



10. Inspire Audience Engagement

Inspire the audience to not only participate in the brand, but also to create their own expression of the brand.

EXCELLENT

The organization has created opportunities for engagement (through social media, outreach events, etc.) AND the audience is passionate about the brand. Engagement comes from the audience organically; it's not forced.

GOOD

There are opportunities for relevant engagement across the marketing vehicles; the audience participates, but there is a lack of audience passion and enthusiasm.

AVERAGE/POOR

The brand doesn't engage or doesn't respond appropriately when the audience interacts (e.g., no response to social media queries, no one checks messages on the phone, etc.).

10. INSPIRE AUDIENCE ENGAGEMENT

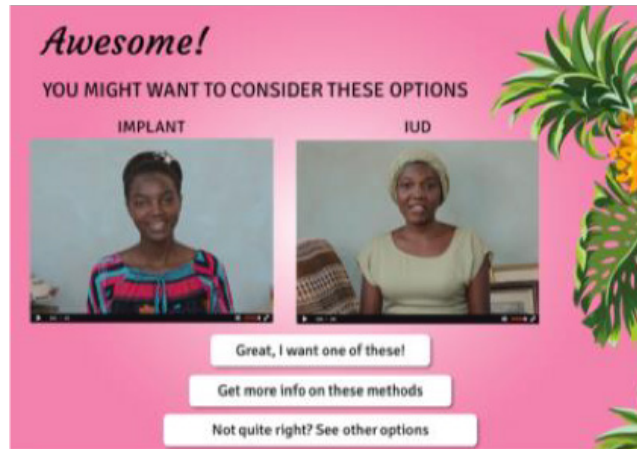
Kuwa Mjanja Brand Campaign: A360’s has focused on interpersonal communication, which has resulted in a high level of touchpoints with the target audience and a high level of conversion (adoption of a method), but lesser reach and higher overall project cost. Shifting to scale will require greater use of media for greater reach at a lower cost. Engagement has been positive but directed from A360 to girls and their direct experience. It hasn’t yet demonstrated an ability to create conversations beyond its direct engagement.

Mjanja Connect is a mobile app that provides an interactive counseling tool to support community health workers to deliver targeted messaging (& stay on brand), connect with and refer girls to services. This helps to maintain consistency with brand messaging and also supports the program to register, track referrals and service uptake, and provide follow up support to a client through her journey with the program.

Work in Progress – A360 is building out an ‘ecosystem’ to initiate contact, track referrals and map girls’ pathways to services and beyond to support method continuation.



Personality “quizzes” help to understand the client segment and then provide tailored messages.



Games and exercises focus on knowing your body. Method selection aids are supported by testimonials, quizzes and games to help girls determine the best method to fit their lifestyle.

Clinic & Community “pop-ups” start with inspiration and lead to opt-out counseling and service provision.

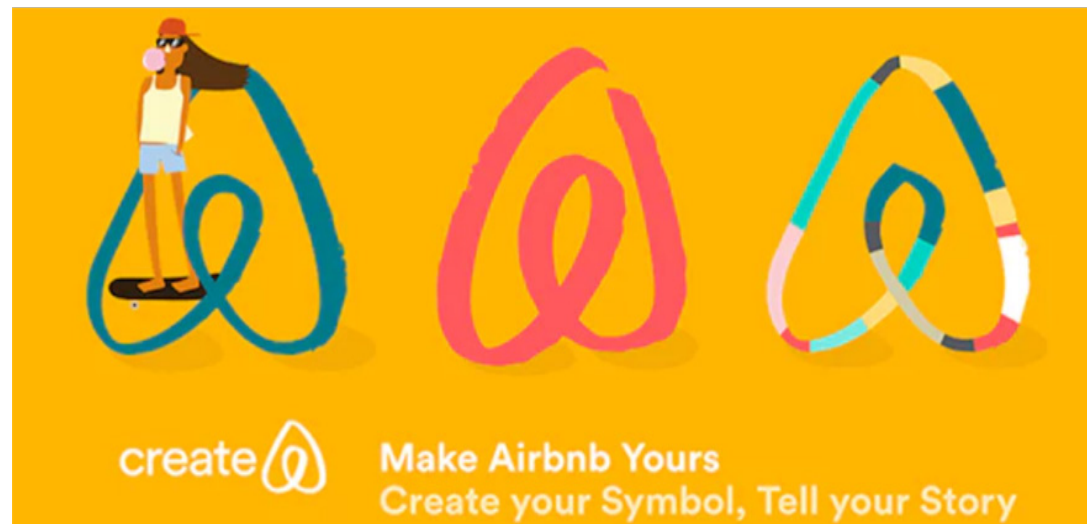


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Airbnb – Overall Brand: The nature of using Airbnb – exploring photographs online of potential homes to rent or hosting someone in your own home – is highly engaging. And yet, Airbnb’s brand engagement goes beyond the basics of using the brand. For example, upon rolling out the new brand logo, the Bélo, in 2014, Airbnb encouraged their community to contribute their own designs. Over 80,000 people participated, designing and uploading their own versions of the Bélo.¹

To drive engagement, brands must respond to their audience. Airbnb’s program, Share Your Space for Good (which enables hosts to open their homes to those in need), was developed in response to an Airbnb host request to use the platform to house people left stranded by natural disaster, demonstrating that Airbnb listens and responds to their community.²

Finally, what better way to engage their audience – and showcase real life experiences of using Airbnb – than to enable hosts and guests to take the reins of the brand’s social media channel. In 2017, Airbnb turned the Company snapchat channel over to a different host or guest every week.³



(1) Gallagher, Leigh, “How Airbnb found a mission – and a brand,” Fortune, December 2016, (2) Reader, Ruth, “This is how Airbnb will house 100,000 refugees in the next five years,” Fast Company, June 7, 2017; (3) “Airbnb Snapchat Takeover” All About Airbnb Fan website

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HCT Campaign – TestaBoy: The campaign had good engagement via Facebook and inspired a significant percentage of the audience to speak with others about the importance of HIV testing. Approximately 200,000 people engaged with the campaign via Facebook, out of a total reach of 1.5M. As documented in an evaluation of the FB campaign, “the fact that many participants requested information and services through the Brothers for Life campaign, whether asking a question about a particular health issue, wanting to find out about services in their local area, or requesting to join the Brothers for Life campaign, is indicative of a high level of participation and engagement with the campaign¹.”

Social Media Content Engagement

With 180K likes, the B4L Facebook page has a strong following, suggesting interest in the brand. The TestaBoy HCT delivered strong engagement, driven by views and reactions to two ambassador videos (engagement was strong among women vs. men). Based on the campaign’s final evaluation, 2.3M people viewed the Sisimo Misimo video (includes social media, website, TV, etc.).

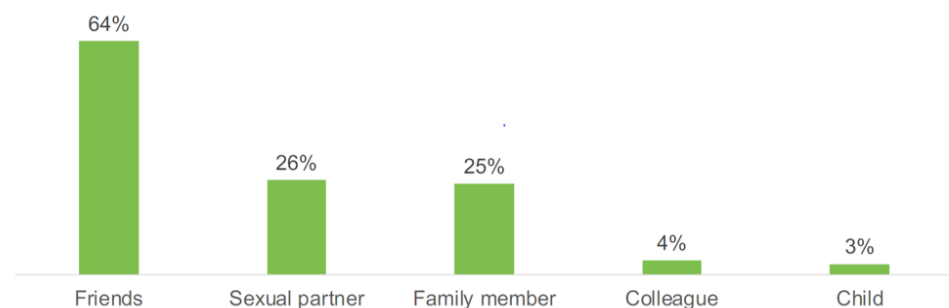


TestaBoy inspired the audience to engage with others

20% (weighted n=2,8 million) said that they spoke to someone after hearing or seeing the Testa Boy campaign*

- 89% of those spoke about the importance of HIV testing

Who respondents spoke to after seeing/hearing the Testa Boy campaign**



*n=2,434; restricted to those who have seen / heard the Testa Boy campaign on TV/online, radio, billboard/poster

**n=495; restricted to those who have seen / heard the Testa Boy campaign on TV/online, radio, billboard/poster AND spoken to someone afterwards

1) Clarfelt, A., et al, “Brothers for Life HIV Counselling and Testing campaign: An evaluation of the social media campaign on Facebook. CADRE, 2017.


10. INSPIRE AUDIENCE ENGAGEMENT

Future Fab Brand Launch Campaign: Engagement was a key pillar of the Future Fab brand. Engagement activities included community events; small, in-person meetings with teens (Teen Meet-Ups); social media (Facebook and Whatsapp); and CHV/Diva Connector mobilization. We scored this best practice as “good.” MSK focused on and drove highly engaging programs; however, it is not clear if the audience proactively created their own opportunities of engagement with the brand or shared content about the brand, likely due to the short tenure of the program.



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Prega News Campaign – Your Second Home: Prega News engages the audience through many of the same activities cited in the previous best practice, “delight the audience.” In addition to contests and social media posts that invite feedback from the audience, Prega News also engages the audience in discussions and polls aimed to raise awareness and make small changes in society. For example, as part of the original #YourSecondHome campaign, Prega News asks people to “pledge” to make life more comfortable for expecting mothers. The Prega News website currently hosts a pledge that asks household employers to pledge to make the workplace more comfortable for domestic help. We scored this best practice as “good.” As a brand that plays a short-lived, but important, role in women’s lives, Prega News has found ways to meaningfully expand its role, engaging the audience on a variety of topics relevant for expectant and new mothers. It is not, however, a major cultural force that inspires the audience to proactively engage with the brand.

22515
Pledges taken

A few small steps go a long way in helping your house help.

Take a pledge and show the world that from now on, your home is your maid's Second Home too!

Spread awareness by signing the pledge & sharing it on Facebook today.

Sign The Pledge

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MTN – Overall Brand: Examples of audience engagement include content that is so relevant that it inspires people to talk about it; marketing activations that prompt engagement; and outreach to educate and add value to customers’ lives.

Content that inspires engagement

MTN’s advertising content is highly relevant and engaging. As an example: when a Nigerian media influencer was inspired (or sponsored by MTN) to create a Twitter thread about his 10 favorite MTN ads from the past 20 years, thousands of Nigerians joined the conversation¹.

Engagement through marketing activations

In addition to MTN’s major campaigns and promotions, the country team executes culturally relevant promotions, such as MTN Nigeria’s Valentine’s campaign, which encouraged shoppers to download the My MTNApp, scan the QR code worn by brand ambassadors, and instantly win Valentine’s Day gifts for two².

Engagement through community outreach

MTN organizes a variety of outreach and educational events, including hackathons, digital marketing workshops, and training in information, technology, and communications. The photo below is from a digital marketing outreach, aimed to help small business owners learn how to use Facebook to grow their business³.

Chidi Okereke
@Chydee

Replying to @Chydee

I'm not sure any Nigerian ad has created the amount of conversations Saka's porting ad created that year. Hundreds of analysis were made, the move was studied in marketing, advertising and business schools, and people wanted to port, just because. Mad mad ad. #MTNat18

1,882 2:55 PM - Aug 8, 2019 · Lagos, Nigeria

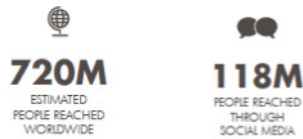


1) Aniyim, Humphrey, “How Old MTN Ads Blew Up Naija Twitter Yesterday Night,” The Net, Aug 9, 2019; 2) “#MTNLovebox: MTN rewards customers with heart-shaped QR codes.” Newsecho.ng, Feb 2019; 3) MTN trains SME owners in Lagos on Facebook digital marketing, The Daily Trust, Sept 2019.

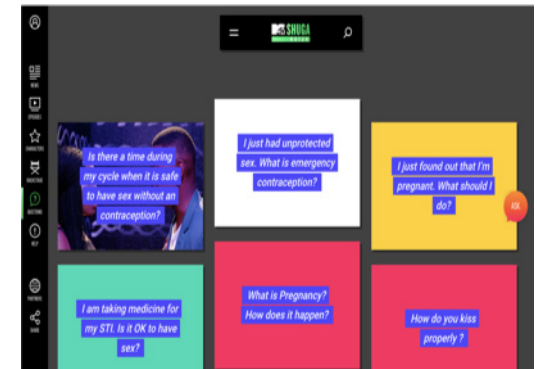
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Edutainment Platform: Engagement includes social media, recruiting from the audience, responding to questions via the brand website, and hosting events. With the shift to a 360-degree campaign in Nigeria, the brand added a graphic novel, music videos, and a tour that spanned three states. Open castings for each new season have proven to be a highly engaging way to grab audience attention. The tryouts in April 2019 saw 1000 aspiring actors hoping to star on the new season in Nigeria. The audience chooses the final cast member by voting for their favorite online or via SMS.

MTV Shuga has engaged an impressive number of viewers across the continent, with an estimated 720m views and over 118m people reached through social media.



MTV Shuga Website hosts all the episodes by season. It also features character profiles, resources for sexual health such as Q&A and service referrals, and sneak peeks “backstage.”



Open castings in April 2019 for the new season of Shuga in Nigeria saw a queue that spanned over 2 kilometers in the center of Lagos.



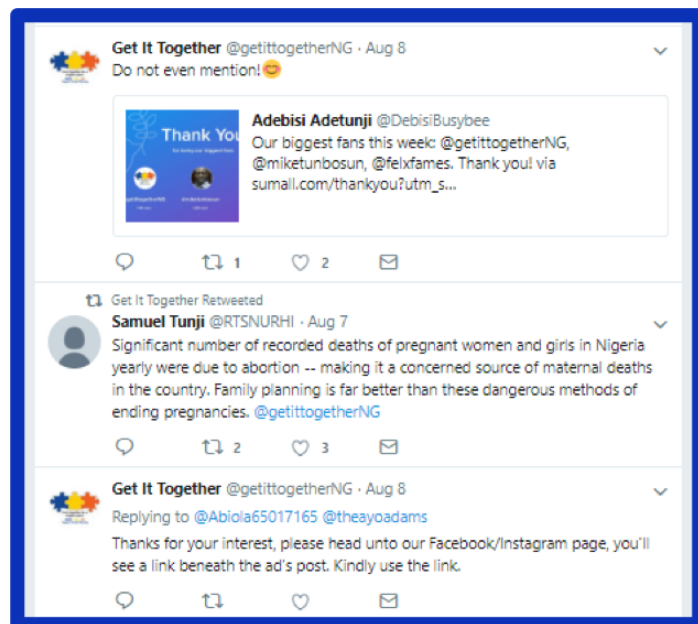
Call a Character (2014): Shuga launched an interactive voice response platform to talk to viewers about their own situations and experiences. There were over 4,500 calls received in 2014 from audience members. They also created a character on the show who works at an HIV/crisis center helpline. Audience members are encouraged to text or call “6222” helpline for information on HIV.



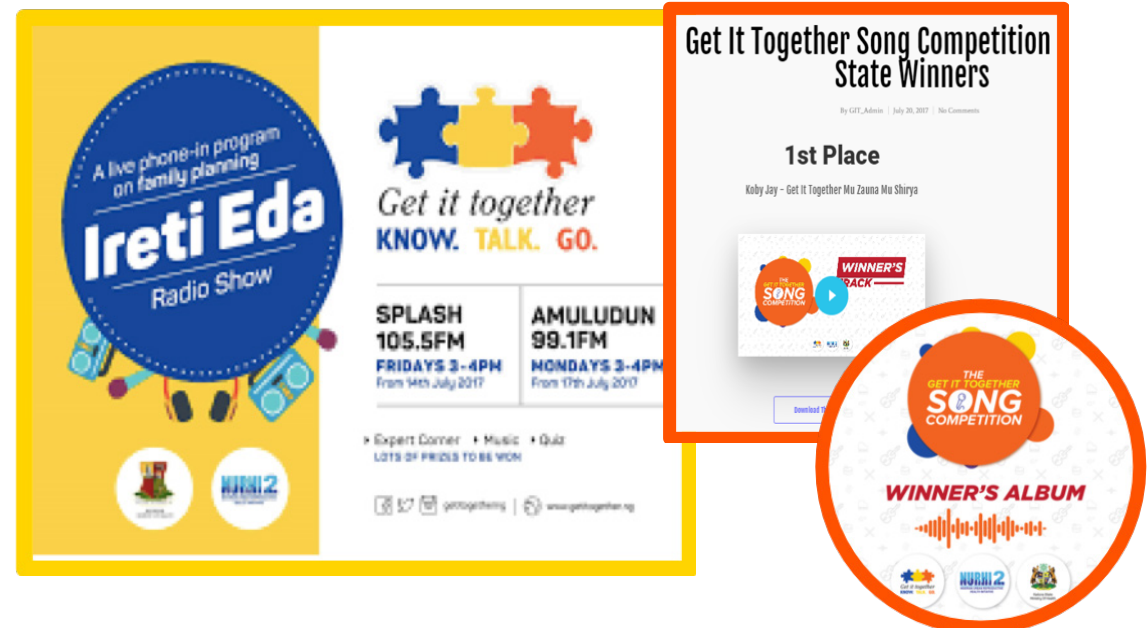
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Brand Campaign – Get It Together: NURHI attempted to regularly engage its audiences through a variety of media channels, including social media, a radio talk show, community events, and a game show. They also launched a contest to adapt the Get It Together song (originally recorded by two popular Nigerian pop stars and downloaded over 2 million times), which generated adapted versions from all over the country. We scored this best practice as “good” because the team engaged the audience and the audience participated. However, the audience did not respond with the level of passion and enthusiasm for the brand, such that they were inspired to share and create their own content around “know, talk, go” or “get it together.”

Social Media - GIT attempted to engage with the primary target through digital and social media – Instagram, FB, Twitter, SMS. Reach was low in comparison to TV and radio (5.7K FB likes).



Radio and Competitions - GIT engaged the audience through interactive radio programs, game shows and competitions. The 26-episode radio show was promoted through text, social media, radio and print. Through a live call-in listeners could ask questions and contribute to the program. Awareness of the radio programs was low – ranging from 15.5% to 35.9% -- but among those who were aware, most had listened to at least one episode. GIT also hosted a competition to adapt the GIT song and announced winners from each state on the radio and through social media.



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2008 Presidential Campaign: Obama’s authenticity and vision, combined with savvy tactics (e.g., investments in technology, social media experts, and sophisticated data analysis) drove unprecedented levels of engagement via social media, volunteerism, and cultural content creation. The campaign is best-in -class in terms of inspiring the audience to engage with the brand organically. As Craig Newmark, the Craigslist founder, explained his enthusiasm for candidate Obama, “I see him as a leader rather than a boss. A leader gets people to do things on their own, through inspiration, respect and trust.” Obama – as a person, as a brand – had the leadership ability to inspire engagement on a massive scale.¹”

Social & Digital Media Engagement

Personalization and relationship building: Emails were tailored based on demographic information and insights from market research. The emails featured a friendly and informal nature that solicited a feeling of camaraderie and collaboration between (e.g., “Dan, I need you on this one...”).²

Resource strategy: The campaign hired experts in social media and technology, staffed over 30 online staff, and integrated social media– still a relatively new technology at the time – into all aspects of the campaign.

Volunteer Activation

Door to door canvassing has been proven to be the most effective strategy to get people to the polls to vote – the 2008 Obama campaign was recognized for having the largest political field operation to date³.

Engagement through spirit of inclusion: The campaign rallying cry, “Yes We Can” invited participation. It wasn’t about candidate Obama as much as it was about a community. Similarly, the campaign gave access to volunteers. For example, volunteers could create their own events (e.g. Jazz Brunch Fundraiser for Obama) on the MyBO website.

Content Creation: The campaign provided content, including a toolkit, that enabled users to create their own social posts supporting Obama, resulting in over 400,000 supporter created videos and blogposts.⁴

Inspiring Cultural Content

Obama inspired people to act and create on his behalf. For example, Wil.i.am, leader singer for the Black Eyed Peas, put Obama’s “Yes We Can” Speech to music, while his friend, Jesse Dylan (Bob Dylan’s son), turned it into a music video featuring 30 celebrities. The video was seen ~1 million times within the first week alone.



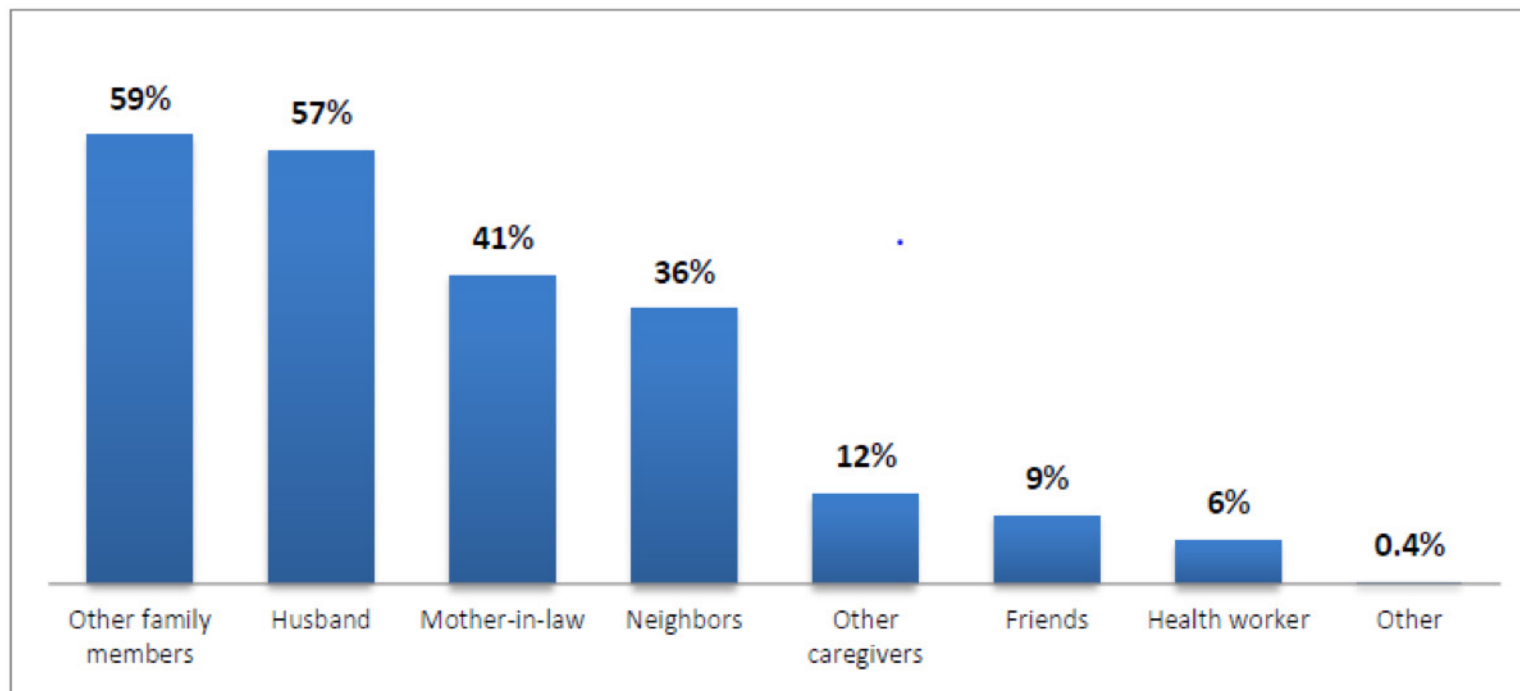
1) [Mcgirt, Ellen, “The Brand Called Obama,” Fast Company, April 1, 08,](#) 2) [Fraser, M, Obama’s Win Means Future Elections Must be Fought Online. The Guardian. November 2008,](#) 3) [Ridgeway, James, “Obama’s Army Determined to Get Out the Vote,” The Guardian, Oct 2008,](#) 4) [Edelmen, The Social Pulpit: Barack Obama’s Social Media Toolkit.](#)

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Zinc/ORS – Kacchua Campaign: While the campaign did not actively engage the audience through events of other programs, based on viewership and discussion of the content, engagement was quite high. Those who were exposed saw the ad an average of 4.2 times each day; 1/3 of those who were exposed discussed the ad with others.

One-third of the caregivers who were exposed had shared/discussed the ad with others, with a majority of them sharing with family members (see Figure 5).

Figure 5: People with whom caregivers discussed the ad



Impact Evaluation of Mass Media “Kacchua” Campaign to Promote ORS & zinc among caregivers in Uttar Pradesh

10. INSPIRE AUDIENCE ENGAGEMENT

Edutainment Platform: Shujaaz is a highly engaging multi-media edutainment platform. In addition to brand-driven opportunities for engagement (media channels, social media, events, etc.), Shujaaz fans have created their own content and their own ways to engage with the brand (e.g., audience-driven WhatsApp Groups).



The Shujaaz team has created multiple engagement opportunities

The audience engages with a monthly comic, daily radio show, social media, SMS, youtube videos, online games, and events



The audience is highly engaged in brand driven opportunities

The DJ Boyie FB page has over 800K followers. The Shujaaz team has added more FB pages for the comic's most popular characters, each of whom has 100-200K followers.¹ Many fans also engage through SMS, sending tens of thousands of SMS messages each month.



The audience initiates engagement

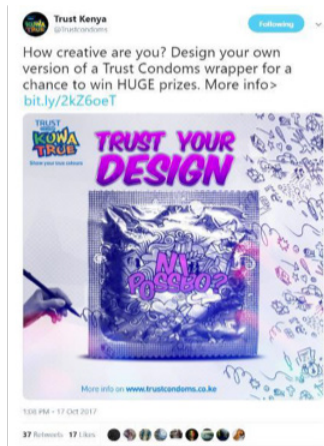
Over time, Shujaaz created a number of thematic WhatsApp groups (including DJ B's number as a member). The WTS team does not attempt to control these groups, but instead encourages audience ownership.²

1) [Using WhatsApp to Learn What's Up](#), Well Told Story blog

2) [Well Told Story Case Study](#), Digital Impact Alliance, May 2018

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Brand Relaunch Campaign – Kuwa True: Engagement activities include “pop ups” events, which enable demonstrations on condom use, important to support self efficacy (skills on how to use, a major barrier to use) and sponsorships, including rugby matches, events at universities and clubs, and ‘market storms’ to canvas retail outlets in priority locations. Trust has shifted to social media to engage with an increasingly ‘connected’ target group. While penetration is still relatively modest, access to social media is on the rise, and Trust is well positioned to exploit that as growing numbers of young Kenyans go online to connect with the broader world and express themselves. The Trust brand strategy relies on social media to complement and support the brand through user conversations. We scored this best practice as good: Trust engages with the audience but there is an opportunity to better inspire the audience to proactively engage with the brand.



Social Media engages in running conversation with existing and potential users. The top performing Twitter post in 2017 (shown here), was meant to launch the “Trust Your Design” competition - asking Johnnys to design their own condom foil for a chance to win merchandise. It received 327k impressions – quite large in Kenya’s emergent social media space.

Trust Online Strategy

- Go beyond reach to build a Trust story with the consumer
 - Create ‘mental availability’
 - Amplify Trust variants
- Online content aims to speak to what target audiences face on a day-to-day basis– with the objective of driving positive brand appeal and resonance with Trust users.

Trust Brand Ambassadors engage target populations, of slightly lower LSM* at universities & matatu stops – product demonstrations focus heavily as ‘self efficacy’ as research indicates it is one of the primary barriers to use.



Club activations target slightly higher LSM and support aspirational elements of the brand.



*living standards measure

10. INSPIRE AUDIENCE ENGAGEMENT

Brand Relaunch Campaign – Finish It: Truth inspires audience engagement in the movement to end tobacco by being active in youth culture (education and inspiration at major cultural music and sports events), offering ways for youth to get involved (signing a petition, using a hashtag or social media filter to take a stand to end tobacco), and providing training for those interested in making a significant difference to end tobacco. Truth encourages applications from youth leaders in communities and on campus.

It’s not about subscribing to a newsletter, but about “joining the cause” and “enlisting” – Truth offers an opportunity to make a commitment and join a community of like-minded positive change agents.



Truth engages its audience to make a difference by signing petitions (this one is to make businesses and public places 100% smoke free).



Youth activists use Truth materials and leadership training to end smoking; this may include educational training for other students, advocacy for policy change, etc. (one former youth activism fellow created a documentary “Black Lives/ Black Lungs”).



Truth provides an opportunity for youth activism, such as this protest outside the 2018 Walgreens shareholder meeting, where three youth activists urged the pharmacy to stop selling tobacco.

