



NATIONAL SAFE BOATING COUNCIL

WEAR IT OUT

CREATIVE CAMPAIGN



Social Media

Headline Options

1. Headline: You've got this boating thing down.
Subhead: Let's get your friends on board.
2. Headline: We get it...you're a boater.
Subhead: Now, let's work on your friends.
3. Headline: You're that boater.
Subhead: Let's make more of you.
4. Headline: Boaters will be boaters.
Subhead: No matter where they are.
5. Headline: You can't turn off your inner boater.
6. Headline: Boaters don't play with boating.

Post Copy Options

1. Ever wonder who the real boater is? It's the person in the life jacket. Now it's time to let the newbies know; Don't just wear it, wear it out.

You've got this. Help your friends get it too. Make sure they wear their life jackets, every time.
3. When you love boating, you love boating. You'd do it 24/7 if you could. That's why you're the one with the life jacket on.

Organic post



National Safe Boating Council
Today at 7:33 · 🌐

When you love boating, you love boating. You'd do it 24/7 if you could. That's why you're the one with the life jacket on.



WEAR IT OUT
A member of the National Safe Boating Council

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1.035

Write something...

Paid post



National Safe Boating Council
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When you love boating, you love boating. You'd do it 24/7 if you could. That's why you're the one with the life jacket on.



WEAR IT OUT
A member of the National Safe Boating Council

Boaters will be boaters
No matter where they are.

[HTTPS://WWW.SAFEBOATINGCOUNCIL.ORG](https://www.safeboatingcouncil.org)

Learn More

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Image Options



Image Options

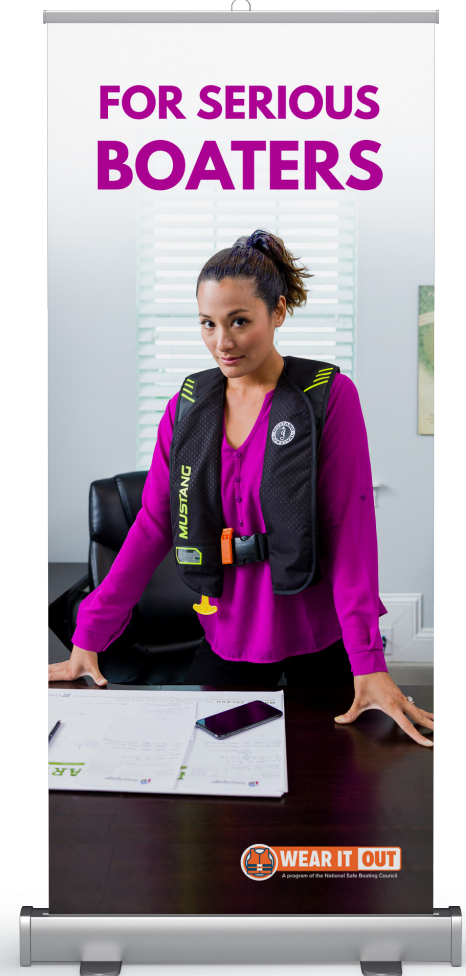




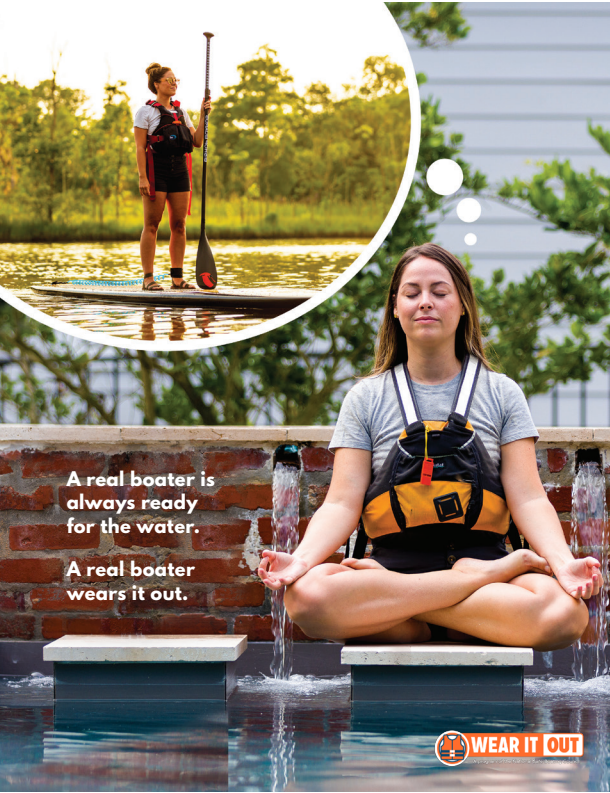
Print

Headline Options

1. A boater, in her natural habitat.
2. Boatus Sapius, in his natural habitat.
3. When you're a boater, it's hard to turn it off.
4. Boater is in your DNA.
5. A real boater is always ready for the water.
A real boater wears it out.

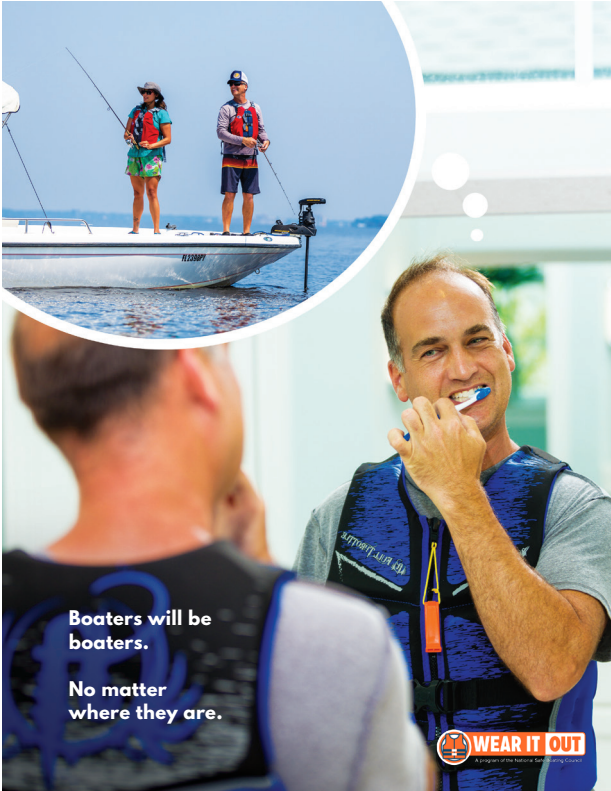



Ad Options




A real boater is always ready for the water.

A real boater wears it out.




Boaters will be boaters.

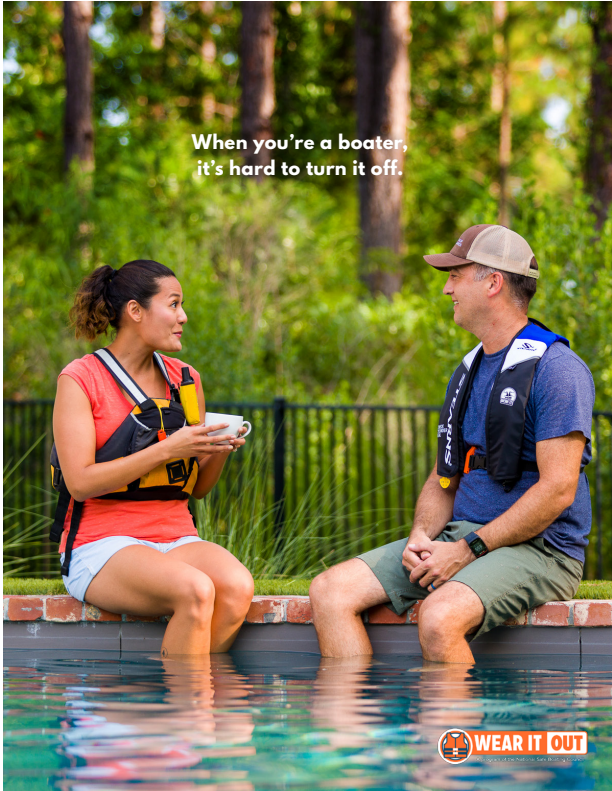
No matter where they are.



When you're a boater, it's hard to turn it off.



Ad Options



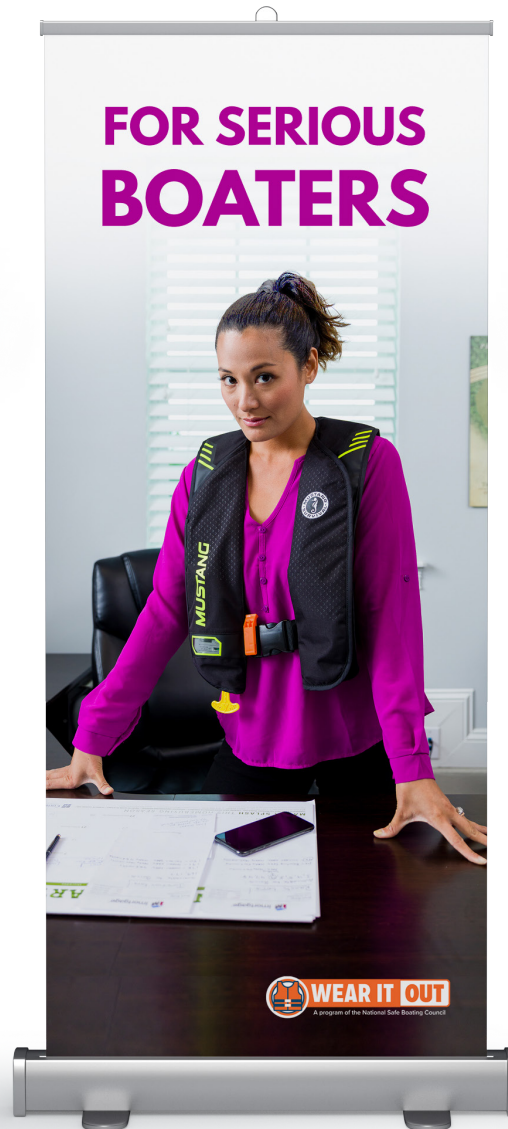
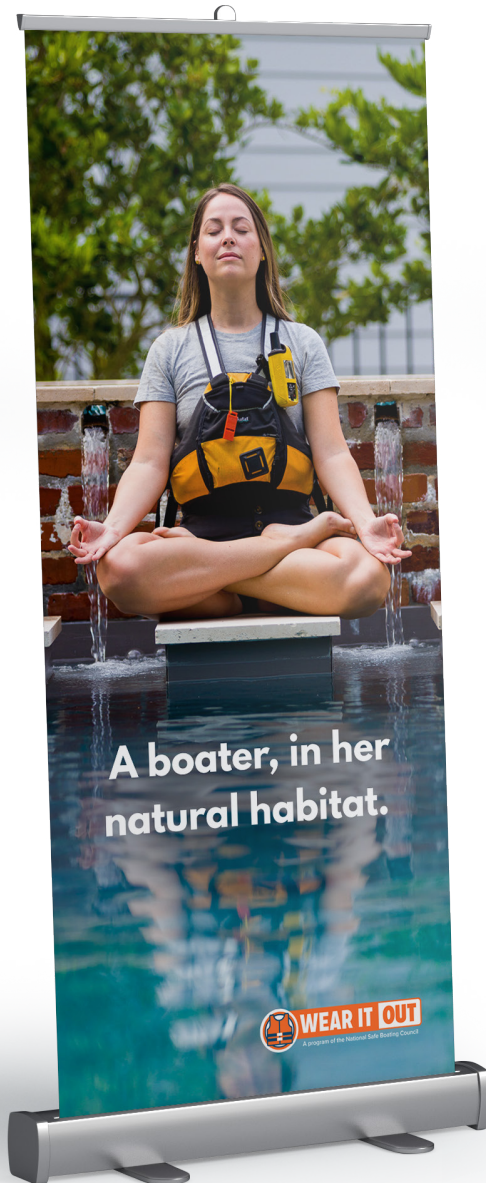
Additional Image Options



Additional Image Options



Banner Options



Additional Image Options



Additional Image Options



Billboard Options



Additional Image Options





Thank you!