

PSA Campaign Tip #3

"Know Your Target Market!"



It is especially important when planning your next PSA campaign to understand and rank those target populations you must reach in order to achieve a successful outcome for your program.

Your requirements will determine how you produce your PSAs, for example which geographic and demographic populations should be featured in your creative? Which media channels will ensure you cost-effectively engage these targeted groups?



PSN Airport Displays with Targeted Audience Reach

Depending on your distribution budget, you may need to consider the most cost-effective media option available to reach your target audiences. This might include a nationwide donated PSA program using free broadcast TV, Cable, and Radio placements that will ensure you reach Adults 18+ in all geographic and demographic populations nationwide. However, if more resources are available then you may have the option to include additional out-of-home (OOH) and digital media to reach your primary, secondary and tertiary target markets with greater frequency to drive action and a successful outcome.

[Contact us](#) to learn more about how you can build a media network for your organization that will keep growing over time and generate millions of dollars in brand and program awareness with ROIs of 1,000 to 5,000%.

[Contact Us](#)

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

The bottom line, 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.

[Contact our PSN Team](#)

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