



9. Delight the Audience

Find ways to delight the audience you serve.

EXCELLENT

The implementer thinks about how it can delight the audience it serves. The implementer applies its audience understanding to go beyond its original offering, identifying and launching new features, programs, communications, etc., that delight the audience.

GOOD

The implementer meets the audience's needs with its offerings – and this is arguably a delight; however, the implementer does not go beyond the program to think about how it can truly serve its audience, or how it can help bring joy to the audience.

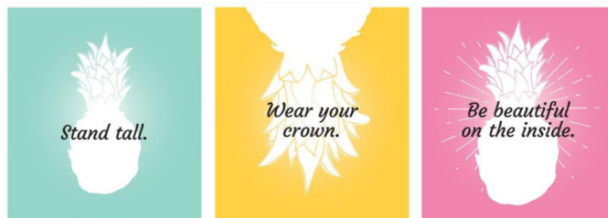
AVERAGE/POOR

The implementer is pushing its message on the audience. There is no delight in the offering; it is not something that the audience necessarily wants, nor is it presented in a way that delights the audience.

9. DELIGHT THE AUDIENCE

Kuwa Mjanja Brand Campaign: Kuwa Mjanja delights the audience through the brand imagery, a meaningful and inspiring benefit, and delightful programming.

The brand creates a delightful experience – the imagery is symbolic, beautiful, and shareable



The benefit – you can achieve your dreams – is delightful



Girl-centered community events feature inspirational stories, entrepreneurship training, and contraceptive services



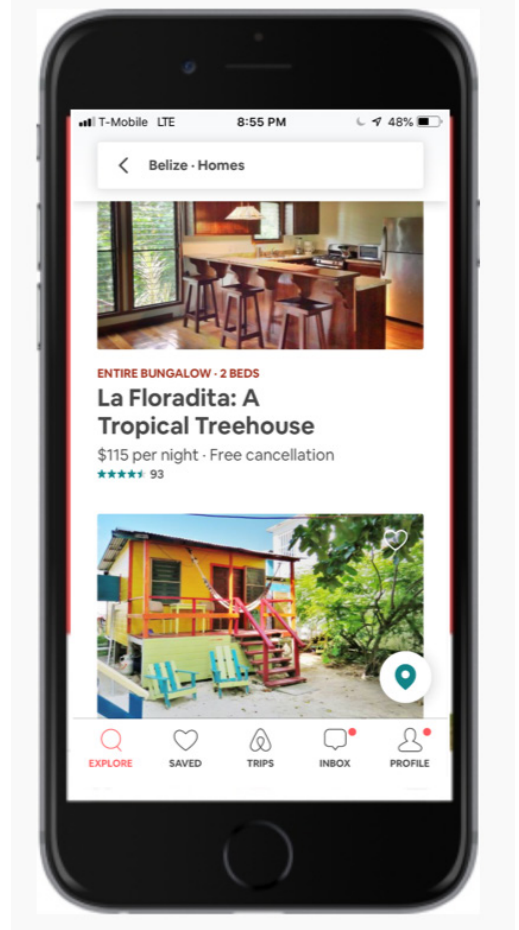
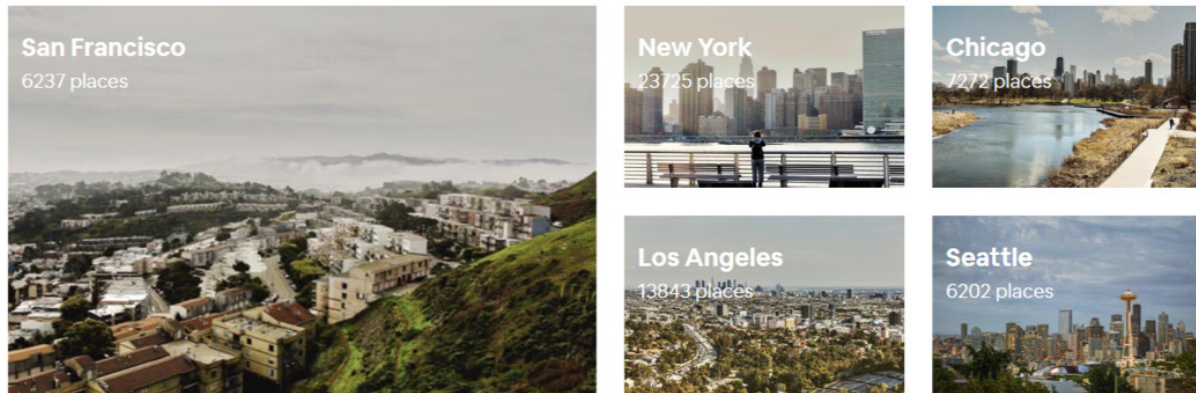
9. DELIGHT THE AUDIENCE

First Global Campaign – Don't Go There, Live There: Delight can come in small details: new features, customization to better match each user's experience, and a more user-friendly usage experience. The campaign also introduced new product innovation that strengthened the brand's ability to help guests "live there." These included (1) new guidebooks based on host recommendations, (2) a new algorithm that matched guests with neighborhoods, hosts, and homes they are most likely to enjoy, and (3) an overall update to the app to make it a more user-friendly and enjoyable experience.

Guidebooks

A collection of all the best places in every city, as told by Airbnb hosts. Find everything from coffee shops and parks, to secret spots.

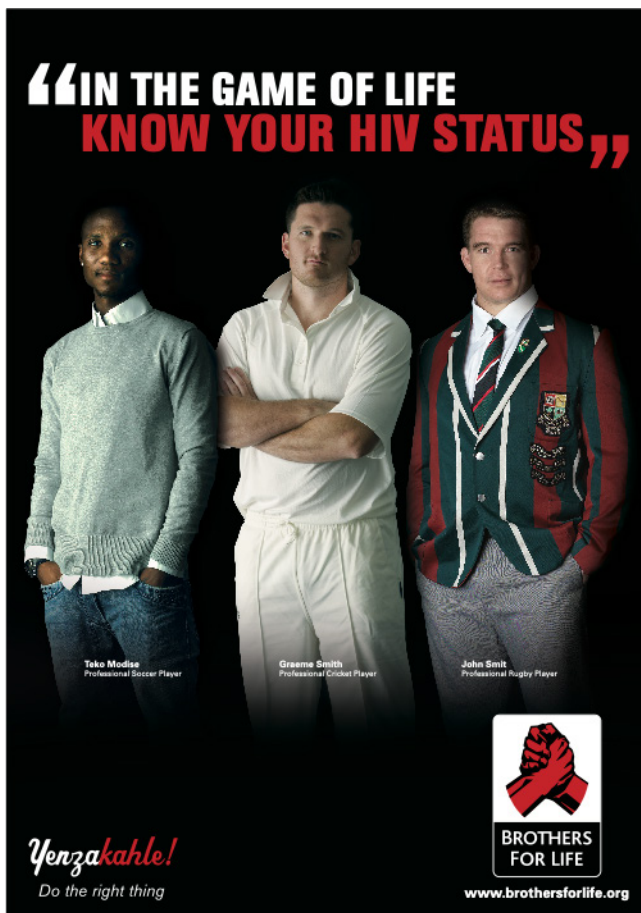
North America



New algorithm built into the Airbnb app shows homes that are most likely to meet guests' needs and interests.

9. DELIGHT THE AUDIENCE

Brothers for Life - Overall Brand: While there were campaign elements that were likely considered to be ‘delightful’ (the use of popular sports figures, branded back packs, caps, t-shirts distributed at company events, etc.), the project team placed greater emphasis on audience engagement vs. audience delight. For example, the audience was clearly moved by the campaign, describing it as “powerful” and engaging with the content, but the brand does not necessarily “delight” the audience. It is likely that ways to delight the audience (for example, launching a program to celebrate men on Father’s Day), may be challenging to fund and execute without an obvious direct link to health outcomes.



Use of popular sports figures in ads and as ‘ambassadors’ during World Cup was very popular among men

Branded swag giveaways to community members and mobilizer teams for being a part of the B4L movement

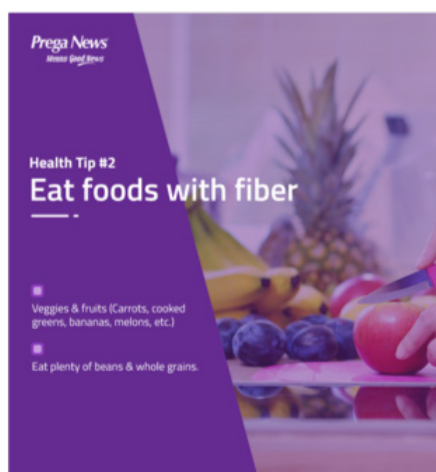
9. DELIGHT THE AUDIENCE

Future Fab Brand Launch Campaign: The Future Fab program sought to delight the audience at all touchpoints. Future Fab events, which featured musical artists, fashion shows, talent shows, and other forms of entertainment, were used to launch the program in each county. Future Fab also established branded pop up service delivery sites to make the entire journey delightful - from initial point of contact to service delivery. Lastly, FF piloted a magazine designed to get teens excited about what they love and to share stories about their dreams and talents among their peers while also including clear information about reproductive health.



9. DELIGHT THE AUDIENCE

Prega News Campaign – Your Second Home: There are a variety of ways in which Prega News delights the audience, including online contests, raising awareness about issues women face during or after pregnancy, and providing education and tips related to pregnancy. Shortly after the launch of the #YourSecondHome campaign in 2017, Prega News announced a partnership with local airline Spice Jet, which included special “comfort” features for pregnant travelers, a contest offering free travel for selected pregnant travelers, and awareness about ways to make travel easier during pregnancy.



SpiceJet
Red. Hot. Spicy.

Prega News
Means Good News

Making Flying Experience Special for pregnant women

- Free SpiceJet Tickets
- Free In-Flight Meals
- Mankind Gift Hampers

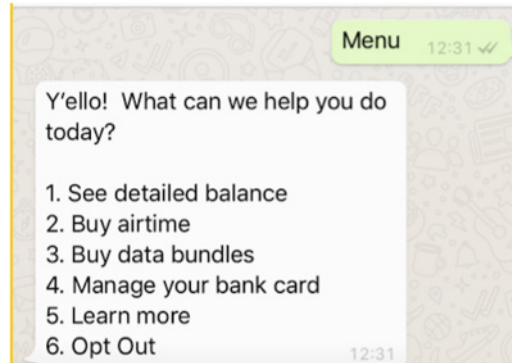
*To know the detailed info log on to www.preganews.com
*Offer valid from 25th September 2017 to 25th December 2017. The Offer is on first-come first-served basis. Other T&C's apply.

9. DELIGHT THE AUDIENCE

MTN – Overall Brand: Given MTN’s strategy to deliver the best customer service, it’s no surprise that there are numerous ways in which the company delights the audience – including exceptional customer service and service delivery to cultural events and community outreach.

Customer Service

MTN launched a 1st of its kind – a WhatsApp channel for customer service, making service questions easier and more fun by putting customer service on a platform the audience is already using (50% of mobile subscribers use What’s App)¹



Service Delivery

MTN uses analytics to proactively identify customer issues, reach out to customers to acknowledge the issue, and implement a personalized solution.²



Cultural Events

MTN sponsors important cultural events in the arts and sports. The Joyous Celebration, a gospel choir formed in 1994 to celebrate South Africa’s transition to democracy, is among South Africa’s most successful choirs and has been sponsored by MTN for over 12 years³.



Community Outreach

Season of Surprises. For 3 weeks each holiday season, MTN employees surprise individuals and communities throughout Nigeria with gifts⁴.



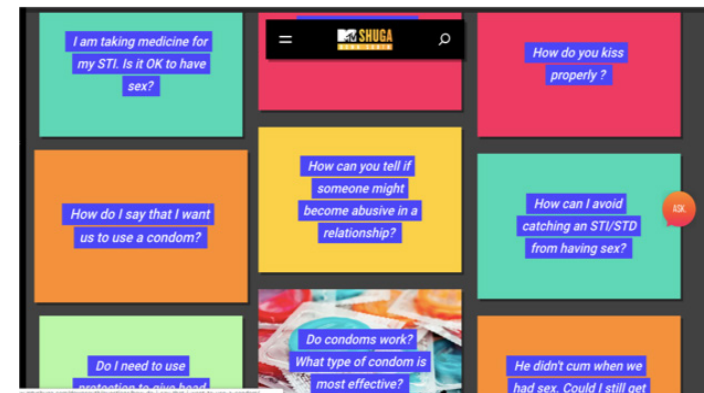
1) Shapshak, Toby, “MTN launches ‘World-First’ Airtime Top-Up Through WhatsApp,” Forbes, March 26, 2019; 2) “MTN Nigeria Takes Customer Experience to New Levels” Africa.com, July 2018; 3); MTN.co.za; 4) Popoola, Feyisayo, “MTN Nigeria concludes 2018 Season of Surprises,” Punch, Jan 14, 2019

9. DELIGHT THE AUDIENCE

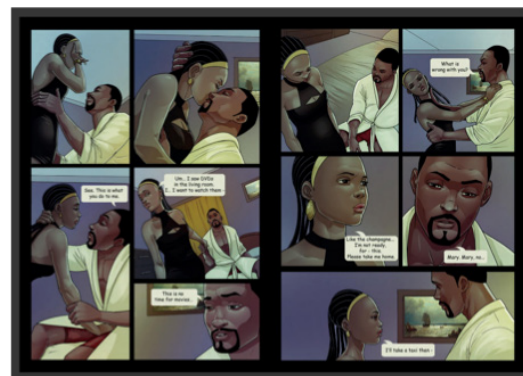
Edutainment Platform: MTV Shuga has an exceptional commitment to delighting its audience. Each 22-minute episode is packed with emotion as the characters confront the challenges of daily life. Beyond the show, the 360-marketing campaign seeks to delight the audience through a wide variety of communication channels. Transitioning to radio, a graphic novel, and community pop-up events means that the program content is even more accessible to its target audience.

The MTV Shuga website is also designed to delight its target audience and has several interactive features such as a “which character are you” quiz, profiles of the characters and the cast, Q&A for advice on relationships, sex, dating, pregnancy, and resources for teens on HIV testing/counseling, and advice on negotiating condom use. While the content is intended to be educational, it is transmitted in a youthful and engaging format, without any judgment or shaming.

Additional “behind the scenes” content is available on Youtube and the Shuga website. Short clips with the cast make the characters and the show more relatable.



Behind the Scenes - Which Shuga actor is the biggest flirt?

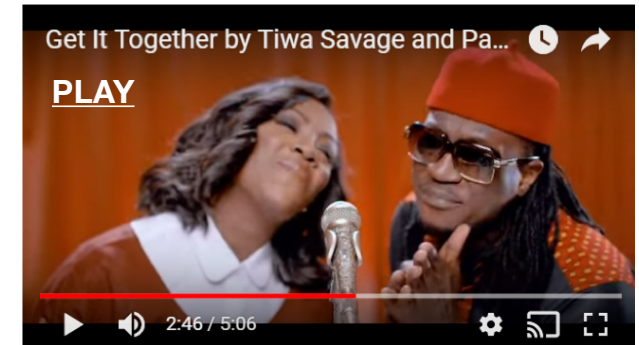


MTV Shuga Graphic Novel



9. DELIGHT THE AUDIENCE

Brand Campaign – Get It Together: We identified several elements that were likely delightful, including the 72-hour clinic make-over, family portraits taken by social mobilizers, desirable market bags, and especially the popular music video and TV series.



GIT also used a variety of mass media vehicles to build awareness. Many created considerable delight among viewers as evidenced by viewer feedback. These included a wildly popular music video.

GIT conducted 72-hour clinic makeovers. Clinics were refurbished, fully stocked, and fully branded, and personnel were trained on the GIT brand. Each clinic displayed a new Bill of Rights to help clients understand what they should expect at a GIT clinic.

At community and special life milestone events, community mobilizers presented family portraits to families with whom they discussed FP, to mark their special day -- providing a surprise to potential new clients.

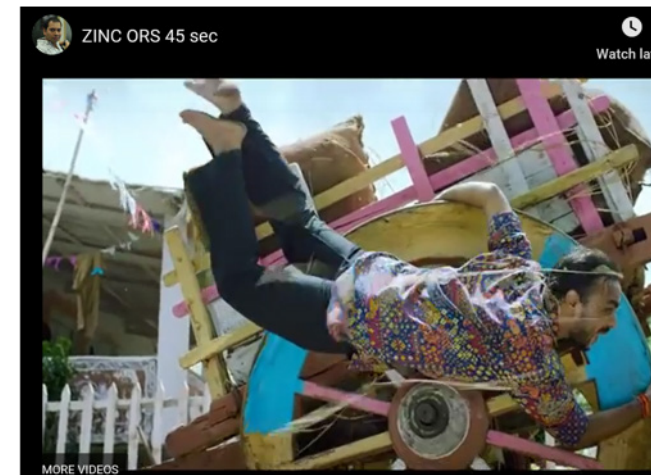
9. DELIGHT THE AUDIENCE

2008 Presidential Campaign: The campaign was delightful for several reasons: as a candidate, Obama's youthful personality, informality, and sense of humor were a delight to his audience; the campaign's vision for change, hope and "yes we can" spirit was inspiring; and lastly, the campaign's innovative use of technology and social media engaged the audience in a modern and entertaining way.



9. DELIGHT THE AUDIENCE

Zinc/ORS – Kacchua Campaign: The campaign focuses on educating the audience about the very tangible benefit of using zinc/ORS to treat their child suffering from diarrhea, which was conveyed in an enjoyable and entertaining manner. The ad scored high on likeability, with 60% of caregivers reporting having enjoyed the ad each time they saw or heard it. The 3 top adjectives respondents used to describe the ad included *informative, effective and enjoyable*¹. In addition to the TV and radio spots, the campaign placed tens of millions of recorded calls communicating key messaging, along with texts. Branded buses in target areas also aimed to bring the message to target audiences.



The information they provided in this ad is good and important for us

The campaign features a happy child, demonstrating the behaviors that were described in the “happy child” audience research. Qualitative feedback about the campaign suggests that it was highly enjoyable, “This is an ad about children, and we like to watch this ad again and again.”²

Till the time our kids are small, we like to watch such kind of ads

Most caregivers who had seen the ad shared that they liked the element of Kacchua rotating after having read the message about ORS and Zinc on the wall. This seemed to be the key hook of the ad.

The TV spot used relatable characters and humor, making it entertaining. “We are mothers and face such problems and this concept catches our attention.”

9. DELIGHT THE AUDIENCE

Edutainment Platform: Driven by a strong focus on audience engagement, the Shujaaz team has identified a number of ways to delight the audience, as articulated in a blog post by social media leader Farida Nzilani.¹ These include: (1) using Sheng, a language intended to exclude adults and communicate secretly among youth; (2) answering fans' questions and problems, either directly, or (with permission), asking the Shujaaz community to provide help, or referring the query for expert counseling; (3) making it fun – share jokes and memes that entertain the audience; and (4) grounding content in what is interesting and relevant to youth (and everyone, for that matter) – sex, money, fun.



1) Shujaaz social media top tips: how we keep the conversation alive; 2) "Sex, Money, Fun," Well Told Story, 2016

9. DELIGHT THE AUDIENCE

Brand Relaunch Campaign – Kuwa True: The Kuwa True campaign primarily focuses on video, print, social media, and events - the latter two providing most of the opportunity to delight through ongoing dialogue with consumers tied to timely, culturally relevant topics. Media personalities, popular bands, and music are often used to both entertain and synch association with Trust as a brand that allows people to demonstrate their true colors. Pop-up events focus on fun, brand promotion, and plenty of demonstrations to support young people on correct use of condoms (which persists as one of the biggest barriers to use). We scored this as good and not excellent, as the brand doesn't necessarily go 'beyond' its basic offering, which may require a larger budget.

PS Kenya also produces short video segments shared on social media to strengthen a connection to target audiences through profiling real life in the real places the target lives (which also reinforces the brand vision of enabling the audience to express their true colors). A series of videos focused on specific neighborhoods, interviewing residents to elicit a sense of pride of place and origin, were all connected to Kuwa True and Trust condoms, providing opportunities to delight consumers while also establishing relevance.



9. DELIGHT THE AUDIENCE

Brand Relaunch Campaign – Finish It: Truth delights the audience by engaging in youth culture, whether creating provocative videos that youth want to view and share, partnering with the most popular youth celebrities (including Instagram cat celebrities), creating coveted merchandise, or having a presence at popular music and sports events. Truth seeks out the audience where they are and creates content and activities that delight.

