

## **How To Get Started:**

- 1) Read the brief below and download the materials
- 2) Create a video and/or a print Public Service Announcement, or PSA, promoting Pause to Support a Cause
- 3) Upload your work soon
- 4) Increase your chances of winning by promoting your work through your social networks, and getting your friends and family to vote
- 5) The Grand Jury and Jury Prizes are awarded by the Jury selection committee, the PSA's with the most votes are awarded community prizes!

## **Why is Pause to Support a Cause so Important?**

Raising money for charity is tough right now due to the world's strained economy. But an innovative fundraising program from the Chief Marketing Officer (CMO) Council and its partners, the U.S. Chamber of Commerce and the Custom Publishing Council, will help nonprofits attract donations in a very creative way, starting in 2010.

Dubbed Pause to Support a Cause, the campaign invites nonprofits to encourage their supporters and contributors to sign up at [www.surveyforgood.org](http://www.surveyforgood.org) and take part in market research activities as a way to raise money for their favorite charities and causes of choice.

With nearly \$20 billion spent annually on market research by major corporations, as much as \$2 billion could be donated to non-profits if the world actively participates in the Pause to Support a Cause initiative.

Zooppa has partnered with the CMO Council – a group of 5,000 members from leading brands around the world who control more than \$125 billion in marketing spending a year – to drive awareness of the new campaign and get the world involved. Already more than 100 non-profits are enrolled in the program. These range from the Special Olympics and Toys for Tots to the Humane Society and Malaria No More.

## **Your Mission**

Create video, print and banner ads to be used as public service announcements by Pause to Support a Cause and the CMO Council to promote interest and involvement in [www.surveyforgood.org](http://www.surveyforgood.org)

People who take the surveys at [www.surveyforgood.org](http://www.surveyforgood.org) are making a contribution to their favorite nonprofit without spending money or a lot of time. Nonprofits receive a regular source of donations, and market researchers receive valuable information from people around the world.

The target audience for your ad is consumers around the world, and your ads should make these global consumers want to participate in the Pause to Support a Cause initiative and make the world a better place.

## **Requirements**

- All ads must include the Pause to Support a Cause logo provided.
- All ads must include a call to action. Example: Visit [www.surveyforgood.org](http://www.surveyforgood.org) to Show Your Support.

Need Some Inspiration? Here are some of the most well-known Public Service Announcements of all time: [www.adcouncil.org/default.aspx?id=61](http://www.adcouncil.org/default.aspx?id=61)

## **The Awards**

### **The Grand Jury Prize: A Once in a Lifetime Trip to Africa**

One grand prize winner and a guest will receive a trip to Africa (\$6,000 value) to contribute to charitable efforts in the field, while being introduced to tribal customs, encountering spectacular wildlife, and engaging in an unparalleled social and educational experience with the Freeplay Foundation.

### **The Jury Prize: A Trip to New York City and Portfolio Review**

Two runners up will each receive a trip to New York (\$1750 value) and an opportunity to showcase their portfolio in front of the creative heads of some of the largest advertising and media companies in North America.

## **The Jury**

Grand prize winners will be selected by a jury made up of:

- Chief Marketing Officer Council members
- U.S. Chamber of Commerce members
- Custom Publishing Council members

- Selected media partners who are committed to featuring the winning work in diverse print, broadcast, cable and internet channels

### **Zooppa and Community Awards**

Zooppa staff and the Zooppa community will award over \$10,000 of merchandise from CDW, a reseller of computer, camera, software and technology products.

### **Awesome Bonus! Promotion of the Best Work:**

The best work will be showcased at the CMO Council's Global Summit meeting in February of 2010, and featured in an online gallery on their website.

Additionally, every entrant qualifies for the selection and inclusion of their work in a new online Non-Profit Creative Sourcing Center (on the Pause to Support a Cause web site) that will connect you with causes seeking to better present and take their public service messages to donors worldwide. The CMO Council will also feature and promote the Creative Sourcing Center on their affiliate websites.

### **Video, Print & Banner Format Requirements:**

Allowed video files: asf, avi, dvd, flv, mp4, psp, mjpeg, mov, mpeg, mpegts, mpeg2video, rm, svcd, vcd, vob, 3gp, 3g2. Allowed video codecs: flv, huffyuv, h264, h263, mjpeg, mpeg1video, mpeg2video, mpeg4, qtrle, rv20, svq3, wmv1, wmv2, xvid. Ratio: 4:3 or 16:9. Max length: 60 seconds. Max size: 50MB.

Allowed print ad files: jpg, png, gif. Max size: 10MB. Color space: RGB.

Allowed banner files: gif. Allowed dimensions: 120&times;90, 180&times;150, 120&times;240, 250&times;250, 336&times;280, 392&times;72.