

## Ad Campaign | Heifer International

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### Project Summary:

Heifer International is a non-profit, charity organization aiming to help feed the world by purchasing animals for impoverished families. And not only do they give them an animal they can make a living off of, they teach them animal husbandry and how to make a business, and then money.

### Audience Profile:

The audience that Heifer International aims to attract the attention of are those who would be willing to donate to a cause they deem important enough to spend their money on. They are varied, but the most likely members of the population to donate would likely be those of middle class or higher, with regular jobs and a religious orientation that promotes giving to others. They go to church weekly, and are family oriented people.

### Perception, Tone, Guidelines:

The products and services needed are a series of three posters, a billboard, and a new website for their campaign. This campaign will be of a different design than their current website and advertising methods; but still similar enough to avoid causing confusion for those who do come to look at the site and posters. The emotions tied to the posters should be heart-wrenching and heart-warming, depicting a story about someone going from poverty to plenty after help from Heifer International. The website and billboard will portray a similar message, but more condensed.

