

PSA Campaign Tip 13

Get more PSA Reach Without Starting From Scratch



Advertising Tip: Developing strong campaign creative takes time, planning, and resources. Once those assets are complete, make sure you are getting as much value from them as possible.

A television or video spot created for one campaign does not necessarily have to be limited to its original placement. Existing creative may be able to support additional media opportunities, markets, audiences, and future phases of your campaign.



Good creative can be used in a variety of channels, extending the life of a campaign.

Look Beyond the Original Placement

Consider where else your existing creative could work. Video assets may have opportunities across television, streaming, digital video, movie theaters, waiting rooms, and other place-based media. Audio assets may be able to extend your message through broadcast radio and streaming audio.

The goal isn't always to create something new. Sometimes it's about finding new opportunities for the creative you already have.

Explore New Markets and Audiences

Existing creative may also provide opportunities to expand into additional geographic markets or reach new audiences.

Campaign performance, audience priorities, available budget, and emerging outreach needs can all help identify where your message could go next.

Think in Campaign Phases

Your initial campaign doesn't have to be the only opportunity to put your creative to work.

A campaign can begin with an initial media plan and expand over time as additional budget, media opportunities, or outreach priorities emerge. This approach can help organizations continue building awareness while maximizing the investment already made in campaign development.

The Takeaway

Before creating something new, take another look at what you already have.

Your existing creative may have more potential than you realize. By identifying additional media opportunities, markets, audiences, and campaign phases, you can continue putting those assets to work and extend the value of your original investment.

Final Note

When developing your creative assets, it may be a good idea to develop as many versions (graphics, audio, video, etc.) of that content as possible for future use on a variety of media channels that may be of interest for additional phases of your media plan.

This might mean producing multiple length versions (:15, :30 and :60) of a video PSA for broadcast in addition to a :90 length video for social media or website use. It may be significantly less expensive to produce additional versions of your content from existing creative or when production is underway for another application.

PSN can help identify new opportunities for the use of your existing content and may be able to reproduce it for other types of media placement.

Ready to explore your media creative and placement options? [Let's talk.](#)

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About PSN – The Public Service Network

PSN is a national media network built exclusively for the dissemination of nonprofit and government social marketing campaigns. The Network offers a variety of traditional donated media programs as well as guaranteed digital and out-of-home channels that deliver public service announcements (PSAs) via more than 200,000 outlets nationwide. This includes the use of television and radio stations, broadcast and cable networks, grocery and drug stores, physician waiting rooms, concert venues, transit agencies, pharmacies and more. PSN's services are available for use exclusively by government agencies and nonprofit organizations and generate measurable impact with targeted audiences locally, regionally or nationwide.

The PSN Guarantee

PSN will deliver major media participation for client awareness campaigns on a low-cost and guaranteed basis, ensuring that the messaging will reach and engage the target audience and exceed objectives via proven media channels that are managed and evaluated using industry best practices and measurement methodologies.

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