

CREATIVE|SPARK

Be **bold**.

Be **creative**.

Spark your mission-driven campaigns

And ignite Public Sector and Non-Profit Advertising

The Public Sector and Non-Profit challenge

Public service messages and non-profit campaigns need to stand out from the crowd. More than ever, strong creative is vital to change public behavior and raise awareness of critical social issues, and drive community engagement.

Public sector and non-profit organizations need instant access to assessment tools, embedded in the latest scientific thinking to create impactful campaigns and maximize their limited resources.

The solution



Evaluate the power of public service awareness campaigns to capture and retain Stakeholder Attention



Assess short term brand effects, underpinned by trusted engagement metrics



Measure a unique combination of thoughts, feelings and immediate emotions, via facial coding to gauge public response



Optimise and transform mission-driven campaigns with action-based reporting for social change

Why Creative|Spark for Public Sector and Non-Profit Ad Campaigns?

SCIENCE

A customized design and metrics, created for public sector and non-profit, grounded on Behavioral Science, Data Science and Neuroscience with Text analytics and AI supervised machine learning algorithms.



CREATIVITY

Holistic diagnostics and concise reporting for fast optimization with key signals of creative potential to build trust and action with your audience.



SPEED

Evaluates finished videos and animatics in as little as 24 hours.



FLEXIBILITY

Offered in a range of options from self-serve to full service, to fit your timings, budget, and communication needs.

