

Tahapan Pesan
dalam
COPY AD.

STRATEGI KOMUNIKASI

Cara, mengatur, tujuan

5w+1h+effect

Perilaku → berubah



Pesan 'awet', kata kunci 'terus terang' muncul tagline *terus terang, terang terus*



What To Say

Solusi →

Cara memasukan pesan ke fikiran TA agar dipahami

Membuat pesan verbal (menemukan kata kunci)



PESAN KAMPANYE

How To Say

1. Pendekatan:

- Agama
- Budaya
- Gaya hidup
- Teknologi
- Pendekatan

2. Sifat

- Formal
- Serious
- Humor
- Santai
- Atraktif
- Horor

3. Majas

- Hiperbola
- Personifikasi
- Sarkasme
- Metafora
- Dramatisasi

Copy ad adalah bentuk pesan komunikasi iklan berupa penyusunan teks iklan yang dapat didukung oleh visualisasi. '**Content**' *copy ad* yang baik diutamakan dengan kalimat yang padat / ringkas saling mendukung antara *copy text* dengan visualisasi, sehingga bisa :

- **Menggugah**,
- Menggambarkan **Esensi Pesan** dan
- **Personality**.

Tahap Memahami Permasalahan

1. Memahami latar belakang permasalahan
Mampu mengolekting fakta dan data-data serta dapat mengidentifikasi pokok masalah
2. Memahami "*Problem Statement*"
Pesan persuasi harus berdasarkan objektivitas permasalahan
3. Memahami "*Insight & Lifestyle*" konsumen
Pesan harus "nyambung" dengan keinginan, emosional dan fantasinya konsumen, sehingga "*Get to the heart of the problem*"
4. Memahami "*Benefit Product*" dan "*Service*"-nya
Cari *Brand Essence* atau inti masalahnya (harus lebih spesifik dan "*single minded*").

Bentuk **display copy** lainnya :

Tagline (=Slogan citra merek)

adalah frasa ringkas yang mudah diingat untuk melengkapi penjelasan ide kreatif visual dan biasanya diletakkan diakhir iklan. Mengandung (tercipta dari) pesan *brand* yang kuat dan mewakili citra/positioning produk.

Usia pemakaian tagline pada kasus sosial / brand produk tidak selamanya. Seringkali tagline diganti menyesuaikan perkembangan pasar dan gaya hidup target audience-nya

Contoh lain **Tagline** :

"*NIKE, Just do it*", "*ADIDAS, Impossible is Nothing*".

"*CLEAR, Ketombe Siapa Takut?*" (Clear, 1994-2012)

"*CLEAR, Tak Ada Lagi Ketombe*" (Clear, 2012)

"*TVONE News and Sports, Terdepan Mengabarkan*", 2010

"*TVONE News and Sports, Menuju Satu Dunia*", 2011

"*TVONE News and Sports, Brings A Life*", 2012 - sekarang

WTS YAMAHA - Keunggulan

(Positioning/Keyword) :

"Mesin responsive & bertenaga besar"

Tagline YAMAHA :

"Teknologi YAMAHA, Semakin Di Depan"

"YAMAHA, Nomor 1 di dunia"

"Asal YAMAHA Yang Lain Makin Ketinggalan"

"Yang Lain Makin Jauh Ketinggalan"

***COPYWRITING* Category**

Dua kategori copy ad. yang digunakan oleh iklan media cetak :

Short Copy (Display copy)

Mencakup *Copy Ad* saat pertama kali dibaca.

Elemennya berupa judul, subjudul, *tagline*, dan slogan. Istilah dalam surat kabar : headline, subheadline.

Long Copy (Body copy / Information Copy)

berisi elemen yang dirancang untuk memberikan **informasi lebih detail.**



Copy Text on Media (Timing & Character)

1. *Immediately Time* (5 – 10 detik)

Billboard, Neonbox, Poster

Waktu untuk memperhatikan singkat, terutama yang di tempatkan di jalan-jalan raya jalur cepat. Pesan copy text harus singkat dan padat. Poster tergantung dimana penempatan. Sehingga *copy ad.* yang dimuat tergantung kondisi tersebut.

2. *Short Time* (10 - 20 detik)

Poster, X-Banner, Tabloid, Newspaper

Media yang memuat teks yang lebih panjang ditambah dengan pesan informatif karena saat membaca memiliki waktu hingga 30'-an

3. *Long Time* (20 - ... detik)

Tabloid, Newspaper, Magazine, Leaflet, Brochure, Website

Media yang dianggap intrusif karena biasanya dibutuhkan untuk mencari informasi yang lebih detail. Saat membaca bisa dilakukan dengan waktu yang cukup lama.



Perception Impact

1. ATTENTION (Stopping Power)

Immediately Time/Short Copy: Headline, Tag-line singkat

2. INTEREST (Holding Power)

Short Time/Shot Copy : Sub Headline, tagline

3. MEMORY (Sticking Power) & INFORMATIF

Long Time : Body Copy, Information Copy

IMPACT : Causing of suprise, striking, astonishing

CONTOH TAGLINE IKLAN

1. Mengenal Target Konsumen

- Dunia Cewek, Dunia Gadis (Majalah Gadis)
- Pria Punya Selera (Gudang Garam International)

2. Gali Keunggulan Produk

- Bukan Cuma Ayam (CFC)
- TerusTerang Terus Terus (Lampu Philips)

3. Tonjolkan manfaat produk

- Cara tepat jual cepat (OLX)
- Membersihkan paling bersih (Rinso)

4. Memperjelas Produk / Jasa Layanan yang Ditawarkan

- Toko Handphone Online Indonesia (oke.com)
- Pet Store Online Indonesia (Depuppy)

5. Mendeskripsikan Misi

- Mengatasi Masalah Tanpa Masalah (Pegadaian)
- Membangun Bersama (Holcim)
- Inspirasi untuk Perubahan (Republika)

6. Memprovokasi

- Orang Pintar Minum Tolak Angin (Tolak Angin)
- Oli Anda Top One juga kan?

7. Mengungguli Diri

- Jelas Lebih Enak (Kapal Api)
- Jaminan Mutu (Baygon)

1. ATTENTION (Stopping Power)

Short Copy

CI A A A A T



Rasakan Khasiatnya



1. ATTENTION
(Stopping Power)

Short Copy

Rasakan Sensasi Segarnya




1. INTEREST (Holding Power)


Short Copy

RASAKAN DAHSYATNYA!
— Keajaiban Untuk Kuasai Harimu —





 Rasakan kemurnian susu sapi asli yang diproses dengan cara terbaik, mengandung nutrisi lengkap dan seimbang untuk bantu kamu menguasai hari.
www.nestle.co.id


Good Food, Good Life

SHAMPOO
NATUR

ATTENTION "SHORT COPY"

**Rambut
RONTOK!!!**



NATUR
SHAMPOO
NON-DITERGENT



INTEREST
"SHORT COPY"



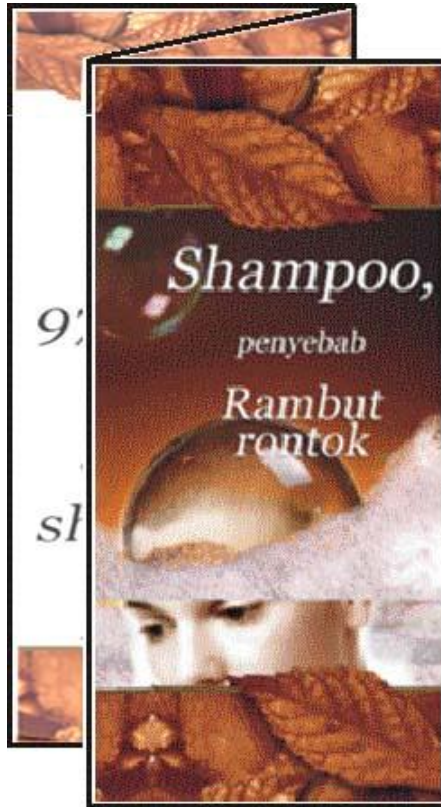
SHAMPOO
Penyebab rambut
RONTOK!!!

97% Penyebab kerontokan pada rambut disebabkan oleh pemakaian shampoo yang memiliki kandungan deterjen.

NATUR
Pencuci Rambut
Non Deterjen

INFORMATION

"LONG COPY"



29,7 cm

97% Penyebab kerontokan pada rambut disebabkan oleh pemakaian shampoo berdetefjen



Layanan Konsumen
J. Tebet Barat I no. 10 Jakarta-Indonesia
Telp (+62-21) 8337523-24
Fax (+62-21) 8337525
Info lebih lanjut : www.gondokwangi.com

Shampoo, penyebab Rambut rontok



NATUR
Pencuci Rambut Non Detetjen

21 cm

21 cm

NATUR
Pencuci Rambut Non Detetjen

97% penyebab kerontokan pada rambut disebabkan oleh pemakaian shampoo berdetefjen

Shampoo, penyebab Rambut rontok

sh

KARTU TANGGAPAN KONSUMEN			
Berkas konsumen:			
Nama _____			
Usia _____			
Alamat _____			
No. telp _____			
Lama menggunakan Natur _____			
Jenis Natur yang digunakan _____			
<p>Sebutkan pengalaman Anda dan berikan beserta kartu respon konsumen NATUR no. 12104, serta dan pengalaman yang menarik akan mendapat hadiah cantik pemberian NATUR.</p> 			
<p>Kirimkan segera ke: PO BOX 8522 JKT 12104</p>			

21 cm

REXONA
FOR TEENS



Berani lebih dekat

Belum pernah aku melihat mata seindah miliknya.
Saat kuulurkan tanganku untuk kenalan,
kulihat pupil matanya membesar.
Aku tahu... dia juga suka aku.

Berani lebih dekat.



Aku Malicca. Katanya,
Aku perhatikan, telinganya seperti tanda tanya,
Entah kenapa aku yakin dia akan jadi sahabatku...
dan membantu menjawab pertanyaan-pertanyaan
hidup yang aku tidak tahu.

Berani lebih dekat.



32,
33,
34,
35!

Itulah jumlah bintik hitam di wajah Annie yang baru saja kukenal. Aneh... jumlahnya sama dengan jumlah mantan cowoknya.

Berani lebih dekat.





RAISE YOUR HANDS IF YOU WANT
**WHITER UNDERARMS
FROM WITHIN
IN 2 WEEKS**

There's no need to fret about your underarm armpits. Rexona Skin Light with Sunflower Sun! Oil penetrates deep into the skin to help react to melanin formation. It also helps increase skin renewal to reveal whiter underarms in just weeks. Change your deo today and raise your hands with confidence 2 weeks from now from



STEP 1



STEP 2



STEP 3



REXONA SKINLIGHT
WITH SUNFLOWER OIL



Rexona

It won't let you down

Ready for your 1st date

TIPS 'N TRICKS

Een slimme maid is goed op haar date voorbereid. Met een paar kleine trucjes vergroot je de kans op een knuffeltje. **Prepare & Beware.**



1 - Relax

Probeer te ontspannen. Niemand is perfect. Geven van de voorkeur aan de spanning, het is eigenlijk te laat.

2 - Time is an great ally

Wacht je niet voor je date aan. Het is beter je een beetje te laat te komen dan te vroeg. Het is beter dat de eerste 10 minuten afbreken in je handen.

3 - Justine in a long

Geef een fluitje van in al het andere je op een andere manier je zelfvertrouwen. Het is eigenlijk.

4 - You're not the only one

Waggen van dat het ook niet andere date met jou is. Het is niet in je hand. Het is niet in je hand. Het is niet in je hand.

5 - Clean & Grooming

Maak van de laatste avond je schoon. Clean & grooming.

6 - Take it easy

Zorg dat je op tijd vertrekt. Het is niet in je hand. Het is niet in je hand. Het is niet in je hand.

7 - Stand by

Neem stappen van anderen. Zorg dat de eerste avond is niet in je hand. Het is niet in je hand. Het is niet in je hand.

Rexona Girl
www.rexona.nl



THIS IS THE MOMENT!

Oog in oog met je droomprins.

Je moet je leven in tweeën splitsen. Het is niet in je hand. Het is niet in je hand. Het is niet in je hand.



1. Het is niet in je hand. Het is niet in je hand.



2. Het is niet in je hand. Het is niet in je hand.



3. Het is niet in je hand. Het is niet in je hand.

Je moet je leven in tweeën splitsen. Het is niet in je hand. Het is niet in je hand. Het is niet in je hand.

Je moet je leven in tweeën splitsen. Het is niet in je hand. Het is niet in je hand. Het is niet in je hand.

Je moet je leven in tweeën splitsen. Het is niet in je hand. Het is niet in je hand. Het is niet in je hand.

Rexona Girl
www.rexona.nl



project: "NSYNC"

duration: TVC 45's Final

agency: Dyll Communications

prod. house: Straight Shooters

product: Reona Teens

advertiser: Unilever

producer: Chat Montenegro

director: Erin Pascual

colorist: Marilen Magpaytay

editor: Louise/Alex

date: May 24, 2007

LISTERINE
MOUTHWASH

ATTENTION
"SHORT COPY"



NO ONE
needs
to know



ATTENTION

"SHORT COPY"



What will your mouth go through today?

ATTENTION
"SHORT COPY"



LISTERINE[®]
ANTISEPTIC MOUTHWASH

ATTENTION
"SHORT COPY"



GERM
KILLER.

KILL the GERMS. FEEL the CLEAN.™



ATTENTION

"SHORT COPY"



What will your
mouth go through today?

ATTENTION
"SHORT COPY"



What will your
mouth go through today?

INTEREST
"LONG COPY"



DEEPER CLEAN
LISTERINE
COOL MINT
ANTISEPTIC

**BRUSHING
MISSES 75%
OF YOUR MOUTH**
LISTERINE
CLEANS
— VIRTUALLY —
100%

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INTEREST
"LONG COPY"



NEW!

LISTERINE[®]
ULTRACLEAN[™]

LONG LASTING
DENTIST
CLEAN
FEELING

THE **ONLY** LEADING MOUTHWASH WITH

 **ANTI-TARTAR**
INGREDIENT

 **NEW EVERFRESH**
TECHNOLOGY

PLUS ALL OF THE GERM AND PLAQUE KILLING BENEFITS OF ORIGINAL ANTISEPTIC

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INFORMATION PERSUASION "LONG COPY"

There's no deeper clean
than **LISTERINE**



- Eliminates up to **99.9%** of oral bacteria.⁽⁹⁾
- Kills bacteria without disrupting the balance of oral flora.^(7,10)
- Reduces plaque by up to **56%** more than brushing alone.⁽¹¹⁾
- Delivers a whole-mouth clean.^(6,12,7)
-Protects against bacteria on the teeth, between the teeth, and just below the gumline.
- Use twice daily for up to **24 hours** fresh breath protection.⁽¹³⁾

Proven safe and effective for long-term daily use

-Evidence from numerous **real-world studies** confirms the safety and efficacy of **LISTERINE**^(14,15)

REFERENCES:

(1) Robert G, Rubin M, Shostal M. Antiseptic mouthwashes reduce microbial cell surface alterations. *Am J Dent*. 1993;6(1):271-275. (2) Wolff LF. Chemotherapeutic agents in the prevention and treatment of periodontal disease. *Southwest Dent*. 1995;44(6):12-24. (3) Christophers Schevchik PhD, University of Southern California School of Dentistry, Center for Biophysics, Data on file, WmWalt, PFC, Inc. (4) Donahue CD, Muller TJ, Dugan LG, Minak GE, Mahan C. Comparative effects of 2 chemotherapeutic mouthwashes on the development of supragingival dental plaque and gingivitis. *J Clin Periodontol*. 1990;17(1):57-61. (5) Lameris B, Akana HC, Seliger WC, Gordon JM. The effect of Listerine on reduction of existing plaque and gingivitis. *Clin Prev Dent*. 1993;15(1):2-6. (6) Fine DH, Markovitz X, Fargang D, et al. Effect of rinsing with an essential oil-containing mouthrinse on subgingival periodontopathogens. *J Periodontol*. 2002;73(10):1935-1942. (7) Sheiik GE, Caffarel LG, Overholser CD, et al. Effects of 6-month use of an antiseptic mouthrinse on supragingival dental plaque microflora. *J Clin Periodontol*. 1989;16(6):347-352. (8) Lux PHD, University of California, Los Angeles, 2006-2010. (9) Allen RW, et al. Bacterial architecture of subgingival plaque. *Am Rev Med* 1961; 81: 598-608. (10) Walker C, Clark W, Whitaker T, Lamon R. Evaluation of microbial shifts in supragingival plaque following long-term use of an oral antiseptic mouthrinse. *Abstract 1245*. *J Dent Res*. 1995;74:472. (11) Charles CH, J Am Dent Assoc. 2002;132(2):24-27. (12) Perceoli R, Pitts G. Effects of an antiseptic mouthwash on endogenous microflora in the human gingival crevice. *J Dent Res*. 1978;57(2):175-179. (13) Fox DM, et al. *J Clin Periodontol*. 2005;32:135-145. (14) Chalkin OJ, Sharma NC, Gallatianni HJ, Qajiqh L, McGuire JR, Vincent JM. Comparative efficacy of an antiseptic mouthwash and an antibacterial/gingivitis dentifrice: a six-month clinical trial. *J Am Dent Assoc*. 2006;137(1):67-75. (15) Grossman L, Moshel AB, Isaac R, et al. A clinical comparison of antibacterial mouthwashes: effects of chlorhexidine, phenolics, and sanguinaria on dental plaque and gingivitis. *J Periodontol*. 1989;60(3): 431-440.

For further information contact:

Main Office: Sand 1 & 2 Block 1154 Nazam El Mahomet El,
Wasson Square, Mawken Sheraton, Cairo-Egypt
Tel: (002) 23679148/29 - (002)2679192/93 - Fax: (002) 23679129/194

Johnson & Johnson

Johnson & Johnson

There's No Deeper
Clean Than
LISTERINE



COOL MINT

75%

DESCRIPCIÓN:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

COMPARTIR EN TU MURO

RECOMENDAR A UN AMIGO

RANKING

¿Y TU QUE METES A LA BOCA?

Sube una foto original enseñándonos que te metes a la boca e invita a tus amigos a clickear en "me gusta" para ganar.

SUBIR FOTO

LISTERINE Cool Mint
ANTISÉPTICO LOCAL
Ayuda a eliminar los
bacterias que causan
el mal aliento



User Name
Add Friend

User Name
2 mutual friends
Add Friend

User Name
Add Friend

User Name
2 mutual friends
Add Friend

User Name
Add Friend

Sponsored See All

Justia

Justia
Free Law!

Justia is helping make court cases, codes & government info Free for the Internet community. Click LIKE if you support Free Law!

Like - Alejandro Kleisner likes this.

Escalada hasta 70% Off
groupon.com.ar



Escalá en roca o muro con hasta un 70% Off. Regístrate y recibí ofertas en equipamiento y clases de escalada

El Tigre \$249
ad.letsbonus.com



¡Romance y relax a orillas del río! Escápate a Tigre, descansa en Marcopolo Suites Náutico con 50% Dto. ¡Anotate!

HEINZ
KETCHUP

"Good things come to those who wait"



WITHOUT





WITHOUT





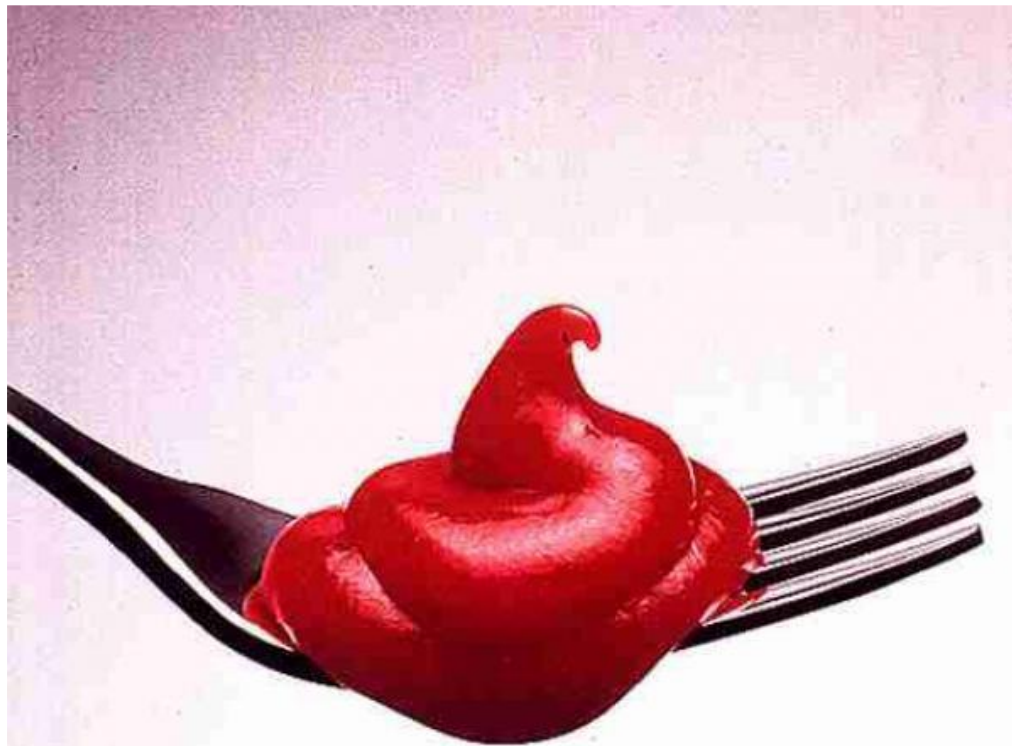
Makes fries happy.



GODFATHER KETCHUP!



ORDINARY THINGS, EXTRAORDINARY TASTE!



IT'S THICKER THAN SAUCE





No one grows Ketchup like Heinz.

CUP SOUP JUST GOT BETTER. HIP HIP PUREE!



- ✓ PUREE NOT POWDER
- ✓ 1 OF YOUR 5 A DAY
- ✓ NO ARTIFICIAL COLOURS, FLAVOURS OR PRESERVATIVES

IT HAS TO BE **HEINZ**



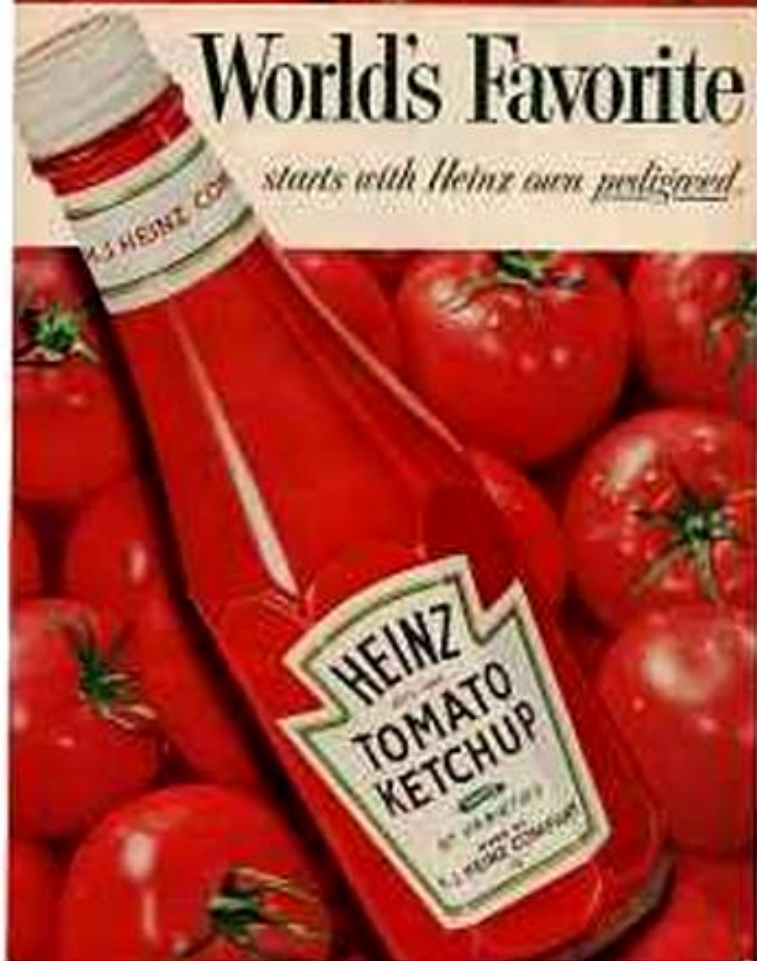
Heinz *Jet-Age* Values

You can fill your cart with real bargains when your grocer features Heinz Jet-Age Values...57 Varieties of timesaving, good-tasting foods!



World's Favorite

starts with Heinz own prestigious



Flavor

from fresh tomatoes



Enjoy these sun-ripened products in
Heinz Ketchup—their natural tomato flavor
is family-favorite and is your cooking, too!

HEINZ TOMATO KETCHUP is made with Heinz own
prestigious, sun-ripened tomatoes, vinegar, salt, and spices.
It's the classic taste of Heinz Ketchup, and it's your cooking, too!

HEINZ TOMATO SAUCE is made with Heinz own
prestigious, sun-ripened tomatoes, vinegar, salt, and spices.
It's the classic taste of Heinz Tomato Sauce, and it's your cooking, too!

HEINZ TOMATO PASTE is made with Heinz own
prestigious, sun-ripened tomatoes, vinegar, salt, and spices.
It's the classic taste of Heinz Tomato Paste, and it's your cooking, too!



57
THE COLOR
OF TOMATO
KETCHUP

HEINZ
TOMATO PRODUCTS



The long and the short of it is... no other ketchup tastes like Heinz

There's a new shape in Heinz Tomato Ketchup bottles—a 12-oz. bottle with a wider, easier-pouring neck. But whether you buy it in the new shape or the old shape it's still the same Heinz Tomato Ketchup. The ketchup that tastes different.

It tastes different because we make it different. We don't use artificial flavouring, preservatives,

artificial colouring, or thickeners. We use nothing but natural ingredients in Heinz Tomato Ketchup—ripe tomatoes (over a pound and a half in every 12-oz. bottle), homely spices, and Heinz know-how.

That's the difference. And that's why, in any shape or form, no other ketchup tastes like Heinz.

No other ketchup tastes like Heinz

Enjoy the better flavor of Heinz Ketchup in your cooking and at the table. So rich and thick it goes further, costs less to use.

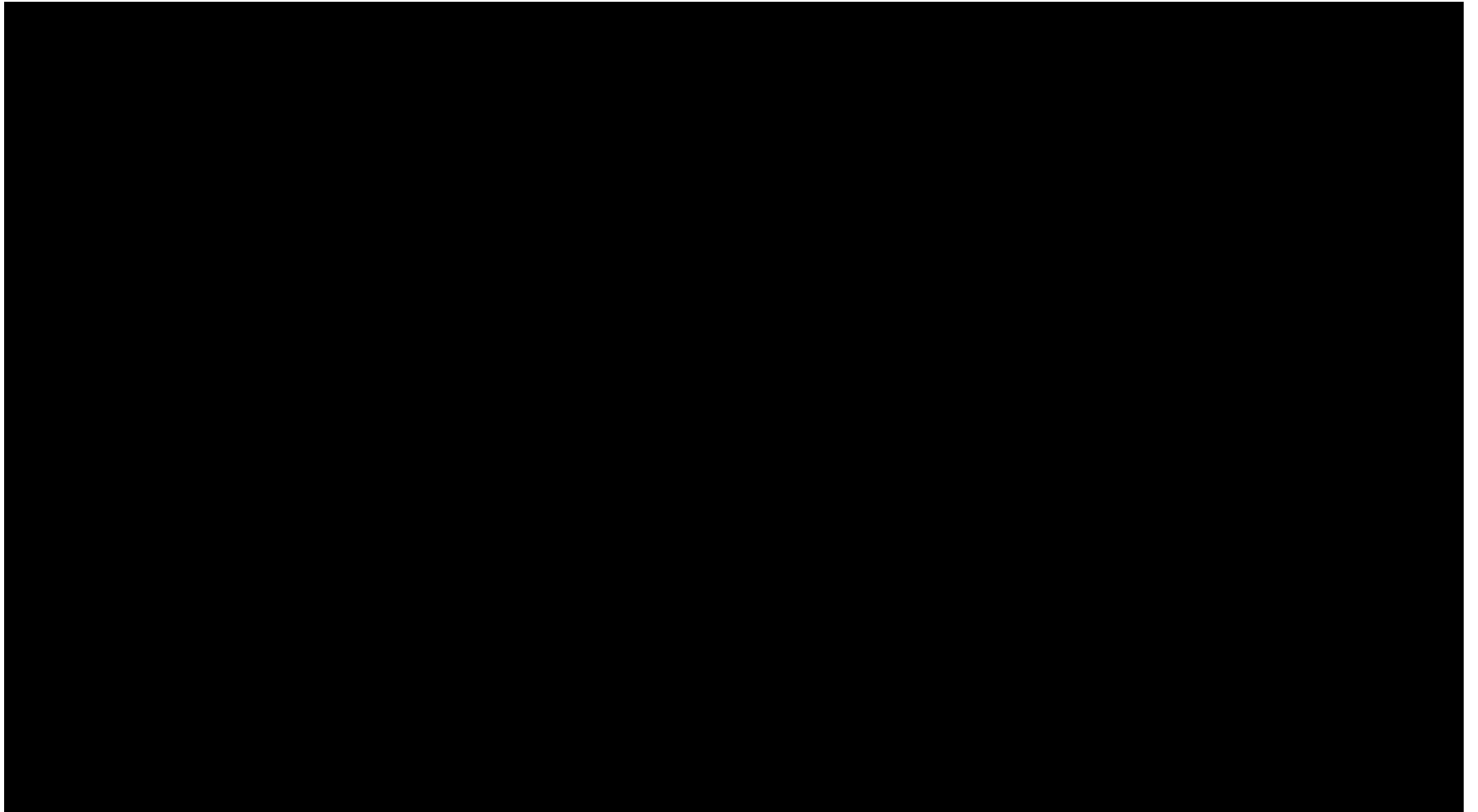


Our best
to you in
1957

Cook With Ketchup

BARBECUED FISH—Heat oven to 375°F. Place 1½ lbs. fish fillets in greased shallow baking pan. Brown 2 Tbs. chopped onion in 1 Tbs. shortening. Add ¾ cup Heinz Ketchup, ¼ cup Heinz Vinegar, 1 Tbs. Heinz Worcestershire Sauce, 2 Tbs. brown sugar, ½ tsp. salt. Simmer 5 min. Pour over fish. Bake 30 min. or until fish is tender. Makes 5 to 6 servings.

FREE: 32-page Heinz \$25,000 Cook-with-Ketchup-Contest Recipe Book. Send one neckband from a bottle of Heinz Ketchup to "Cook with Ketchup," Box 1957, Pittsburgh 30, Pa.





Heinz
(housewife)

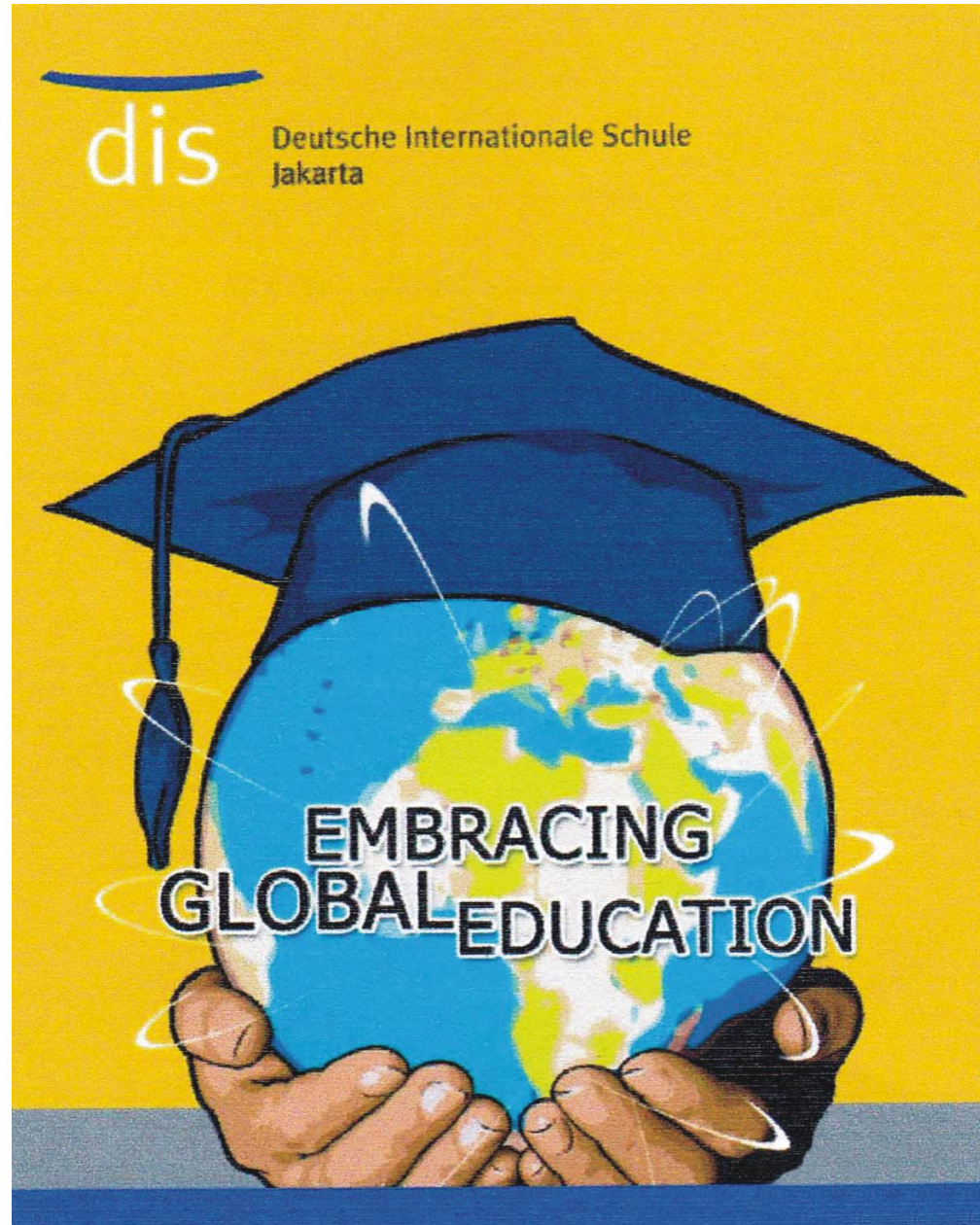


Heinz
(restaurant)

DIS
SEKOLAH
INTERNASIONAL
JERMAN

“Embracing Global Education“
Memeluk Pendidikan Global

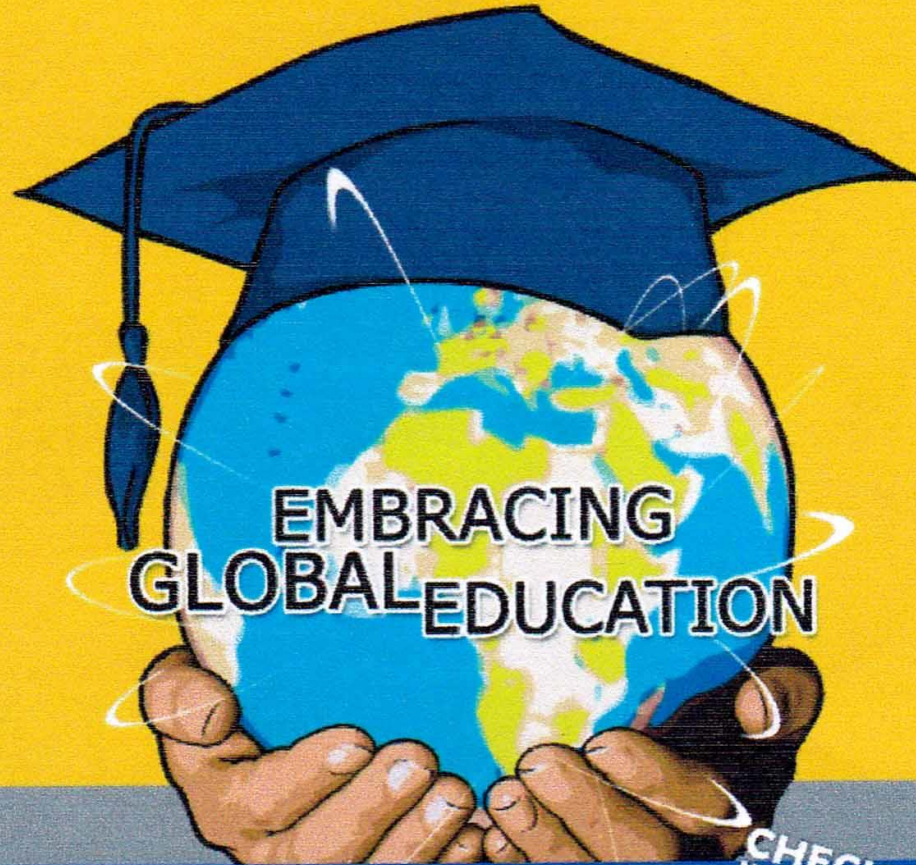
ATTENTION
"SHORT COPY"



INTEREST
"SHORT COPY"

dis

Deutsche Internationale Schule
Jakarta



Membangun Kemungkinan Terbaik
Untuk Anak Anda Dalam
Perkembangan Globalisasi

**CHECK
IT OUT !!**

**OPEN
HOUSE**

Saturday
05.03.2008
10 am - 1 pm

dis

Deutsche Internationale Schule
Jakarta

Deutsche Internationale Schule Jakarta
Jl. Pajajaran No. 11, Bukit Kemuning Dalam
Tangerang Selatan, Indonesia

Tel: (021) 537 8000
Fax: (021) 537 3192
mail@disjakarta.com

www.disjakarta.com

INFORMATION

"LONG COPY"



EMBRACING GLOBAL EDUCATION

VIISI DAN MISI

Kami mempersiapkan siswa untuk mencapai sukses dalam era perkembangan globalisasi dan menjadi warga dunia yang bertanggung jawab yang berlanjutan tingkat atas bagi :

Kami yakin, bahwa pendidikan dunia sangat penting berarti dan kami ingin memberikan peluang bagi banyak siswa untuk meningkatkan pendidikan yang terjangkau dan menarik.

Kami percaya, bahwa pendidikan terbaik adalah pendidikan yang membangun dan membentuk karakter (membentuk kepribadian) untuk siswa agar menjadi manusia yang penuh percaya diri, mandiri, sosial, bertanggung jawab dan bahagia.

Jumlah murid yang tidak terlalu besar pada setiap kelasnya memungkinkan pengawasan dan bimbingan secara lebih individual bagi masing-masing siswanya.

Jenjang dan pelajaran kami berorientasi pada kurikulum sebagaimana layaknya diterapkan pada sekolah-sekolah di negara Jerman.

Disamping tugas kami untuk memberikan pendidikan yang optimal bagi anak-anak Jerman, kami juga memiliki tugas untuk menciptakan peluang pendidikan di negara lain bagi anak-anak Indonesia dan Internasional.

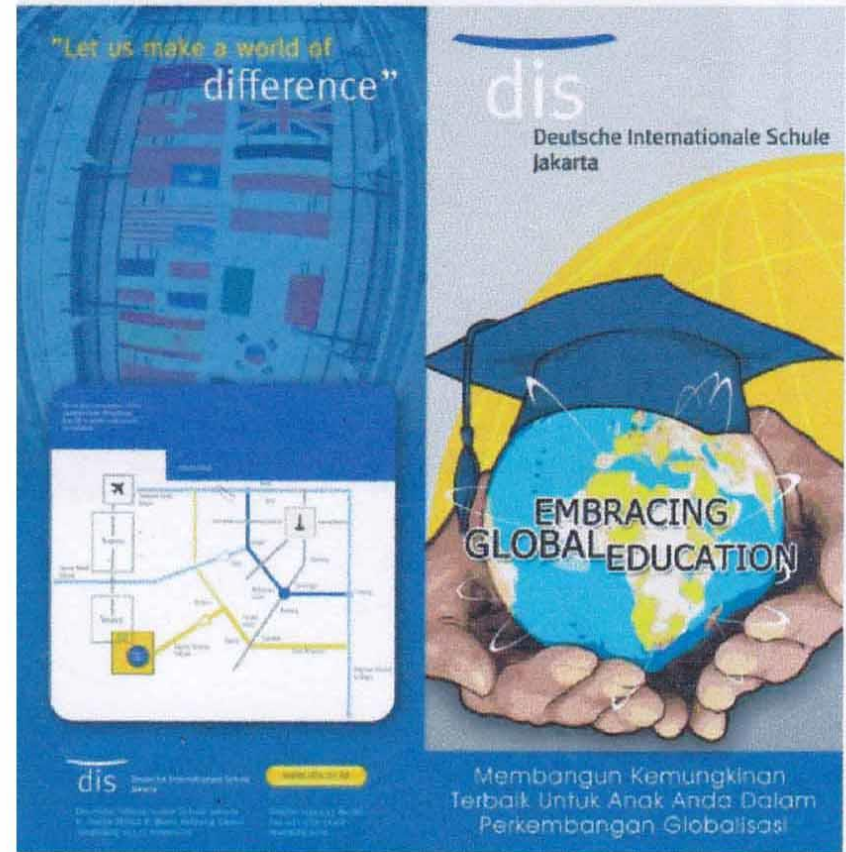
Deutsche Internationale Schule merupakan satu-satunya sekolah Jerman di Indonesia yang berstatus diakui. Kami menawarkan pendidikan dan Taman Kanak-kanak hingga jenjang lanjutan tingkat atas bagi :

- 1. Siswa-siswi Indonesia dan Internasional
- 2. Siswa-siswi yang ingin memiliki gelar akhir dengan pengakuan internasional dan bertaraf tinggi
- 3. Siswa-siswi yang ingin melanjutkan studi di Jerman (tipe ujian seleksi) atau di perguruan tinggi berbahasa Inggris lainnya

Sekolah adalah unsur utama dalam pendidikan untuk semua siswa, dimana mereka mendapat dorongan dan tantangan individual untuk mencapai prestasi yang optimal.

Sekolah adalah suatu pendidikan yang bertanggungjawab dan harus mengajarkan keterampilan, strategi belajar dan pengetahuan bagi siswa untuk mencapai keberhasilan dan kebahagiaan dalam kehidupan.

Kami memberi peluang kepada siswa berupa pendidikan berkualitas dan tingkat tinggi, dengan sistem pendidikan yang memberikan berbagai kesempatan untuk setiap anak.



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Deutsche Internationale Schule Di Bina oleh
Dr. Ingrid Hildebrandt & Bernd Hildebrandt & Partner
GmbH, Berlin, Germany

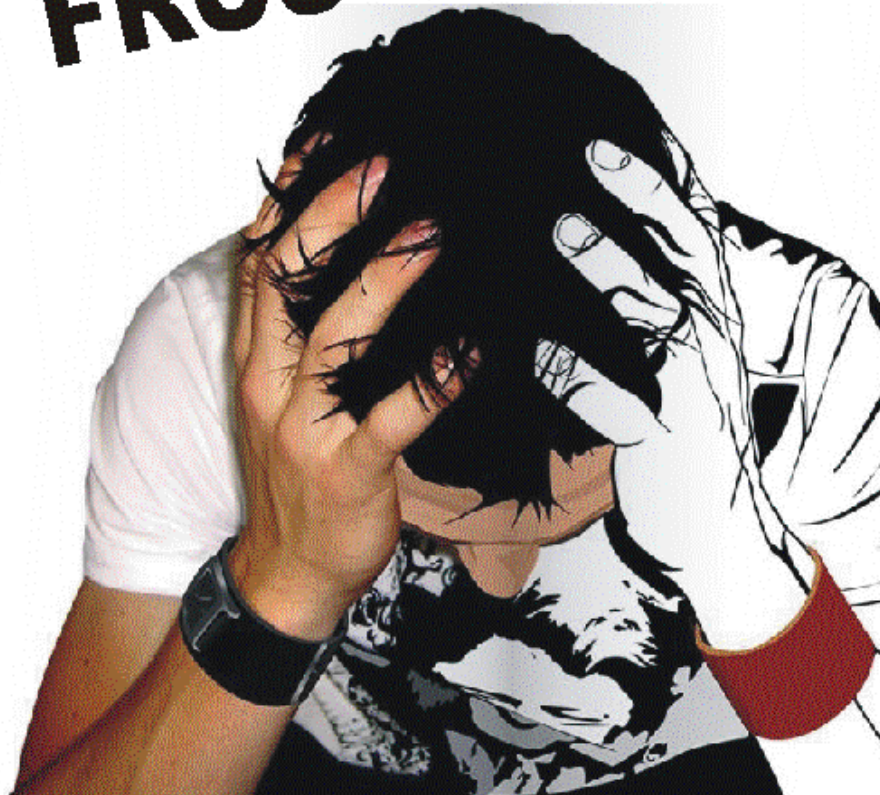
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 FLEXIBILITY
 MANAGEMENT
 GOAL
 LEADER
 APPROACH
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 DEVELOPMENT
 RELATIONSHIP
 COACHING
 BUSINESS ASSESSMENT
 JOB TRAINING
 TEAMWORK
 MOTIVATION
 FEEDBACK
 SUCCESS
 TEAM
 RESPECT
 PHILOSOPHY
 ABILITY
 COMPETENCE
 SOLUTION MANAGER
 BEHAVIOR
 ORGANIZATION
 RISK METHODOLOGY
 SKILLS
 PROFESSIONAL
 LEADERSHIP
 STRENGTH



our programs

GROUP HOME LIVING

My Friend's House Family and Children Services is located near historic downtown Franklin. Its residential program serves young men ages 12 to 18 in need of therapeutic services, supervision, and structure who are unable to live in a family-based setting due to the youth's behavior and/or family situation. My Friend's House provides a home-like setting and offers comprehensive, specialized services that enable the young adults to be successful and responsible when reunited with their family.

EYEBING DIVERSION

This program serves adjudicated and/or unruly male and female youth ages 12 to 18 in a highly structured and supervised environment. Youth and their parent(s) participate five days a week for 30 weeks.

ANGER MANAGEMENT

This program teaches male and female youth ages 12 to 18 to make positive lifestyle changes with a focus on self-control, problem solving, anger management, and communication skills. The goal of this program is to teach successful coping strategies and effective communication skills, and to equip youth with appropriate ways to manage anger as an emotion, not a behavior.

SANTA CLAUSE PROJECT

This holiday program allows Wisconsin County families experiencing financial hardship to enjoy a Christmas for their families. This program is handled in a very careful and sensitive manner, so that families can take credit in the holiday season they have provided. Assistance is provided on need. This program is a community partnership between Juvenile Services, Franklin Noon Rotary, and local businesses and churches.



our services

- Intake Assessment
- Case Management Services
- Psychological Services
- Individual & Group Counseling
- School & Drug Education/Counseling
- Family Counseling
- Educational Services
- Tutoring Services
- Daily Life Skills Coaching
- Recreational Activities/Opportunities
- Mentoring

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SYMPTOMS THAT SIGNAL A NEED FOR TEAM BUILDING

- Decreased productivity - Conflict or hostility among staff members
- Confusion about assignments, missed signals, and unclear relationships
- Decisions attributed or not carried through properly - Agency and lack of buy-in
- Lack of initiative, imagination, innovation; routine actions taken for solving complex problems
- Complaints of demoralization or frustration - Ineffective staff, low participation, mistaken decisions
- Negative headlines to the manager - Complaints about quality of service

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our mission

We believe that every child deserves a stable, supportive environment in which to grow. Our mission is to serve abused, neglected, or wayward youth, as well as their families. We provide for the physical, social, emotional, spiritual and educational needs of youth in a safe and secure environment.

We work with youth and their families to help them improve their lives by growing and changing in healthy ways. We assist them with measurable, realistic goals that reflect individual strengths, needs and challenges.

We believe that today's youth are tomorrow's future. Our youth are given every opportunity to recover from adverse situations and to become successful young adults.



our history

My Friend's House Family and Children's Services is a non-profit, 50(c)(3), chartered in 1982 that became fully operational in 1988. Since then, we have served 1,879 youth and families.

our goals

1. Raise over \$1million for capital campaign
2. Establish an endowment
3. Develop future community-based programs

how you can help

We are soliciting the support of those who share our passion, vision and vision to provide a healthy and safe environment for our youth.



Where do boys go when they can't go home?
our vision

our values

- Provide a safe and humane environment for the youth we serve.
- Utilize the most innovative methods, procedures and technologies that are available to support children.
- Emphasize teamwork principles.
- Create opportunities for youth to develop and improve their potential to become more independent.
- Encourage youth to support their community.
- Deliver services that emphasize self-determination, individualistic, flexibility and accessibility.
- Promote an approach that is structured, grounded, empowering, culturally appropriate and confidential in nature.



Working Together is a Beginning
Keeping Together is progress



Working Together is Success...