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CLIENT: ADOPTUSKIDS.ORG

Who is the brand?

The brand is Adoptuskids.org. A non-profit organization with a mission to raise public awareness about the need for foster and adoptive families for children in the public child welfare system; and to assist U.S. States, Territories, and Tribes to recruit and retain foster and adoptive families and connect them with children.

What is the brand essence?

At its core, the organization takes on a supportive, informative and nurturing role in all aspects of foster care and adoption. It is very much an emotional organization — reaching the heart of possible parents to get them to either consider becoming a foster parent/adoptive parent or support through other opportunities, which are listed on the Adoptuskids.org website.

Why are we developing this communication effort?

As an organization and philanthropic force, Adoptuskids.org needs help spreading the word about their mission and the need for foster care among U.S children. Communication with the target through 60 second, 30 second and 15 second radio spots will raise awareness of the organization in an interesting and memorable way. This kind of promotion is essential for the brand's existence and growth as a non-profit.

What is the current business challenge facing the brand?

As a non-profit organization, Adoptuskids.org does not carry the means to advertise itself in an interesting and effective way. That's where our campaign comes in.

Also, the myths and stigmas behind foster care vary largely among our target. Some think you need to be married, wealthy and a certain age in order to become a foster parent. This isn't true. We want our target to know that and tell them why they could be the perfect foster parent, despite their preconceived notions.

Who is our target audience?

Our target is female singles, ages 25-35 with \$35,000 - \$50,00 annual income. They have a heart for helping others and more specifically a heart for supporting children in need. They generally lead normal lives, a spontaneous decision here or there. But they are stable. Our target are also those who view foster care as something unattainable for them because of the myths they have heard in the past.

What is the one thing we want to say to them?

You don't have to have your life completely figured out to become a foster parent.

What things support what we want to say?

The resources and information listed on the Adoptuskids.org website will support our message. On the website, it addressed the multiple myths that follow the thought of foster care parenting.

What is our target saying before they see our message?

"I am not old enough to become a foster parent"

"I am not married. There is no way they would accept my foster care application."

"Foster care is complicated and drawn out. And someone like me won't be accepted anyway. Why even try and help?"

What do we want them to say after they see it?

"Wow, a lot of the myths that come along with becoming a foster parent are actually not true."

"I don't have to be married to become a foster parent? I might consider it. I think I have a friend who was talking about it too. She's not married either!"

"I cannot believe there were so many ways to help out Adoptuskids.org."

What mandatories need to be included?

The Adoptuskids.org website must be mentioned in each spot.