



**ENTERTAINMENT
SOFTWARE
RATING BOARD**



A|R\C
ADVERTISING REVIEW COUNCIL



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Entertainment Software Rating Board Helps Parents Decide If Video Games Are "OK to Play?"

New Public Service Campaign Endorsed by Ad Council and Developed by MK Advertising

New York—Just in time for the Holiday shopping season, the Entertainment Software Rating Board (ESRB) is launching a consumer print ad campaign featuring the new slogan "OK to Play?" The campaign, which targets parents of children who play video games, aims to raise consumer awareness and increase use of the ESRB rating system. ESRB ratings appear on the front and back of all computer and video game boxes.

The new print campaign, created by MK Advertising Partners, will run as a public service ad in publications, primarily targeting women 30-49. The campaign has been endorsed by the Ad Council and will be distributed in November to 28,000 PSA Directors throughout the United States. All ad insertions will be donated by media outlets in support of the ESRB's mission.

"Particularly as we head into the holiday season, parents often find themselves wondering if a particular video game is appropriate for their children to play. This campaign gets to the point quickly and effectively in communicating the value proposition of the ESRB rating system," said Patricia Vance, President of the ESRB. "By using the information provided by the rating system, parents can stop wondering and start making educated purchase decisions."

"OK to Play?" was selected as the campaign slogan because the phrase quickly summarizes the ESRB's mission: to help parents decide which video games are appropriate for their families. Of equal importance to the slogan is a graphic which illustrates the two components of the rating system -- rating symbols for age appropriateness on the front of all video game boxes, and content descriptors indicating elements in a game that may have triggered a particular rating and/or may be of interest or concern on the back

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Michael Yuen, Creative Director for MK Advertising, said, "We used an uncluttered lay-out, bold colors, and large photos of kids to grab the readers' attention. We also wanted to feature the slogan "OK to Play?" up front, considering its potential impact and memorability."

Components of the new print campaign will be re-formatted and rolled out as retail point-of-sale signage by major retailers across the U.S. in the coming months.

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About Entertainment Software Rating Board (ESRB)

The ESRB is a self-regulatory body established in 1994 by the Entertainment Software Association (ESA). ESRB independently applies and enforces ratings, advertising guidelines, and online privacy principles adopted by the industry.

About MK Advertising Partners

MK Advertising Partners is a New York City-based, full-service entertainment advertising agency with \$15 million in billings. MKA was founded by principals Mary Beth Weil and Karin Henderson. Other clients include offbroadwayonline.com, Showtime, ABC Daytime, the Cable & Telecommunications Association for Marketing (CTAM), NBC Cable Networks, Hyperion Books for Children, Silver Lining Productions.