

# CASE STUDY

## PROVING NEWSPAPERS WORK: TARGETING ADULTS

### The Challenge

To demonstrate to Canadians that while their individual behaviour changes on the environmental front have been making a difference, the root causes of climate change (including transportation and manufacturing of our energy) continue to be an issue.

### The Plan

With the goal of reaching a broad cross-section of Canadians, a media plan was created using reach vehicles of television and newspaper combined with the targeted use of magazine and online sites.

### The Creative

The television and newspaper creative were designed to work together but in different ways.

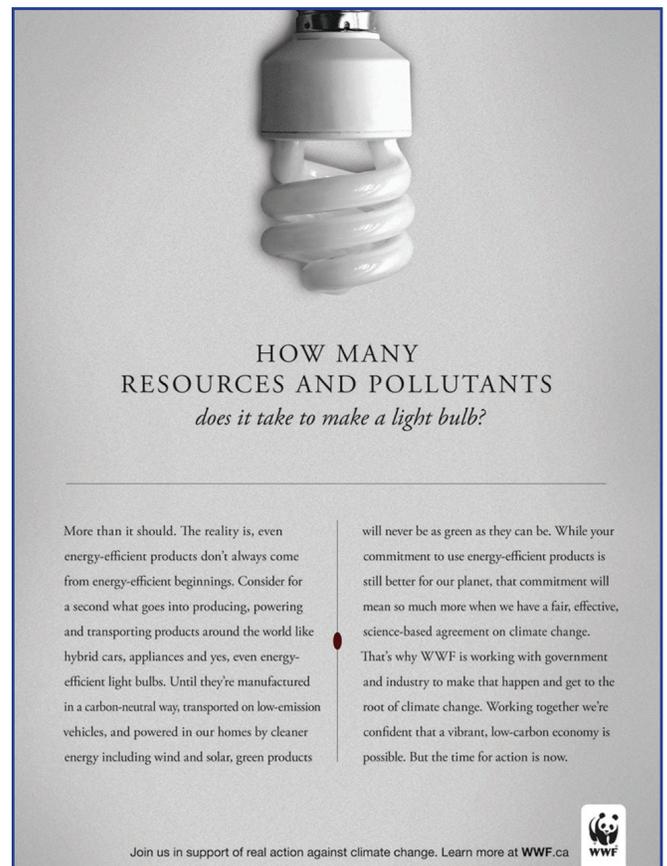
The television ad demonstrates, using miniature models, the production and shipping process for an energy efficient light bulb. It visually reveals the global impact of climate change by showing a factory, boats, trains and trucks until the product arrives at the store.

In the newspaper ad, a clever headline, matched appropriately with the energy-efficient light bulb visual, draws readers in. This allows the WWF to deliver a powerful message while the website address acts as a call to action to encourage participation.

### The Results

In a study undertaken by Totum Research, the newspaper ads were seen by significantly more people than the other media used. As a result, the newspaper campaign generated greater awareness and far more positive responses to the WWF than did the other media.

The newspaper ad out-performed the TV ad in establishing the WWF as a leader in promoting the cause of climate change. The research found that the TV ad instilled the perception that the WWF works both locally and internationally. By using both media, WWF was able to reinforce the two ideas.



HOW MANY RESOURCES AND POLLUTANTS  
*does it take to make a light bulb?*

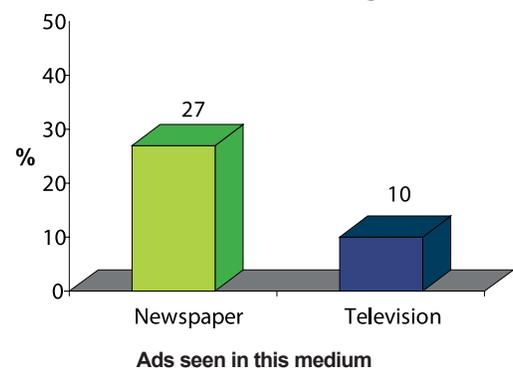
More than it should. The reality is, even energy-efficient products don't always come from energy-efficient beginnings. Consider for a second what goes into producing, powering and transporting products around the world like hybrid cars, appliances and yes, even energy-efficient light bulbs. Until they're manufactured in a carbon-neutral way, transported on low-emission vehicles, and powered in our homes by cleaner energy including wind and solar, green products

will never be as green as they can be. While your commitment to use energy-efficient products is still better for our planet, that commitment will mean so much more when we have a fair, effective, science-based agreement on climate change. That's why WWF is working with government and industry to make that happen and get to the root of climate change. Working together we're confident that a vibrant, low-carbon economy is possible. But the time for action is now.

Join us in support of real action against climate change. Learn more at [WWF.ca](http://WWF.ca)



Contribution to "Promotes Understanding of All the Causes of Climate Change"



**Newspaper successfully delivered the key campaign message to a broad audience!**

For further industry information, go to [www.newspaperscanada.ca](http://www.newspaperscanada.ca)