



6. Communicate a Benefit

Communicate a benefit that is clear, believable, and resonates with the audience.

EXCELLENT

There is a clear benefit. It is believable to the audience and resonates with the audience.

GOOD

You can think of ways that the benefit could be more clearly articulated, but overall it's probably well understood and believable. It is relevant, but it lacks emotional resonance.

AVERAGE/POOR

There is not a clear benefit, or it may lack relevance or believability.

6. COMMUNICATE A BENEFIT

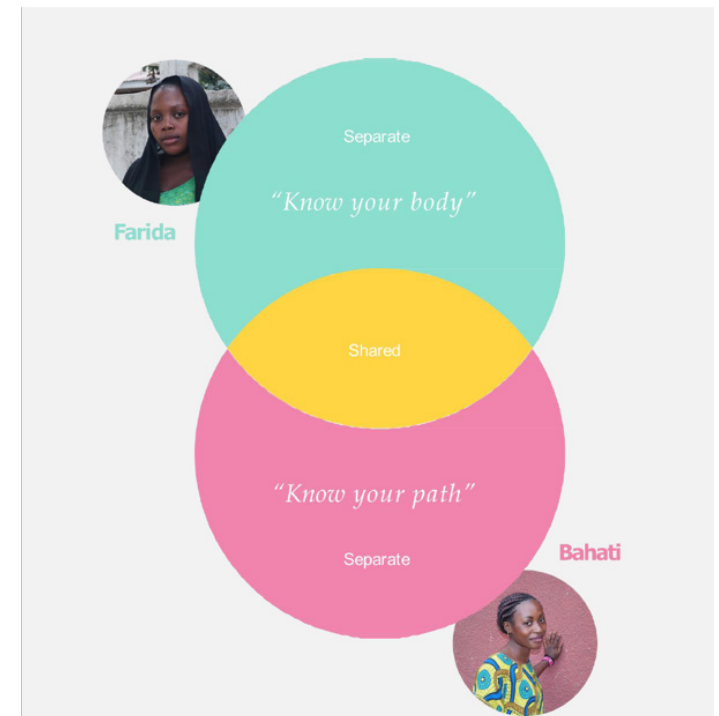
Kuwa Mjanja Brand Campaign: The benefit – “you can achieve your dreams” – is clear and it resonates with the audience. Through the use of IPC, mobilizers ensured believability by tailoring messaging and addressing questions and concerns. For example, mobilizers presented Kuwa Mjanja to Faridas (younger, less experienced girls) through “Know Your Body” messaging, which focuses on menarche and puberty, while they introduced the brand to Bahatis (older, more experienced girls) through “Know Your Path” messaging, which focuses on life goals and developing a plan to achieve those goals.



Overall message invites girls to achieve their dreams



Mobilizers target messaging based on a girl's life stage



“know your body” and “know your path” messaging reinforces believability







6. COMMUNICATE A BENEFIT

First Global Campaign – Don't Go There, Live There: The benefit that Airbnb offers in the campaign “Don't Go There, Live There” – the ability to experience a different city as a local would – meets our criteria. For example, the viewer easily understands that a Segway tour of Paris is a typical tourist activity; it's not something a local would ever do. This is juxtaposed against scenes of people experiencing everyday moments that one could do anywhere (a child building a tent in the middle of the living room), as well as everyday moments that are familiar to the host culture, but likely not to the traveler (going to a public bath in Japan). The viewer can relate to these experiences and imagine enjoying them while visiting a travel destination through Airbnb.



6. COMMUNICATE A BENEFIT

HCT Campaign – TestaBoy: The campaign included a TV ad and 9 documentary style videos featuring real people (brand ambassadors). The benefit communicated in both the TV ad and the documentary videos – you are still the same person whether you test positive or negative for HIV – resonates with the audience. It was communicated well in the documentary videos, but was not clear in the TV ad. In fact, while the audience understood that the ad was about getting tested for HIV, they found it confusing and did not take away the main message “positive or negative, you are still the same person.” The table below summarizes audience feedback to the TV copy, which was the campaign vehicle that drove the most exposure. Based on the audience feedback to the TV copy, we scored this best practice as “good.” We also note that a benefit typically offers something to the audience. In this case, ‘you are the same’ addresses a fear, but does not offer anything to the audience.

Audience feedback on the TestaBoy campaign TV ad		
Clarity	Believability	Resonance (among those who understood the ad)
AVERAGE/POOR 	GOOD  	EXCELLENT   
<p>“It is a bit complicated. The message is not clear enough. When we interpret what is actually happening... What is the relevance of changing clothes and stuff like that?”</p> <p>“The guys that move things around are the reason I’m so confused.”</p>	<p>Some focus group participants commented that the ad was not realistic; “I don’t think it’s realistic... I’ve never seen it. There’s no ways you can find out your HIV status and on the same day, tell all your friends and have them support you all at once...”</p>	<p>“I think I liked the concept of the whole advert because it shows and encourages us to go get tested, because things won’t change the way we think they’ll change.”</p> <p>“... you’re just thinking in your head that things maybe will change if you, maybe why should I go test. So basically it did talk to me... yes, there’s like a whole lot of mental war happening.”</p>

6. COMMUNICATE A BENEFIT

Future Fab Brand Launch Campaign: The benefit – that girls will be better able to plan their futures and achieve their dreams if they use contraception – is clear, believable, and resonates with the audience (based on audience research and prototyping materials). The role that contraception plays in enabling girls to achieve their future dreams is conveyed through community events and brand ambassadors.



No one wants to raise the contraception flag, but everyone is behind bright futures.

EVIDENCE

“They know Future Fab is something good for us. When we were dancing I felt like everyone I knew was watching.” – YC on his performance at a Future Fab talent show in Obunga.

6. COMMUNICATE A BENEFIT

Prega News Campaign – Your Second Home: Prega News has a well-established benefit – pregnancy confirmation within 5 minutes – that has been consistently communicated over the past 2 decades. While the benefit is clear, believable, and relevant, it is often articulated as “good news is 5 minutes away,” which seems out of touch. In 2017 Prega News launched a new campaign, “your second home,” which raises awareness for issues pregnant women face in the workplace. As Joy Chatterjee, AGM Product Management Team, Mankind, shared with *Buzz in Content*, “With more than 70% market share in the [home pregnancy test] category, we decided not to chase business growth but start a conversation for a larger social good.¹” We applaud this approach. Mankind continues to communicate the “5 minutes” benefit in stores and on its website but has shifted “above the line” focus to messaging that is more engaging and more likely to resonate with the audience. Nonetheless, we scored this best practice as “good”; we see an opportunity for Prega News to increase resonance by rethinking its assumption that pregnancy confirmation is always “good news.”



Prega News continues to reinforce the benefit of pregnancy confirmation within 5 minutes. This benefit is believable, especially now that home pregnancy tests are well understood. However, we suggest that the benefit of “good news” in 5 minutes may not resonate.



In the third year of the campaign on behalf of pregnant women in the workplace, Prega News shifted the focus to household help, encouraging women (employers) to find ways to make things easier for pregnant workers. The benefit is clear (return the favour!), believable (it's easy to do), and likely resonates, as it brings awareness to an issue that may otherwise be overlooked.

1) “Prega News takes content route to reach smaller cities and rural, says Joy Chatterjee of Mankind Pharma,” BuzzinContent, March 13, 2018; images: [PregaNews.com](https://preganews.com) and [PregaNews.com/YourSecondHome](https://preganews.com/YourSecondHome)

6. COMMUNICATE A BENEFIT

MTN South Africa Campaign – Brighter Side: The benefit of the “Brighter Side / Mic Drop” campaign is the ability to experience a gaming world where everything is possible, thanks to MTN technology and connectivity. The benefit is clear; the campaign features a fantasy-world video that blends complex video animation with everyday life; as a leader in ICT services, with the largest coverage and fastest speed, it is believable that MTN could provide high quality connectivity; and the benefit resonates with a youthful audience immersed in digital connectivity and entertainment.

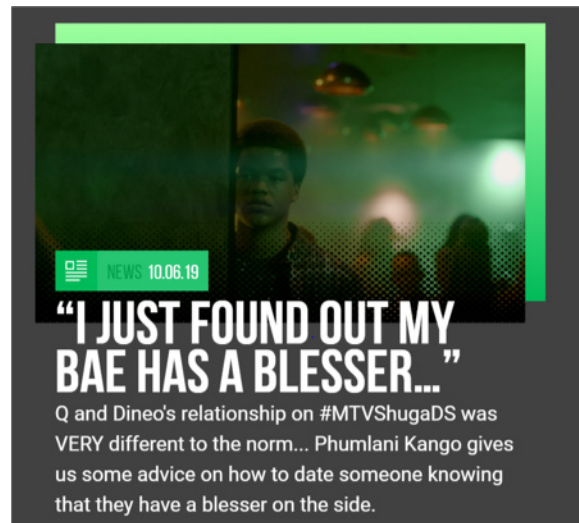


“In today’s digital world, the needs of customers are continuously evolving and, therefore, brands also need to adapt to remain relevant and on the pulse of cultural, social and digital developments.” Jacqui O’Sullivan, executive for corporate affairs, MTN SA¹

1) “TBWA/Hunt Lascaris launches iconic MTN brand campaign,” BIZCOMMUNITY, Nov 28, 2018

6. COMMUNICATE A BENEFIT

Edutainment Platform: The benefit – entertaining information about sex and relationships -- is clear and believable. The highly engrossing and somewhat voyeuristic format enables MTV Shuga to resonate with the audience.



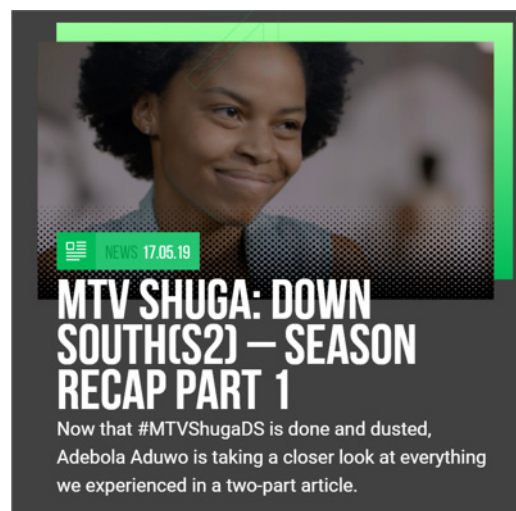
“I JUST FOUND OUT MY BAE HAS A BLESSER...”
 Q and Dineo's relationship on #MTVShugaDS was VERY different to the norm... Phumlani Kango gives us some advice on how to date someone knowing that they have a blesser on the side.



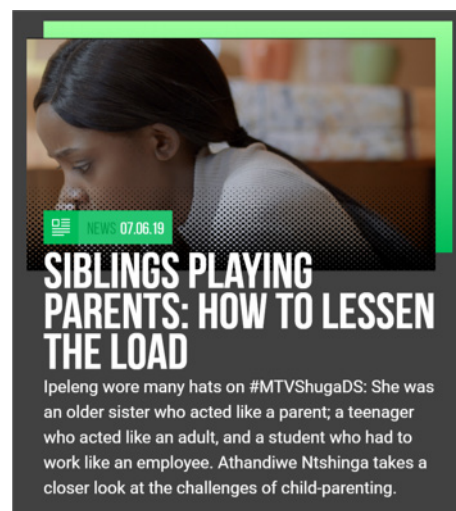
PREP: THE SEX PILL THAT PROTECTS AGAINST HIV



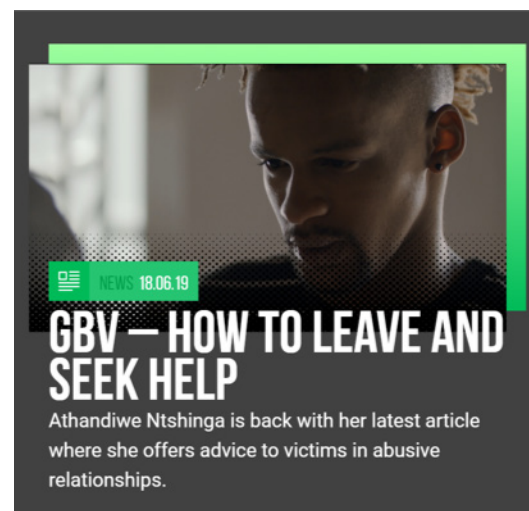
OFFICIAL! MTV SHUGA: DOWN SOUTH UNVEILS ITS NEW CAST
 South African entertainers and members of the media met the brand new MTV Shuga: Down South cast for the first time and got a sneak peek at the new set too!



MTV SHUGA: DOWN SOUTH(S2) — SEASON RECAP PART 1
 Now that #MTVShugaDS is done and dusted, Adebola Aduwo is taking a closer look at everything we experienced in a two-part article.



SIBLINGS PLAYING PARENTS: HOW TO LESSEN THE LOAD
 Ipeleng wore many hats on #MTVShugaDS: She was an older sister who acted like a parent; a teenager who acted like an adult, and a student who had to work like an employee. Athandiwe Ntshinga takes a closer look at the challenges of child-parenting.



GBV — HOW TO LEAVE AND SEEK HELP
 Athandiwe Ntshinga is back with her latest article where she offers advice to victims in abusive relationships.

In addition to the learning and new ideas that are developed by watching the show and empathizing with the characters, viewers can also learn more online, where hot topics are summarized. Topics include everything from real-life sex and relationship issues, plot recaps, to information about the show itself.

6. COMMUNICATE A BENEFIT

Brand Campaign – Get It Together: The benefit – having a happy and successful life by using family planning – meets our criteria. The campaign videos feature real people, in real-life scenarios, who either have their act together or are working toward it – all situations that are highly relevant to each focus segment. The branded materials (umbrellas, buttons, clinic signage) reinforce the “Get It Together” message and connect the message with family planning services.



6. COMMUNICATE A BENEFIT

2008 Presidential Campaign: The benefit – change we can believe in – was clear, concise and repeated consistently. It was believable because candidate Obama himself represented change: he brought youth, racial diversity, and an outsider's perspective. Yet he also had many of the credentials desired in a president (a prestigious education, a successful legal career, and experience in the Senate). Finally, it resonated: it spoke to the hearts and minds of a frustrated, disengaged electorate and inspired unprecedented volunteer activism in support of the campaign.



6. COMMUNICATE A BENEFIT

Zinc/ORS – Kacchua Campaign: The benefit – fast, effective treatment of diarrhea, to restore a child’s health – is clearly dramatized. The campaign video features a father who goes out to purchase lemons to treat his child’s diarrhea. Upon meeting some of his friends, he explains his problem. A friend tells him to use Zinc/ORS because it is an effective treatment. The image cuts to a doctor who explains how to use Zinc/ORS and how it works (retains the water level lost through diarrhea and restores hunger for 14 days). Based on copy testing, the ad scored well on clarity and believability; almost 59% of respondents found it very relevant, suggesting high resonance.



Based on copy testing, the ad scored well on key attributes:

- Comprehension and clarity: respondents understood the key message, “when your child suffers from diarrhea, this [ORS-Zinc] is the only remedy you have to give.”
- Believability: 97.5% caregivers agreed that the information the ad put across about ORS and Zinc is believable, of which 72% agreed strongly. The credibility is largely driven by the doctor, with 97% of respondents agreeing that he provides credibility.
- Relevance: 59% found the ad very relevant

6. COMMUNICATE A BENEFIT

Sexual and Reproductive Health Campaign: Sexual and reproductive health is woven into Shujaaaz with the objective of building business and financial skills (Shujaaaz links financial success to good planning, including contraceptive use). The SRH campaign included a feature film, *Jongo Love*, in addition to the comic, radio show, etc. The benefit is the freedom to focus on one's hustle without the burden of pregnancy. This is dramatized in the film, as the single moms struggle to find childcare while they work on their business projects. Similarly, in the comic, the character explains how injectables help him and his wife avoid pregnancy so he can focus on his business. The benefit is clear based on the drama in the film and comic; it is believable (approximately 2/3 of Kenyan youth surveyed strongly agree with the statement, "smart hustlers protect themselves from unwanted pregnancies,¹") and it seems to have resonated, as the film was viewed over 100,000 times within the first three weeks



Scene from *Jongo Love*, originally launched as a radio program and later developed into a feature film.

1) Hutchinson, et al., "Empowering youth for social change through the Shujaaaz multimedia platform in Kenya," *International Journal of Adolescence and Youth*, 2019

6. COMMUNICATE A BENEFIT

Brand Relaunch Campaign – Kuwa True: While earlier condom campaigns built on messaging around the risks of unsafe sex and the benefit of condom use in providing peace of mind and showing your partner you cared, “Kuwa True” aimed to communicate the benefit of being true to yourself. This benefit was clear (“to be true” was among the top 3 main messages that the audience associated with the ad), but only 48% of those who were familiar with the ad found it to be relevant, and among those, only 8% cited “to be true” as the reason why the ad was relevant. While the ad was tested, we did not find any data on believability.



The main message of the ad.

It is protective	34	It is protective	34
The importance of condom	14	To be true	8
To be true	13	The importance of condom	7
It is good /Best	6	It is good /Best	5
It is trusted brand /For trust	6	It is educative	5
To be sure/safe	6	It creates confidence/encouragement	4
It is of good quality	4	It is of different varieties	3
It creates confidence/encouragement	3	Prevents unwanted pregnancy	3
It is of different varieties	3	It is trusted brand /For trust	3
Prevents unwanted pregnancy	3		
It is educative	2		
They availability	2		
It is used by many/all people	2		

6. COMMUNICATE A BENEFIT

Brand Relaunch Campaign – Finish It: The benefit of “Finish It” is to be the generation that ends smoking, which is clearly communicated through words as well as actions. For example, the videos include a call to action to join the cause (e.g., “enlist at Truth.com” or “get onboard at Truth.com”); in addition, Truth provided hashtags and social media filters that allowed the audience to participate and use their influence to support the cause. “Finish It” is believable because the content celebrates the progress that has been made to reduce tobacco usage (“in 2000, 23% of teens smoked. Today, only 8% of teens smoke.”), demonstrating that it is possible to end smoking. Finally, the campaign resonates with youth by tapping into culturally relevant trends, including their love for pets (and cat videos), and topics highly relevant to youth, such as attractiveness and dating.

