

GOOD news

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A NEWSLETTER ON
TOPICAL SOCIAL ISSUES



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JAMES BAUMANN SPEAKS AT IBAA CONFERENCE

Presents Agency Perspective on PSA Trends

Goodwill Communications' CEO, James Baumann, spoke at the Indoor Billboard Advertising Association Conference in Las Vegas, giving attendees a brief overview of typical PSA messaging strategies and reviewing the basic advantages of using PSAs in indoor advertising including:

- Placed-based messages are "inclusive" not "intrusive"
- They represent the tangible/physical "Social" Media
- Messages are relevant to a physical location
- They reinforce spur of moment decision-making
- They are close to the "buying" decision

The IBAA promotes the viability of indoor and Restroom advertising to agencies, the media, and industry partners.

To view an article outlining the advantages of outdoor advertising, [Click Here](#)



HOW YOU CAN USE PSA VALUES TO HELP YOUR FUNDRAISING

What You Don't Know About Non-Profit Accounting Can Hurt You

Most non-profit organizations which create and distribute public service advertising (PSA) campaigns do not take full advantage of the dollar values generated from these media outreach initiatives, called "In-kind Contributions."

The rule, issued by the Financial Accounting Board is titled *Accounting for Contributions Received and Contributions Made* is an easy way for non-profits to more strategically report financial results to their benefit.

Those results, in turn, are open to the public and used by charity rating organizations such as Give Well, Charity Navigator, or the Better Business Bureau, to evaluate non-profits.

To view an article with more details on how this procedure works, [Click Here](#)



HOW GENERATION Z IS TRANSFORMING ADVERTISING

Generation Z, the demographic group made up of 12 to 22 year olds, is making waves with marketers, largely because this generation controls a collective \$44 billion in consumer purchasing power.

Yet despite the opportunity, many marketers struggle to reach this group that has unique media consumption habits while eschewing

traditional advertising. What do marketers need to know as they think about how to advertise to this emerging consumer group? Here are three facts to consider.

- Age-based segmentation isn't as effective
- User generated content is Gen Z's preferred form of media
- Gen Z is often their family's decision-maker

For more details, [Click Here](#).

AN INTERACTIVE BILLBOARD? ABSOLUTELY!

You are driving on a busy thoroughfare and you notice a large digital billboard that seems to be directing its message to you. Surprisingly, it is. An outdoor campaign for Chevy Malibu uses vehicle recognition technology to identify competing midsize sedans and instantly displays Malibu features aimed at their drivers.



Consumers used to receiving personalized ads on their smartphones may be surprised to see one on a 672-square-foot highway billboard. But data-based technology is finding its way into digital outdoor displays of all types, enabling advertisers to track, reach and sell you stuff — even at 55 mph.

Out-of-home advertising, which includes billboards, bus shelters, mall kiosks and other public platforms, is seeing growth fueled by such digital innovation.