

## Appendix E: Recommendations for Further Reading

Through the process of researching marketing best practices and recent developments, reviewing the literature on brand and marketing approaches in the development sector, and researching behavior change frameworks, we have reviewed approximately 400 books, articles, and other reference materials. In this section, we've highlighted the materials we found most helpful and interesting, and that we recommend for further reading.

### 1. Branding, Marketing/ Social Marketing Reference Texts

- *Aaker, David, Aaker on Branding, 20 Principles that Drive Success, 2014*  
Aaker is a widely recognized expert on branding. This easy-to-read 2014 publication serves both as an update to and compilation of his previous work.
- *Lee, Nancy R., Kotler, Philip, Social Marketing, Changing Behaviors for Good, 5th Edition, 2016*  
This classic social marketing textbook was helpful for reviewing definitions and referencing the social marketing approach to branding and marketing, which is consistent with the approach outlined in this landscape assessment. This publication also includes useful examples for marketing concepts in the global health and development sector.
- *Sharp, Byron, How Brands Grow, What Marketers Don't Know, 2012*  
As described in the landscape assessment, this publication is recognized as “the reference for evidence-based marketing.” The book is based on Sharp and his team's analysis of over 40 years of brands and marketing campaign data across multiple industries and countries. It includes key definitions and explanations, including a discussion on why marketing works and which marketing concepts matter.

### 2. Identifying and understanding strong brands in global markets

- *Kantar Millward Brown's BrandZ Most Valuable Global Brand Reports*  
These annual reports provide a list of the most valuable brands in a given region (Globally, the US, India, S. Africa, etc.), the attributes that contribute to brand value in that market (e.g., trust, purpose, local heritage, etc.), how brands in a given market differ from other regions' markets, opportunities for improving brand value in the focus market, and a description of the market's most valuable brands.

### 3. Business journal articles on marketing best practices and recent developments

- *De Swan Arons, M., et al, The Ultimate Marketing Machine, HBR, July – August, 2014*  
Recognizing that the marketing function has changed radically in the decade leading up to the study publication, the authors undertook extensive research (interviews with more than 350 c-suite executives, roundtable discussions, and over 10,000 quantitative surveys with marketing leaders in 92 countries) to understand the strategies, structures, and capabilities of high performing companies – and the implications for marketing organizations. This article is featured in HBR's “10 Must Reads of 2015.”
- *Keller, K., The Brand Report Card, HBR, January – February 2000*  
One of HBR's “10 Must Reads of Strategic Marketing,” this short article explains 10 traits shared by the world's strongest brands, many of which also feature in our “Marketing Best Practices BAM360 Tool”
- *Magids, S., et al. The New Science of Customer Emotions, HBR, November 2015*  
The authors describe their research and work with companies to “show direct, robust links among specific emotional motivators, a firm's actions to leverage them, consumer behavior, and business outcomes.”

- *Reichheld, Frederick F, The One Number You Need to Grow, HBR, Dec 2003*

Explains NPS (Net Promoter Score), commonly used as a benchmark for loyalty and growth. The author explains why and how we developed NPS, why it works, and how to use and calculate it.

#### 4. Global Health Program Evaluations that describe marketing interventions in depth

- *Collinge, J, et al. 2013. A Streetwise Response to HIV: The Story of Scrutinize. JHHESA.*
- *Collinge, J. et al., Exploring the web of desire: The story of Intersexions.*
- *Collinge, J. et al., Talking Man-to-Man: The Story of Brothers for Life. 2013.*

These three publications stood out in that they provided detailed descriptions of the marketing and branding program elements, including: marketing spending; how focus group feedback influenced marketing collateral; discussion of behavior change best practices, such as balancing the use of fear with efficacy factors; and summary of qualitative and quantitative research results. We appreciated the comprehensiveness with which the marketing elements and program success factors were described, including detailed organizational charts describing reporting and decision-making relationships.

#### 5. Systematic Review of Health Branding

- *Evans, WD. et al. Systematic review of health branding: growth of a promising practice. TBM 2015;5 :24–36.*

Originally conducted in 2008; this current publication builds off the findings from the original report. The study authors use a scale to assess the overall quality of the studies in the review, including categories such as brand development, use of scientific theory, formative research, persuasive elements, measured and reported outcomes, etc. They also offer insights on opportunity areas for health branding, including more rigorous studies to provide evidence for branding effectiveness in public health and training in brand related knowledge and skills among the public health workforce.

#### 6. Publications that focus on opportunities related to marketing approaches in global health and development

- *Ditkoff Wolf S., Grindle, A. Audacious Philanthropy. Harvard Business Review. Oct 2017*

The authors studied 15 social efforts that achieved life-changing results and drew 5 conclusions for philanthropists about what it really takes to enact lasting change (e.g., drive, rather than assume, demand).

- *Sgaier, S., Engl E., Kretschmer, S. Time to Scale Psycho-Behavioral Segmentation in Global Development. Stanford Social Innovation Review. 2018.*

As the title suggests, *Time to Scale Psycho-Behavioral Segmentation in Global Development* makes the case for psycho-behavioral approaches to audience segmentation and provides guidance on how to do so. ■