

Fanning the Fatherhood **FIRE**:

A National Fatherhood Summit
June 4-6, 2019 | Nashville, Tennessee



Family-focused  Interconnected
Resilient  Essential

P7

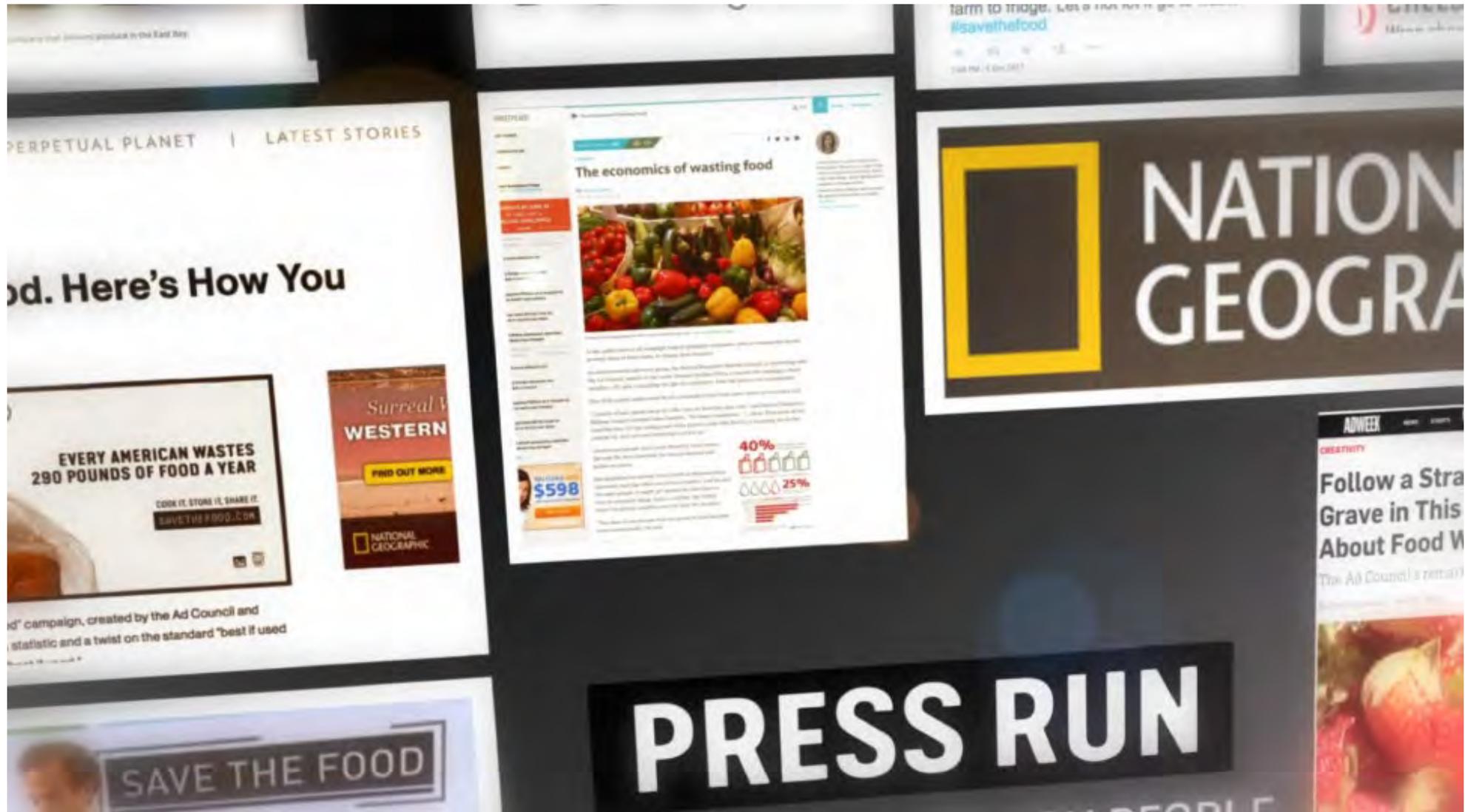
illuminating the Importance of Fathers: The Responsible Fatherhood Media Campaign

**Dzu Bui, VP Group Campaign Director,
The Ad Council,
New York, New York**



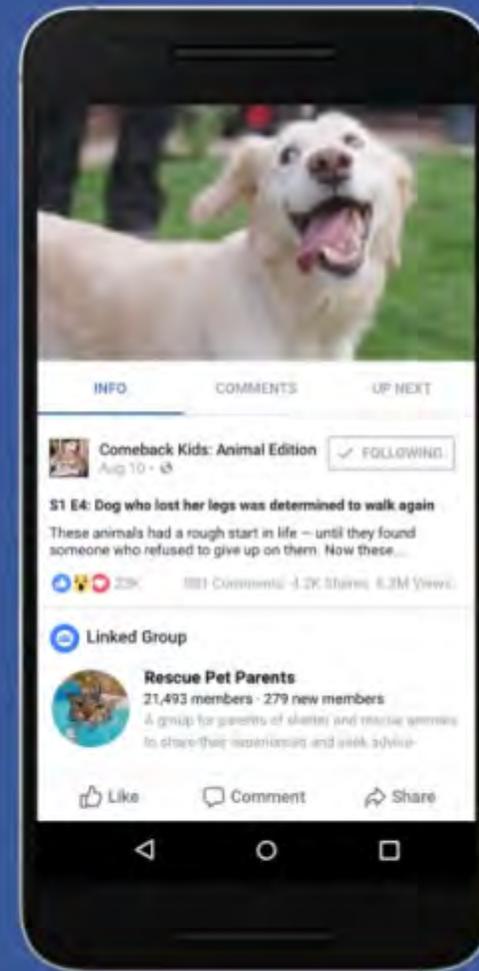
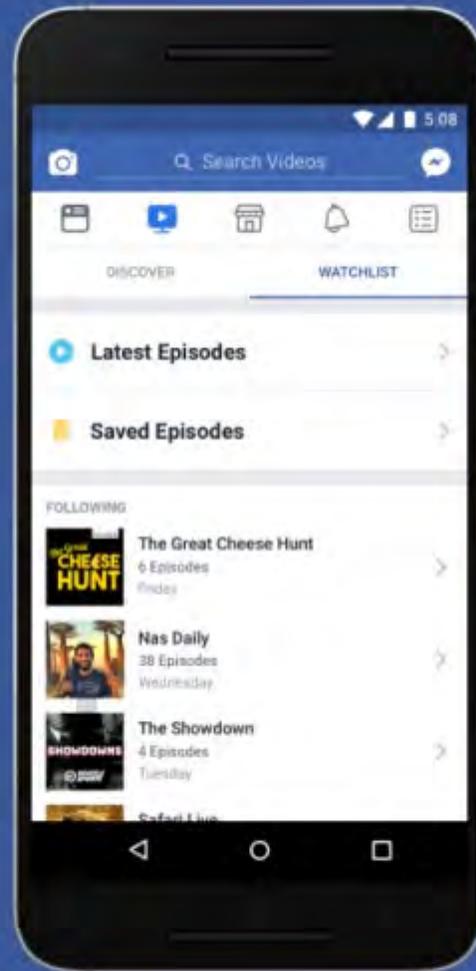
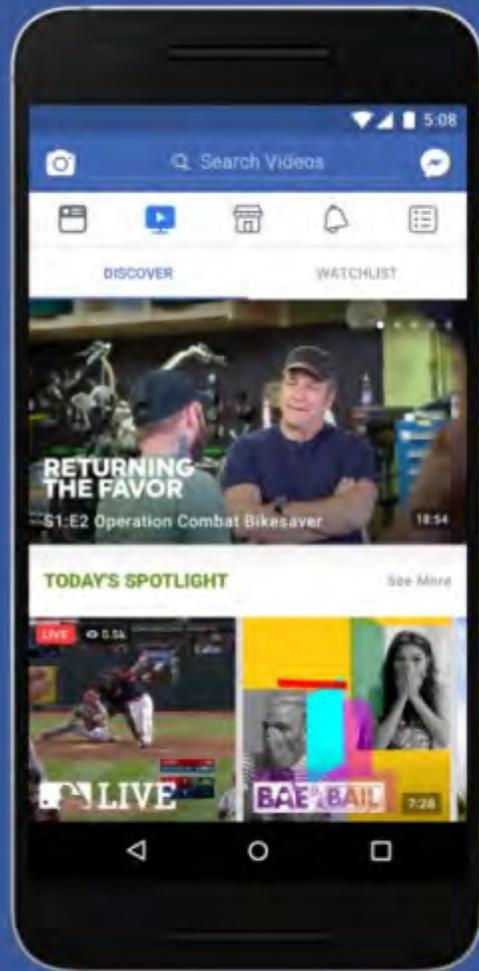
ad COUNCIL





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**It only takes a moment
to make a moment.**

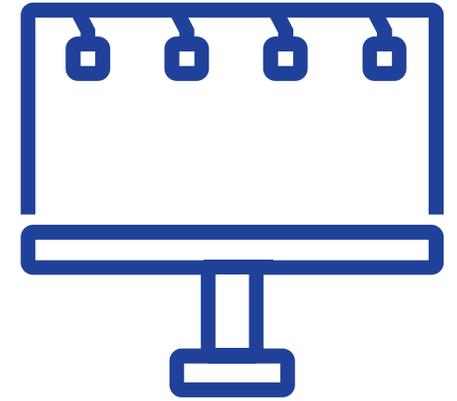
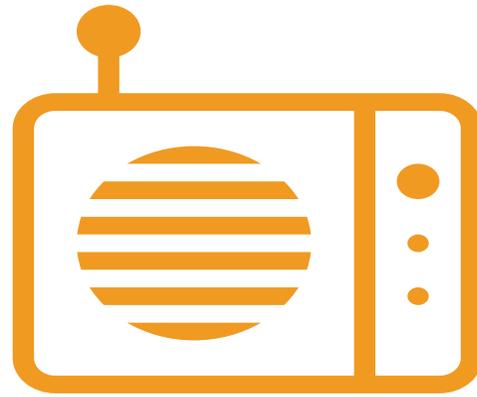
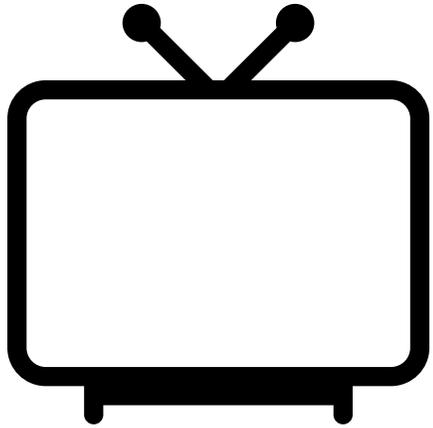
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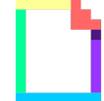




Partnerships





 **GIPHY**

 Fatherly







<https://youtu.be/bJAJ7hORgZA>





Take time to be a dad today.



fatherhood.gov
#DadJokesRule



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What do dads say?

“It’s a reminder”

“It’s undeniable”

“It’s an invitation”



Creating Impact

**7 in 10 dads have
seen our work**

**62% ad aware
vs. 22% not aware
have taken action**





New 2019 Responsible Fatherhood Media Campaign PSAs

Family-focused 🔥 Interconnected
Resilient 🔥 Essential



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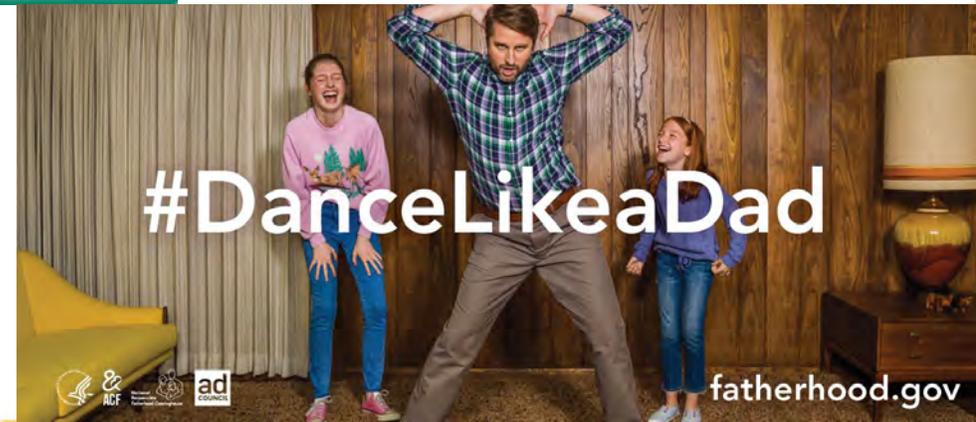
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Questions and Answers

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Stay in touch with us!

Contact Information:

Dzu Bui

VP, Group Campaign Director

dbui@adcouncil.org