146 - ELABORATION STAGES OF A SOCIAL CAMPAIGN PROJECT FOR PROGRAM OF MOTOR ACTIVITIES FOR DEFICIENTS (PROAMDE)

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Justification

The propaganda has of main point spread ideas and thoughts about a determined business brand product or service. These ideas and thoughts are presented in a persuasive form, with a finality form of positive thinking close to the audience.

Pinho (1991) classifies the propaganda according to the many sectors: economic, social, politic, religious, etc. One of the classifications refers to social propaganda, which deserves a special prominence.

In the social propaganda, all the type of social campaigns is joined: adoption of under aged, desnutrition, diseases, combat against racism, stimulate the practice of sport, etc. These types of propaganda are importants especially for presentation of social projects, community information, stimulating social responsibility and marking the partnership of businesses easier.

Like a form to sketch a practical model of publitical work for this type of propaganda, this research presents the ways one can elaborate a social project campaign for the Program of Motor Activities of Deficients (PROAMDE).

***BRIEFING:* Study about the client and service**

According to Freitas and França (2002, p.106) the briefing is the instrument used by professionals that work with communication, to attain specific information about an institute which one will work for and "it functions as initial to trace the profile of this client". It is from this main point that one can establish the path (planejament) to be the followed diving the project or campaign.

In the campaign project for PROAMDE, all the institute information has lifted this history and types of advanced activities; identified the public and the attendance to the client and community; and observed the line of services, the peoples while partners, identifying the advantages and disadvantages of the institute and its perspectives. Next, an analysis was done of the communication activities existents, verifying the utilized medias, the failers, incoerency and conflits in the communication.

We identified that PROAMDE is a extension project in the Federal University of Amazon (UFAM), without a lucrative ends, that has of main point furnish the development of potentials of the deficients of the city of Manaus, it will make possible the opportunity of academics of Physical Education practice the theoric knowledge acquired during the course.

The idea of the program emerged from a meeting in Brasilia called Meeting of Sport and Deficiency, which joined all the universities of Physical Education and national entity to treat, the work development with the deficient people. It was a proposal, in this meeting, the inclusion in the curriculum, a subject turned to the study of physical activities adapted and development from Extension Projects bounded for people with deficiency.

In 1991, emerged, an initial proposal, the program DESDEF with the game of tennis on a table adapted for deficients, developed with the Association of Physical Deficients. Today the PROAMDE is developing the work in the Federal University of Amazon with sports activities and Physical Education and in the HUGV with motor activities.

For backup support in the project, a few partnerships were present, like, Orbisat, Health Minestery, Sport Minestery, Educational Office of the State of Amazon (SEDUC), Petrobras, Deputy Pauderney Avelino, University Hospital Getulio Vargas (HUGV) and, with more participation the Federal University of Amazon (UFAM).

Currently, the program has about 278 users, between the age 2 to 71 years old, divided in groups for the realization of activities that compromises the Physical Education, basketball on wheelchairs, races, swimming, on Tuesdays and Thursdays from 14h to 18h at UFAM.

The PROAMDE has advantages that deserves to be considered as stimulating support for the proceeding project, for example: propounds valorous benefits for users, like, self-esteem, confidence, social inclusion, the stimulation for the activities and the search of knowledge about themselves. Although the participation oh UFAM counts, the largest patronizer of the program, that gives the space and benefits the academics that participate.

However, although the advantages, still exists few difficulties to be perfected for example: few public transportation; the disrespect with deficient people; and the lack of specialized professionals.

A way of expand the program attendment, the coordination notifies the construction of a gymnasium for the use of PROAMDE only, conclude the Rehabilitation Center in the HUGV and include other physical education activities and try to get other patronage to increase the divulgation, a way it can be done in a continuous form.

In spite of not having resource, this factor does not difficult the divulgation of the project, still in a humble form, because it has a mark that is presented in a creative way and reaches the public wanted, through posters on buses, t-shirts and raffle to sell along the year, also pamphlets distributed to collaborates in potential places and debates organized by the academics.

RESEARCH: Study of the market and consumer.

In this sector, researches were done with the institutes that attend people with deficiencies in Manaus and with students of PROAMDE. The purpose was to get to know the market and trace a profile of the public of the program.

It was observed that Manaus has about 22 institutes, including programs and projects, that promote sportive work, education and health directing for deficients, it attends 5,46% total of the deficients living in Manaus, that responds to 242.708, accordinig to the data at the IBGE 2000.

The execution of the research for the PROAMDE students, interviews and paper documents were used, from this method it was possible by the program under the vision of the public, to estimate the level of relation between each other, know the way the public got to know the program and point some characteristics about this public.

About the 'level of satisfaction', it was analyzed separately the vision of new and old students, because the new students do not have a lot contact with the class during the research and do not have a opinion about the program. This thought justifies the 43% of the students that didn't give an opinion. For the old students the 70% of 'great' maintains.

In the student's opinion about 'that PROAMDE needs to improve', 21% of the new students did not give opinions. 25% of the old students gave the opinion 'other', pointing to transportation as a main difficulty. Moreover, that take attention, there are some old students (9%) that thinks the program does not need to improve, which shows their total satisfaction.

Another part of the research is done with the total of the people interviewed (old and new students), with question directed to get to know the target. It was verified that the biggest part of the students, represented 58%, has their mother as a companion to an activity.

The area of living was also observed; it makes easier and betters the campaign relation with the target. It verified that most of the PROAMDE students reside on the east side of the city, totalizing 27%, and 23% on the south. On the western, west, southern and north side, presented a percentage of 6%, 12%, 10% and 17% respectively, these areas deserve more attention when intend to reach a potential public.

Under the aspect of divulgation things get evident for deficiency communication, most part (51%) knew of the program from a friend. Despite of the divulgation was done on posters in public transportation, this vehicle only reached 34% of the people interviewed.

PLANEJEMENT OF COMUNICATION: Situational analysis.

For treating about marketing decisions, the communication planejement needs a situational analysis that will let an appreciation of the environment be done; of the market; of the demand and competition; for later a swot analysis be done, defining the potentials and fragilities, problems and opportunity.

The ambient comprises larger knowledge of this public. On the legal political scenery, observes the existence of laws that protects people with deficiencies permitting the access to jobs, the guarantee of a retirement and benefits, the access a public jobs, etc; Under an economic aspect, notice that the mother is the responsible for accompany the deficient son, making harder to practice work and not helping to contribute to the families spending; Also social culture value, which comes from the catholic church, from a campaign of fraternity, with the theme "Fraternity and People with Deficiency", intending call attention of society.

The technological advance has contributed significantly to the perfection of equipments directed to the deficient people. Softwares and hardwares, digital clocks, electronic urn, electronics and vehicles are adapted according to the need of the public.

However, the access of technology and culture has been compromised, due to the isolation of deficients to a restricted center. It's possible put a blind person in a normal class in any school, but all the books are printed matter on paper. Another problems are teachers know Braille.

Observing the market, we see that the total of deficients that reside on the city of Manaus, the PROAMDE attends only 0,11%, but this number can be increased after the construction of the gymnasium.

Other institutes develops work for deficients too, being in the position of "competition" directly or indirectly of PROAMDE. However they cannot be a treat for the project, because this market is not predatory, in other words, it is not a risk to the PROAMDE.

On the Swot analyses, observe that PROAMDE receives main potential support from UFAM, the stimulation to social interaction, and the incentive to scientific initiation; moreover it is a gratuitous social project. The little availability of financial resources and partners, an inefficient divulgation and the reduced number of professionals are fragilities that have to be surpassed.

Following the analysis, as opportunities, we observe the possibility to amplify the attendment and divulgation, conquer the support of businesses in the district and set up a market for Physical Education. Threats exists due law degree of instructions of students and some followers, that difficults the knowledge of the written message used on the propaganda; the lack of knowledge, from society, the existence of PROAMDE and the lack of item to make the communication in a more efficient and effectual way.

COMPAIN PLANEJEMENT: action strategy

The communication research and planejement can trace a company planejament to establish strategies to use on the campaign.

"Armando Sant'Anna preconizes that the planejement has to be a prevision and formation of criterions, to examine the future and elaborate a plan of action". (Sant'Anna. *In:* RAMOS, 1998 p. 42). In this sector the objectives are fixed and, are specially determined to the public that we intend to reach and the thought is transmitted to the client for this target.

The objective of the campaigns is to divulge the institutional image of PROAMDE and receive funds to spend on its reconstruction, that needs at first receive investments and quest partnerships for later on improve its physical space, on divulgation, acquaintance, of equipments of support and like that attend a larger part in the market.

Sketching communication strategies, we observe what and how to communicate, in a creative way. Wanting to persuade and conquer the population, motive language was used as a strategy toll and reference, on the same time we want to conquer the public to participate and collaborate with the program, forming potential patronizers and building a positive image of the project.

The campaign has a rational and informative boarding, supporting the rights of deficients and the importance of exercises for citizenship. The ideas were expressed in a simpler and clear way, presenting the values and advantages of the program as a mains argument.

Following a purpose line, the compain directioned to society of Manaus and the chosen media obey the characteristic of the public. Like this, the campaign has an introduction documentary, of 6'; a VT of 30"; a spot of 30"; newspaper, outdoor and busdoor announcement; folder and posters; and promotional material to be sold with the purpose to receive funds for the maintenance of the program.

MEDIA: Study of the media

In this sector a study was done of medias that could be used in the campaign, taking in consideration the more appropriate way to deliver a message to the potential consumer. The purpose the vehicle was chosen is related to the price, the audience and public. The chosen media was the television, radio, outdoor, the busdoor, poster A3, the folder A4 and the promotional material like shirts, shorts, pants, hats, pens, folders, pen carrier, key chains, stickers, calendar, cups, purse, telephone, agenda, mouse pad and page marker.

This is the fist time the PROAMDE invests in a publicity campaign with the purpose to spread the program all over the city of Manaus. That is why it uses announces in every different ways in vehicles, fixing simultaneously the message and mark.

In many possibilities verified that the more adequate communication strategy would has detached the student's potentials of PROAMDE. That is from where comes the theme "PROAMDE: developing potentials".

With media strategy we talk to society as one, using the mains vehicles of communication, privileging the campaign

embrace. To reforce the campaign to privities companies was produced a institutional video containing six minutes of PROAMDE presentation, that will be supported by a folder containing all PROAMDE's information. The program depends on financial resources, so the method used was to leave on all of the vehicles a space for the divulgation of the marks potential patronizers present on the campaign.

CREATING: creating the peaces

Here it is wanted justify the creation of the publicity pieces, in a way we can explain the notion of the material. The message for the VT and radio are the same text because we just want to deliver the message. In these medias, we communicate to society about the PROAMDE, the message is delivered in an appellant way, using the phrase "Participate and collaborate". The name PROAMDE is used more than once for the public can become familiar with the name.

On the outdoor businesses, busdoor and newspaper the campaign used the same layouts.





ANTES



DEPOIS

The picture design represents a stage. The doll inside the circle represents whom the program attends. The predominate colors, orange, sky blue and dark blue was chosen because are the same color of the mark. These colors represents action, youth and meditation. With this, it intends to take the public to think and act. The name PROAMDE receives respect, has detached and centered. The doll is a mark used by the program, but a few changes were done for a better layout.

The promotional material is a functional vehicle, that it has determined utility. The selected items are objects of people consume frequently. This method makes the public more familiar with the mark and it makes possible for collaboration with something thal will be useful for them.

The application of the mark in objects is standardized, using the same colors, position and characters. The quality of the product is important to take a good impression of the mark. The creation of objects with differents colors and models has the purpose to take the consumer to collect the product, promoting the continuous sale.

FINAL CONSIDERATION

Its persuasive force, the propaganda is an instrument used to information the consumer society, like promoting social action. The purpose of this research is to make easier the elaboration of a campaign, and stimulate the practice of publicity in social projects, defining sector directed the campaign, determining the objective, the public-target and media, through selected, organized and structured information, that result the end of final product, in the propaganda, which has to be produced so the finalities can be reached.

Observing how to better attend the benefited and conquer new partners, the campaign for PROAMDE now has the theme "Developing potentials", this is the slogan presented in the media businesses, electronics and promotional material.

The public and investment are fundamental elements for the existence of social projects. In that way the publicity practice makes viability easier the conquest of this public and investments, it also makes people see and think about social responsibility. The support and participation are necessary for investors on the process of elaboration and production of a campaign coming to be partners.

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ELABORATION STAGES OF A SOCIAL CAMPAIGN PROJECT FOR PROGRAM OF MOTOR ACTIVITIES FOR DEFICIENTS (PROAMDE)

ABSTRACT

This article has the objective of present's elaboration stages to realize a social campaign for the Program of Motor Activities for Deficients (PROAMDE), using bibliography, documental and field researches to fundament an elaboration of strategies action and all creative process. The PROAMDE has no lucrative ends, that try to reaches the necessities of the Manaus' deficients, the social propaganda is an instrument to confirmed positive image faced with society, once the society is informed about the work developing for the program, conquest new partnerships and stimulating the quittance of human values and social responsibility. For the elaboration of the campaign, the stages let a systematic information, which is selected through the briefing and research, organizing the communication planejement, the campaign planejement, and media; and finally, its structured in the creation, resting to be produced and propagated to get concrete results. The proposal to adapt a social propaganda for the divulgation, investment and turn society conscious, it can stimulate another social project to adapt the same idea, we just need the participation and support of businesses to this objective.

Keywords: Social propaganda, Publicity campaign, PROAMDE.

LES ÉTAPES POUR L'ÉLABORATION D'UN PROJET DE CAMPAGNE SOCIAL POUR LE PROGRAMME DES ACTIVITÉS MOTEURS PAR DÉFICIENTS (PROAMDE)

RÉSUMÉ

Cet article a comme objectif présenter les étapes d'élaboration pour la realisation d'une campagne social pour le Programme des Activités moteurs pour déficients (PROAMDE), en utilisant la recherche bibliographique, documental et de l'occasion comme forme de fonder une élaboration des stratégies de l'action et de touut le procès créative. Le PROAMDE est un programme sans fins lucratifs, que cherche considérer les necessités des déficients de Manaus, la propagande social se rendre un instrument (outils) d'affirmation positif de son ressamblance devant la societé, une fois que informe la communauté sur le travail dévellopé, qui viabilizent des nouvelles societés avec encoraugement pour resgater des valeurs humaines et de la responsabilité social. Pour l'élaboration de campagne, les étapes permettrent un système d'informations, lequels sont selecionées à travers do *« brienfing »* et de recherche, organisées dans l'étape du plan de communication, plan de campagne et de « mídia », et il y a une structure consolidée en création, pour rapporter et observer par qui les résultats soient concrets. La proposition de adopter la propagande social pour la divulgation, investissement et la conscience pêut estimuler autres travaux sociaux pour adopter le même idée, il faut la participation et l'appui des entrepreneurs pour cet fin.

Mots - Clefs: Propagande social, campagne publicitaire, PROAMDE

ETAPAS PARA LA ELABORACIÓN DE UN PROYECTO DE CAMPAÑA SOCIAL PARA EL PROGRAMA DE ACTIVIDADES MOTORAS PARA DEFICIENTES (PROAMDE).

RESUMEN

Este artículo tiene como objetivo presentar las etapas de elaboración para la realización de una campaña social para el Programa de Actividades Motoras para Deficientes (PROAMDE), utilizando investigación bibliográfica, documental y de campo como forma de fundamentar la elaboración de las estrategias de acción y de todo el proceso creativo. Debido a PROAMDE ser un programa sin fines lucrativos, que busca atender las necesidades de los deficientes de Manaus, la propaganda social se torna un instrumento de afirmación positiva de su imagen frente a la sociedad, una vez que permite informar a la comunidad sobre el trabajo que viene desenvolviendo, viabilizando nuevas sociedades y estimulando el rescate de los valores humanos y de la responsabilidad social. Para la elaboración de la campaña, las etapas permiten una sistematización de informaciones, las cuales son seleccionadas a través del *brienfing* y de la investigación, organizadas en la etapa de planificación de comunicación, planificación de campaña y de la media y, finalmente, son estructuradas y consolidadas en la creación, restando ser producida y propagada para que los resultados sean concretos. La propuesta de adoptar la propaganda social para la divulgación, investimientos y concientización, puede estimular otros proyectos sociales a adoptar la misma idea, basta la participación y el apoyo de empresarios para este fin.

Palabras claves: Propaganda Social, Campaña Publicitaria, PROAMDE.

ETAPAS PARA A ELABORAÇÃO DE UM PROJETO DE CAMPANHA SOCIAL PARA O PROGRAMA DE ATIVIDADES MOTORAS PARA DEFICIENTES (PROAMDE).

RESUMO

Este artigo tem como objetivo apresentar as etapas de elaboração para a realização de uma campanha social para o Programa de Atividades Motoras para Deficientes (PROAMDE), utilizando pesquisa bibliográfica, documental e de campo como forma de fundamentar a elaboração das estratégias de ação e de todo o processo criativo. Por ser o PROAMDE um programa sem fins lucrativos, que busca atender as necessidades dos deficientes de Manaus, a propaganda social torna-se um instrumento de afirmação positiva de sua imagem frente à sociedade, uma vez que permite informar a comunidade sobre o trabalho que vem desenvolvendo, viabilizando novas parcerias e estimulando o resgate dos valores humanos e da responsabilidade social. Para a elaboração da campanha, as etapas permitem uma sistematização de informações, as quais são selecionadas através do *brienfing* e da pesquisa, organizadas na etapa de planejamento de comunicação, planejamento de campanha e da mídia e, finalmente, são estruturadas e consolidadas na criação, restando ser produzida e veiculada para que os resultados sejam concretos. A proposta de adotar a propaganda social para a divulgação, investimentos e conscientização, pode estimular outros projetos sociais a adotarem a mesma idéia, basta a participação e o apoio de empresários para este fim.

Palavras-chaves: Propaganda Social, Campanha Publicitária, PROAMDE.