

CREATIVITY

Email Newsletter

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Breaking

This morning in Washington, D.C., the Partnership for a Drug Free America unveiled a new campaign designed to warn parents and teenagers about the dangers of Ecstasy. The campaign includes print ads from <<http://www.dimassimo.com>>DiMassimo Brand Advertising and four television spots from Elsewhere Films director Adam Reed, all focusing on the case of Danielle Heird, a 22-year-old who died in Nevada after taking the drug. The print work reproduces Heird's death certificate, which lists the cause of death as "Acute drug intoxication (MDMA)." In one execution (left), the certificate and a photo of Heird serve as the background for the slogan, "Cause of Death: Ecstasy." In another, the document, presented like a coupon, is offered to parents as a way of starting a conversation about the drug with their children. "We know that ads alone can't change a lot," says Mark DiMassimo, president and ECD of DiMassimo Advertising. "They really have to become part of conversations between parents and kids. Our job is to provoke that."