

**Awareness Campaign**

National Do Not Call Registry:  
An Instant Household Name



**NATIONAL DO NOT CALL REGISTRY**

*"You should be really proud of your work on this project!"*

Assistant Director  
Federal Trade Commission

**Background**

The Federal Trade Commission (FTC) works to ensure that the nation's markets are vigorous, efficient, and free of restrictions that harm consumers. The FTC's amended Telemarketing Sales Rule puts consumers in charge of the number of telemarketing calls they get at home. The amended Rule created the National Do Not Call Registry, which makes it easier and more efficient for consumers to stop getting telemarketing sales calls they don't want.

**JDG's Solution**

Charged with creating awareness of the Registry among all U.S. residents who have home or mobile phones by disseminating accurate information regarding what the Registry will and will not do for consumers, and to inform all U.S. residents that the

Registry is a free service of the Federal government that is paid for by the telemarketing industry, not the taxpayers, JDG proposed a multifaceted approach.

First, JDG created a unique, memorable, and friendly identity and awareness campaign for the Registry. Key components of the national outreach campaign include the official symbol for the National Do Not Call Registry, a media kit with a pocket portfolio that holds fact sheets, news releases, print PSAs, a national video B-roll, an informational Web site ([www.ftc.gov/donotcall](http://www.ftc.gov/donotcall)) and other relevant information, all created by JDG.

JDG developed an Outreach Plan to reach all stakeholders, including the general public, media, Congress, friends' organizations, and state governments. JDG secured media placement, in addition,

for printed and online streaming video public service announcements, news articles, interviews, and video B-roll.

The National Do Not Call Registry has become an instant household name and, within ten days after the launch, more than 20 million phone numbers were registered. The FTC projects well over 60 million phone numbers will be registered. Results tracked in the first four days reported airings of the B-roll footage that reached over 40 million viewers. The worlds largest Internet service provider has already reported click-through rates to the Registry page at 4.00% over the next most popular link. And, as of two weeks after the launch, the Web site is still the number one most searched-for site on the Internet, according to all major search engines. A household name indeed!

NATIONAL DO NOT CALL REGISTRY—A FREE CONSUMER SERVICE FROM THE FEDERAL GOVERNMENT

**— It's your call. —**

The Federal Government has created the **NATIONAL DO NOT CALL REGISTRY**—the free, easy way to reduce the number of telemarketing calls you get. Now you can put your phone number on one national do not call list. To register or to get information, visit **DONOTCALL.GOV** or call **1-888-382-1222** from the phone you want to register.

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(711) 867-6126

The National Do Not Call Registry gives consumers a choice about getting telemarketing calls at home.

**News Release**  
FOR IMMEDIATE RELEASE: MAY 31, 2008

FTC Grants Down on "The Registrar" Scam for the Nation's "Do Not Call" List

*it's here!*

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