

# **Delegates Ad Campaign Proposal Deck**

**The General Service Board has the opportunity of Billboard posters at numerous prominent sites on the National Highway for an extended period of time later this year and submits the following text for consideration. The final poster designs will be shown at Conference.**

# **Alcoholics Anonymous**

National Poster Campaign Preview

2024/25

(To be voted on at Conference April '24)

# **The thinking behind the AA campaign**

To maximise the number of people we can attract to AA, the ad campaign must both address the many reasons for resistance and prompt from multiple perspectives.

# Poster Headlines

(The designs will be finalised for presentation at conference)

You need never drink **AgAin**

Le**A**rn to live without **A**lcohol

**A**lcohol isn't the **A**nswer

Is **A**lcohol costing you  
more th**A**n money?



Step1: **A**dmit you're **A**lcoholic

Ch**A**nge your beh**A**viour

Re**A**dy when you **A**re

**That's it for now**

**Thank you for your consideration**