

WE ARE FAMILY ...



Local ad company creates message of hope for unborn

BY KAY COZAD

FORT WAYNE — Bob Floyd, an active pro-life advocate, is no stranger to the enticing secular message of abortion to the women of this country. So he's put his passion into action with a national public service announcement (PSA) campaign focused on promoting infant adoption this year — with great success.

Floyd, owner of Floyd and Partners Advertising and Public Relations Company, was awarded the challenging infant adoption awareness campaign by the National Council for Adoption and set right to work. With the campaign involving TV, radio and a Web site Floyd said, "It was a very time intensive project."

Floyd's son, Jeremy, who is pursuing a film career in Los Angeles, brought together a professional crew to film the spot. A house near a park was discovered in Pasadena as the choice location for interior and exterior shots. Surprisingly, the ad was filmed by the crew in one intense 14-hour day. Of the experience, Floyd said, "We were tremendously blessed with this crew and location to film the ad. ... And the result is a nice production."

And he adds that interestingly many of the people involved with the project had some experience

This national public service ad promotes infant adoption and is the handiwork of Bob Floyd of Floyd and Partners Advertising and Public Relations Company.

with adoption. "We just kept running into stories about adoption," he said, relating the story of the actress that played the ad's troubled pregnant mother who was given up for adoption. Her birth mother changed her mind and got her back.

The ad campaign was released to 400 stations in January of this year. To date it has aired 16,000 times on 186 stations and has become one of the top PSAs in the country. In addition to the success of the ad, the supplemental Web site created to support consideration of adoption has

enjoyed a strong influx of visitors.

The success of the ad is due, said Floyd in part to the research done by Dr. Charles Kenny of Right Brain research. His research, done for Fortune 500 companies and others, attempts to understand the emotional bonds that connect people to brands, so ad agencies like Floyd's can "create a more appealing message to the consumer." In this case, Kenny's research entailed interviewing women who had chosen to make an adoption plan and understand their decision-making

process.

"The women," said Floyd, "had to believe what they were doing was right for their child as well as for themselves." This sentiment was valuable for creating the tag line, "Sometimes choosing adoption is being a good mother," he said, adding, "When you can find the truth and communicate it effectively, you can do your job. Charley put his finger on the truth about pregnancy."

The truth about the experience of freely choosing adoption is seen in this 30 second spot that

airs at the discretion of each station's communications manager. It has been well received, said Floyd, who appreciated Kenny's research and his company's execution of this creative conception.

Floyd hopes to bridge the country to other venues in the country to offer hope to those women who struggle with an unexpected pregnancy. "My greatest hope is that the culture at large will embrace the idea of infant adoption," he said, passionately adding that this ad may seem a futile attempt to reduce the number of abortions in this country, but "by telling this story, you give a woman permission to consider another option."

He reports that many women don't know that in making an adoption plan they can choose open adoption where they stay in touch with their child. This kind of information can make the difference in choosing adoption over abortion.

Floyd is grateful to have had a hand in promoting adoption and regards the work as an "extreme privilege." His passion for the public service campaign confirms his strong pro-life beliefs. "It's not every day you get to do something like this!" he said.

To view the ad visit www.chooseadoption.org.