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Robert Feder

A PERFECT PITCH FROM THE BARD

He may not be nearly so in demand as a spokesman as would be any overhyped celebrity, but it's nice to see William Shakespeare get the nod in a new public service ad campaign from Needleman Drossman & Partners/New York for the School, Home, & Office Products Association Kids In Need Foundation. The print and Internet campaign will break in September.

The idea behind the new effort is to suggest such legendary artists as Shakespeare, Mark Twain, and Vincent Van Gogh all needed essentials like pencils and quill pens when they were kids in order to develop the talents that would lead to greatness.

The Shakespeare-focused execution features a charming line drawing of the playwright and an image of a quill pen and poses the question: "Could Shakespeare have written 37 plays without one of these?"

ND&P first presented the campaign six years ago, but the foundation wasn't in a position to pursue it at the time. Still, foundation executives were sufficiently in love with the campaign to come back to ND&P years later and greenlight the work.

Founded in 1995, the foundation supports initiatives that foster educational excellence.

