

Group 1

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AdoptUSKids.org

Radio Advertisement

11/3/2020

Client & Product/Service/Brand: AdoptUSkids.org

1. What is the product's personality or character?

AdoptUSKids is a non-profit informational organization that serves as an aid to inform people of all different backgrounds who are considering adoption. This organization fosters an inclusive environment, by providing testimonies from families who have adopted children of all different ages with the help and support from AdoptUSKids and their expansive resources.

2. What is the client's objective for this ad?

To show that adoption is not limited to the stereotypical family of a husband and wife. There are more than just younger kids that are available for adoption, and older teens aging out of the foster care system are still just as in need of a loving family.

3. Who is the audience?

Amy is 45 years old and is considering adoption. Amy is a hispanic, work-focused, single woman who would like to have a family, but she does not know if her hectic work schedule would allow this to happen. Her strong work ethic leaves little time for dating and she is content with her financial situation as it is (Keseric, “Gen-Xers”, 6 January 2016). She values time with her mom and dad on weekends after a long work week and would like to have children of her own to share her family traditions with (Keseric, “Gen-Xers”, 6 January 2016). She is looking to adopt an older child as she still has aspirations that would take her on journeys around the world and would like a child who can be her lifelong travel buddy (AdoptUSKids, “Never Too Old”, 17 August 2015). Amy already knows a little about adoption because she has looked it up, however a lot of information has shown her that single women are less likely to be approved for adoption (Osborne, “The Challenges”, 6 March 2020). She is looking for a support system that

will lead her into the correct direction and inform her about the adoption process in Virginia (Children's Bureau, "Adopting As", pp. 7).

4. What does the audience currently think/feel about the brand/product or similar?

For the most part, the reviews about AdoptUSKids seem to be pleasant. On their Facebook reviews page, Barbara Anne Herrin says, "We are a Military family and we just completed our home study in June. We are now in the matching process and we are super excited! This site has been an amazing resource!". Another happy user, Janelle Okeson, said, "When my husband and I were called to adopt we filled out a form on AdoptUSKids and we were sent a list of adoption agencies and county contact info. After that, everything was easy! I'm thankful for this organization! We have our 8 year old because of it."(Facebook, "AdoptUSKids Reviews", 2014). While there are several people who are happy with the services that AdoptUSKids provides, some people are not as satisfied. Theodore Jezowski said, "[There was] no screening of the kids to make sure the kids or parents' rights were not violated" (Facebook, "AdoptUSKids Reviews", 5 September 2016).

5. What do you want them to think after they see the ad?

Amy will consider herself as a potential adopter despite her unique situation of being a single woman in the workforce. The ad will encourage her to seek out more information about adoption concerning her preference of the age of children she would like to adopt. Amy should think that using AdoptUSkids is a welcoming resource to discover more details about adoption.

6. What is the “big idea” or “one thing” you want them to know?

Amy will know that there is no perfect family and no perfect adoption story. She will understand that no matter how old or young the child is and no matter what phase of life she finds herself in, adoption is the right answer for her.

7. Why should they buy this product?

Amy should utilize this service because it will enable her to find out more about adoption and the entire process with no strings attached. AdoptUSKids provides a non intimidating way for Amy to take a first step into this possibly life changing commitment. With no charge she will be able to access all of the support she needs to seriously consider adoption in her own life. This will allow Amy to make the right decision regarding adopting an older child out of the foster care system.

8. Competitors:

Based on AdoptUSKids’ approach to promoting foster care based adoption, Heart Gallery of America, Raise the Future, and A Family for Every Child are three of its top competitors addressing the adoption process from a similar perspective. Heart Gallery of America focuses on “The power of photography to capture the individuality and dignity of children in foster care” (Heart Gallery of America, “Heart Gallery Mission”, 2020). On the other hand, Raise the Future helps connect children in foster care with potential adoptive families while focusing more on giving potential parents information regarding all different methods of adoption in general (Raise the Future, “About Us”, 2020). Lastly, A Family for Every Child goes beyond providing information with mentoring services, family building services, advocate services, and a host home program for homeless youth (A Family For Every Child, “About Us”, 2020).

9. What approach will you use to achieve the client's objective?

This advertisement will be presenting the service through a vignette strategy story. AdoptUSkids will inspire Amy to deeply consider her thoughts towards adoption. The service will continually support Amy through the adoption process through its countless personal stories and resources. By using AdoptUSkids, Amy knows that she is one step closer to having a family of her own.

10. Tone:

Inclusive, inspiring, rewarding, heartwarming

Works Cited

“About Us” *A Family For Every Child*. (2020).

“About Us” Raise the Future. (2020).

“Adopting as a Single Parent” *Children’s Bureau*. (2019, July).

AdoptUSKids. “Never Too Old for Family.” *AdoptUSKids Blog*, (17 August 2015).

“AdoptUSKids:Reviews” *Facebook*. (2014-16).

“Heart Gallery Mission” *National Heart Gallery of America*. (2020).

Keseric, Peter. “Gen Xers.” *ERE* (2016, January 6).

Osborne, Martha. “The Challenges of Single Parent Adoption for Women.” *Verywell Family*, (6 March 2020).

AdoptUSKids.org

11/12/2020

60 seconds

The Perfect Family

<p><u>MUSIC: LIGHT</u> <u>HEARTED MUSIC UP</u> <u>AND OUT</u></p>	<p>:03</p>
ANNOUNCER 1:	<p>Adopt-U-S-Kids does more than just providing adoption information, it brings families together like Kevin and Michael.</p>
MICHAEL:	<p>Kevin and I always dreamed of having children, As a gay couple we weren't sure if we'd qualify.</p>
	<p>But with the help of Adopt-U-S-Kids, a seemingly difficult process became an exciting experience that led us to our little girl.</p>
ANNOUNCER 1:	<p>After adopting Charlotte, we finally have the family we longed for, while becoming the parents Charlotte always needed. Or even families like Olivia and Amy</p>

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	<p>OLIVIA: As a teen, I thought I would bounce around foster care until I aged out.</p> <p>AMY: As a single woman, I never thought I could handle being a parent, But Adopt-U-S-Kids gave me the confidence to pursue adoption...</p> <p>OLIVIA: And gave me the mom I never thought I'd have.</p> <p>AMY: Ever since adopting Olivia, I can't imagine what my life would be without her.</p> <p>ANNOUNCER 1: There are thousands of kids in foster care, who are still waiting for a loving family. While you may not think you'd make the perfect parent, Just being a parent is perfect for them. For more information visit Adopt-U-S-Kids.org That's Adopt-U-S-Kids.org</p> <p><u>MUSIC:LIGHT HEARTED TUNE UP AND OUT</u></p> <p>:03</p>
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