



14. Evaluate Marketing Vehicle Effectiveness

Understand which vehicles were most effective.

EXCELLENT

The implementer has a robust analysis enabling understanding of which vehicles were the most effective.

GOOD

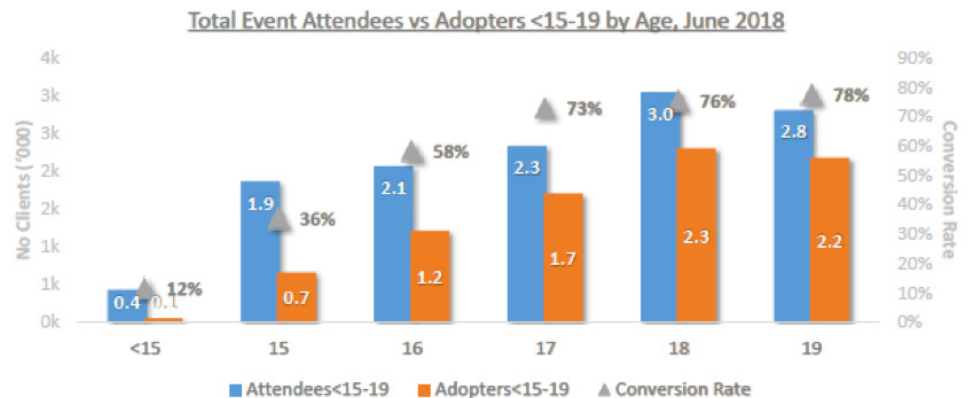
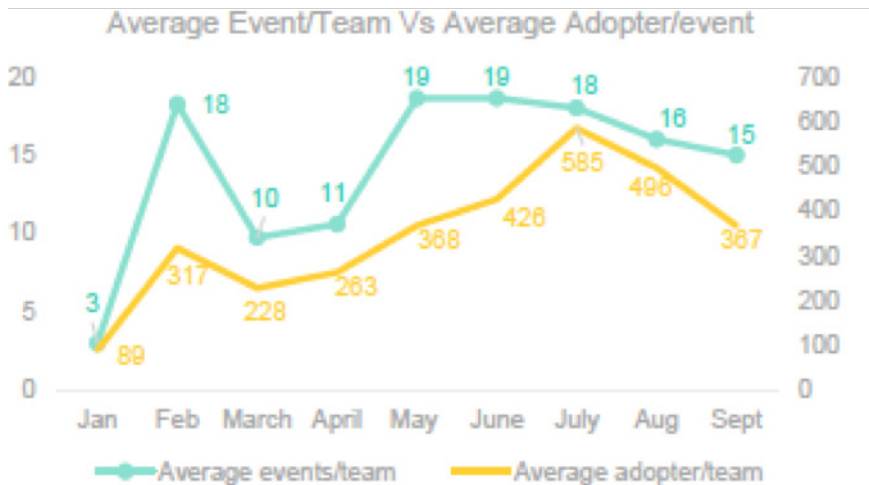
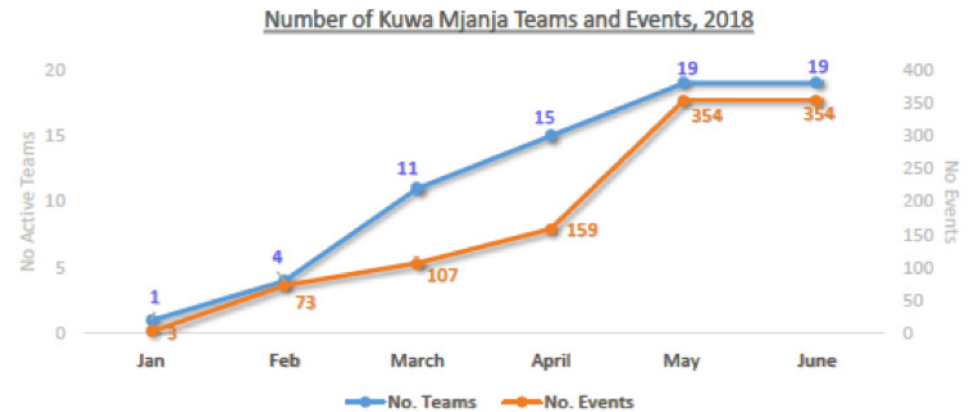
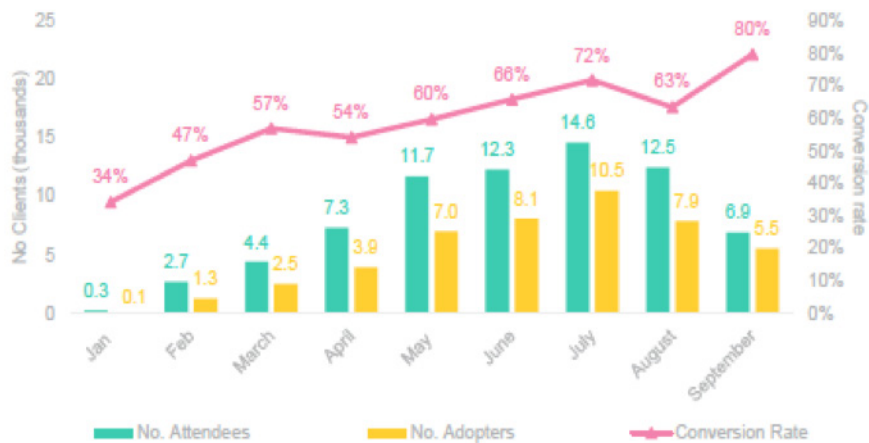
There is qualitative or anecdotal evidence suggesting which vehicles were the most effective.

AVERAGE/POOR

There was no analysis of marketing vehicle effectiveness.

14. EVALUATE MARKETING VEHICLE EFFECTIVENESS

While the project envisions mass media, the current focus has been on events, interpersonal communication, and service provision. As such, the team focused on measuring cost and driving efficiency through efforts that improved conversion rates, increased the number of events per team and the average number of adopters per team. These efforts reduced the cost per adopter from \$184/adopter to \$40. We scored this best practice as “good” as the team focused on optimizing the current marketing vehicles, but did not assess the effectiveness of specific vehicles and channels (events vs. interpersonal communication, etc.).



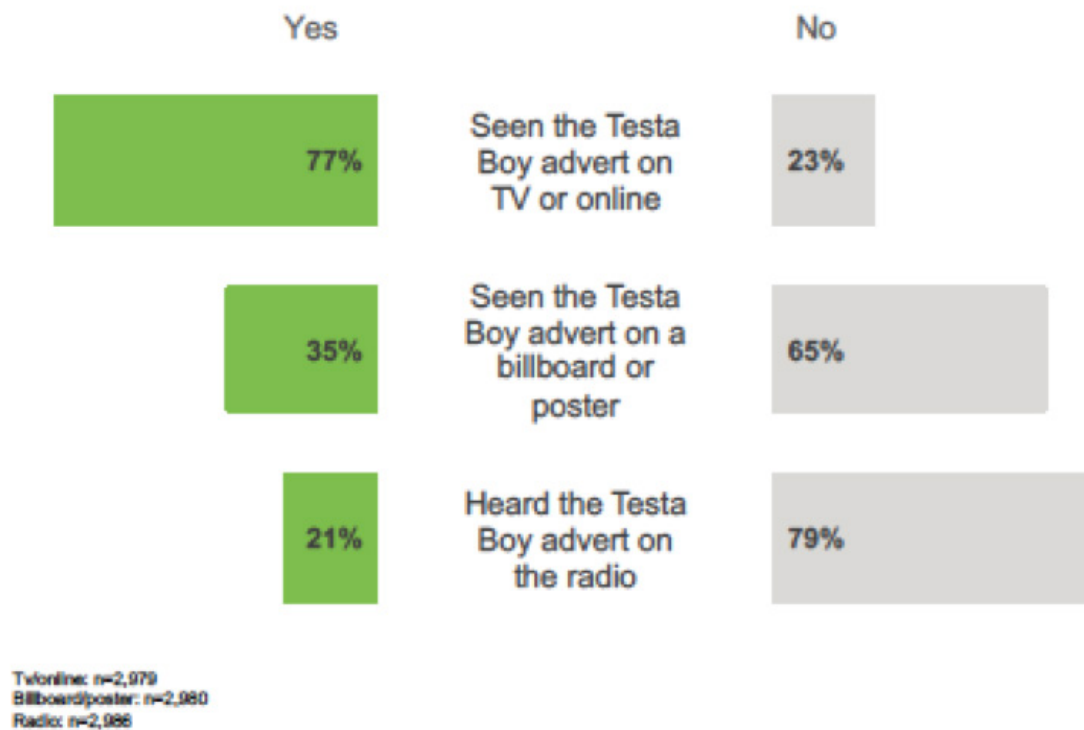
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No available data. Best practice not evaluated.

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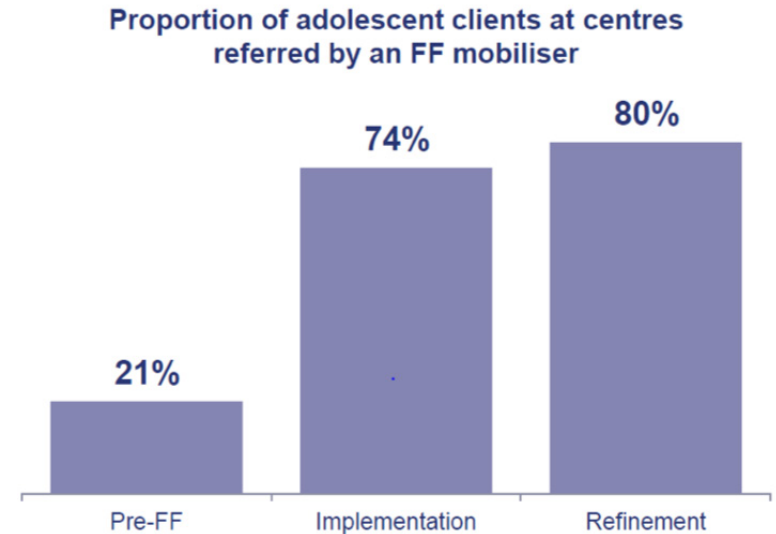
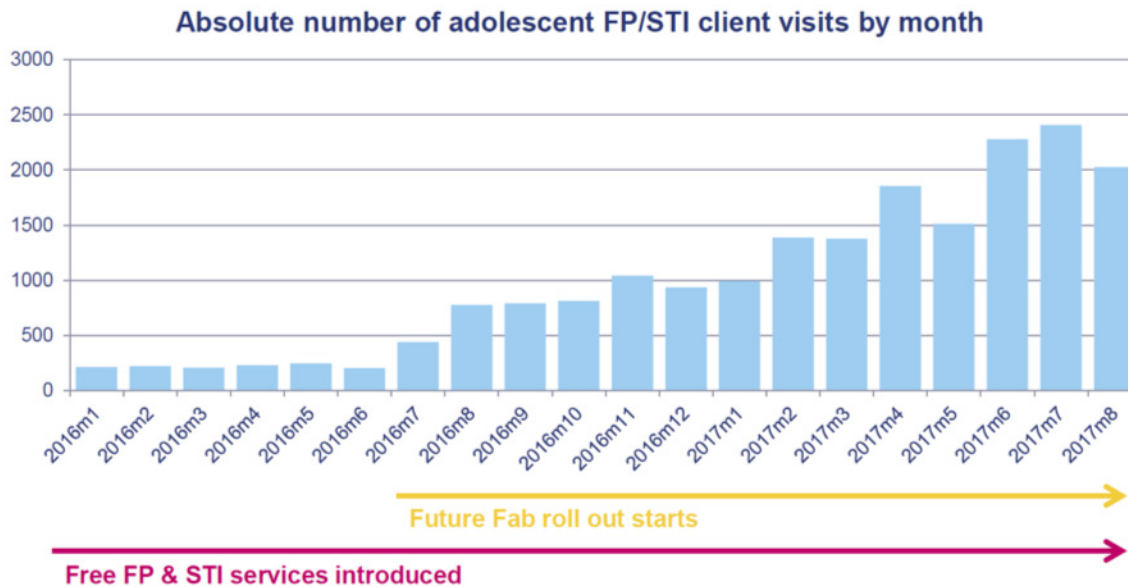
The final evaluation report included measurement of campaign exposure, using TV / online, billboard and poster, and radio as the primary vehicles. The team did a separate, detailed evaluation of Facebook, to assess the level of engagement, types of conversations, and the degree to which videos shown on Facebook and the resulting conversations changed behavior. However, in the final evaluation, it would be helpful to tease apart the effectiveness of the various TV channels (commuter TV vs. regular TV) and the Facebook campaign compared to each other, which may have been more effective than radio or TV.

The majority of respondents had seen the Testa Boy advertisement on TV or online



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Future Fab drove a ten-fold increase in the average number of adolescent visits for FP/STI services among adolescents per clinic per week, with 80% of adolescents reporting some contact with FF marketing vehicles (either an event or a mobiliser). Using a responsive model, Future Fab adapted the approach after the Implementation phase, which demonstrated that mobilizers and events had been effective in driving awareness. There is an opportunity to better understand the effectiveness of each vehicle and explore additional vehicles, which was not possible given the short duration of the program.



Charts: "I own my future: lessons from Future Fab programme on improving contraceptive service uptake among adolescents"

Based on email exchange with MSK staff (June 2019), mobilizers alone did not drive clinic visits, but mobilizers working in conjunction with events (pop up clinics), achieved the 10-fold increase in average adolescent visits

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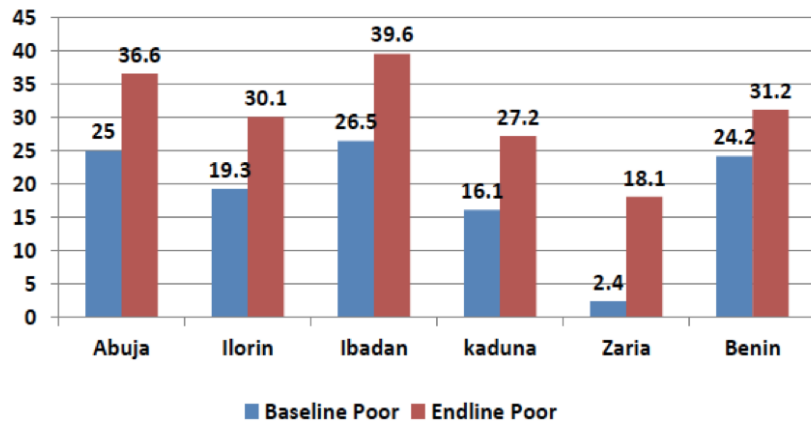
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NURHI’s evaluation measured overall exposure and exposure to various communication channels by city and target audience, and compared this with increases in mCPR. The endline evaluation also included a survey among GIT FP clients. TV and radio spots had the highest levels of exposure. We scored this best practice as “good” – exposure to marketing vehicles was measured, but not at the level to enable understanding of which specific types of executions were most effective (radio program or song on the radio? TV game show or video seen on TV?), which could lead to more efficient media spending.

mCPR among Women in the two lowest quintiles at baseline (2010) and endline (2014) among women in union in NURHI Intervention Cities

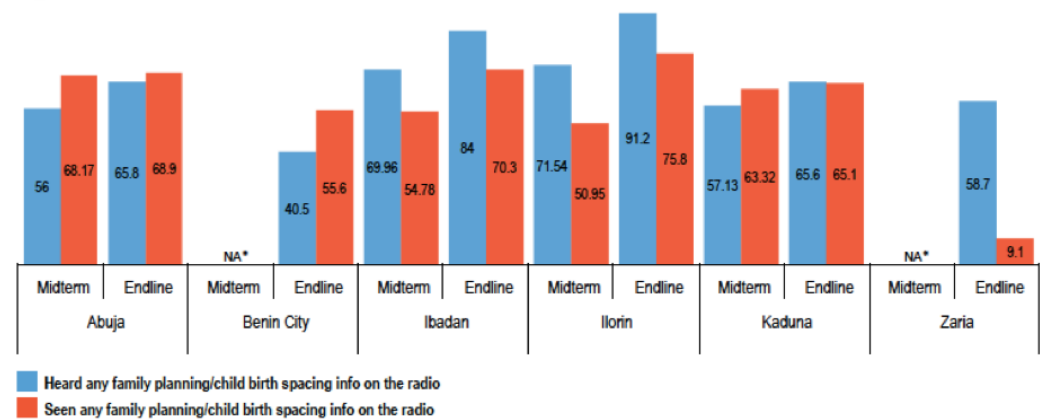


Source: MLE Report 2015

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Figure 7.2 Percent distribution of exposure to NURHI radio and TV programs in the previous three months at midterm and endline, among all women

Nigeria 2012, 2014



Exposure to NURHI TV or radio was high across most regions

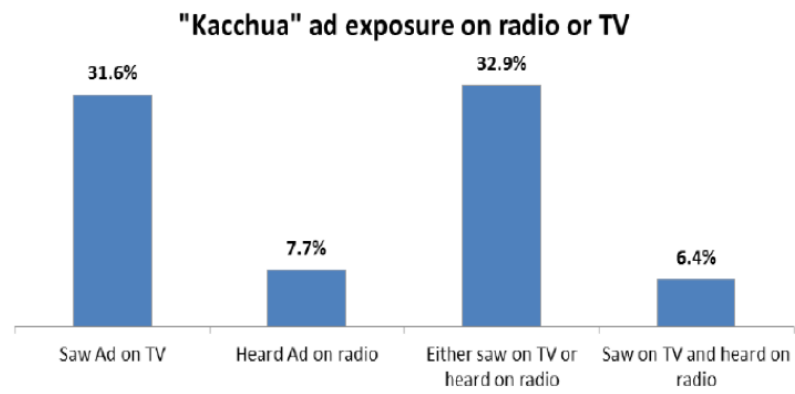
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Following the initial campaign burst in Uttar Pradesh in 2015, the project team conducted a study to estimate reach and exposure; measure comprehension, recall and perception of the campaign; and measure impact in terms of knowledge, attitudes and practices. The study used a mix method approach including structured quantitative surveys and in-depth interviews with providers and caregivers of children under five. Among the study findings, TV emerged as the most effective vehicle, perhaps resulting from high frequency (the TV ad ran 7,000 times, resulting in an average of 126 times / day) and visually engaging drama. While TV was effective for driving overall awareness, it was not effective for communicating dosage instructions. Based on these and other findings, the evaluating team recommended the programming shifts outlined below.

Based on the initial campaign burst in Aug – Sept 2015, TV was the most effective communication vehicle



Demand Generation Campaign 2016

Based on 2015 results and learning's, the following will be implemented in 2016:

- TV will continue to be used as the dominant channel of communication due to its high efficacy to those that it reaches. The TV plan will be modified in an attempt to gain incremental reach in UP by:
 - Increasing the number of channels
 - Increasing the genre of channels (e.g. religious and music)
 - Increasing the time of day the TVC is shown (more spots in morning time bands)
- Mobile will become more targeted to specifically reach rural poor females. The telecom companies are now able to segment data based on spend patterns, percentage of inbound vs outbound calls and target into media dark areas. This will ensure we reach directly to females that are unlikely to have access to any other communication mediums.
- Cinema will be added as an engaging and cost effective channel to reach our secondary target market (males)
- Promotional material will have a focus on educating about correct dosage

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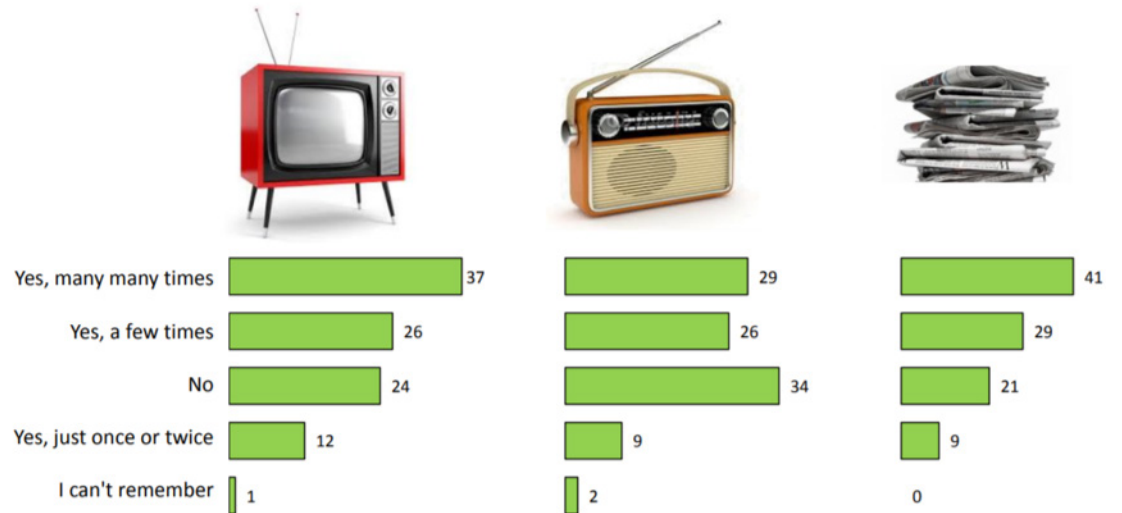
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Based on PSK’s research, over 80% of the target audience claims to have seen the Kuwa True marketing, with almost 60% of the audience attributing the ad to Trust. Based on reported data, the audience was most likely to learn about Kuwa True on TV or print (63% reported seeing Kuwa True on TV; 70% in print). Roughly 20% of the respondents reported not seeing the ad, suggesting the communication was effective in driving awareness and recall.

	Total
	N=1061
Trust Unspecified	30
Trust Classic	25
I do not know the brand	20
I have never seen this ad before	17
Trust Studded	2
Trust Moja Moja	1
Trust For Maximum Protection	1
Trust Scented Tripple Tested	1

Have you seen or heard the ad. before? %



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