



## American Advertising Federation 4<sup>th</sup> District Unveils its 2008 Public Service Campaign

**TALLAHASSEE, Fla. (March 12, 2008)** – The American Advertising Federation (AAF) 4<sup>th</sup> District unveiled its 2008 public service campaign during a press conference today at the state Capitol.

A two-month state-wide teaser blitz, featuring “*think\_ \_ \_logically*,” ended today with the unveiling of the remainder of the campaign’s slogan. Now complete, the slogan – *thinkECOLOGically* ... Reduce, Reuse, Recycle – embodies the AAF 4<sup>th</sup> District drive to raise awareness of the importance of protecting Florida’s environment.

The comprehensive campaign features television spots; radio, print, web and billboard public service announcements (PSA); music; and a butterfly with leaf wings that support the objective. Utilizing these components, the AAF 4<sup>th</sup> District will educate Floridians on simple steps and changes they can make in their daily routine that can have a big impact on protecting the environment.

ECO the Butterfly, a personification of this campaign, made its debut today at the Capitol. ECO will spread the campaign’s message to children throughout Florida by making personal appearances and appearing on educational materials.

Components of the public service campaign were divided among a group of agencies throughout Florida who specialize in varying aspects of marketing communication. Music as Message and idgroup created the billboard, radio, print and website components of the public service campaign. Beloved Experiential handled events marketing, CMR Studios created the animated television PSA, and TenUnited’s Orlando office led the public relations efforts.

Those in attendance at the press conference included members of the AAF 4<sup>th</sup> District, legislators, and key government officials.

Additional information about the AAF 4<sup>th</sup> District 2008 public service campaign can be found at [www.thinkECOLOGically.com](http://www.thinkECOLOGically.com).

The AAF Fourth District represents over 2,000 advertising professionals via 25 local chapters throughout Florida and the Caribbean. Headquartered in Washington, D.C., the AAF protects and promotes the well being of advertising through a unique, nationally coordinated grassroots network of 200 local advertising clubs and 215 college chapters. Through its college chapters, the AAF provides 6,500 advertising students with real-world case studies and recruitment connections to corporate America. The AAF also has 130 blue-chip corporate members that are advertisers, agencies and media companies, comprising the nation's leading brands and corporations. For more information, visit the AAF 4<sup>th</sup> District Web site at [www.4aaf.org](http://www.4aaf.org).

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