



8. Select the Right Marketing Vehicles and Ensure Message Continuity

Select marketing vehicles that are right for the audience and right for the message. Ensure the visual cues and messages are repeated over time, such that they reinforce memory structures and are likely to be remembered.

EXCELLENT

The marketing vehicles are right for both the audience and the message. They present the message to the audience in a unique way that stands out. The visual cues and messages have been repeated over a long enough period of time that they are able to be remembered and are part of the culture – and ultimately influence behavior.

GOOD

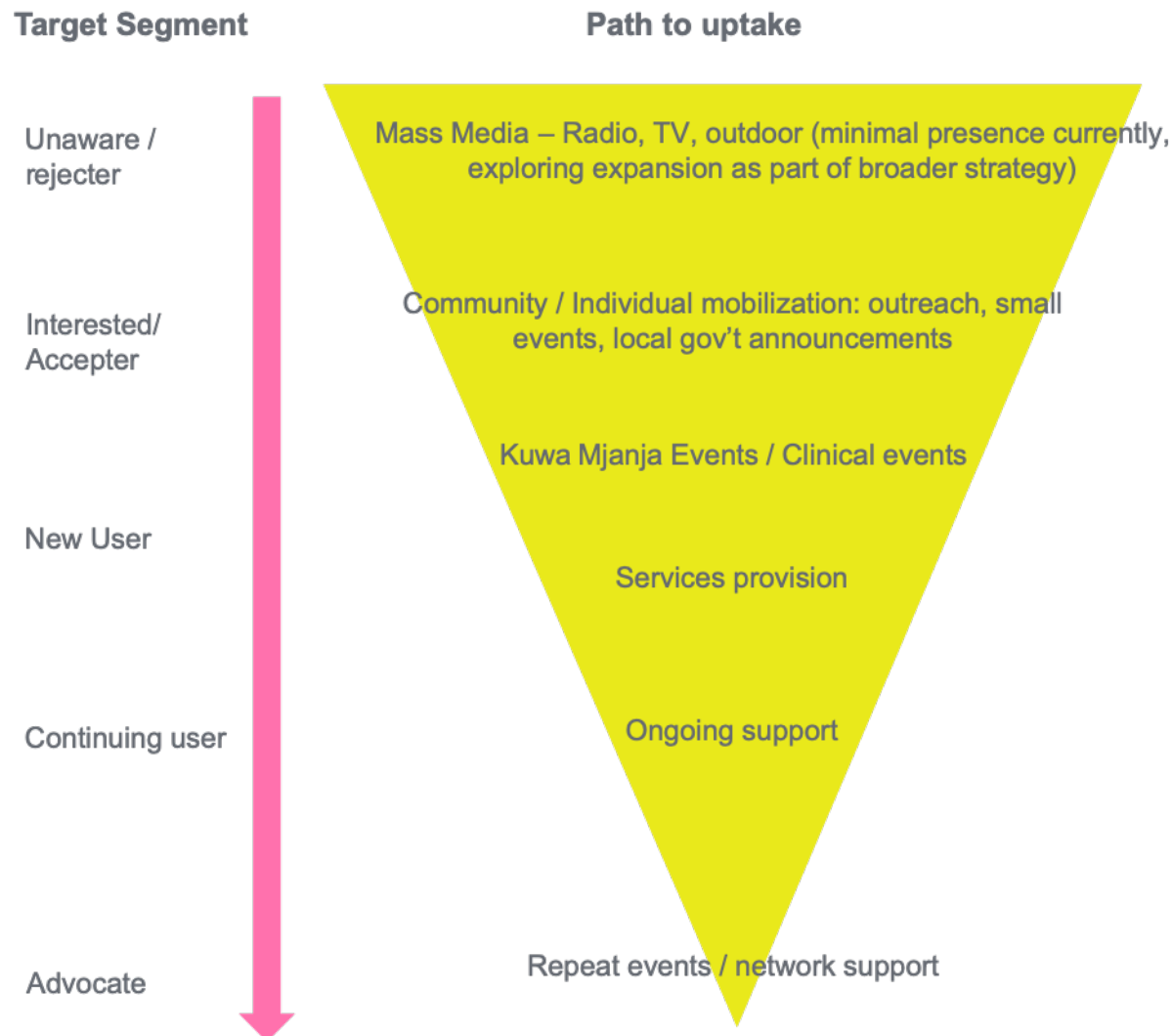
The marketing vehicles are right for both the audience and the message, but they don't bring the idea to life in a unique way. The visual cues and messages have been repeated, but the project is too new to determine if they have been able to be remembered or part of the culture. They may seem to be on track to do so.

AVERAGE/POOR

The marketing vehicles may not be right for the audience or the message. The campaign has not been supported long enough to have an impact, or the approach (visual cues and messages) has changed.

8. SELECT THE RIGHT MARKETING VEHICLES AND ENSURE MESSAGE CONTINUITY

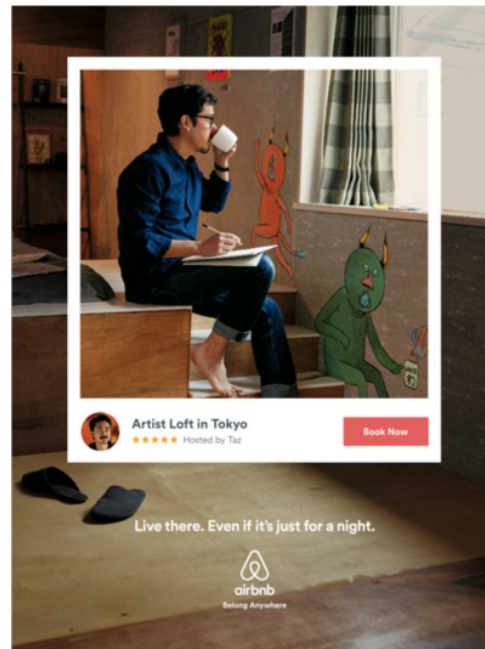
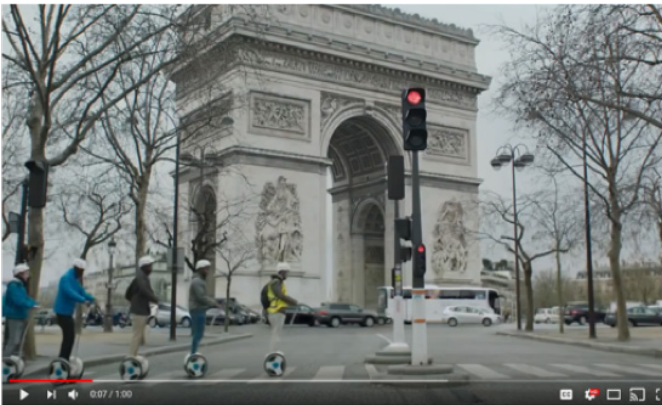
Kuwa Mjanja Brand Campaign: Kuwa Mjanja uses a fairly limited approach to its marketing vehicles. The primary campaign relies on interpersonal communication, community events, and service provision to engage the target audience and to achieve the intended behavior. The A360 team follows users along a trajectory of engagement, from unaware/rejecter through to user and eventually advocate. Each of these stages implies a deeper level of engagement with the brand as shown below. Given the short duration of the campaign, we did not score this best practice.



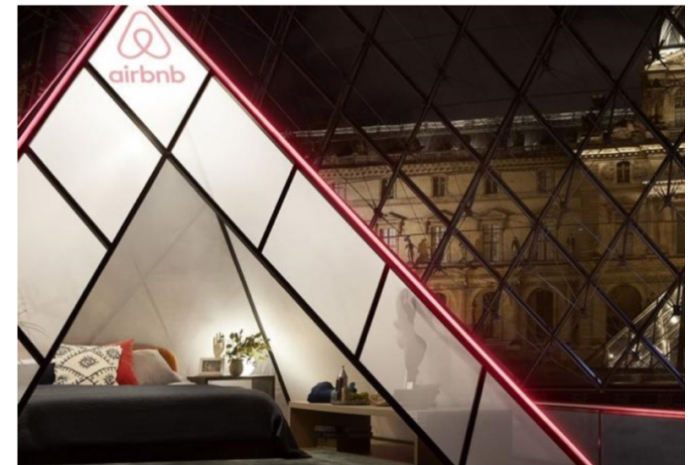
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“Don’t Go There, Live There” and “A Night At” Campaigns: We chose to look at two campaigns to evaluate Airbnb’s use of marketing vehicles. In the “Don’t Go There, Live There” campaign, the selected vehicles make sense for the objective, the idea, and the audience. For example, the launch video, intended to drive awareness, aired during major events with high viewership, while print ads and out of home were ideal for showcasing the types of homes and everyday experiences guests would be able to enjoy in them. This campaign also demonstrates Airbnb’s continuity; it was one of several campaigns that supported the overall “Belong Anywhere” vision over a period of five years. We also like the “A Night At” campaign as an example of the marketing media as the message. In this case, Airbnb created a series of promotions where the audience could win a chance to stay at unique locations, including the Louvre. The campaign communicates the benefit that Airbnb offers accommodations that are both unique and extraordinary.

Don’t Go There, Live There



A Night At



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HCT Campaign – TestaBoy: The TV spot and ambassador videos came to life through marketing vehicles that closely reflected the target audience’s media consumption habits, as indicated in the graph below. At an overall brand level, Brothers for Life has consistently communicated the overall message of taking responsibility for one’s health for a period of ten years. However, we scored this best practice as “good” given the relatively short duration of the campaign (campaign elements ran from June – Dec 2016) and opportunity to leverage Whatsapp to better align with audience media habits.

The percentage of respondents using different media channels ‘often,’ ‘seldom’ and ‘never’ weighted sample

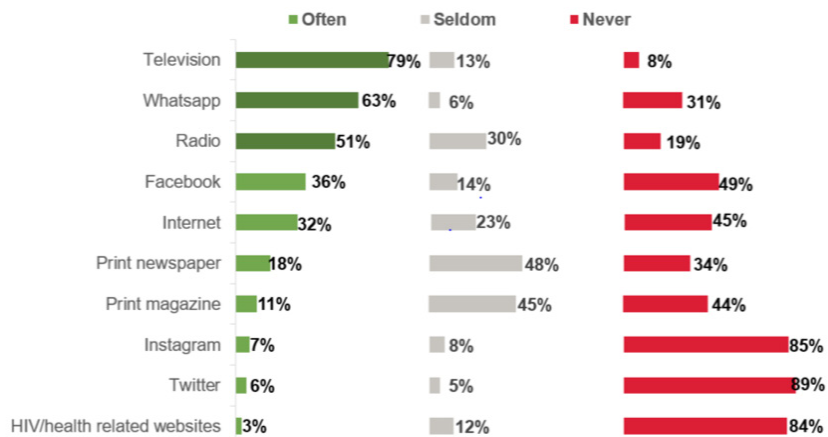


Table 1: Testa Boy campaign media components

Media Component	Description
Television	TV adverts, in the form of public service announcements (PSAs) were aired across free-to-air TV channels, DSTv channels and commuter TV.
Radio	A series of five radio adverts featured real people (campaign ambassadors) talking about their lives before and after they tested for HIV. They were broadcasted on the following radio stations: Lesedi FM, Ukhozi FM, Ligwalagwala FM, Thobela FM and Motswedding FM.
Billboards	Five different billboards featuring five campaign ambassadors were created and placed in 61 locations and 268 taverns in Mpumalanga, Gauteng, KwaZulu-Natal and Western Cape.
Short films	Nine short films, featuring the five campaign ambassadors and four additional people, told their stories that reflected on HIV barriers and enablers. These were distributed on commuter TV and featured in Facebook mini-campaigns as well as posted online via YouTube.
Facebook mini-campaigns	Facebook mini-campaigns were developed based on the TV PSAs. The short films and unique content focused primary on testing and prevention.

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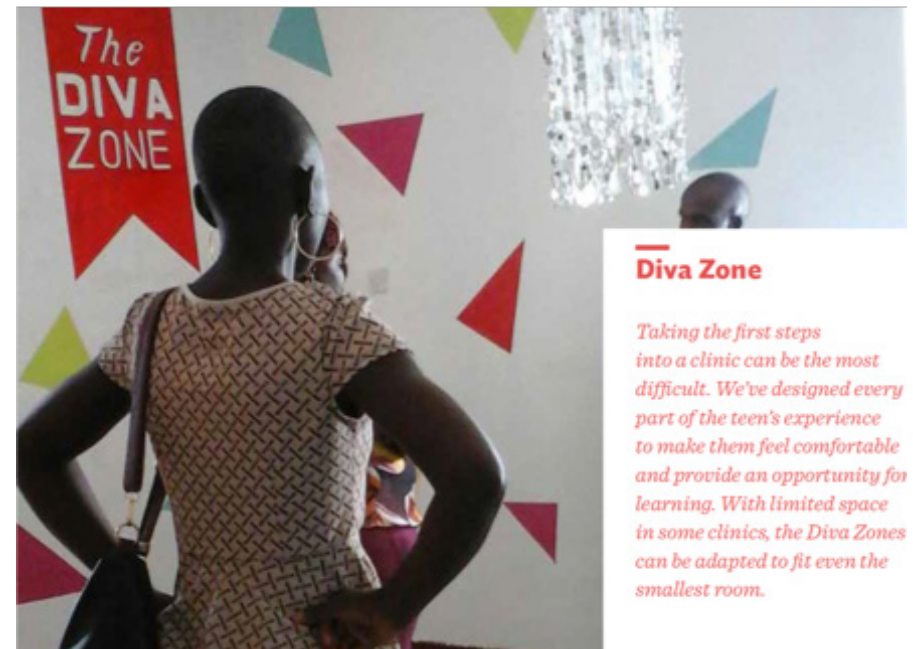
Future Fab Brand Launch Campaign: Marketing vehicles included events (fashion shows, concerts, parties), parent and teen ‘Meet Ups,’ IPC through peer mobilisers (Diva Connectors) and Community Health Volunteers (CHVs), a prototype magazine, and a welcoming experience for girls at MSK clinics. MSK also established a Whatsapp line and Facebook presence, but reach and engagement were low. Initially, marketing was focused on driving awareness of Future Fab; however, as awareness and engagement levels increased, marketing focused on driving service uptake, through pop-up service delivery at events and CHV/Diva Connector referrals. We rated this best practice as “average” due to the lack of continuity of the program.



Events. Activation events highlighted youth talents in music, fashion, art. FF also conducted Teen and Parent Meet Ups to introduce the brand, answer questions and provide information about contraceptive services. During the implementation phase, pop-up services were added to these meet up events.



Mobilization. Branded Diva Connectors/ Future Fab Ambassadors (who were young, trained mobilizers) and Community Health Volunteers participated in community events and provided direct links to services through delivering vouchers and active referrals to designated MSK sites. Both CHVs and Diva Connectors were paid for each successful referral.



Service Delivery Experience. Pop-up service delivery sites provided counselling and free contraceptive services for youth. Health providers in clinics were also trained in providing youth services and were designated as ‘Youth Champions.’

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Prega News – Overall Brand: Over the years, Prega News – like Mankind’s other leading OTC brands – has had consistent messaging (“know in 5 minutes,” “Prega News is Good News”), using Indian film stars (Shilpa Shetty and Kareena Kapoor) in a variety of media channels (TV, in store, out of home, etc.). Most recently, Mankind has maintained its benefit-focused messaging while also launching its first digital campaign, using content instead of celebrities to break through. Mankind stands out for aggressively supporting its leading brands (industry analysis estimates that Mankind spends 10% of total revenue on marketing, almost 2x that of its competitors)¹ and launching campaigns during culturally relevant moments, like Mother’s Day and Women’s Day.



Each campaign was launched on either Mother’s Day or Women’s Day, ideal moments to raise awareness about issues relevant for expectant and new mothers

Concurrent with its digital campaigns #YourSecondHome and “GoodNewsIsGenderFree, Mankind maintains support for Prega News with in-store and out of home awareness driving marketing vehicles

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MTN Nigeria Campaign – #Maninthebox (Targeting Small- and Medium-Size Enterprise Business Owners): MTN has strong marketing continuity; as a leading telecommunications brand that must maintain top-of-mind relevance, MTN consistently uses both promotional and brand advertising. While MTN uses traditional marketing vehicles to reach its audience, the company also uses innovative marketing vehicles. For example, the #Maninthebox campaign uses a live billboard alongside a high-traffic highway – it is a marketing vehicle that is uniquely suited to reach the audience and communicate the desired message.

Background: While MTN was well known for its commercial and retail business, many MSMEs (micro, small- and medium-sized enterprises) didn't think of MTN for their business needs.

Communication Objective: Convince MSMEs that MTN understands their needs and is committed to supporting their business growth.

Execution: Live billboard along a high traffic commuter highway that not only “told” the message that MTN understands and supports its small business customers, but “demonstrated” the message as well.



Phase 1: For three days, a man worked around the clock in an unbranded “office” in a billboard, inspiring curiosity, buzz, and social media conversations about the man.



Phase 2: The big reveal -- MTN unveils that it is the #Maninthebox, suggesting that MTN understands its customers' needs and works around the clock to serve them.



Phase 3: MTN demonstrated their commitment to supporting MSMEs by showcasing 7 businesses in the MTN office box for 24 hours each. Participating MSMEs raved about the experience and the increased exposure.

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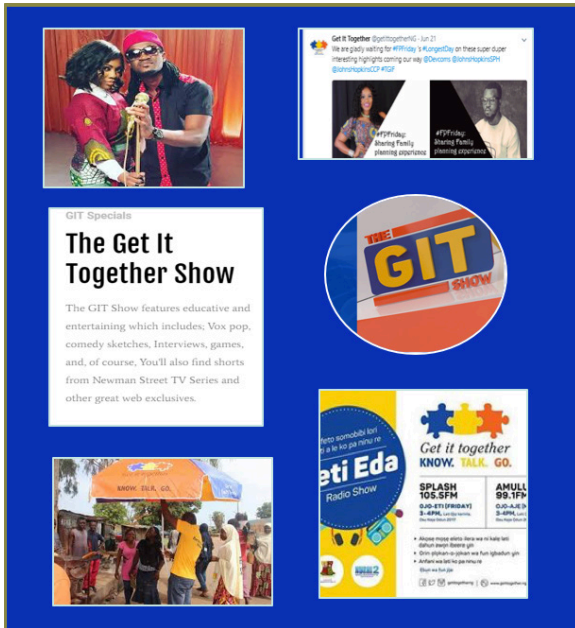
Edutainment Platform: The use of television for edutainment is not a new or unique strategy for behavior change campaigns. However, the MTV Staying Alive Foundation approach of maintaining a rights-free program that is accessible on television, online, and on the radio ensures a greater level of access for the target audience. The show has won awards recognizing their use of communication channels, including the 2018 Insight to Impact award for “Best Use of Communication Channels” that was announced as part of the 2018 International AIDS Society conference.

As summarized below, the themes have evolved over time; however, the overall messages around risk reduction and HIV knowledge/awareness remain as top priorities for the show. Another admirable achievement is the show’s ability to maintain a consistent overall look and feel despite using new production crews and cast members each season. With overall guidance from the executive producers, the visual cues and messaging are repeated in a consistent and continuous manner.

Season	Locations	Main Themes
Season 1 (2009)	Kenya	How risky sex and dangerous behavior can influence your future
Season 2 (2011)	Kenya	Rape, transactional sex and homosexuality, HIV testing, stigma, condom use, gender inequity, risky multiple partnerships
Season 3 (2013)	Nigeria	How Lagos youth deal with love, sex and relationships
Season 4 (2014)	Nigeria	Adolescent girls, stigma, prevention of mother to child transmission (PMTCT), HIV testing, gender-based violence, losing virginity, and the disclosure of HIV status
Season 5 (2017)	South Africa	Abusive relationships, sexual assault, back alley abortions, HIV, and stigma
Season 6 (2018)	Nigeria	Included a broader focus on family planning along with continued HIV messaging
Season 7	South Africa	Toxic masculinity, gender-based violence, adulthood, self acceptance
Future Seasons	Cote d’Ivoire South Africa	HIV prevention and self-testing, <u>PrEP</u>

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Brand Campaign – Get It Together: NURHI used a range of marketing vehicles to reach the audience when and where they would be most receptive, with consideration for which vehicles would be best suited for the specific purpose of each communication objective. The message was consistent over the five-year project lifespan and consistent between channels and executions.



Mass and social media included Facebook, print materials, Youtube, radio program and spots, serial drama and magazine format, listening groups monitored by Advocacy Behavior Change ‘ABC’ officers.

Objective: to create buzz around family planning, inform, address social norms, model behavior, nudge toward services



Community Mobilization & Events: Outreach with trained, branded mobilizers (cultural events like naming ceremonies and weddings), radio discussions led by Advocacy Behavior Change Officers.

Objective: Normalize contraceptive conversation, address norms, correct misinformation, provide referrals for services



Services Communication: Trained providers were identified with ‘Ask Me’ buttons; 72 Hour Clinic Makeover transformed public clinics into branded, clean and well-lit clinics; Bill of Rights ensures clients of quality care at GIT clinics; GIT clinics were equipped with leaflets and brochures with FP information.

Objective: Build awareness and confidence in competent and high-quality services

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2008 Presidential Campaign: Because a presidential campaign runs for a limited time period, we did not consider the “continuity” element of the practice, but instead focused on the marketing vehicle selection. The campaign was recognized as “a masterful combination of new media, door to door, and community grassroots campaigning, with a clever tactical use of TV advertising.”¹ However, we focused our analysis on the campaign’s use of social media and digital tools, as this is where the campaign was most innovative, in terms of marketing vehicles and channels. We’ve summarized below three highlights from the social media and digital marketing strategy from which we can still draw inspiration, over a decade later.²

Peer to Peer marketing

“A contact has a lot more value when it is from someone you know than when it is from some random person,” – Chris Hughes, director of online organizing²

Through the Obama iPhone app, which enabled users to access videos, Obama position papers, etc., the campaign facilitated peer to peer marketing via the app user’s phone contacts. The app organized a user’s phone contacts by state and asked users to phone their contacts in swing states. Similarly, the campaign prompted Facebook users to contact friends in key states and provided suggested messaging.



Search Engine Optimization

To increase the likelihood that candidate Obama would appear at the top of internet searches (90% of people find websites through search and most only look at the top 3 listings), the team created simple websites using URLs from popular search terms

Meeting the Audience where they are

The campaign developed Obama profiles on 15 different social media sites and used social media tools, such as Facebook groups, that people were familiar with to extend their reach and frequency. There were Facebook groups for Obama on almost every college campus.

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Zinc/ORS – Kacchua Campaign: While the campaign time period was relatively short (mass media was conducted in bursts in 2015 and 2016), the media plan was strong in terms of vehicle selection, frequency, timeliness, and continuous improvement. We scored the best practice as “average” due to the short program duration. However, we recognize that the message was active during the most important periods – during the peak diarrhea season – likely reinforcing memory structures and enabling the audience to remember the key messages. If the project is sustained, it seems to be on track to be remembered and part of the culture.



Vehicle Selection

Although it was commonly believed that rural, economically disadvantaged audiences did not have access to mass media, CHAI's research proved that 90% of the audience watched TV at least once a week. While TV does not seem like a terribly unique vehicle, it likely stood out for intensively (35,000 total spots¹) targeting rural mothers with TV. TV was supplemented with radio, out of home, and marketing phone calls to rural medical providers and caregivers alike. CHAI also targeted providers with IEC to reinforce the message that Zinc/ORS is the best treatment for diarrhea, and to communicate usage indications.

Timeliness

The campaign ran during the peak diarrhea season; ads and radio spots aired during times of day when the audience was most likely to be watching / listening, on channels the audience was most likely to watch.

Frequency

A total of 35,000 spots were aired with an average exposure of 4.2 x/ day. This repetition of visual cues and messages likely reinforced memory structures, enabling the ads to be remembered¹.

Continuous improvement

Based on learning from the 2015 campaign, the team modified the media plan for 2016 with the objective of better reaching the poorest households (using mobile in media dark areas), better communicating dosage instructions (using IEC / printed materials), reaching male influencers (using cinema house advertising), and extending the time period for the full 22 weeks of the peak diarrhea season².



Dangler

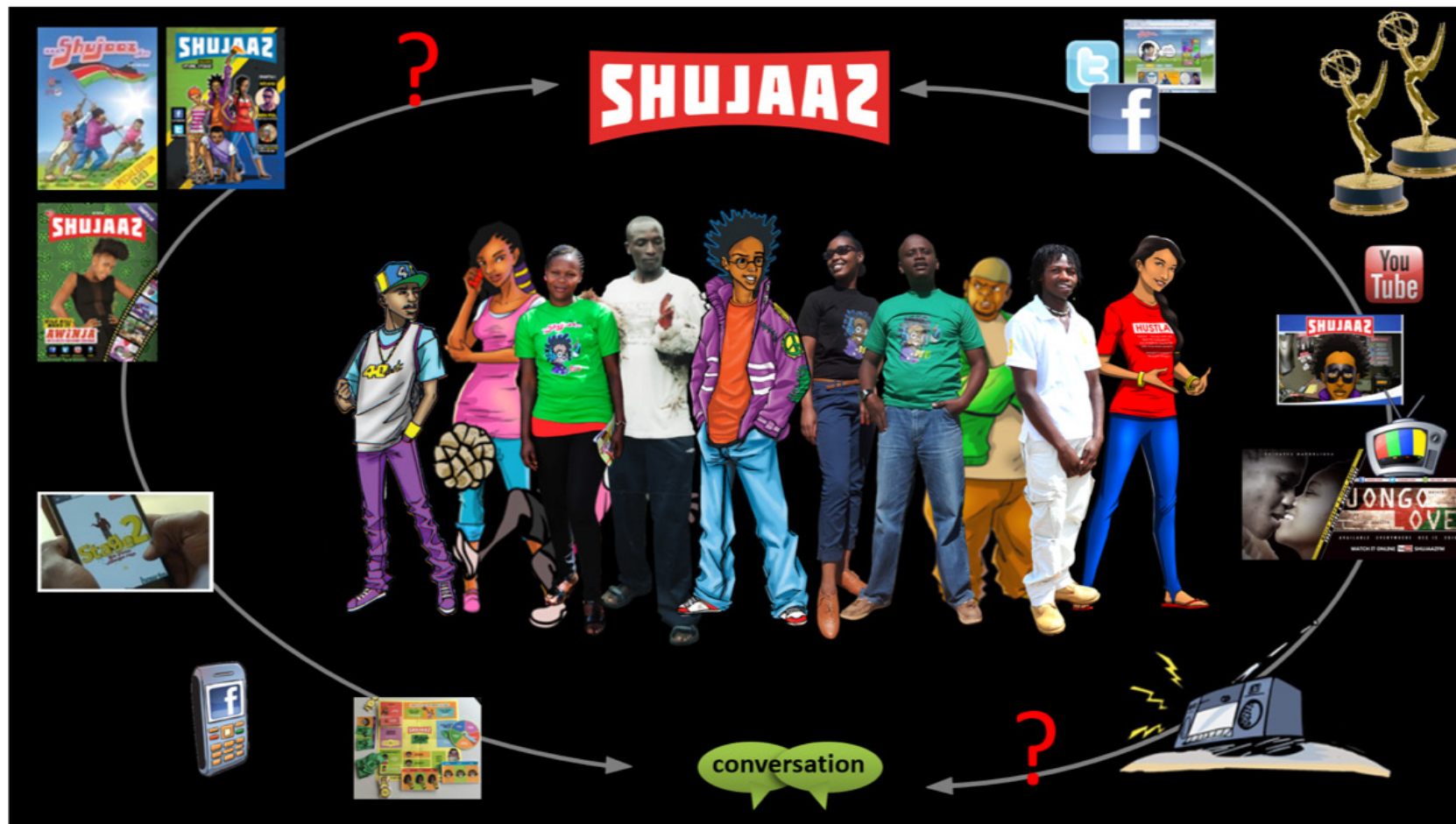


Sticker & 4-page flyer

1) Upscaling Zinc & ORS Usage in India (2012-2016) Dissemination Report; 2) Generating Caregiver Demand for Zinc/ORS, CHAI India Essential Medicines, 2012-2016, webinar.

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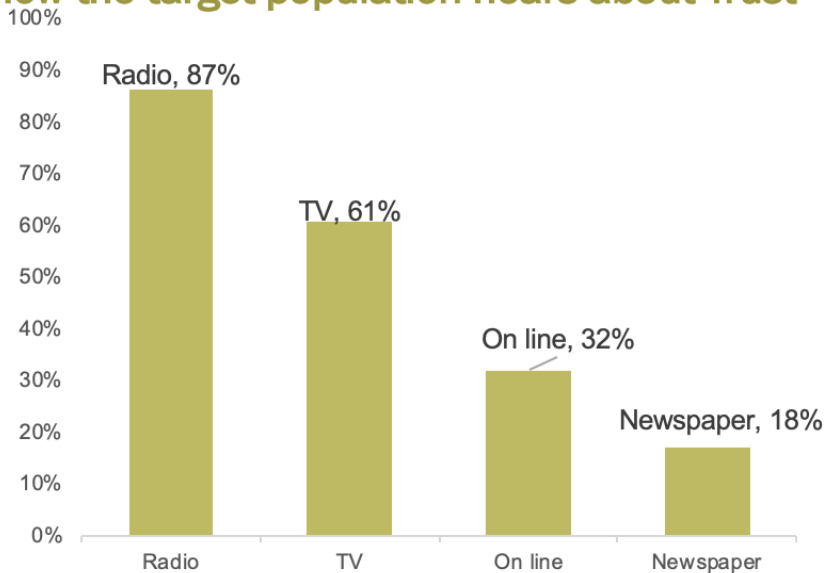
Edutainment Platform: The Sexual and Reproductive Health campaign has been running since 2013, allowing for the audience to be regularly exposed to the content and for the conversation around contraceptives to become increasingly positive. The Shujaaaz media strategy is designed to reach people with the right type of information for the media channel. For example, radio helps to build awareness, especially for passive listeners, but it doesn't provide enough detail to help people integrate new information. The comic, on the other hand, has detail – charts, graphs, etc. -- that bring more substance and context to a given topic. Social media engages people in a different level of conversation, inviting them to share their knowledge and learn from others.



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Brand Relaunch Campaign – Kuwa True: Trust no longer brings the big budget it once relied on to support mass media and TV (for years PSI/K was among the top 5 media buyers in the country). But Trust is still one of Kenya’s most visible brands, posting over 95% brand awareness. After decades of persistent, high quality marketing that has grown with users and a rapidly changing socio-economic and cultural context, Trust has – through duration and use of a 360 approach -- become the generic term for condom. Average total reach of the campaign per quarter is 6M on TV, and 4.5 M people through radio, complemented by outdoor, social media, and continuous events.

How the target population hears about Trust



2018 Presence in Social Media								
	Jan	Feb	March	April	May	June	July	August
Facebook	239,592	239,330	239,038	245,861	254,276	261,664	267,996	274,686
Twitter	21,640	21,661	21,670	22,476	23,393	23,881	24,209	24,303
Instagram	9,827	10,272	10,917	10,928	10,955	10,959	10,990	11,000

Trust merges radio, TV & digital to support a singular conversation, amplified by on-ground activations.

The campaign deploys influencers and brand ambassadors at physical activations, supported by social media to complement events and conversations.

Radio & TV support awareness, mileage and synergy in support of ground and online conversations.

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Brand Relaunch Campaign – Finish It: The Finish It campaign provides a great example of a consistent message– “Be the generation that ends smoking” – that is kept fresh and engaging over a period of several years with new ways to present the message and maintain cultural relevance (Finish It, #LeftSwipeThat, #Catmageddon, #StopProfiling). Marketing vehicles were designed to drive high reach through TV spots on major youth programming such as MTV video music awards; the use of celebrities; and content to drive media exposure. Additional engagement included social media tools, such as hashtags and filters; partnerships with youth-relevant merchandise and music events; and opportunities for youth to participate in the “Finish It” movement. The examples below are from 2016, the third year of the “Finish It” campaign.

Launched during the 48th annual Grammy Awards, #Catmageddon received over 16M views within 48 hours.



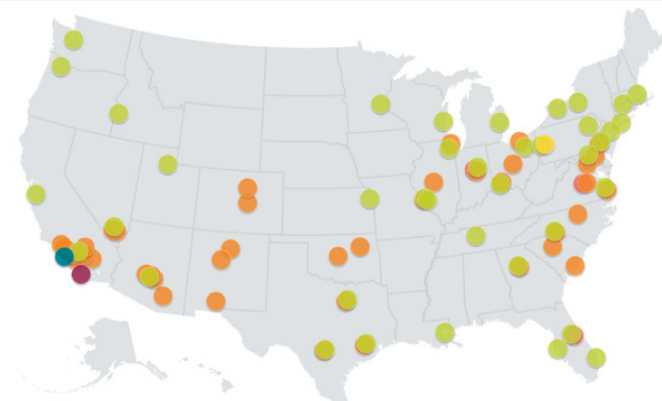
#CATmageddon Stats

Video Views: **207,100,561**

Social Engagements: **2,933,757**

Unique Visitors (Website): **1,408,218**

Activation at youth-related music and cultural events, including the Vans Warped Tour (the largest event of its kind in the country), reaching over 600K.



- High School Nation Tour
- TwitchCON
- Vans Warped Tour
- truth x LIVE
- Grammy Gift Lounge
- Youth Community Events

Partnership with graphic artist to create limited edition “Finish It” mural in Raleigh, NC (an area with higher than average teen smoking) and design a limited-edition Vans shoe. Vans also sponsored skateboard design contests in high schools (worth \$10K in prize money)



Our DoSomething.org partnership gets it done

Truth Initiative joined DoSomething.org again in 2016, sponsoring two contests designed to move teens to action.