



## 7. Touch the Heart, Open the Mind

Create a marketing program that inspires the audience to think and/or feel differently.

### EXCELLENT

One can clearly see how the idea inspires the audience to think and/or feel differently. There is an emotional response that gives the audience something to think about.”

### GOOD

It may make the audience think differently, but the emotional response is limited.

### AVERAGE/POOR

The idea and execution are obvious; there is nothing new to make the audience think and/or feel differently.

## 7. TOUCH THE HEART, OPEN THE MIND

**Kuwa Mjanja Brand Campaign:** In a culture where there is limited focus on girls and the dreams they carry, Kuwa Mjanja is heart and mind opening. It speaks to girls on their terms and inspires them to believe in themselves. The entry point -- through a girl's heart -- speaks with her in language she can understand. The project's messaging and services speak to girls on their terms, to keep them engaged through uptake of family planning, but always focused on supporting a girl to attain her dreams.



## 7. TOUCH THE HEART, OPEN THE MIND

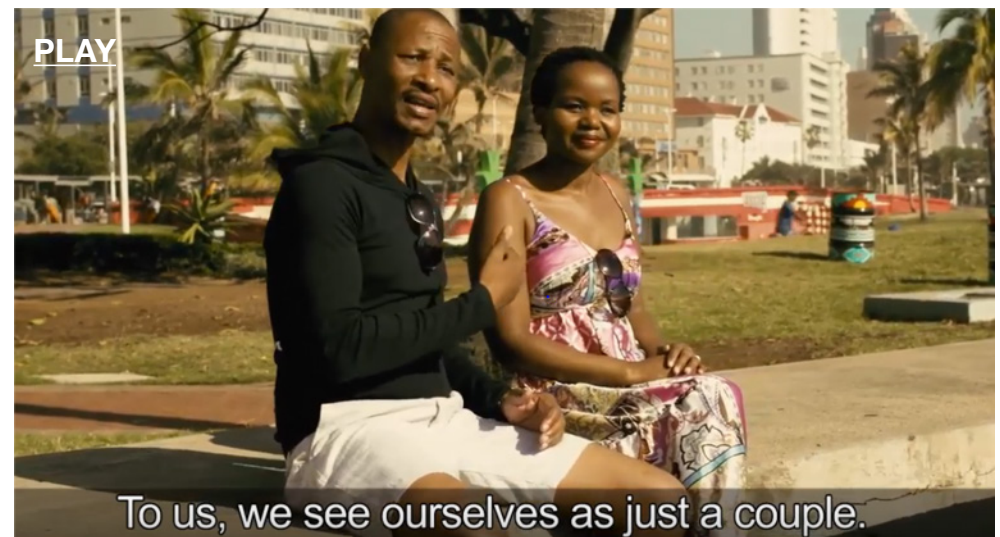
**First Global Campaign – Don't Go There, Live There:** “Don't Go There, Live There” is heart and mind opening because it makes the viewer think differently about travel. Travel is one of the most desired experiences, yet it is often a let down when one spends time in long, crowded lines to check off the “must do” activities in a given destination. How much more enjoyable and meaningful would it be to truly experience what it is like to live in a travel destination? The video features crowded, uncomfortable tourist activities, juxtaposed with the unique moments and small joys of daily living in a new city: cuddling on a sofa, cooking, and shopping in an open-air market.



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**HCT Campaign – TestaBoy:** The ambassador videos, which featured real people and were developed to address fears and information gaps about HIV testing and HIV/AIDS, were heart and mind opening, as evidenced by the audience comments to the ambassador videos and related social media posts on Facebook. For example, the two videos that received the highest levels of engagement, Sisimo Msomi (the story of a 25-year-old man living with HIV) and Oziel and Mpumi (the story of an HIV discordant couple), received positive feedback thanking the ambassadors for sharing their stories and acknowledging them as inspirational, “this is wonderful – you guys are shining bright lights to those in the dark<sup>1</sup>” [male participant]. The videos and related social media content also generated audience questions, suggesting they inspired the audience to learn more and think differently, for example, “I also nid an advice, Im wanna go n check my HIV status, but I’m scared coz I know I’ve done some wrong things before<sup>2</sup>” [male participant]. The Brothers for Life moderator responded to this and other questions with empathy and information.

While the ambassador content was strong, we scored this best practice as “good” because the high level of confusion in the TV spots (discussed in the “benefit” best practice section) distracted from the mind and heart opening potential of the message “positive or negative, you are the same person.”



1) Clarfelt, A., et al, “Brothers for LIFE HIV Counselling and Testing campaign: An evaluation of the social media campaign on Facebook,” 2) Ibid.

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**Future Fab Brand Launch Campaign:** We scored this best practice as excellent because positioning contraceptives as a way to enable youth to achieve their dreams (vs. a way for older people to plan their families), is heart and mind opening. It invites the audience to think about contraceptives differently – a way to fulfill their dreams – while also appealing to the emotional desire of achieving hopes and aspirations.

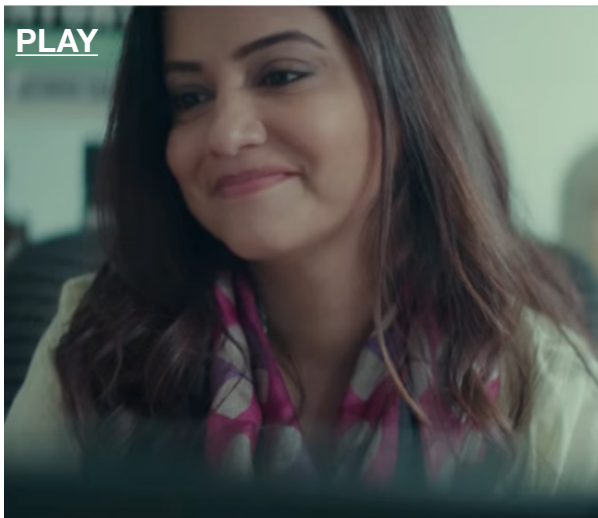
It is likely that the interactive nature of the events and mobilizers worked together with the marketing materials to convey this idea. However, if the program were to be expanded or executed through more traditional marketing vehicles, it would be important to clarify the role of contraceptives as part of the emotional appeal of “I own my future.” There is a need for something similar to the text shown at left (# Choose your method. Choose your future” which was included in some communication) to give meaning to the phrase “I own my future.”



**# CHOOSE YOUR METHOD.  
CHOOSE YOUR FUTURE.**

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**Prega News Campaigns – Your Second Home and Good News Is Gender Free:** Over the past several years, Prega News has released a series of campaigns that touch the heart and open the mind, including: #YourSecondHome, which encourages viewers to think differently about pregnant women and new mothers returning to the workplace. In the third year of the campaign, Prega News shifted focus to update the definition of employer and a workplace, focusing on household help. Another examples is #GoodNewsIsGenderFree, launched in 2019, which challenges viewers to think of a healthy baby as good news vs. the traditional view that it is the birth of a boy that is good news.



#YourSecondHome launch – invites employers and co-workers to think differently about – and better support – expectant mothers



#YourSecondHome year 2 – shifts focus from the corporate workplace to the domestic workplace, inviting viewers to extend support for expectant mothers to domestic workers



#GoodNewsIsGenderFree – questions why society worries about a baby's gender

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**MTN South Africa Campaign – Brighter Side:** The campaign touches the heart by humorously blending real life with virtual reality, highlighting a well-known scene whereby the main character's mother interrupts his gaming to tell him that dinner is ready. His response, "I'm busy, I'll call you back" is accompanied by sympathetic chuckles from the action figures. Otherwise, while the spot dazzles and delights with computer generated imagery, action, music, and even an MTN emoji, it may not inspire the audience to think or feel differently.



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**Edutainment Platform:** MTV Shuga effectively uses its storylines and robust character development to inspire the audience to think and feel differently about HIV, risky sexual behavior, and the decisions that we make within relationships. The peer education campaign has helped the show to expand beyond television and into the community with a grassroots approach to inspiring discussion about HIV. In more recent seasons, the show has taken on more stigmatized issues such as sexual orientation, with the inclusion of a new character, Reggie, who is discovering his identity as a gay man throughout the season.

The show has also demonstrated some real-life behavior change among its target audience. Evidence from program evaluations, including an experimental evaluation that included screening of a “placebo” film, found improved knowledge of HIV, increased reports of HIV testing, and decreased rates of chlamydia among the treatment group, suggesting that the show really has inspired the audience to think and act differently.



## REGGIE'S STORY

Reggie is a talented soccer player and graffiti artist who is trying to get to grips with his sexual identity, and map out his own way in life. Reggie's father is a teacher at his school and wants him to follow an academic route and be 'more serious'; through the season he struggles to get his dad's respect and acceptance. Reggie deals with coming out to his two closest friend Bongi and Q; Bongi is very supportive and accepting however Q turns his back on him. Will Reggie decide to ignore what people think about him and be the most authentic version of himself?



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**Brand Campaign – Get It Together:** The campaign came to life through a series of videos, that – in the context of FP as a culturally controversial topic -- were intended to inspire the audience to think and feel differently about FP. For example, they depicted a man initiating a FP discussion with his wife; men talking about FP in the barbershop; and a community discussion about FP during a young couple's baby naming ceremony. In all the videos, FP is discussed openly as something that is normal, fun, and part of building a successful life.



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**2008 Presidential Campaign:** The message of change was left open-ended so that voters could insert their own version of what change they wanted to see. The message inspired voters to think and feel differently about what the future of America could look like if they elected Barack Obama as president.



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**Zinc/ORS – Kacchua Campaign:** The campaign introduces an alternative way to think about diarrhea treatment. Prior to seeing the campaign, caregivers would treat with home remedies / “wait and see,” which was often ineffective. Alternatively, caregivers might seek medicine from a doctor, which was often cost prohibitive. The campaign breaks this paradigm by introducing zinc/ORS as a solution that is both effective and easily attainable.

We scored this best practice as “good” because it offers a new way to think about diarrhea treatment in an engaging, entertaining way. We think it does a good job of making the audience think – if not feel – differently.



### Copy

“Ohh Kacchua..Where are you going, being a hare?”  
 Brother..What to say? The lime water is over but the baby has got no relief yet. Going to bring lemons.”  
 “Child suffering from Diarrhoea, should be given this as an effective treatment.” Effective treatment!!”  
 “aeehh..atleast read first” ., “Quickly give zin.. coooo..rus” : ZincORS... Zinc and ORS is the dual action for Diarrhoea. Imagine if just taking the name of ZincORS has such an impact, how effective, what impact it would have on the child’s Diarrhoea?

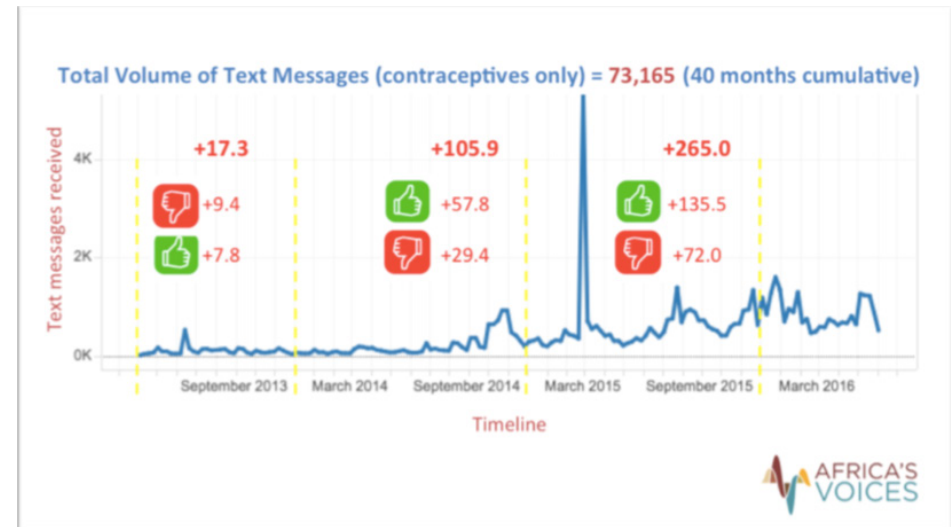
### Product Window

“Dissolve 1 big packet of ORS into 1 litre of water, stir it and give it to your child, it will retain the water level lost in your child’s body, which he/she suffered during Diarrhoea.”

“And Zinc increases the hunger and power for 14 days which further provides protection from Diarrhoea till 3 months.”

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**Sexual and Reproductive Health Campaign:** By encouraging participation in online dialogue and learning from the opinions of others, Shujaaz creates a heart and mind opening forum. For example, the Shujaaz comic shows the story of a woman who accidentally spills her purse, revealing the contents – including a condom – to her date. Upon seeing the condom, the man abruptly leaves. The Shujaaz audience is encouraged to share their interpretation and point of view on social media. While many believe that a woman who carries a condom is a prostitute, others articulate strong rationales for a different point of view.<sup>1</sup> An analysis of online conversations through social media and SMS shows that contraceptive conversations increased during the three-year period of the campaign and that the percentage of positive conversations related to contraceptives has also increased, such that positive conversations outweigh negative conversations almost 2x in the most recent period. While the increase in contraceptive conversations cannot be proven to be caused by Shujaaz, conversation spikes are associated with contraception and sex-related topics in Shujaaz media.<sup>2</sup>



While the data do not demonstrate causation, the chart below shows an increase in positive associations with contraceptives, suggesting a shift in youth perception of contraceptives.<sup>2</sup>

1) The Shujaaz Report. 2) Can we see new norms form? New tech means we can not only watch the process but also understand and influence it, Well Told Story blog

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**Brand Relaunch Campaign – Kuwa True:** The Kuwa True cornerstone advertisement touches the heart and opens the mind by embodying the ‘true to yourself’ ethos of the brand. Featuring an everyday worker who will “let go, when you least expect it,” the campaign bucks a trend that in the past used two general approaches to promotion: 1. tying condoms to the risk of HIV / STIs from unprotected sex, or 2. Using sex to sell condoms. This “true to yourself” approach invites the audience to think and feel differently about themselves as well as condoms.



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**Brand Relaunch Campaign – Finish It:** At the height of the social media cat video meme obsession, Truth asks the audience what the world would be like without cat videos and makes the point that pets are twice as likely to die from cancer if their owner smokes. The campaign, affectionately titled #Catmageddon, touches the heart by appealing to the love the audience has for their pets (as well as for watching cat videos on social media) and opens the mind by educating the audience on how social smoking – something that is seen by the audience to be harmless – is in fact harmful to their beloved pets.

