



## Advertising Campaign

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Four clips make up this advertising campaign, which has been aired internationally as Public Service Announcements.

The series aimed to attract new members to the Movement by outlining some of the ways World Scouting is an active social force by using four key themes, 'Peace', 'Protection', 'Purpose' and 'Together'.

<u>Peace</u>	<u>Protection</u>
<u>Purpose</u>	<u>Together</u>

