

# WANT TO PARTNER WITH THE AD COUNCIL?



Let's develop custom solutions that bring social impact to life on your platform.

We bring together the brightest minds in communications to create change around America's most vital issues. We are the only national nonprofit uniting the advertising, marketing, media and tech industries to save lives and strengthen the health, education and safety of our nation. The Ad Council is where creativity and causes converge.

## OUR CAPABILITIES:



### DONATED MEDIA

Donate media to support Ad Council's campaigns on your platform, raising awareness on pressing social issues that impact your audience and constituents.



### INNOVATION AND BETA TESTING

Select Ad Council to test your new ad products, targeting tactics, measurement and any other new capabilities your company is hoping to bring to market and scale.



### CONTENT DEVELOPMENT

Develop platform-specific content on issues important to your audience. We can work with your internal studio to develop custom video, podcasts, chatbots and more.



### TALENT ENGAGEMENT

Partner with *Creators for Good*, an Ad Council initiative that aligns top talent across industries with social causes.



### ACCESS TO EXPERTS AND SPOKESPEOPLE

Issue experts and spokespeople are available to appear on talk shows, news segments and any other relevant programming.



### EXPERIENTIAL & EVENTS

Develop a custom live activation or event in partnership with one of our campaign causes.



### PUBLIC-FACING CASE STUDIES

Build a public-facing case study that we can showcase at an industry event and feature on Ad Council's website.



### THOUGHT LEADERSHIP

Partner with us at industry conferences by co-hosting a panel or event.



### MEASUREMENT

Test objectives on your learning agenda by measuring the impact of our partnership through brand lift studies.



### GAMING PARTNERSHIPS

Develop a custom game or in-game integration for one of our causes. Using your gaming IP, develop a custom PSA with the Ad Council to broaden exposure for your brand.



### IN-SHOW INTEGRATION

Integrate an Ad Council campaign issue into your owned & operated original programming.



### PR & SOCIAL MEDIA

Participate in national PR efforts and social/digital media activations to raise awareness about the partnership and engage the public in the social issue.