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LOOK AT THIS: PEOPLE FOR POST-HOLIDAY GOODNESS

January 04, 2012 | Jeromy Lloyd | Comments



Zulu and Media Experts launch second phase of kindness campaign

The **People For Good** campaign is back, hoping to keep the good-cheer vibe of the December holidays going with this full-page ad in Wednesday's *Globe and Mail*.

Once again, Toronto creative shop **Zulu Alpha Kilo** and media agency **Media Experts** teamed up to create the campaign.

Media Experts had Ipsos do some research on the **first phase of the campaign** and found the work had built solid awareness. Ipsos said 30% of those polled were familiar with the initiative and another 22% were "vaguely familiar."

Perhaps more relevant however: "Respondents aware of the advertising and of People for Good were significantly more likely to give up their seats in transit for a pregnant or elderly person (22%) compared to those who have never heard of this campaign (14%). The same group of people were also significantly more likely to let someone go in front of them in line (4% versus 2%)."

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RUNNING THIS AD IN DECEMBER WOULDN'T HAVE DONE ANY GOOD.

Truth is, everyone is nicer in December. So why can't we be just as good to each other after the holidays? Let's keep those food banks stuffed. Let's shovel the driveways and walkways of our elderly neighbours. Let's crack a smile even though the wind chill's 20 below. Let's keep our holiday lights on throughout the entire year. Let's all make a New Year's resolution to do good every single day of the year. Over the next 365 days, let's all remember that being nice is always in season. Let's try to be good all year round.

people for good.ca

What do you think of the People For Good campaign? Post your thoughts in our comment section.