ANNEXURES

Annexure I  Questionnaires

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3. Fear appeal in social advertising
4. Impact of clutter on social advertising
5. Effectiveness of television for social advertising
6. Impact of repetition on social advertising

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2. Women related issues
3. AIDS awareness
4. Cleanliness
5. Anti-smoking
6. Issue of elderly
7. Polio eradication
8. Population control

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# General Questionnaire

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Date</th>
<th>CNC / FNF / CVE / RNR / TVO</th>
</tr>
</thead>
</table>

## Personal Information

**Name**

**Class** FY / SY / TY  
**Faculty** B.Com / B.Sc.IT / B.M.S.

### 1.1 Age

### 1.2 Gender

- a. Male
- b. Female

### 1.3 Religion

### 1.4 Mother Tongue

### 1.5 You live in a

- a. Joint Family
- b. Nuclear Family

### 1.6 You are how many siblings? (excluding you)

- a. I am Alone
- b. I have ____ Brother/s and/or ____ Sisters

### 1.7 What is your father's Qualification?

- a. Illiterate
- b. Less than SSC
- c. SSC/HSC
- d. Graduate
- e. Post Graduate
- f. Any other Qualification

**Your Father is a:** (Give details of your father's Service / Occupation / profession)

- a. Government Employee
- b. Private Co. Employee
- c. Professional
- d. Businessman
- e. Retired / Expired / Not Staying with us

### 1.9 What is your Mother's Qualification?

- a. Illiterate
- b. Less than SSC
- c. SSC/HSC
- d. Graduate
- e. Post Graduate
- f. Any other Qualification

**Your Mother is a:** (Give details of your mother's Service / Occupation / profession)

- a. Home maker - not formally employed
- b. Government Employee
- c. Private Co. Employee
- d. Professional
- e. Businesswoman
- f. Retired / Expired / Not Staying with us

### 1.11 a) How much is your monthly expenditure?

- a. Less than Rs. 500
- b. Between Rs. 500 - Rs. 1500
- c. Between Rs.1500- Rs.3000
- d. More than Rs. 3000
### Annexure 1: Questionnaires

1.12 Your monthly expenditure is **generally** spent on:

(Tick the applicable options and specify the approximate amount spent on it in rupees)

- a. Food, Refreshments etc
- b. Traveling
- c. Clothes, Shoes etc.
- d. Cosmetics, accessories etc.
- e. Contribution towards house
- f. Petrol, diesel, maintenance etc
- g. Movies, ACDs, VCDs etc
- h. Internet / Cyber café
- i. Partying, Outings etc
- j. Cell Phone bills
- k. Any other (specify)

1.13 How do you manage your monthly expenditure?

- a. I am not employed and get Pocket money.
- b. I am employed (give details) - Part / Full time
  
  Name of the firm: ____________________________ & Designation: ____________________________

- c. I get Pocket money and I am employed (give details) - Part / Full time
  
  Name of the firm: ____________________________ & Designation: ____________________________

- d. Any other source (specify) ____________________________

1.14 **i)** Tick across the products you have in your house:

- a.1 Television
- a.2 Music System
- a.3 Washing Machine
- b.1 Micro-wave Oven
- b.2 Air Conditioner/Coolers
- b.3 Video Camera
- b.4 Computer / Laptop

**ii)** Tick across the products you use regularly:

- a.1 Mobile Phone
- a.2 I Pod
- a.3 Two Wheeler
- a.4 Four Wheeler
- a.5 Laptop

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### Media Habits (please give information based on your **regular habits**)

2.1 Do you read Newspaper?

- a. Yes
- b. No

2.1.a If yes then which newspaper?

- a. Times of India
- b. DNA
- c. Mid-day
- d. Mumbai Mirror
- e. Business Standard
- f. The Economic Times
- g. Indian Express
- h. Hindustan Times
- i. Financial Express
- j. Any other (specify)

2.2 Specify the name/s of the magazine/s, in case you read any.

- a) ____________________________
- b) ____________________________
- c) ____________________________
- d) ____________________________

2.3 Which of the following options, best describes your Radio listening habit:

- a) Never
- b) 0-2 hrs
- c) 2-4 hrs
- d) 4-6 hrs
- e) More than 6hrs

2.3.1 In case you listen to radio, which is/are your favourite radio station(s)?

- a. Radio City 91.1
- b. Big FM 92.7
- c. Red FM 93.5
- d. Radio One 94.3
- e. Radio Mirchi 98.3
- f. AIR FM Gold 100.7
- g. Fever 104
- h. AIR - Rainbow 107.1
- i. Others – specify
2.4 How often do you watch movies in Cinema Theaters?
   a. Never  
   b. Once a month  
   c. Twice a month  
   d. Every week  
   e. More than once a week

2.5 How often do you access Internet?
   a. Never  
   b. Upto 4 hours a week  
   c. 4 – 10 hours a week  
   d. 10 – 18 hours a week  
   e. more than 18 hours a week

2.6.i Which of the following option best describes your Television viewing habit:
   a. Never  
   b. Up to 2 hours a Day  
   c. 2-4 hours a Day  
   d. 4–6 hours a Day  
   e. More than 6 hours a Day

2.6.ii When do you generally watch TV? (Tick as many options as applicable)

<table>
<thead>
<tr>
<th>Slot / Weekly Schedule</th>
<th>a) Weekdays (Monday - Friday)</th>
<th>b) Weekends (Saturday &amp; Sunday)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>06:00 to 12:00</td>
<td>06:00 to 12:00</td>
</tr>
<tr>
<td>Afternoon</td>
<td>12:00 to 17:00</td>
<td>12:00 to 17:00</td>
</tr>
<tr>
<td>Evening</td>
<td>17:00 to 20:00</td>
<td>17:00 to 20:00</td>
</tr>
<tr>
<td>Night</td>
<td>20:00 to 00:00</td>
<td>20:00 to 00:00</td>
</tr>
<tr>
<td>Late night</td>
<td>00:00 to 06:00</td>
<td>00:00 to 06:00</td>
</tr>
</tbody>
</table>

2.6.iii Tick as many channels as you regularly watch on Television:

<table>
<thead>
<tr>
<th>a) General-Hindi</th>
<th>Travel &amp; Living</th>
<th>Movies</th>
<th>General-English</th>
<th>Kids</th>
<th>Sports</th>
<th>Informative</th>
<th>News</th>
<th>Spiritual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bindaas</td>
<td></td>
<td></td>
<td>CNBC Awaz</td>
<td></td>
<td></td>
<td>Animal Planet</td>
<td></td>
<td>Star News</td>
</tr>
<tr>
<td>DD Metro</td>
<td>DD National</td>
<td>SAB TV</td>
<td>Star World</td>
<td></td>
<td></td>
<td>Australia Network</td>
<td></td>
<td>Star Sports</td>
</tr>
<tr>
<td>Sahara One</td>
<td>Sony</td>
<td>Star One</td>
<td>Zee Studio</td>
<td></td>
<td></td>
<td>Bharti</td>
<td></td>
<td>Discovery</td>
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<tr>
<td>Zoom</td>
<td>Zee Plus</td>
<td>Star TV</td>
<td>Zee Trends</td>
<td></td>
<td></td>
<td>Discovery</td>
<td></td>
<td>History Channel</td>
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<tr>
<td>9x</td>
<td></td>
<td>Star TV</td>
<td></td>
<td></td>
<td></td>
<td>NDTV Good Times</td>
<td></td>
<td>NDTV Profit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Star Movies</td>
<td></td>
<td></td>
<td></td>
<td>NGC</td>
<td></td>
<td>Zee Sports</td>
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<tr>
<td></td>
<td></td>
<td>Zee Cinema</td>
<td></td>
<td></td>
<td></td>
<td>Parliament (LS/RB)</td>
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<td>Q TV</td>
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</tbody>
</table>
### Social Advertisements and use of Celebrities

#### 3.1 Why do you think celebrities from films/sports support social causes like AIDS, Polio, Cleanliness, etc. through advertisements? (Tick any one)

- a. They are genuinely concerned about the society and the issue.
- b. They want to create a good impression.
- c. Personal reasons like to promote their films, increase fan-following and so on.
- d. They are being paid for it.
- e. Any other ____________________________________________

#### 3.2 Do you think using celebrities for creating awareness in the society on issues like AIDS, Cleanliness, Polio, etc. makes an impact?

**If yes then why** (Tick any one)

- a. Celebrities are delightful to watch.
- b. People are more attentive because of celebrity involved.
- c. People support the causes when their favourite celebrities ask them.
- d. Celebrities are more trustworthy.
- e. Any other ____________________________________________

**If no then why** (Tick any one)

- a. Celebrities are only involved in advertisements but not in actual social issue.
- b. Celebrities are not experts in those fields.
- c. Celebrities are being paid for it and they are not genuinely concerned.
- d. People only remember the celebrity and not the message they deliver.
- e. Any other ____________________________________________

#### 3.3 Give details of the advertisements that you have seen on social issues:-

Specify the media on which you have seen them i.e. TV / Radio / Newspaper / Magazine / theatres / Platforms / Trains / Buses etc. and other details like the message given and name of the celebrity (in case involved in that advertisement)

- 1. Women Empowerment ________________________________
- 2. Girl Child Literacy ________________________________
- 3. Family Planning / Population Control _____________________________
- 4. Payment of Service / Income tax _______________________________
- 5. Fund Raising / Donations ________________________________
- 6. Support a social Cause by purchasing the advertised Brand ________________________________
- 7. Vaccination __________________________
- 8. Pulse Polio ________________________________
- 9. Care during Diarrhoea ________________________________
- 10. Eradicating Child Labour ________________________________
- 11. Getting Girls Married after the age of 18 ________________________________
- 12. Expectant Mother Care ________________________________
- 13. National Integration ________________________________
- 14. Respect your National Anthem ________________________________
- 15. Save our Monuments / National Property ________________________________
- 16. Don't Mislead Foreign Tourist ________________________________
- 17. Aids Awareness ________________________________
- 18. Anti-Tobacco ________________________________
- 19. Cleanliness ________________________________
- 20. Ban Plastic Bags ________________________________
- 21. Payment of Income / Service Tax ________________________________

Any other Issue/s you remember

- 22. ________________________________
- 23. ________________________________
- 24. ________________________________

<table>
<thead>
<tr>
<th>Contact Number</th>
<th>Landline</th>
<th>Cell</th>
</tr>
</thead>
<tbody>
<tr>
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</table>

402
Celebrity in social advertising

<table>
<thead>
<tr>
<th>Name</th>
<th>Class</th>
<th>Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNC 1</td>
<td>FY / SY / TY</td>
<td>B.Com / B.Sc.IT / B.M.S.</td>
</tr>
</tbody>
</table>

1. Specify the messages given in the advertisements based on Social issues that you saw in this presentation.

   a) For Advertisements with Celebrities

<table>
<thead>
<tr>
<th>Message</th>
<th>Celebrity</th>
</tr>
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<tbody>
<tr>
<td></td>
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<td></td>
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</tbody>
</table>

   b) For Advertisements without celebrities

   |         |           |
   |         |           |
   |         |           |
   |         |           |

2. How would you rate the social advertisements compared to the other commercial advertisements that you saw in this presentation? (Tick any one)

   a. □ Better than commercial advertisements
   b. □ On par with (as good as) commercial advertisements
   c. □ Not as good as commercial advertisements

3. What best describes the impact of social advertisements that you saw in this presentation, on you? (Tick any one)

   a □ I am interested in knowing more about the issue/s
   b □ I am now aware about the issue/s
   c □ I have gained knowledge about the issue/s
   d □ I want to do something to fight these issues
   e □ None of the above

4. Have you seen these advertisements earlier on any media? (Tick any one)

   a. □ Yes I have seen most of them frequently
   b. □ Yes I have seen some of them very often
   c. □ Yes I have seen some of them sometimes
   d. □ I have rarely seen any of them
   e. □ I don’t remember seeing them at all

5. What best describes your opinion about social advertising in India? (Tick any one from each one)

   1. □ Social Advertisements create awareness, give information and must be done frequently
      b. □ Social advertisements are a waste as people generally ignore advertisements
      c. □ Any other: _____________________________________________

   2. □ Social advertisements cover all relevant issues and must continue in similar manner
      b. □ Social advertisements are limited in India and must cover more issues
      c. □ Any other: _____________________________________________
Annexure 1: Questionnaires

<table>
<thead>
<tr>
<th>CNC -2 Name</th>
<th>Class FY / SY / TY</th>
<th>Faculty B.Com / B.Sc.IT / B.M.S</th>
</tr>
</thead>
</table>

6. Which of these is the most important element that should be present in social advertisements to seek public interest in India? (Tick any one)
   a. □ Simple and Straightforward
   b. □ Informative
   c. □ Entertaining
   d. □ Use of emotions (Funny / Scary etc.)
   e. □ Use of Personalities like film stars, sportsmen etc.

7. Specify the social issues relevant to youth that need to be advertised regularly in India? (The issues could be the ones not advertised at all or the ones which are not advertised enough)
   1. 
   2. 
   3. 
   4. 
   5. 

8. Conducting social advertising is the primary responsibility of: (Tick any one)
   a. □ Government / Ministry
   b. □ NGOs / Social Organisations
   c. □ Corporate / Companies
   d. □ Media
   e. □ Any Other __________

9. For targeting social issues on youth, the most suitable media options are: (Tick as many as you think are appropriate)
   a. □ Television
   b. □ Radio
   c. □ Print (Newspaper / Magazine)
   d. □ Internet
   e. □ Films
   f. □ Outdoor - Posters/Banners/Vehicles etc
   g. □ Mobile phones (sms)
   h. □ Any Other __________

10. Answer the following questions by putting a tick across the most appropriate answer based on the Social Advertisements that you have seen in this presentation:
   A. Shahrukh Khan was promoting the message of *Eradicating Polio*
      a) □ True  b) □ False  c) □ Can’t Say

   B. TV actors Rohit and Manasi were promoting the *use of seat belt*
      a) □ True  b) □ False  c) □ Can’t Say

   C. Film Actor Ajay Devgan was appealing people for *banning Plastic and maintaining cleanliness* to avoid 26 July disaster in future.
      a) □ True  b) □ False  c) □ Can’t Say

   D. The advertisement by comedian Ehsaan Qureshi was creating awareness about, *aids being transmitted by sharing things with HIV positive patients*.
      a) □ True  b) □ False  c) □ Can’t Say

   E. The advertisement by HelpAge India, with an old person and a Pizza Delivery boy was promoting the idea of *Spending time with old people*.
      a) □ True  b) □ False  c) □ Can’t Say

   F. The advertisement made by Pumpkin Digital Arts Academy was creating awareness about the *marriageable age of girls being 18 years*.
      a) □ True  b) □ False  c) □ Can’t Say

   G. As per the Castrol Drive for safety advertisement, *one should not talk on mobile phone while driving*.
      a) □ True  b) □ False  c) □ Can’t Say

   H. As per the anti-smoking advertisement, smoking increases the risk of *Heart attacks*.
      a) □ True  b) □ False  c) □ Can’t Say
<table>
<thead>
<tr>
<th>Advertisement</th>
<th>(a) Genuine</th>
<th>(b) Informative</th>
<th>(c) Entertaining</th>
<th>(d) Boring</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Shah Rukh Khan - Eradicating Polio</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>2 Manasi - Rohit use of Condoms</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>3 Ajay Devgn - cleanliness &amp; Ban Plastic</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>4 Ehsaan Qureshi - AIDS</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>5 Killing of Girl child - Foeticide</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>6 Anit-tobacco - Paralysis</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>7 Accident - Don't talk while driving</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>8 Loneliness Kills - Spend time with elderly</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

12 Do you think using celebrities for issues like eradicating polio or promoting cleanliness will motivate people positively?
   a □ Yes
   b □ No

13 Tick across the nature of advertisements, which you think is most effective for advertising social issues, on the basis of what you saw in today's presentation. (Any one option only)
   a □ Advertisements with celebrities (e.g. Ehsaan Qureshi-aids / Shahrukh khan Polio)
   b □ Informative Advertisements (e.g. Killing of girl child)
   c □ Funny advertisements without celebrities (e.g. spend time with elderly)

THANK YOU
### Fear appeal in social advertising

<table>
<thead>
<tr>
<th>FNF-1 Name</th>
<th>Class</th>
<th>Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FY / SY / TY</td>
<td>B.Com / B.Sc.IT / B.M.S.</td>
</tr>
</tbody>
</table>

1. Specify the messages given in the advertisements based on social issues that you saw in this presentation. Name the celebrities also in case they were involved.

   a. 
   b. 
   c. 
   d. 
   e. 
   f. 
   g. 
   h. 

2. How would you rate the social advertisements compared to the other commercial advertisements that you saw in this presentation? (Tick any one)
   - □ Better than commercial advertisements
   - □ At par with commercial advertisements
   - □ Not as good as commercial advertisements

3. What best describes the impact of social advertisements that you saw in this presentation, on you? (Tick any one)
   - □ I am interested in knowing more about the issue/s
   - □ I am now aware about the issue/s
   - □ I have gained knowledge about the issue/s
   - □ I want to do something to fight these issues
   - □ None of the above

4. Have you seen these advertisements earlier on any media? (Tick any one)
   - □ Yes I have seen most of them frequently
   - □ Yes I have seen some of them very often
   - □ Yes I have seen some of them sometimes
   - □ I have rarely seen any of them
   - □ I don’t remember seeing them at all

5. What best describes your opinion about social advertising in India? (Tick any one from each one)
   1. □ Social advertisements create awareness, give information and must be done frequently
   2. □ Social advertisements are a waste as people generally ignore advertisements
   3. □ Any other: ___________________________________________________________ 
   4. □ Social advertisements cover all relevant issues and must continue in similar manner
   5. □ Social advertisements are limited in India and must cover more issues
   6. □ Any other: ___________________________________________________________ 

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Annexure I: Questionnaires

<table>
<thead>
<tr>
<th>FNF - 2</th>
<th>Name</th>
<th>Class</th>
<th>FY / SY / TY</th>
<th>Faculty</th>
<th>B.Com / B.Sc.IT / B.M.S.</th>
</tr>
</thead>
</table>

6 Which of these is the most important element that should be present in social advertisements to seek public interest in India? (Tick any one)
   a. Simple and Straightforward
   b. Informative
   c. Entertaining
   d. Use of emotions (Funny / Scary etc.)
   e. Use of Personalities like film stars, sportsmen etc.

7 Specify the social issues relevant to youth that need to be advertised regularly in India? (The issues could be the ones not advertised at all or the ones which are not advertised enough)
   1. ____________________________________________________________
   2. ____________________________________________________________
   3. ____________________________________________________________
   4. ____________________________________________________________
   5. ____________________________________________________________

8 Conducting social advertising is the primary responsibility of: (Tick any one)
   a. Government / Ministry
   b. NGOs / Social Organisations
   c. Corporate / Companies
   d. Media
   e. Any Other ____________

9 For targeting social issues on youth, the most suitable media options are: (Tick as many as you think are appropriate)
   a. Television
   b. Radio
   c. Print (Newspaper / Magazine)
   d. Internet
   e. Films
   f. Outdoor – Posters/Banners/Vehicles etc
   g. Mobile phones (sms)
   h. Any Other __________

10 Answer the following questions by putting a tick across the most appropriate answer based on the Social Advertisements that you have seen in this presentation:

A The advertisement by Pumpkin Digital Arts Academy was creating awareness against killing of girl child / foeticide
   a) True b) False c) Can't Say

B As per anti-smoking advertisement, smoking increases the risk of various mental illnesses.
   a) True b) False c) Can't Say

C We can reduce the queues by Controlling Population as per the advertisement by Population First
   a) True b) False c) Can't Say

D The disturbing clippings of accident were promoting the use of seat belts while driving.
   a) True b) False c) Can't Say

E The advertisement by HelpAge India, with an old person and a Pizza Delivery boy was promoting the idea of 'Spending time with old people'
   a) True b) False c) Can't Say

F Comedian Navin Prabhakar was creating awareness about, not sharing things with HIV positive patients.
   a) True b) False c) Can't Say

G Youth must get sex education to protect themselves from aids was the message in the advertisement with youth and actress Reema Lagoo.
   a) True b) False c) Can't Say

H Shahrukh Khan was promoting the message of Eradicating Polio
   a) True b) False c) Can't Say
<table>
<thead>
<tr>
<th>Advertisement</th>
<th>(a) Frightening</th>
<th>(b) Disturbing</th>
<th>(c) Informative</th>
<th>(d) Entertaining</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Anti -Tobacco</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>2 Don’t drink &amp; drive - Accident</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>3 Population Control - Queue</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>4 Killing of Girl child – Foeticide</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
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<tr>
<td>5 AIDS – Navin Prabhakar</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>6 Cleanliness – Shahrukh Khan</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>7 Loneliness Kills – HelpAge India</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>8 Sex education for youth is a must</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

What best describes your opinion about the Anti-Tobacco and Don’t drink and drive advertisements that you saw in this presentation? (Tick any one)

- a □ Not real, just to scare oneself
- b □ Exaggerated, to create Impact
- c □ Partially true
- d □ Absolutely genuine, based on facts

Do you think disturbing or frightening advertisements for issues like smoking and drinking and driving will have any impact on people who are involved in smoking or drunken driving?

- a □ Yes
- b □ No

Tick across the nature of advertisements which you think is most effective for advertising social issues, on the basis of what you saw in today’s presentation

- a □ Humorous / Funny Advertisements (e.g. Navin Prabhakar-aids / Shahrukh Khan - cleanliness)
- b □ Informative Advertisements (e.g. Sex education for youth is must)
- c □ Disturbing / Scary Advertisements (e.g. anti smoking and drinking and driving)

Are you addicted to cigarettes or any other tobacco based products?

1) If yes then,
- What best describes the immediate impact of Anti-Tobacco advertisements that you saw in this presentation on your attitude towards smoking? (Tick any one)
  - a □ I would like to give a try to quit smoking.
  - b □ I would definitely like to give up smoking.
  - c □ I would continue to smoke in the same manner as earlier.

2) If No then,
- What best describes the immediate impact of Anti-Tobacco advertisements that you saw in this presentation, on your attitude towards smoking? (Tick any one)
  - a □ I am not interested in this issue because I don’t smoke.
  - b □ I am now aware about the issue and won’t take up smoking ever.
  - c □ I have gained knowledge about the issue and won’t take up smoking ever nor will I allow my friends/relatives to take up smoking.

THANK YOU
Annexure I: Questionnaires

## Impact of clutter on social advertising

<table>
<thead>
<tr>
<th>CVE-1 Name</th>
<th>Class</th>
<th>FY / SY / TY</th>
<th>Faculty</th>
<th>B.Com / B.Sc.IT / B.M.S.</th>
</tr>
</thead>
</table>

1.1 Specify the messages given in the advertisements based on Social issues that you saw in this presentation.

a. 

b. 

c. 

d. 

2 How would you rate the social advertisements compared to the other commercial advertisements that you saw in this presentation? (Tick any one)

- □ Better than commercial advertisements
- □ At par with commercial advertisements
- □ Not as good as commercial advertisements

3 What best describes the impact of social advertisements that you saw in this presentation, on you? (Tick any one)

- □ I am interested in knowing more about the issue/s
- □ I am now aware about the issue/s
- □ I have gained knowledge about the issue/s
- □ I want to do something to fight these issues
- □ None of the above

4 Have you seen these social advertisements earlier on any media? (Tick any one)

- □ Yes I have seen most of them frequently
- □ Yes I have seen some of them very often
- □ Yes I have seen some of them sometimes
- □ I have rarely seen any of them
- □ I don’t remember seeing them at all

5 What best describes your opinion about social advertising in India? (Tick any one from each one)

1. □ Social Advertisements create awareness, give information and must be done frequently
   □ Social advertisements are a waste as people generally ignore advertisements
   □ Any other: ____________________________

2. □ Social advertisements cover all relevant issues and must continue in similar manner
   □ Social advertisements are limited in India and must cover more issues
   □ Any other: ____________________________

6 Which of these is the most important element that should be present in social advertisements to seek public interest in India? (Tick any one)

- □ Simple and Straightforward
- □ Informative
- □ Entertaining
- □ Use of Emotions (Funny / Scary etc.)
- □ Use of Personalities like film stars, sportsmen etc.

7 Specify the social issues relevant to youth that need to be advertised regularly in India? (The issues could be the ones not advertised at all or the ones which are not advertised enough)

1. ____________________________
2. ____________________________
3. ____________________________
4. ____________________________
5. ____________________________
### Annexure I: Questionnaires

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<th>FY / SY / TY</th>
<th>Faculty</th>
<th>B.Com / B.Sc.IT / B.M.S.</th>
</tr>
</thead>
</table>

8. Conducting social advertising is the primary responsibility of: (Tick any one)
   - a. □ Government / Ministry
   - b. □ NGOs / Social Organisations
   - c. □ Corporate / Companies
   - d. □ Media
   - e. □ Any Other

9. For targeting social issues on youth, the most suitable media options are: (Tick as many as you think are appropriate)
   - a. □ Television
   - b. □ Radio
   - c. □ Print (Newspaper / Magazine)
   - d. □ Internet
   - e. □ Films
   - f. □ Outdoor – Posters/Banners/Vehicles etc
   - g. □ Mobile phones (sms)
   - h. □ Any Other

10.1 Answer the following questions by putting a tick across the most appropriate answer based on the Social Advertisements that you have seen in this presentation:

A.i. The advertisement by Pumpkin Digital Arts Academy was creating awareness against *killing of girl child / foeticide*
   - a) □ True
   - b) □ False
   - c) □ Can’t Say

   Tick the exact statement which appeared in this advertisement on foeticide:
   - a) □ ...Because when you think ...... Wrong is your Right!
   - b) □ ...Because when your ....Right is Wrong!

B.i. The advertisement of sketch being altered several times was promoting that girls must acquire physical training to protect themselves.
   - a) □ True
   - b) □ False
   - c) □ Can’t Say

   This advertisement was created by the organisation named:
   - a) □ Jagori
   - b) □ Aaranmbh

C.i. The aids awareness advertisement suggests youth must be careful in their relationships to protect themselves from aids.
   - a) □ True
   - b) □ False
   - c) □ Can’t Say

   Of the total HIV+ affected patients, in terms of percentages youth constitutes:
   - a) □ 66 %
   - b) □ 33 %

D.i. The advertisement of a man unable to start his car was promoting the *use of seat belts while driving.*
   - a) □ True
   - b) □ False
   - c) □ Can’t Say

   This advertisement was issued in public interest by:
   - a) □ Castrol
   - b) □ Nokia

1.2 Specify the messages given in the advertisements based on Social issues that you saw in this presentation.

d.
e.
f.
g.
<table>
<thead>
<tr>
<th>CVE - 3</th>
<th>Name</th>
<th>Class</th>
<th>FY / SY / TY</th>
<th>Faculty</th>
<th>B.Com / B.Sc.IT / B.M.S.</th>
</tr>
</thead>
</table>

10.2 Answer the following questions by putting a tick across the most appropriate answer based on the Social Advertisements that you have seen in this presentation:

**E.i**
The advertisement by HelpAge India, with an old person and a Pizza Delivery boy was promoting the idea of *Spending time with old people*.

<table>
<thead>
<tr>
<th></th>
<th>a) True</th>
<th>b) False</th>
<th>c) Can't Say</th>
</tr>
</thead>
</table>

ii The old man in the advertisement was...:(complete the sentence by selecting the right option)

<table>
<thead>
<tr>
<th></th>
<th>a) Reading Book</th>
<th>b) Playing Piano</th>
</tr>
</thead>
</table>

**F.i**
The advertisement by Aaj Tak Channel was based on *Tree Plantation*.

<table>
<thead>
<tr>
<th></th>
<th>a) True</th>
<th>b) False</th>
<th>c) Can't Say</th>
</tr>
</thead>
</table>

ii This advertisement was shot in:

<table>
<thead>
<tr>
<th></th>
<th>a) Aeroplane</th>
<th>b) Bus</th>
</tr>
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</table>

**G.i**
As per anti-smoking advertisement, one person's smoking habit can adversely (negatively) affect the health of his family members.

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<tr>
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ii This advertisement was issued in public interest by:

<table>
<thead>
<tr>
<th></th>
<th>a) Birla Sun Life Insurance</th>
<th>b) Reliance India</th>
</tr>
</thead>
</table>

**H.i**
The 'Dog drinking' advertisement was primarily designed to create awareness about *eye donation*.

<table>
<thead>
<tr>
<th></th>
<th>a) True</th>
<th>b) False</th>
<th>c) Can't Say</th>
</tr>
</thead>
</table>

ii This advertisement was issued in public interest by:

<table>
<thead>
<tr>
<th></th>
<th>a) Heineken</th>
<th>b) Budweiser</th>
</tr>
</thead>
</table>

THANK YOU
### Effectiveness of television for social advertising

<table>
<thead>
<tr>
<th>TVO-1 Name</th>
<th>Class</th>
<th>Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FY / SY / TY</td>
<td>B.Com / B.Sc.IT / B.M.S.</td>
</tr>
</tbody>
</table>

1.1 Specify the messages given in the advertisements based on Social issues that you saw in this presentation.

a. 

b. 

c. 

d. 

e. 

f. 

g. 

h. 

2. How would you rate the social advertisements compared to the other commercial advertisements that you saw in this presentation? (Tick any one)

- □ Better than commercial advertisements
- □ At par with commercial advertisements
- □ Not as good as commercial advertisements

3. What best describes the impact of social advertisements that you saw in this presentation, on you? (Tick any one)

- □ I am interested in knowing more about the issue/s
- □ I am now aware about the issue/s
- □ I have gained knowledge about the issue/s
- □ I want to do something to fight these issues
- □ None of the above

4. Have you seen these social advertisements earlier on any media? (Tick any one)

- □ Yes I have seen most of them frequently
- □ Yes I have seen some of them very often
- □ Yes I have seen some of them sometimes
- □ I have rarely seen any of them
- □ I don’t remember seeing them at all

5. What best describes your opinion about social advertising in India? (Tick any one from each one)

1. □ Social Advertisements create awareness, give information and must be done frequently
   - □ Social advertisements are a waste as people generally ignore advertisements
   - □ Any other: __________________________

2. □ Social advertisements cover all relevant issues and must continue in similar manner
   - □ Social advertisements are limited in India and must cover more issues
   - □ Any other: __________________________
### TVO - 2 Name

<table>
<thead>
<tr>
<th>Class</th>
<th>FY / SY / TY</th>
<th>Faculty</th>
<th>B.Com / B.Sc.IT / B.M.S.</th>
</tr>
</thead>
</table>

#### 6
Which of these is the most important element that should be present in social advertisements to seek public interest in India? (Tick any one)

- [ ] Simple and Straightforward
- [ ] Informative
- [ ] Entertaining
- [ ] Use of Emotions (Funny / Scary etc.)
- [ ] Use of Personalities like film stars, sportsmen etc.

#### 7
Specify the social issues relevant to youth that need to be advertised regularly in India? (The issues could be the ones not advertised at all or the ones which are not advertised enough)

1. ____________________________________________________________________________
2. ____________________________________________________________________________
3. ____________________________________________________________________________
4. ____________________________________________________________________________
5. ____________________________________________________________________________

#### 8
Conducting social advertising is the primary responsibility of: (Tick any one)

- [ ] Government / Ministry
- [ ] NGOs / Social Organisations
- [ ] Corporate / Companies
- [ ] Media
- [ ] Any Other ______________

#### 9
For targeting social issues on youth, the most suitable media options are: (Tick as many as you think are appropriate)

- [ ] Television
- [ ] Radio
- [ ] Print (Newspaper / Magazine)
- [ ] Internet
- [ ] Films
- [ ] Outdoor – Posters/Banners/Vehicles etc
- [ ] Mobile phones (sms)
- [ ] Any Other ______________

#### 10.1
Answer the following questions by putting a tick across the most appropriate answer based on the Social Advertisements that you have seen in this presentation:

**A.i**
The advertisement with an infant (baby) found wrapped in the newspaper was creating awareness against killing of girl child / foeticide

- [ ] True
- [ ] False
- [ ] Can’t Say

This advertisement was created by:

- [ ] Pumpkin Digital Arts Academy
- [ ] Water melon Arts House

**B.i**
As per anti-smoking advertisement, smoking can cause Gangrene.

- [ ] True
- [ ] False
- [ ] Can’t Say

This advertisement was issued in public interest by:

- [ ] Castrol
- [ ] MRF

**C.i**
The advertisement of a girl with bruises on her face was creating awareness against domestic violence.

- [ ] True
- [ ] False
- [ ] Can’t Say

This advertisement was created by the organisation named:

- [ ] Jagori
- [ ] Aaranmbh

**D.i**
The advertisement based on the USA’s twin tower tragedy was created by Channel V.

- [ ] True
- [ ] False
- [ ] Can’t Say

The issues discussed in this advertisement alongwith twin tragedy were AIDS, Hunger and __________:

- [ ] Population
- [ ] Poverty
## TVO - 3

<table>
<thead>
<tr>
<th>Name</th>
<th>Class</th>
<th>Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FY / SY / TY</td>
<td>B.Com / B.Sc.IT / B.M.S.</td>
</tr>
</tbody>
</table>

### 10.1 Answer the following questions by putting a tick across the most appropriate answer based on the Social Advertisements that you have seen in this presentation:

#### E.i
- The advertisement by HelpAge India, with an old person and a Pizza Delivery boy was promoting the idea of "Spending time with old people"
  - a) □ True  
  - b) □ False  
  - c) □ Can't Say

#### E.ii
- The old man in the advertisement was...:
  - (complete the sentence by selecting the right option)
  - a) □ Reading Book  
  - b) □ Playing Piano

#### F.i
- The advertisement by Aaj Tak Channel was based on *Tree Plantation*
  - a) □ True  
  - b) □ False  
  - c) □ Can't Say

#### F.ii
- This advertisement was shot in:
  - a) □ Aeroplane  
  - b) □ Bus

#### G.i
- The 'Dog drinking' advertisement was primarily designed to create awareness about drunken people being threat to others also.
  - a) □ True  
  - b) □ False  
  - c) □ Can't Say

#### G.ii
- This advertisement was issued in public interest by:
  - a) □ Heineken  
  - b) □ Budweiser

#### H.i
- The advertisement with a man unable to start his car was promoting the use of seat belts while driving.
  - a) □ True  
  - b) □ False  
  - c) □ Can't Say

#### H.ii
- This advertisement was issued in public interest by:
  - a) □ Tata  
  - b) □ Nokia

THANK YOU
# Impact of repetition on social advertising

<table>
<thead>
<tr>
<th><strong>RNR-1</strong> Name</th>
<th><strong>Class</strong> FY / SY / TY</th>
<th><strong>Faculty</strong> B.Com / B.Sc.IT / B.M.S.</th>
</tr>
</thead>
</table>

1.1 Specify the messages given in the advertisements based on Social issues that you saw in this presentation.  

a.  

b.  

c.  

d.  

e.  

f.  

g.  

h.  

2. How would you rate the social advertisements compared to the other commercial advertisements that you saw in this presentation? (Tick any one)  
   a. □ Better than commercial advertisements  
   b. □ At par with commercial advertisements  
   c. □ Not as good as commercial advertisements  

3. What best describes the impact of social advertisements that you saw in this presentation, on you? (Tick any one)  
   a. □ I am interested in knowing more about the issue/s  
   b. □ I am now aware about the issue/s  
   c. □ I have gained knowledge about the issue/s  
   d. □ I want to do something to fight these issues  
   e. □ None of the above  

4. Have you seen these social advertisements earlier on any media? (Tick any one)  
   a. □ Yes I have seen most of them frequently  
   b. □ Yes I have seen some of them very often  
   c. □ Yes I have seen some of them sometimes  
   d. □ I have rarely seen any of them  
   e. □ I don’t remember seeing them at all  

5. What best describes your opinion about social advertising in India? (Tick any one from each one)  
   1. a. □ Social Advertisements create awareness, give information and must be done frequently  
      b. □ Social advertisements are a waste as people generally ignore advertisements  
      c. □ Any other:  
   2. a. □ Social advertisements cover all relevant issues and must continue in similar manner  
      b. □ Social advertisements are limited in India and must cover more issues  
      c. □ Any other:  

---

415
Annexure I: Questionnaires

<table>
<thead>
<tr>
<th>RNR - 2</th>
<th>Name</th>
<th>Class</th>
<th>FY / SY / TY</th>
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<tbody>
<tr>
<td>6</td>
<td>Which of these is the most important element that should be present in social advertisements to seek public interest in India? (Tick any one)</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>a) Simple and Straightforward</td>
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<td>d) Use of Emotions (Funny / Scary etc.)</td>
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<td>7</td>
<td>Specify the social issues relevant to youth that need to be advertised regularly in India? (The issues could be the ones not advertised at all or the ones which are not advertised enough)</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>1.</td>
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<td></td>
<td>2.</td>
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<td></td>
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<td></td>
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<td>8</td>
<td>Conducting social advertising is the primary responsibility of: (Tick any one)</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>a. Government / Ministry</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. Television</td>
<td>b. Radio</td>
<td>c. Print (Newspaper / Magazine)</td>
<td>d. Internet</td>
<td>e. Films</td>
</tr>
</tbody>
</table>

10.1 Answer the following questions by putting a tick across the most appropriate answer based on the Social Advertisements that you have seen in this presentation:

A.i The advertisement by Pumpkin Digital Arts Academy was creating awareness against *killing of girl child / foeticide* |
|         | a) True | b) False | c) Can't Say |
|         | ii Tick the exact statement which appeared in this advertisement on foeticide: |
|         | a) ...Because when you think ......Wrong is your Right! | b) ...Because when your .....Right is Wrong! |

B.i The advertisement of sketch being altered several times was promoting that girls must acquire physical training to protect themselves. |
|         | a) True | b) False | c) Can't Say |
|         | ii This advertisement was created by the organisation named: |
|         | a) Jagori | b) Aaranmbh |

C.i The aids awareness advertisement suggests youth must be careful in their relationships to protect themselves from aids. |
|         | a) True | b) False | c) Can't Say |
|         | ii Of the total HIV+ affected patients, in terms of percentages youth constitutes: |
|         | a) 66 % | b) 33 % |

D.i The advertisement of a man unable to start his car was promoting the *use of seat belts while driving.* |
|         | a) True | b) False | c) Can't Say |
|         | ii This advertisement was issued in public interest by: |
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### Annexure I: Questionnaires

<table>
<thead>
<tr>
<th>RNR - 3 Name</th>
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<th>Faculty</th>
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<tbody>
<tr>
<td>ii</td>
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</tr>
<tr>
<td></td>
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<td>a) □ Birla Sun Life Insurance  b) □ Reliance India</td>
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<table>
<thead>
<tr>
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</tr>
</tbody>
</table>

THANK YOU
STORYBOARDS

Social advertisements on following issues were selected for the audio-video presentation. The researcher’s rationale behind considering and including these issues in the presentation is based upon the severity of the issues. The social issues are explained with a brief background followed by the storyboard of each advertisement. Four posters shown to compare the recall of audio-video advertisements with poster advertisements are also included.

The advertisements shown in the audio video presentation

<table>
<thead>
<tr>
<th>Issue</th>
<th>Title of the Advertisement</th>
</tr>
</thead>
<tbody>
<tr>
<td>A  Road Accident</td>
<td>A1 The Castrol Drive for Safety</td>
</tr>
<tr>
<td></td>
<td>A2 Don't drink and drive</td>
</tr>
<tr>
<td></td>
<td>A3 Don't drink and drive</td>
</tr>
<tr>
<td></td>
<td>A4 Avoid using mobile phone while driving</td>
</tr>
<tr>
<td>B  Women Related Issues</td>
<td>B1 Poster - Domestic violence</td>
</tr>
<tr>
<td></td>
<td>B2 Anorexia</td>
</tr>
<tr>
<td></td>
<td>B3 Eve-teasing</td>
</tr>
<tr>
<td></td>
<td>B4 Female felicide</td>
</tr>
<tr>
<td></td>
<td>B5 Poster – against abandoning female infants</td>
</tr>
<tr>
<td>C  AIDS Awareness</td>
<td>C1 I am young but not naïve</td>
</tr>
<tr>
<td></td>
<td>C2 AIDS/HIV awareness</td>
</tr>
<tr>
<td></td>
<td>C3 Promotion of condoms</td>
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A. Road Accident

Road traffic crashes are a routine occurrence on roads throughout the world. Road traffic crashes kill 1.2 million people each year and injure millions more particularly in low-income and middle-income countries. Many millions more are left with disabilities or emotional scars that they will carry for the rest of their lives. Children and young adults are among the most vulnerable. A combination of physical and developmental immaturity among children and inexperience and youth-related lifestyles further increase the risk of young road users – particularly males – to road traffic collisions. Every hour of every day, forty youngsters die as a result of road traffic crashes. Every day just over 1000 young people under the age of 25 years are killed in road traffic crashes around the world. Road traffic injuries are the leading cause of death globally among 15–19-year-olds, while for those in the 10–14-years and 20–24-years age brackets they are the second leading cause of death. The emotional and practical impact on the victim’s families and caregivers is considerable. In India there is a road accident every 100 seconds. One person dies on the road every seven minutes. Over 1000 people are injured every 24 hours! No wonder then that India accounts for the second largest number of road accidents in the world.

Road traffic injuries are a public health epidemic that costs countries millions of dollars / rupees. However, there is evidence of what can be done effectively to cut the volume of deaths and injuries linked to road traffic crashes. Bringing about a reduction in the road traffic toll among youth requires both political will and financial investments in prevention efforts targeting young people. Investments in various public awareness campaigns can reduce the likelihood of an injury or fatality occurring due to drunken driving. By presenting drunken driving as socially unacceptable and by stimulating social pressure against the practice the publicity campaigns can bring about a widespread change in attitudes and behaviour. With these intentions the ‘Avoid talking on phone while driving’ by Nokia and Castrol, ‘Don’t Drink and Drive’ by Canyon Studios and ‘Dog Drinking’ by Heineken were shown in the presentation.
A1  The Castrol Drive for Safety

With a view to address these rising levels of road safety violations and to convert these concerns into positive behavioural changes, Castrol initiated “Castrol Drive for Safety” in 2003. This project aims to communicate through mass media road safety messages revolving round the use of seat belts and avoiding use of mobile phones while driving. This advertisement depicts the casual habit of many car users to attend their mobile phone while driving and the divided attention ultimately exposing them and pedestrians on the road at risk.

A2  Don’t Drink and Drive - Heineken

Heineken is a global beer manufacturer from Netherlands operating in more than 170 countries. Being a socially responsible corporation it promotes awareness of disadvantages of alcohol and encourages informed consumers to be accountable for their own actions. The organisation firmly believes that alcohol is not the cause of the problem but the way in which individuals consume the product. This advertisement titled ‘dog drinking’ is designed to educate consumers about the effects of alcohol. The advertisement tries to remind consumers that their irresponsible behaviour is not only inviting risk for their own life but also for the others who depend on them.

A3  Don’t drink and drive – Canyon Studios

Canyon Studios from North Texas has produced this film to make youth aware about their reckless behaviour of drunken driving.

A4  Avoid using mobile phone while driving: Nokia

Nokia has created this public service advertising to create awareness about avoiding the use of mobile phone while driving. The advertisement with minimum drama puts across the message in a simple yet effective manner.
A1 The Castrol Drive for Safety - Storyboard

The plot involves a group of men in office enjoying some break-time activity, where one of the fellows is driving a remote bound toy car.

He is in full control of the car when suddenly his mobile phone rings.

The man is efficiently maneuvering the car in the office passages.

The man in an attempt to attend the phone accidentally looses the control on the car.

The car dashes into adjacent glass shattering it into pieces. The message flashes "Talking on the mobile phone while driving increases the risk of an accident by 400%," followed by the name of the advertiser on the screen.
A2  Don’t Drink and Drive – Heineken - Storyboard

The advertisement opens up in a restaurant where,

Three young boys drinking alcohol are busy in discussion on one of the table.

While one of the bottles accidentally spills over on to the floor.

A dog from somewhere comes over and mops up spilled alcohol by licking it.

The dog then returns to his master who belts him and both of them leave.

The dog is supposed to be guiding his blind master but the drunken dog is unable to walk with his faltering feet.

Leaving the audience to imagine the fate of the blind man with a drunken guide.
A3 Don’t drink and drive – Canyon Studios - Storyboard

This advertisement gives a terrifying look at what happens when alcohol comes into play while driving behind the wheel. The advertisement has no voice over but a soft background soundtrack running through series of photographs after the accidents. The gruesome pictures with victims injured, being carried on stretcher, with blood oozing leaves audience numb and the advertisement ends with the message ‘don’t drink and drive.’
Annexure II: Storyboards

A4 Avoid using mobile phone while driving: Nokia – Storyboard

In the advertisement a man is talking on mobile phone standing next to his car.

He enters the car and tries to start it while talking on phone.

Even after several attempts the car does not start...while the man is still on phone.

Still busy on phone, he opens the bonnet and tries to locate the problem

Fed up with all this he goes back inside the car and finally, drops his phone in despair on the dashboard

and tries to start the car again and to his utter surprise the car starts instantly

The message flashes, “You might not be reminded again. Avoid using your mobile phone while driving,” - Nokia
B. Women Related Issues

Following women related issues were addressed in the audio-video presentation. Every day women are subjected to violence in many forms, if unchecked, worldwide, an estimated one in five women will be a victim of rape or attempted rape in her lifetime. About one in four women will be abused during pregnancy, which puts both mother and child at risk. One in three will have been beaten, coerced into sex or otherwise abused, usually by a family member or an acquaintance.

B1 Violence against women

Gender-based violence is perhaps the most widespread and socially tolerated of human rights violations. Gender-based violence is preponderantly inflicted by men on women and girls which is a major human rights and public health concerns. It encompasses, a wide range of abuses, from physical, sexual and psychological violence occurring in the family and in the general community, including battering, sexual abuse of children, dowry-related violence, rape, female genital mutilation and other traditional practices harmful to women. A poster advertisement was used to bring awareness about the issue.

B2 Anorexia: Jagori

In a country like India where many go hungry, Anorexia is unknown to most. But psychiatrists in urban areas are reporting cases of ‘Anorexia Nervosa,’ the so-called slimming disease that can cause sufferers to starve themselves to death. Anorexia is a dreaded illness where a person deliberately eats a bare minimum to keep one’s body weight at painfully thin levels. What was essentially a Western concept has now transcended to most cultures and now this disorder is on the rise in India. This advertisement addressing the issue of Anorexia is made by Jagori, an organisation started in 1984, working for women's movement and committed to the creation of a just society. This advertisement is a simple yet effective way of raising the concern amongst young girls striving for the perfect figure.
B3 Eve-teasing: Aaj Tak

Of all the gruesome crimes that take place against women, the molestation of women in public places is perhaps one of the most serious unnoticed crimes in urban India. Molestation is criminalised not just because it bodily violates the integrity of a woman, but also it is an affront to her dignity. Sexual violence apart from being a dehumanising act is also an intrusion of the right to privacy and sanctity of a female. It is a serious offence to the women's honour and self-esteem. This advertisement produced by Code Red Films for a news channel Aaj Tak is based on the social menace of eve teasing. The film projects an aggressive protagonist who raises his voice and sets an example on how people should not be apathetic to the social evils happening around them. This advertisement bagged the Best Public Service Advertising Award at the 29th RAPA awards for its efforts.

B4 Female Feticide: Pumpkin Academy of Digital Arts

One form of violence against women is discrimination of women on the basis of gender to such an extent that a female baby is abandoned immediately after her birth or worse still she is killed in the womb before she sees the light of the day. There have been growing instances of female feticide in India and the blame is on misconceptions and superstitions attached with the male child and also the technology, which is being misused to detect the sex of babies in the womb. Animator Hardeep Singh Gill addressed this critical subject in the form of a short film, made under the banner of Pumpkin Academy of Digital Arts (PADA). Touted as the first animated film based on the feticide issue the advertisement had been receiving lot of accolades. The advertisement was chosen by the Punjab governor and senior administrative officials to be telecast on leading television channels, in theatres and public places in Punjab. The film also earned critical acclaim from the leader of opposition in Lok Sabha Shri L. K. Advani. Designed with no dialogues, the credit of the movie lies in the way the subject of feticide has been handled using just background music. The film done in 3D animation revolves around a baby, who is stabbed in the advertisement to convey the critical message.
B1 Violence against women – Poster

Violence kills and disables as many women between the ages of 15 and 44 as cancer. And its toll on women's health surpasses that of traffic accidents and malaria combined. The consequences of gender-based violence are devastating. Survivors often experience life-long emotional distress, mental health problems and poor reproductive health. Abused women are also at higher risk of acquiring HIV. Women who have been physically or sexually assaulted tend to be intensive long-term users of health services. The impact of violence may also extend to future generations: Children who have witnessed abuse, or were victims themselves, often suffer lasting psychological damage.
B2 Anorexia: Jagori - Storyboard

A girl sketching a girl on a paper.

Unhappy with the shape of the sketch she erases waistline to make it slimmer and reduces the length of the skirt.

She keeps on reducing the size of the sketch making it skimpier and slimmer while the message scrolls on the screen.

“...trying to achieve the ‘perfect figure’ mean while the girl is still not satisfied and her attempts continue.

“Millions of girls around the world...destroy their minds and bodies...” and the girl is still struggling to get the sketch right.

The ad ends with the message “Be proud of yourself.”
Annexure II: Storyboards

B3  Eve-Teasing: Aaj Tak - Storyboard

A gang of young boys standing in the bus are set to have fun. And one of the boys targets a girl sitting in the bus, his hand slips on her shoulder.

The perturbed girl silently neglects this act while an old man, a fellow passenger watching this, questions the boy.

Fuming with anger the old man slaps the boy and apologises in the same manner as the boy had earlier.

The boy arrogantly replies that it was a mistake and apologises notoriously.

The advertisement ends with the advertiser ‘Aaj Tak’.
A baby girl in the womb. Her innocent face immediately connects with the audience.

Overjoyed with love. Unaware of the cruelties of the world.

The baby is brutally killed to death. The message appears appealing to Stop Female Feticide.
B5  Awareness against abandoning female infants - Poster

One concern associated with female feticide crippling the country is abandoning of female infants immediately after they are born. The increasing practice of prenatal selection as well as disowning baby girls indicates that male preference is predominant among all communities and all socio-economic sections of the society. Even the major metropolitan cities, which have higher incomes, higher female literacy rates and more women participating in the work force along with more liberal social values, are no different from others when it comes to these trends. Delhi, the political capital and Mumbai the commercial capital of the country have sex ratios of merely 865 and 898 females respectively per 1000 males in 0 to 6 years age group. These ratios are much below the already low national ratio of 927 females to 1000 males.
C. AIDS Awareness

Considering that globally young people constitute a third of all new HIV infections and 33 per cent of infections in India are in the 15-29 age group, it is important to reach young people with prevention messages before they become sexually active. With this objective following social advertisements addressing several aspects of AIDS were included in the audio-video presentation.

C1 I am young but not naïve – USAID, AVERT

Avert Society developed a multimedia campaign for youth with the theme “Jawan Hoon Nadan Nahin” in collaboration with John Hopkins Institute. This advertisement in an urban setting, targets 15-19 year old single youth and repositions perceived “old fashioned value” such as delaying sexual initiation, as a new and acceptable norm. The approach of the advertisement is on positive, normative influence, is non-judgmental and promotes self-confidence and self-esteem. The advertisement grounds in the realities of youth, recognises the challenges that young people face especially women, with peer pressure and the difficulty of refusing a sexual advance.

C2 AIDS/HIV awareness: Heroes Project

The Heroes Project is a national initiative targeting the HIV/AIDS epidemic. The Heroes Project is the largest nongovernmental media campaign garnering nearly fifty-percent of the mass media exposure on HIV/AIDS in India. The Heroes Project, public service advertisements are created with a view to raise AIDS/HIV awareness, promote safer sex and enable youth to choose safer lifestyle options. It used the backdrop of STAR TV’s hugely popular show – The Great Indian Laughter Challenge with well-known finalists Navin Prabhakar and Ehsaan Qureshi to disseminate the information in a funny manner. The advertisements dispels four common AIDS/HIV related myths which include “HIV/AIDS spreads by sharing food,” “HIV/AIDS spreads by touching,” “HIV/AIDS spreads through swimming pool” and “HIV/AIDS spreads through mosquito bites.” These advertisements also provided a helpline number to resolve the viewers’ query.
related to sexual health or AIDS/HIV. The advertisements were supposed to easily connect with the youth because of its humour and non-preachy yet educative approach.

C3 Promotion of condoms - Rohit and Manasi Roy
This advertisement was made by USAID (United States Agency for International Development) and Ministry of Health and Family Welfare (MoHFW). In India, awareness about condoms is high but their use remains as low as 3.1 per cent. With a view to popularise condoms international organisation USAID and MoHFW came up with the public service campaigns featuring popular real life couples. Created by Lowe Lintas, this is one of the three public service advertisements, that is a part of the USAID funded and ICICI-managed four-year programme launched to promote consistent and correct use of high quality condoms. The campaign tries to emphasise that only caring men use condom. The campaign does not advertise any specific brand of condoms but promotes the entire category. It is targeted at sexually active men aged 20-45 in urban areas.

C4 Importance of sexual information and education: NACO
Young People are the key determinants of the future course of the HIV epidemic. The behaviours they adopt now and those that they maintain throughout their lives will determine the direction of the AIDS/HIV epidemic for decades to come. There is a dire need to equip the young people with prevention, education and life skills for promoting healthy and safe behaviour and practices among them. This advertisement made by NACO has several young people discussing about the need of correct and timely information on sex and sexual health as a protection against AIDS. The advertisement skillfully uses youth to voice the different aspects of AIDS and sex related concerns understanding the role of peers in influencing the behaviour of youth.

C5 Awareness for World to be united to fight against AIDS – Poster
C1 Importance of sexual information and education: NACO - Storyboard

The advertisement opens up with a typical urban college scene where a young boy and a girl are jokingly fooling around.

The boy tries to make slightly personal gestures assuming the girl would reciprocate.

The boy keeps on insisting through gestures and the girl is unable to openly protest.

Finally the girl assertively denies and makes her stand clear of just platonic relationship.

The advertisers appear on the screen with the key message that ‘amongst the HIV infected people 33 per cent are youth’.

The advertisement ends with a slogan “Jawaan hoon nadaan nahin” resonating well with youth and carrying the message across.
Annexure II: Storyboards

C2 AIDS/HIV awareness: Heroes Project - Storyboard

Ehsaan Qureshi giving information on AIDS / HIV

Navin Prabhakar spreading HIV/AIDS awareness

022-23892222
C3  Promotion of condoms - Rohit and Manasi Roy – Storyboard

This advertisement features film and television star couple Rohit and Manasi Roy reminiscing about some holiday trip while going through the photographs of the trip. The two are involved in a banter where Manasi calls her husband a coward for not letting her try out adventure sports like river rafting or rock climbing. It’s his loaded reply “I don’t because I care for you,” that actually leads viewers to the message of the commercial “jo khayal rakhte hai woh jante hain yahi hai sahi,” (those who care know this is right).
The girls are talking about what their parents have taught them about AIDS that it can happen to anybody and everyone can be protected from it with right information.

Two youngsters are talking about the importance of getting timely information about protecting themselves from AIDS with principles of control and protection.

Two girls are shown sharing what their teacher has taught them that AIDS is not curable and therefore people should not be embarrassed to talk about sex and sexual health and...

sexual information is the right of the youth and the power of this information will save them from getting infected.
This MTV advertisement was canceled by US government. It was aired only ONCE...

Text next to the towers: “2,863 people died”
Text next to the guy: “40 million of HIV infected in the world.”

“The world united against terrorism.
It should also be united against AIDS.”

Solidarity is needed
Help, donate, sponsor
D. Cleanliness

Mumbai is the financial and commercial capital of India and its functioning and development is critical to India’s development since it generates a large share of national tax revenues. However its economy and quality of living has stagnated rather worsened and the decline is quite steep. Slums have proliferated and congestion, pollution and water problems have skyrocketed. Municipal Corporation of Greater Mumbai (MCGM), the primary agency responsible for urban governance in Greater Mumbai with its limited resources is unable to provide a safe and hygienic environment to the ever-increasing population, exposing the Mumbai’s residents to huge health risk.

D1 The Awakening: Ajay Devgan

Film Actor Ajay Devgan had taken up the cause of making people all over India aware of the disastrous consequences of 26 July 2005. This was the day when the entire city of Mumbai was lashed with heavy rainfalls for two consecutive days. The effects were disastrous and led to the loss of thousands of lives and homes. The advertisement film titled ‘The Awakening’ is directed by Faruque Kabir, produced and edited by Ajay Devgan. The film tries to awaken the citizens to their responsibility of maintaining the city by curbing their habit of littering on the streets that clog the drains, to avoid a 26th July situation.

D2 Keep Mumbai Clean: Brihanmumbai Municipal Corporation

This advertisement is produced by Brihanmumbai Municipal Corporation and made by renowned advertising agency Saatchi & Saatchi free of cost to exhibit their earnest support to the cause of cleanliness. The advertisement stars film actor Shahrukh Khan urging people against disposing solid garbage into sewers. Few other important personalities like former Chief Minister Vilasrao Deshmukh, former Mayor Datta Dalvi and Municipal Commissioner Johny Joseph also appear in the advertisement to seek co-operation of the Mumbai residents in keeping the city clean. The public-service communiqué urges people to understand the civic problems and teaches them the merits of keeping their homes and the city clean.
A small boy is busy picking up plastic bags and garbage from the streets. He is engrossed picking up plastic bags on the middle of the road, risking his life.

When film actor Ajay Devgan comes and saves the boy from an accident and asks him why was he in the middle of the road. The child narrates a tragic experience how he lost his parents trapped in a car on 26th July 2005 due to heavy rainfalls.

The film then shows horrifying pictures of the floods in Mumbai.

Listening to the child’s traumatic experience the actor then appeals to the citizens to learn a lesson from the child’s attempts to keep the streets clean. And pleads them to give up their habit of throwing plastic bags, paper and other litter on the streets that clog the drains to avoid the 26th July situation.
D2   Keep Mumbai Clean: BMC - Storyboard

The advertisement revolves around a family of four, parents and two children on a picnic at a well-known tourist spot of Mumbai, The Gateway of India.

The man is spitting on the road, urinating on the compound wall along with his son.

Both parents are throwing waste on the road without bothering to locate dust bin.

After enjoying the outing when the family reaches their house they are shocked

...to see that their own house is dirty with the same garbage that they had thrown all over.

Shahrukh Khan then urges with a message “Making Mumbai filthy is to make our own home dirty.”

Municipal Commissioner Johny Joseph appealing people to help BMC to keep city clean.

Mayor Datta Dalvi urging people to use dustbins for disposing the garbage.

Vilasrao Deshmukh finally appeals – to help BMC to keep the city clean.
E. Anti Smoking

Tobacco use is a serious public health challenge in several regions of the world. It has assumed the dimension of an epidemic resulting in enormous disability, disease and death. In addition to damage to personal health, tobacco use results in severe societal costs like reduced productivity and health care burden, environmental damage and poverty of the families. Tobacco is one of the biggest killers in the world; tobacco kills one person every six seconds. Tobacco kills a third to half of all people who use it, on average 15 years prematurely. Today, tobacco use causes one in ten deaths among adults worldwide. Second-hand smoke also has serious and often fatal health consequences. Children exposed to second hand smoke are at an increased risk of asthma development and aggravation, impaired lung function, ear and respiratory infections, more coughs and colds and developing lymphoma.

With a billion population, consisting of 230 million youth and with about 250 million tobacco users consisting of 194 million men and 45 million women and many more potential smokers India poses itself as a prime target for the tobacco giants from industrialised countries. In India, tobacco consumption is responsible for half of all the cancers in men and a quarter of all cancers in women, in addition to being a risk factor for cardiovascular diseases and chronic obstructive pulmonary diseases. India also has one of the highest rates of oral cancer in the world, partly attributed to high prevalence of tobacco chewing.

El Second Hand Smoke: Birla Sun Life Insurance (BSLI)

The 'How many' advertising campaign made by Birla Sun Life Insurance (BSLI) created by Concept Communications and produced by Steam Engine Productions, was one of the three Indian entries that made it to the Cannes Film shortlist in the year 2003. The ad film uses memorable visuals to make an immediate impact on the viewer. The advertisement starts off by showing a small room in which a man who is the head of the family is smoking. The other members of the family exhale
with every puff of the cigarette that the head of the family inhales. Very effectively, without even using any voice-over, the advertisement drives home the point that passive smoking is injurious to their family's health. The underlying element is "How many cigarettes do you smoke with your family every day?" The advertisement is shot with ordinary looking people and use of only black and white colours further add to the striking and hard-hitting theme of the campaign.

E2 Tobacco Lips: Cancer Patients Aid Association (CPAA)
O&M a renowned ad agency and Code Red Films made this advertisement for CPAA. The advertisement shows close-ups of different people smoking. The advertisement has a subtle pace and with a light instrumental music and no voice over, keeps the viewers guessing of what they are trying to convey. With due respect to the audience's curiosity, it ends with a message on a lesser-known evil of tobacco, that 'cigarette smoking increases the risk of paralysis' 'Quit Smoking.' While watching people smoking in the advertisement one assumes that they are portraying different styles in which smoke can be emitted. It is only at the end of the advertisement when the message flashes that the audience understands it is not their style but the inability that is restricting their lip movement, that's why they are exhaling the smoke in a specific manner.

E3 Smoking Kills: Health Canada
The advertisement made by Canada Health uses disturbing pictures of the physical ailments and disfigurement that people might suffer due to tobacco. The advertisement based on fear appeal makes an appeal to quit smoking by showing through graphic but horrifying disfigured pictures of internal and external human organs as a result of smoking. The advertisement has no voice over but the text as a part of the advertisement, which keeps on coming between the pictures, is effective and simple for everyone to comprehend.
E1  How many? – by Birla Sun Life Insurance (BSLI) - Storyboard

The advertisement starts off by showing a small match-box like tenement and

A man who is the head of the family is smoking.

The camera then slowly pans towards his ageing mother in the house who is exhaling the cigarette smoke

Then towards his wife who is exhaling the smoke while she is cooking

Then the daughter is shown exhaling while studying in the same room.

The camera is on the small infant lying on the bed in the room who is shockingly exhaling the cigarette smoke.

The ad closes with a question ‘How many cigarettes do you share with your family every day.’
Cigarette smoking increases the risk of paralysis.
the pictures in this video are graphic.

but we've all seen photos of lung cancer, right?

it's easy to not think about something when you can't see it.

what about when you *can* see it?

smoking can also cause damage to your blood vessels.

making it difficult, if not impossible, to heal after injury, or causing death to tissue altogether.

please stop smoking.
F. Plight of Elderly

A substantive percentage, 77 million of India falls in the category of aged population i.e. above 60 years and within the next 25 years, India’s grey population will ratchet up to 177 million. Considering the current condition in which the elderly live or are rather made to live, with insecurity, injustice and abuse, it is a clear indication that ageing has become a major social challenge. Various NGOs and autonomous organisation, including police are rendering valuable services to protect the vulnerable elderly. In Mumbai city, organisations like Dignity Foundation, HelpAge India and Mumbai Police offer helplines exclusively for the senior citizens. The helpline of Mumbai Police 1090, a 24 hours service, is equipped with 393 doctors, 152 hospitals and 1,419 volunteers. But in spite of these efforts spate of murders of senior citizen have been on rise, in most of the cases robbery being the prime motive. Isolation and frail health exposes the senior citizens to assaults and other such criminal acts. The senior citizens plight is a social concern and it can be tackled if society extends support. The issue of safety and loneliness can be best resolved by increasing awareness. Public awareness can make the senior citizens aware of their own rights. Society can be sensitised with the concerns of the aged to promote better understanding of ageing issues.

HelpAge India set up in 1978 is a secular, not-for-profit organisation that has been raising resources to protect the rights of India’s elderly and provides relief to them through various interventions. This advertisement of Helpage made by McCann Erickson is a humorous take on the pathetic state of the elderly in urban areas, where many children leave their old parents helpless and unaccompanied. This advertisement exaggerates the height of desperation of an old man for some acquaintance. This old man in a hope to lessen his loneliness goes to the extent of locking a complete stranger like pizza delivery boy in his house. The advertisement is brilliantly made and brings out the message of spending time with elderly quite creatively. The advertisement was honoured with a much-deserved ABBY award (Bronze) in the public service advertising category at Goafest 2007.
The ad opens with a pizza delivery boy ringing the doorbell.

After getting no response the boy pushes through the open door and finds an old man on a wheelchair playing piano. Unable to get up the man requests the boy to come over and place the pizza inside the house.

As the boy is busy placing the pizza on the table the old man on his wheelchair moves towards the door and locks the door from inside and throws away the keys off the window to ensure the boy does not escape.

Unable to understand the old man’s intentions the boy is terribly petrified.

And the message “Loneliness is curable. Spend time with the elderly” comes up.
G. Polio Eradication

The world is about to turn the page on poliomyelitis, a viral disease that cripples young children since the dawn of civilization. The disease has vanished in most corners of the globe at the turn of the 21st century. As many as 209 countries, territories and areas have succeeded in cutting down wild poliovirus cases to nil by 2003. Among them, 134 have been certified polio-free after maintaining zero case performance for three consecutive years. Yet polio continues to menace the health and lives of children in seven countries: Afghanistan, Egypt, India, Nigeria, Niger, Pakistan and Somalia, the last frontiers of humankind’s battle against the virus. At the same time, the areas of transmission are more concentrated than ever - 98 percent of all global cases are found in India, Nigeria and Pakistan. The Global Polio Eradication Initiative is the largest public health initiative in the world. From 1988, since India has committed itself along with the World Health Organisation in Global Polio Eradication Programme for eradicating polio from the country, considerable success has been achieved in the drive by giving three doses of Oral Polio Vaccine (OPV) to infants. International experts will be satisfied that the world is close to eradicating polio after spending close to 4 billion US dollars. One of the largest global public health campaigns is coming to a successful closure, with India resulting in a drastic reduction of paralytic cases from 4000 to under 1000 by the end of 2007.

Rotary International was one of the first with a vision of a polio-free world and is one of the four spearheading partners in the Global Polio Eradication Initiative. Rotary International, a charity credited as foremost in the historic campaign to eradicate polio from the face of earth, through its Polio Plus Program has helped immunise more than two billion children in 122 countries from 1985 up to 2006. Mass immunisation campaigns are conducted regularly to combat the largest polio epidemic in recent history. The publicity through mass media using popular personalities helps give momentum to the issue. In the Rotary International’s advertisement, Shahrukh Khan a popular Indian film actor in a playful mood with his child urges people to get their children for polio vaccination.
G1   Polio Eradication: Rotary International - Storyboard

Created for
Rotary International
National PolioPlus Committee, India
H. Population Control

Population First is an NGO registered in 2002 as a public trust under the Bombay Public Trusts Act, 1950. It works on population and health issues within the framework of women's rights and social development.

The problem of one billion and ever-growing Indian population struggling to make a living and in a rush to claim scarce resources - a bucket of water, treatment at government hospital, employment - overwhelms everybody. The Public awareness film ‘Queue - Aap Qatar Mein Hain’ captures this dominant sentiment of common people on population. The drama is built around an old ailing man succumbing to death because of too many people queuing up on the hospital / doctor's phone and the phone number being constantly busy denying him timely medical aid. Then various shots of distressed people queuing up in long unending queues for water, outside common toilets, government hospitals and employment exchanges in different places in India are shown. The voice over repeating in different languages adds to the drama and focuses attention on the problem of numbers. So harrowing are the clippings of queues that even the dead bodies are kept waiting for the last rites to be performed reflecting the pathetic state of increasing Indian population.
**H1  Population: Populationfirst - Storyboard**

A man desperately trying to call up for a medical aid for an ailing old patient. The phone lines are busy, there is a voice over 'please wait, you are in queue'.

The voice over keeps on repeating in different languages and people queuing up are shown for water.

For employment and several other purposes.

For even the last rites to be performed the dead bodies are waiting in queue.

The old patient succumbs to death for not getting aid on time as the phone lines are busy because of the queue.

Finally the ambulance also is stranded in a pool of traffic.
“Advertising” ministers to the spiritual side of trade. It is ‘great power’ that has been entrusted to your keeping, which charges you with the high responsibility of inspiring and ennobling the commercial world. It is all part of the greater work of the regeneration and redemption of mankind.

At most times rational arguments are not enough to change behaviour or attitudes. Social advertisements use the wide range of emotions to influence one’s behaviour. It can arouse feelings of fear, love, pleasure, vanity, anger or, make one laugh.

Social advertising invites us to help others and warn us against dangerous behaviour or prod us to change behaviour for our own good. First and foremost an advertisement has to catch your attention. One way in which it does this is by appealing to your emotions.

Changing behaviour is not an easy task. It requires strategic work, engagement and understanding of human motivations. People do not exist in a vacuum. Advertising alone, will never change or shape human behaviour and attitudes. All gimmicks are allowed to catch people’s attention, but they are not enough. Getting people to laugh and cry does not guarantee they will take action.

The primary aim of ‘social marketing’ is ‘social good’, while in ‘commercial marketing’ the aim is primarily ‘financial’. This does not mean that commercial marketers can not or do not contribute to achievement of social good.

Bageshree’s research has led her to the conclusion that celebrities have an impact on youth and they must be used in social advertising. All celebrities who are asked to shoulder this responsibility should bear in mind how powerful their influence is on young, budding intellect. May they always use this power for the development and progress of our future citizens. “Jai Hind”