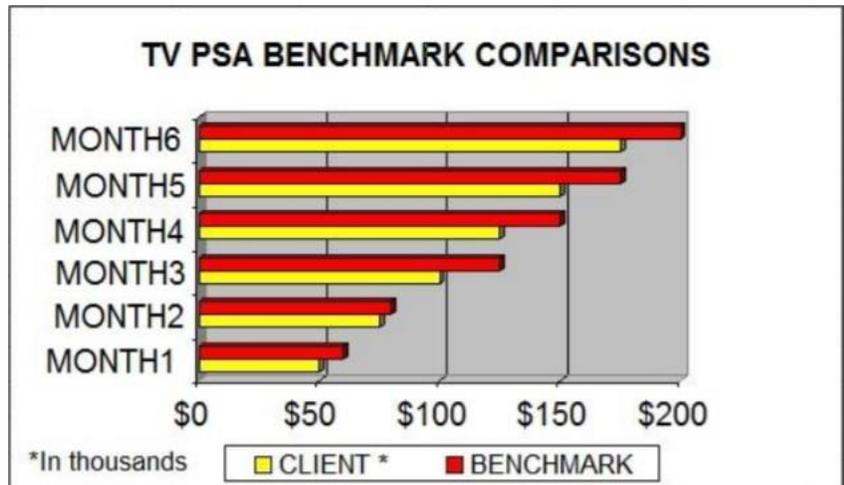
**ADDRESS BLOCK (3036 AREA - 907 PWT)**

Left: TV PSA blast email. Above: TV PSA alert card.

- Posting client files to our PSA Digital Website, where they can be viewed and downloaded in broadcast quality with the Nielsen SIGMA code embedded in the files
- Posting a digital storyboard, and traffic instructions on the media download site maintained by the digital distributor, to provide background information on the client campaign
- Using blast emails such as the one shown above to let stations know where they can download PSAs; sending these to the media, as well as to state broadcast associations
- Posting our client PSAs to our branded You Tube site called: PSA USA
- Posting client PSAs to the National Association of Broadcasters' Spot Center download site to give the messages external credibility
- Posting our client PSAs to our branded You Tube site called PSA USA
- Finally, and most importantly, we have our outreach specialist personally contact all the national cable networks in our database to pitch our client PSAs to them

**Evaluation Impact**

From the evaluation standpoint, we are still dealing with the implications of digital distribution, and to give us a better measurement of how digitally distributed campaigns compare to those involving hard copy materials, we created something we call our "benchmark report."



This report takes data from 70 TV PSA campaigns we distributed from 2010 (when stations migrated to Hi-Def) to 2016 and parses the values they generated out by month.

We then compare how any given client campaign compares to this monthly standard. This allows us to see how any particular client campaign which was distributed digitally compares against a standard benchmark. When a campaign is underperforming the standard, we can use this data to take corrective actions before the campaign has run its course.

Unlike the old PSA distribution paradigm, which was based on fairly routine ways of doing things, the digital world requires that we work harder to keep up with ever changing technology.

Just as Sir Aldous Huxley wrote in his groundbreaking novel in 1931 called *Brave New Worlds*, “we must either embrace these new ways of doing things, or we will no longer be relevant, as change swirls about us.”

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*Bill Goodwill, founder of Goodwill Communications, has written dozens of articles pertaining to various aspects of PSAs, many of which can be viewed at <http://psaresearch.com/biboverall.html>. James Baumann, Chief Executive Officer of Goodwill Communications, was formerly Executive VP/Media for the Ad Council, and is an expert in digital distribution.*

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