

National Campaign Promotes Adoption as Abortion Alternative

In a country with an estimated 1.2 million abortions each year, less than 1 percent of single women with unplanned pregnancies choose adoption. To shine the light on adoption, Heroic Media and Bethany Christian Services successfully launched the first-ever national TV ad campaign focused on adoption as a positive alternative to **abortion**. Women across the country responded to learn more about **adoption**, with many considering preparing an adoption plan for their child.

Heroic Media, with nearly 10 years of experience developing **pro-life** media messages, created its first TV spot focused on sharing the option of adoption with women facing unplanned pregnancies. During the campaign, 45 spots aired nationwide over a four-week period. As a result of the campaign, hundreds of pregnant women unsure about their situation contacted Bethany Christian Services' licensed pregnancy counselors for more information about their options.

According to Bethany, one such birthmother in Florida contacted the organization to discuss adoption as she had been considering leaving her baby at the hospital after giving birth, as allowed by state law. Ultimately, the birthmother decided to place her daughter with a pastor and his wife through Bethany Christian Services.

"This campaign represents a partnership between two national leaders in the fight for life and alternatives to abortion," said Bill Blacquiere, president/CEO of Bethany. "The commercial has already impacted lives across the country and we will continue to air it in hopes of connecting women with adoption resources in 2013."

Last summer, Heroic Media gathered a research team and spoke with leading adoption agencies in the country to learn about the women they served who have become birthmothers, including their questions or fears about adoption and how organizations such as Bethany, a leading child welfare agency dedicated to caring for orphans and vulnerable children, could address their concerns and offer them a meaningful message of hope.

According to Marissa Cope, director of marketing research and communications for Heroic Media, the commercial's goals were threefold:

1. Identify the key target audience: women ages 18-34 who are facing or may soon be facing a decision about an unplanned pregnancy.
2. Communicate clearly that adoption is a viable option and address their feelings, needs and questions about adoption.
3. Extend a clear call to action to invite women to contact an adoption resource such as a particular adoption agency or helpline.

The final product, a commercial titled, "The Adoption Option," features a simple message: Adoption is a positive solution and alternative for a birthmother, a life-changing blessing for adoptive parents and a gift of love and hope to adopted children. In the commercial, the actress makes it clear that women can choose the family who will adopt their baby and that they will receive help throughout the rest of their pregnancy.

Click below to watch the commercial. For more information on Bethany Christian Services, visit .