

The Biodiversity Campaign: Making Biodiversity Ads

Why should people care about preserving biodiversity? Why do you care? In this assignment, you are going to design an advertisement for a biodiversity campaign aimed at educating the public.

Although most of us think of advertising as someone trying to sell us a product (shoes, hamburgers, cars, etc.), advertising is also a great way to provide information about concepts or ideas. Educating the public about a complex and sometimes misunderstood subject like biodiversity can be a real challenge. Many conservation groups are tackling this challenge head on by creating biodiversity advertisements designed to increase the public's awareness of the world around them to help become more aware of biodiversity's value.



If you carefully watch a commercial for a particular car, you will notice that the advertisement is trying to sell you the car, by selling you a concept. Whether you see a person wearing a suit in a luxury car or a person wearing beachwear in a convertible, the advertisers want you to think that you could be that person. Because most effective advertisements deal with concepts that affect your life (satisfying your hunger, organizing your life, or looking good in a new shirt), advertisements can capture your attention and persuade you to buy or do new things. Consequently, they are a great way to get people interested in protecting the environment or some other social cause.

In this activity you will take a shot at creating your own biodiversity advertisements for display. It's a good way for you not only to reinforce your understanding of biodiversity, but also to introduce the concept to others while developing your creativity.

To Do: Design your own biodiversity advertisement. Any aspect of biodiversity can be the subject of the ads, from the phenomenal number and variety of species or ecosystems on Earth to the value of genetic diversity. You can focus on foods and medicines that benefit people but explore other aspects of biodiversity as well, such as recreational or artistic benefits or the amazing relationships and connections that link species to one another, to their ecosystems, and to humans. The ads can even be from the point of view of a nonhuman species – for example, of a frog asking you to save its habitat.

Before designing your ad, decide who your audience is. For example, you can target a particular age range (peers, parents, young kids, senior citizens) or a particular interest group (consumers, sports fans, music lovers). Decide what your message is and whether you need examples to illustrate the message. This will help with the design of your ad.

Think about characteristics that make ads effective. Among other things, a good advertisement: 1. Presents a clear message, 2. Relates the message to people's lives, 3. Is attractive, clever, and interesting enough to grab people's attention, 4. Connects to people's values and what they care about most.

Audience	What's Your Message	Examples to Illustrate	Characteristics of Good Ads



THE FLORIDA PANTHER

31
left on earth

ON THE AGE BEFORE MAN.

THE EARTH LOST ONE SPECIES EVERY THOUSAND YEARS. TODAY, WE LOSE ONE EVERY TWENTY MINUTES.
THE WORLD WILDLIFE FUND VANISHING SPECIES CAMPAIGN NEEDS YOUR HELP. 1-800-CALL-WWF



All those in favor of
reducing deforestation,
raise your proboscis.

Save the
maggots.

(This isn't going to be easy, is it?)

Design by Huey/Paprocki, Ltd.

What is Biodiversity and why should you care.

Rosy Periwinkle
From the Madagascar Rosy Periwinkle comes Valiactone and Vincristine. Since the introduction of these two drugs, childhood leukemia survival rates have increased 60% to 90%.

Armadillo Leper Healer
Cells from the spleen and liver of the armadillo were used to develop an anti-leprosy vaccine. This is one reason why leprosy victims have almost been eliminated worldwide.

Sweet Berries
Many once sugar and saccharin. The South African berry found in West Africa is 300 times sweeter than sugar and has a lower calorie content.

One-Stop Supermarket
The "biggest brain bean" (legume) has been called the one-stop supermarket. The entire plant is palatable, it produces a caffeine-free coffee-like drink, its beans have more protein than soy beans, it grows up to four meters in a few weeks and its nutrients help fertilize plants around it.

Vampire Heart Attack Preventer
What can give you a heart attack can now help prevent it. The saliva from this South and Central American Vampire Bat was found to open clogged arteries twice as fast as conventional medicine.

Hairy Tomato
What at first seemed like an insignificant discovery in the highlands of Peru in 1962, this small "hairy and hairy" (looking like a tomato, proved to be more so) vegetable. It has been found to be resistant to disease, and has made the US tomato industry rethink.

Wild Mexican Corn
A wild form of corn was discovered in the Cloud Forest of Chiapas, Mexico, which, when crossed with domestic corn, made a more resistant to disease. It not only helped food scientists, but it also contributed billions to the worldwide corn industry.

Biodiversity
It's bigger than you think.

How this heart-stopping vampire bat can help prevent heart attacks.

Instead of giving you a heart attack, vampires may well help prevent it. The saliva from this South and Central American vampire bat was found to open clogged arteries twice as fast as conventional medicine. These compounds are now being developed to help prevent heart attacks.

Biodiversity
It's bigger than you think.

He may seem big and ugly to you, but to someone with heart disease, he's a prince.

The Houston Toad produces alkaloids, which can help prevent heart attacks. Now that's something worth kissing.

Biodiversity
It's bigger than you think.