

KINDNESS IS KEY:

Ad Council and Square Enix form Groundbreaking Partnership Against Bullying

Because
of you



SUMMARY:

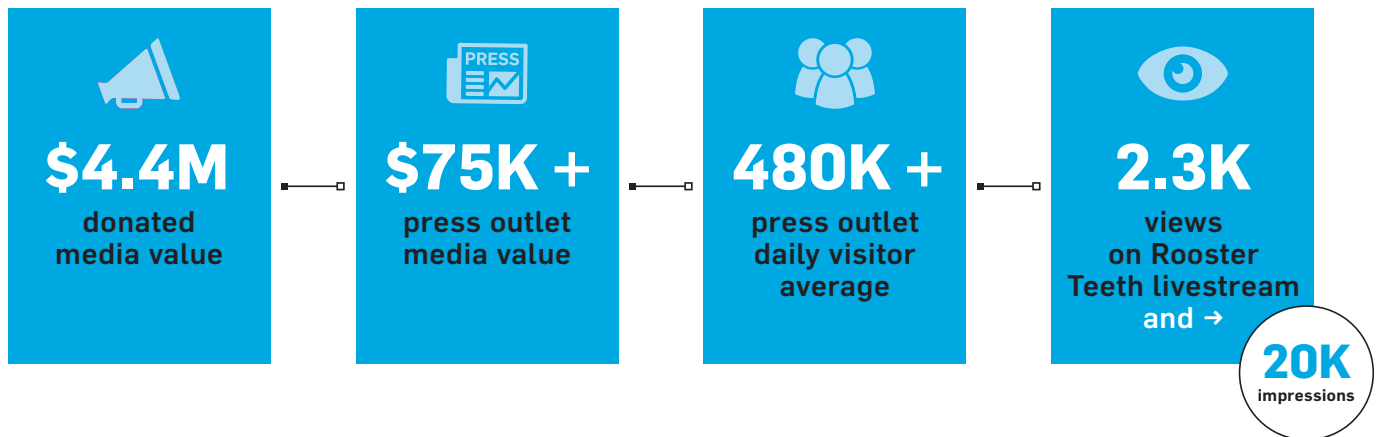
The Ad Council's anti-bullying campaign, Because of You, partnered with Square Enix and *KINGDOM HEARTS III* to inspire teens to create a more empathetic and inclusive culture around them.

PSAs featuring iconic *KINGDOM HEARTS* characters encouraged teens to consider the impact that their actions—positive or negative—can have on peers. The PSAs were distributed to media outlets nationwide and ran in donated time and space per the Ad Council's model.

This innovative partnership marked the first time the Ad Council has produced PSAs with a video game publisher. The partnership is one of many activations in the Ad Council's larger Game for Good effort, which aims to bring our social good campaigns to the roughly 211 million gamers in the United States.



RESULTS AT A GLANCE:



1.78K
public mentions on Twitter *with*
2.8M REACH

Love seeing initiatives like these take hold and address the very real problem of bullying, well-done @AdCouncil, and @SquareEnix
— Crex Gaming

FEATURED PRESS HITS:

