

11. Test Message Effectiveness

Test the message prior to launch to ensure the message is clear, believable, and resonates with the audience. Make adjustments, retest, etc.

EXCELLENT

The message was tested for effectiveness prior to launching mass market communications; the team used the learning to improve the messaging.

GOOD

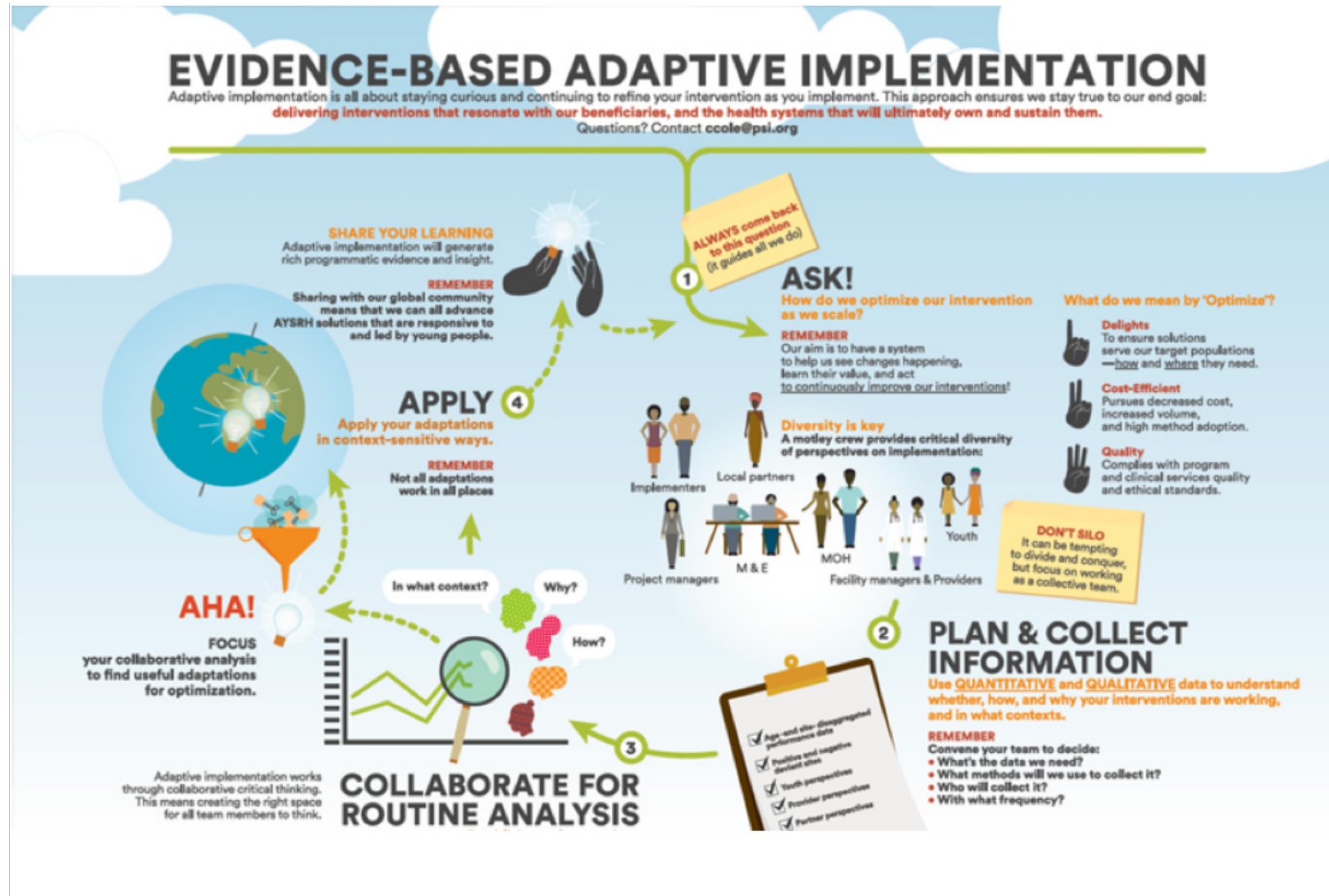
The message was developed and refined through audience research, but the final marketing communications (message, visuals, etc.) were not tested.

AVERAGE/POOR

The message was not tested for effectiveness prior to launching mass market communications or the message was tested but the learning was not used to improve the messaging.

11. TEST MESSAGE EFFECTIVENESS

The team uses adaptive implementation, a process for continuous program monitoring and refinement. For example, when the team partnered with teachers as a way to reach girls, they quickly learned that teachers were inserting their own messages (e.g., “learn how to avoid temptation”) that were inconsistent with Kuwa Mjanja. The team developed and implemented an onboarding program to ensure that mobilization partners fully understood and supported the Kuwa Mjanja brand.



11. TEST MESSAGE EFFECTIVENESS

No available data. Best practice not evaluated.

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B4L measured TestaBoy's marketing quality through two primary studies. The first was an assessment of the overall concept and message quality across all channels; the second was a specific evaluation of TestaBoy messaging on Facebook. Both studies were conducted by Cadre, B4L's research partner. While B4L employed a validated approach to assessing marketing quality, both studies were conducted after TestaBoy was launched; we did not find evidence of TestaBoy copy testing prior to launch; however, there is evidence of pre-launch testing of other Brothers for Life campaigns. We scored this best practice as "average"; the issues around clarity and confusion in the TV copy should have been identified and addressed.

TestaBoy TV Ad¹

In 2017, a total of 40 men and 29 women participated in a qualitative evaluation of the entire TestaBoy Campaign. Participants were asked to assess billboards, radio and TV. The findings in this evaluation were mixed, with many respondents commenting that the centerpiece TV spots were confusing.

Viewers didn't understand the purpose of the two spots and found the messages between the two unclear. Viewers also thought the spots emphasized the wrong fear. Instead of focusing on men's fears of how their lives would change if they tested positive for HIV, respondents felt the creative focused more on fear of the test itself. Viewers also thought the purpose of the 'change agents' used in the TV spots was unclear, and some thought they were actually reinforcing stigma.

Finally, some expressed concerns about the overall tone of the campaign, indicating it was too serious and would only reinforce men's fear.

Social Media Campaign – Brand Ambassador Videos²

The qualitative social media study was designed to serve several objectives including informing B4L's ongoing use of social media for all its campaigns, and an evaluation of whether and how the target audience engaged with the brand using social media after being exposed to TestaBoy messages and content.

While B4L had used Facebook for a number of campaigns, the evaluation focused primarily on the quality of the TestaBoy campaign content, including the 9 documentary-style videos. As a measure of message understanding and acceptability, the study measured the level of engagement with the page -- including likes, shares and dialogue generated by exposure -- and compared levels of engagement across the 9 videos. Findings indicated that the first two videos had the highest levels of engagement. Respondents were supportive of the content, "We need video clips like this in social networks...not the nonsense we see daily. Bigup Brothers for Life Yenzakahle." Male follower.

1) Hajjiannis, H. and Orr, NM, "Post-broadcast evaluation of the Brothers for Life national HIV Counselling and Testing mass media and out of home campaign, CADRE, 2017; 2) Clarfelt, A., and Hajjiannis, H., "Brothers for Life HIV Counselling and Testing campaign: An Evaluation of the social media campaign on Facebook, CADRE, 2017.

11. TEST MESSAGE EFFECTIVENESS

The Future Fab team used rapid prototyping to test concepts and live prototyping to test marketing execution. During a six-month live prototyping period in 2015, Future Fab ran over 60 events, trained 20 providers, and serviced over 260 girls. Some of the learning and adaptations that resulted from this experiment included: making events “teen centric but open to the community” (based on the learning that parents became suspicious when girls were taken to the back room for a private health talk); expanding clinic training to all staff, not just providers (based on the learning that staff often advocate for abstinence and it is often the receptionist sets the tone for the clinic visit); relying on local leaders to reach girls, vs. community outposts (based on learning that girls associate community outposts (e.g., beauty salons) as places where people are likely to gossip).



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Key messages are tested with audience members in focus groups before each season. The team uses this feedback to adjust the script to ensure comprehension and authenticity. The team also solicits feedback online and through SMS after each episode to assess audience reactions to the main theme of each episode. This information is used to inform future content.

One study conducted by Johns Hopkins after the first season in 2009 confirms the effectiveness of Shuga’s message testing. The study found a high level of message effectiveness, with 90% of respondents agreeing that the show had an impact on their thinking, in particular about HIV testing and living with HIV.

Evaluation	Findings
<p>Johns Hopkins Assessment (Season 1, 2009)</p>	<ul style="list-style-type: none"> • Among a sample of 1,000 young people in Nairobi, 60% of youth had seen MTV Shuga, and at least half of those had seen it twice or more. • Almost 50% (of viewer group participants) talked about the MTV Shuga characters and messages – mainly with close friends, but also with family members and other acquaintances. • Among the Nairobi youth who were aware of and had seen the campaign and program, over 70% had talked about MTV Shuga’s characters and messages with others. • Over 90% of the Kenyan participants believed the show had an impact on their thinking. • Among those who had seen the show in Kenya, 84% said the show had an impact on multiple partners, 85% for HIV testing and 87% about living with HIV. • Kenyan participants said they were more likely to take an HIV test after watching MTV Shuga.



MTV Shuga Twitter Poll

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All program elements were pre-tested with the audience, including: the overall concept, “Get It Together: Know. Talk.Go,,” NURHI radio (26 episodes) and television spots, print materials and other branded materials.



11. TEST MESSAGE EFFECTIVENESS

While we did not have data on marketing quality assessments conducted by the team, we do note that the campaign was recognized for its use of digital – and particularly its ability to test and refine messages. The campaign also won several well-known awards for marketing excellence.

Ad Age's CMO Choice Award Winner

OBAMA WINS! ... AD AGE'S MARKETER OF THE YEAR

At ANA Gathering, Marketing Pros and Agency Bigs Tap Barack Over Apple, Zappos

By Matthew Cremer. Published on October 17, 2008.

ORLANDO, Fla. (AdAge.com) -- Just weeks before he demonstrates whether his campaign's blend of grass-roots appeal and budget know-how has converted the American electorate, Sen. Barack Obama has shown he's already won over the nation's builders. He's been named Advertising Age's marketer of the year for 2008.

Mr. Obama won the vote of hundreds of marketers, agency heads and marketing-services vendors here at the Association of National Advertisers' annual conference. He edged out runners-up Apple and Zappos.com. The rest of the shortlist, selected by Ad Age's editorial staff, was rounded out by Nike, turnaround story Coors and Mr. Obama's rival, Sen. John McCain.

From unknown to presidential nominee


"I think he did a great job of going from a relative unknown to a household name to being a candidate for president," said Linda Clarizio, president of AOL's Platform A, the sponsor of the opening-night attended by 750 where the votes were cast.



“It’s the f***in’ Web 2.0 thing.”
 – Jon Fine, Columnist for Business Week Marketing

Droga5 wins two D&AD black pencils

Droga5 ad agency claims black pencils at D&AD Awards for Sarah Silverman viral film and campaign in New York schools



▲ Sarah Silverman: The Great Schlep, which won Droga5 one of its two black pencils at the D&AD Awards

Advertising agency Droga5 has picked up two black pencils at the D&AD Awards, including one for a Sarah Silverman viral film, The Great Schlep, which aimed to get Jewish voters to back Barack Obama in the US presidential election.

“I think he did a great job of going from a relative unknown to a household name to being a candidate for president.”
 – Linda Clarizio, President AOL’s Platform A

Barack Obama campaign claims two top prizes at Cannes Lion ad awards

Barack Obama election work hailed for mix of new media, community and TV advertising at Cannes Lions awards

The campaign that drove Barack Obama to victory in the US presidential election has claimed two top awards at the Cannes Lions International Advertising Awards.

The campaign, submitted by Obama for America, has been hailed as a masterful combination of new media, door-to-door and community grass roots campaigning with a clever tactical use of traditional TV advertising.

The campaign won two grands prix in the Titanium and Integrated Lions categories.

To win the Titanium grand prix, a campaign must involve a breakthrough idea that is “provocative, challenges assumptions and points to a new direction”.

“I honestly look at [his] campaign and I look at it as something that we can all learn from as marketers.”
 – Angus Macaulay, executive at Rodale Marketing Solutions.

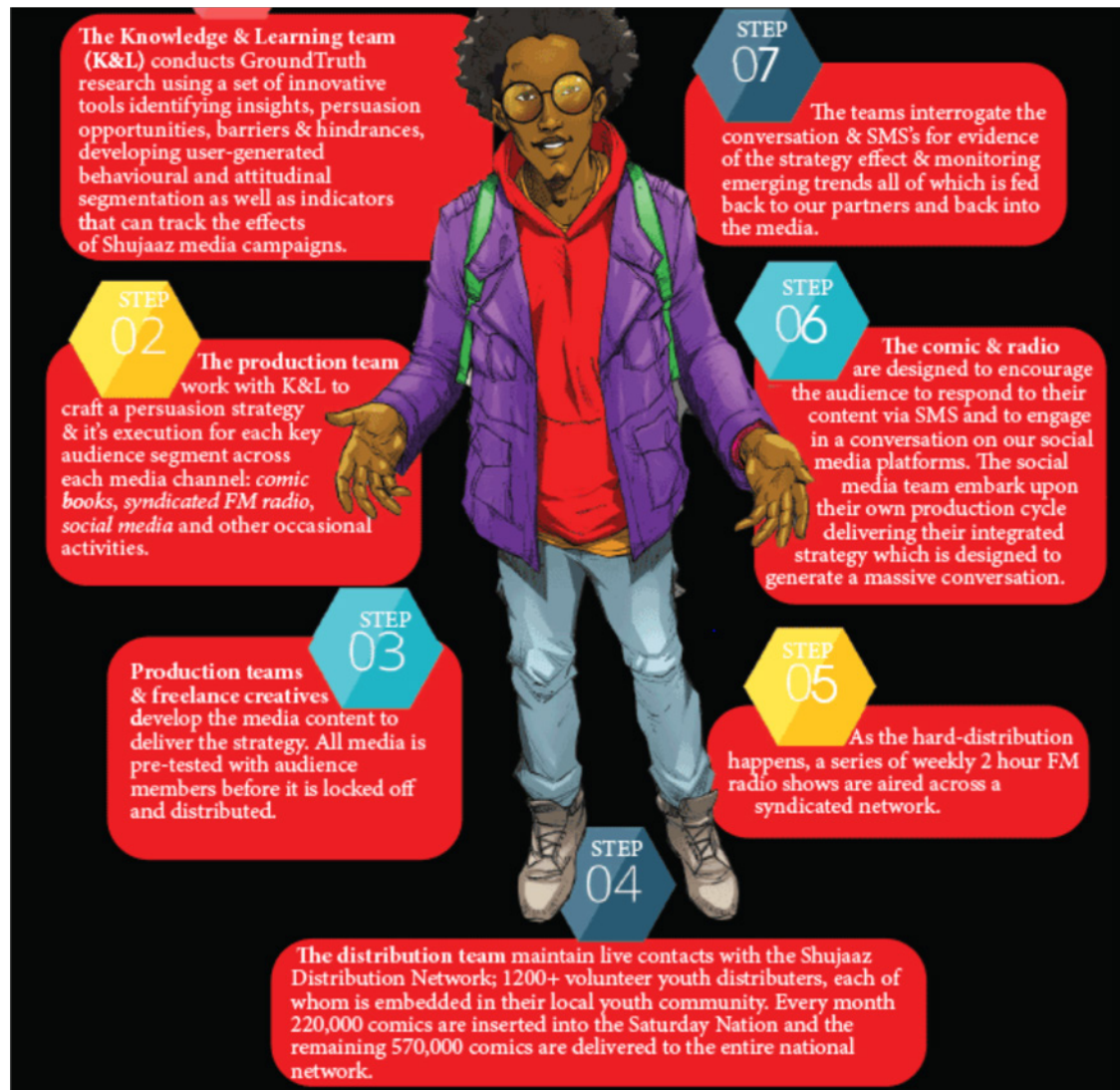
11. TEST MESSAGE EFFECTIVENESS

Prior to launching the campaign, the project team tested two advertising concepts in each of the three target states using Focus Groups (n=10) and In-depth interviews (1 in each state) with mothers. While the two concepts scored comparably, the team launched concept A (Kacchua) based on strong likeability (research participants expressed their interest in seeing the Kacchua concept on TV) and credibility (the Kacchua concept featured a doctor). This concept was refined and finalized to improve clarity based on learning from this research. We scored this best practice as “excellent” as there was a methodical approach to assess the communication based on the 8 criteria listed below and the learning was used to improve the final execution.

Success Criteria	Concept A (Kacchua)	Concept B (Nushka Kiska)
Comprehension	★★★★	★★★★
Clarity	★★★★	★★★★
Appeal	★★★★	★★★★
Credibility	★★★★	★★★★
Relevance	★★★★	★★★★
Intention to Act	★★★★	★★★★
Noticeability	★★★★	★★★★
Appropriateness	★★★★	★★★★

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The Shujaaz team tests messages 3-4 times throughout the campaign cycle.¹



"I speak to the experts to ensure that the right information goes into the stories," explained Audrey Wabwire, a content producer for Shujaaz. "I speak to the audience to find out whether they understand the stories to ensure that the content remains relevant to them."²

1) <https://shujaaz-report.azurewebsites.net/page-about>

2) Wither, Emily, "Kenyan youth find their superhero," Inside Africa, CNN, April 21, 2011

11. TEST MESSAGE EFFECTIVENESS

PS Kenya regularly conducts message pre-testing to ensure the messaging and execution are effective and resonate with the target audience. Ongoing brand equity tests measure the impact of campaigns and message effectiveness, including recall, call to action, and perceived impact. The questions below were developed to assess message uniqueness (beyond expectation), relevance, and emotional connection. While there are opportunities for improvement (less than 50% found the message to be relevant), the audience did understand the overall message and connected emotionally with the message.

HOW DID THE KUWA TRUE AD PERFORM?



Thinking about all of these ads, to what extent, if at all, did these ads convey something better than you expected?

When you think about what brand of male condom is best for you, to what extent, if at all, did these ads contain something that is relevant to you?

How strongly, if at all, do these ads you've just seen remind you about things you personally care about?

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The Truth team developed a best-in-class approach to testing and measuring message effectiveness. This included both pre-market testing and in-market monitoring of advertising receptivity and awareness. We did not find publicly available information describing opportunities to improve message effectiveness; based on available sources, pre-market ad testing was used to confirm message effectiveness prior to launch. In-Market testing consisted of weekly survey feedback to gauge awareness, receptivity, etc. and to help refine the media plan.

Methodology

2,100 advertising evaluations of 2 ads (“Finishers 1.0” and “Left Swipe”) amongst respondents ages 15-21

Measures

- Value of impact (percent of anti-tobacco attitudinal change and agreement to join the movement)
- Receptivity, comprehension, and attention
- Emotional response (motivated, positive passion, etc.)
- Brand Attributes (informative, honest, powerful)

Findings

“Both ads performed well in terms of message comprehension, capturing attention, brand attributes, and motivating youth to become part of a movement to end smoking.”

“‘Left Swipe’ scored highest for inspiring the greatest proportion of youths and young adults to become more willing to be part of a movement to end smoking.”

“Finishers 1.0 tested highest for communication of the main message (55 % vs. 29% ‘Left Swipe’)”