

The Biodiversity Campaign: Making Biodiversity Ads

Why should people care about preserving biodiversity? Why do you care? In this assignment, you are going to design an advertisement for a biodiversity campaign aimed at educating the public.

Although most of us think of advertising as someone trying to sell us a product (shoes, hamburgers, cars, etc.), advertising is also a great way to provide information about concepts or ideas. Educating the public about a complex and sometimes misunderstood subject like biodiversity can be a real challenge. Many conservation groups are tackling this challenge head on by creating biodiversity advertisements designed to increase the public's awareness of the world around them to help become more aware of biodiversity's value.



If you carefully watch a commercial for a particular car, you will notice that the advertisement is trying to sell you the car, by selling you a concept. Whether you see a person wearing a suit in a luxury car or a person wearing beachwear in a convertible, the advertisers want you to think that you could be that person. Because most effective advertisements deal with concepts that affect your life (satisfying your hunger, organizing your life, or looking good in a new shirt), advertisements can capture your attention and persuade you to buy or do new things. Consequently, they are a great way to get people interested in protecting the environment or some other social cause.


In this activity you will take a shot at creating your own biodiversity advertisements for display. It's a good way for you not only to reinforce your understanding of biodiversity, but also to introduce the concept to others while developing your creativity.

To Do: Design your own biodiversity advertisement. Any aspect of biodiversity can be the subject of the ads, from the phenomenal number and variety of species or ecosystems on Earth to the value of genetic diversity. You can focus on foods and medicines that benefit people but explore other aspects of biodiversity as well, such as recreational or artistic benefits or the amazing relationships and connections that link species to one another, to their ecosystems, and to humans. The ads can even be from the point of view of a nonhuman species – for example, of a frog asking you to save its habitat.

Before designing your ad, decide who your audience is. For example, you can target a particular age range (peers, parents, young kids, senior citizens) or a particular interest group (consumers, sports fans, music lovers). Decide what your message is and whether you need examples to illustrate the message. This will help with the design of your ad.

Think about characteristics that make ads effective. Among other things, a good advertisement: 1. Presents a clear message, 2. Relates the message to people's lives, 3. Is attractive, clever, and interesting enough to grab people's attention, 4. Connects to people's values and what they care about most.

Audience	What's Your Message	Examples to Illustrate	Characteristics of Good Ads



THE FLORIDA PANTHER

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left on earth

IN THE AGE BEFORE MAN,
THE EARTH LOST ONE SPECIES EVERY THOUSAND YEARS. TODAY, WE LOSE ONE EVERY TWENTY MINUTES!
THE WORLD WILDLIFE FUND VANISHING SPECIES CAMPAIGN NEEDS YOUR HELP. 1-800-CALL-WWF

*All those in favor of
reducing deforestation,
raise your proboscis.*

*Save the
maggots.*

(This isn't going to be easy, is it?)

Design by Huey/Pepprock, Ltd.

What is Biodiversity and why should you care.

Roxy Periwinkle
From the Madagascar forest, roxy periwinkle has been used to treat malaria and other ailments. It's now being studied for its potential to help fight cancer.

Amur's Lesser Bee
This bee from the Amur region of Russia is used to produce honey. It's also being studied for its potential to help fight cancer.

Sweet Potato
This root vegetable is used to produce sweetener. It's also being studied for its potential to help fight cancer.

Chorizo
This spicy sausage is made from pork. It's also being studied for its potential to help fight cancer.

Vampire Heart Attack Preventer
When you get your heart checked, you may be told you have a heart attack. The vampire bat's saliva can help prevent it. The vampire bat's saliva can help prevent heart attacks.

Wild Mexican Corn
This corn is used to produce tortillas. It's also being studied for its potential to help fight cancer.

Hot Tomato
This tomato is used to produce ketchup. It's also being studied for its potential to help fight cancer.

Biodiversity
It's bigger than you think.



How this heart-stopping vampire bat can help prevent heart attacks.




Instead of giving you a heart attack, vampire may well help prevent it. The saliva from the South and Central American vampire bat was found to open clogged arteries twice as fast as conventional medicine. These compounds are now being developed to help prevent heart attacks.

Biodiversity
It's bigger than you think.



He may seem big and ugly to you, but to someone with heart disease, he's a prince.



The Bluestone Toad produces alkaloids which can help prevent heart attacks. Now that's something worth knowing.

Biodiversity
It's bigger than you think.