

In a climate of anxiety and trepidation about the economy, an anonymous donor decided to do something to help Americans collectively "take a deep breath." The donor approached Charlie Robb of Charchin Creative (creator of 1999's "God Speaks" campaign) to create a campaign designed to remind Americans of those things which make this country great, and have helped it to survive many difficult economic and political situations over the last 233 years. Recession 101 on numerous outdoor advertising formats including billboards, street furniture, transit, and other locations.

The campaign is about America and resiliency. The recession has hurt one of America's greatest attributes - its unshakeable optimism. Recession 101 is a light-hearted and succinct reminder to everyone that the nation will get through these troubled times and come out in the end. The anonymous donor intended this campaign to raise people's spirits and lift them up in the face of serious challenges. Recession 101 isn't selling anything other than the American spirit.

Robb approached the Outdoor Advertising Association of America (OAAA), seeking support for the campaign, known as Recession 101. OAAA members are donating space and materials to spread this campaign's positive message. You can see Recession 101 on numerous outdoor advertising formats including billboards, street furniture, transit, and other locations.

Recession 101:

Interesting fact about
recessions...they end.


L6050

A billboard designed to look like a spiral-bound notebook. The billboard is white with blue horizontal lines and a red vertical margin line on the left side. On the left edge, there are four metal spiral binding rings. The text is written in a blue, typewriter-style font. The billboard is mounted on a dark metal structure with a wooden base, and a ladder is visible on the side. The background is a cloudy sky.

Recession 101:
Self worth beats net worth.

Recession 101:
Chill.
(Hysteria feeds recessions.)





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Recession 101:

Economic forecasts
tend to be shovel-ready.

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Recession 101:


This is the
worst downturn
since 1929.

According to
economists who
successfully
predicted 14 of
the last five
recessions.

Recession 101:

Interesting
fact about
recessions...

they end.

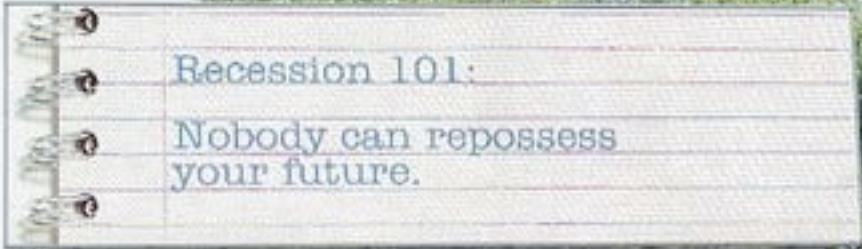


Recession 101:

Bill Gates started Microsoft
in a recession.

Recession 101:

This will end long before
those who caused it are paroled.




Recession 101:

Nobody can repossess
your future.



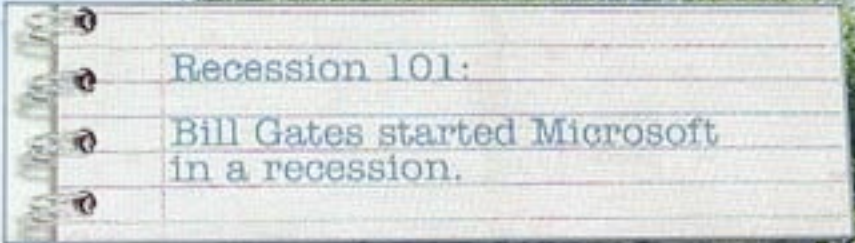
Recession 101:

It's a test not a final.



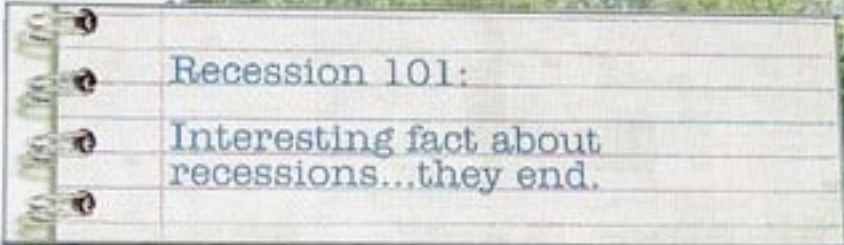
Recession 101:

Experience and talent
are recession-proof assets.



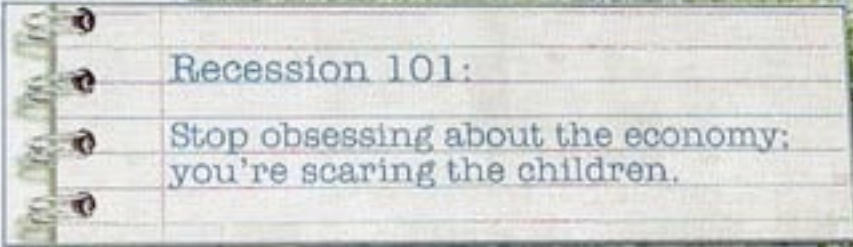
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Recession 101:

Stop obsessing about the economy;
you're scaring the children.