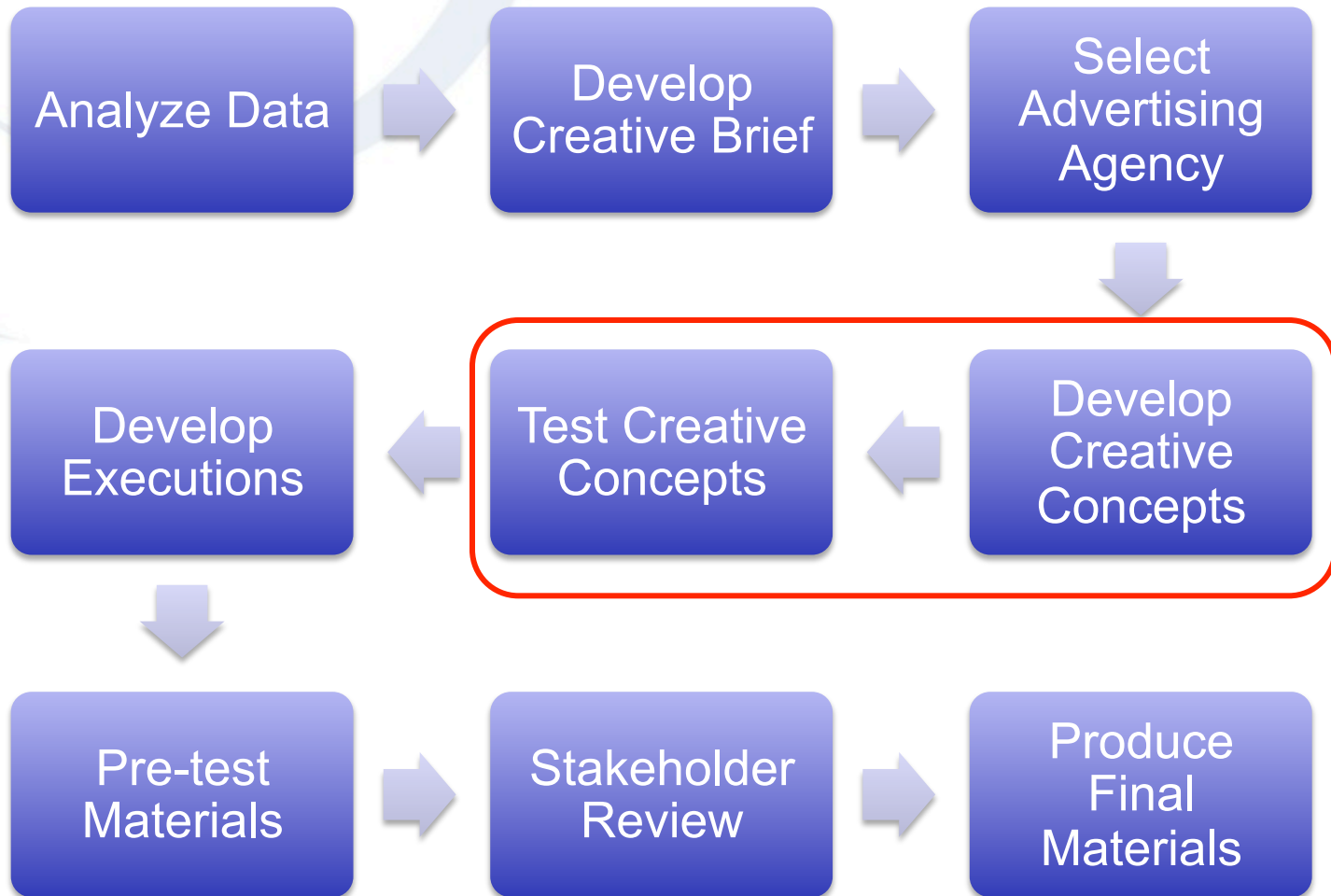




Developing and Testing Creative Concepts

27 October 2014

Overview of the Process



What's a concept?

- A big idea
- Based on a strategy/creative brief
- Embodied in headline, a tagline and a key visual
- Works for all messages, calls to action, and channels
- Can continue to roll it out in different ways

What is a concept?

- May demonstrate different benefits
 - Beauty vs. good health
- May use different approaches
 - Celebrity endorsement vs. audience testimonials
- Could use different tone
 - Romantic vs. humor

Why do concepts?

- There is no one solution
- Not sure of the most appealing benefit
- Need to see how the campaign will work in multiple media
- Need to see how the creative ties the whole campaign together
- Testing concepts gives you a better chance of effectively reaching your audience

A concept is NOT...

- Different colors or fonts
- Different models
- Different informational messages
- Different calls to action
- Illustrations vs. photographs

What we're looking for...

- Big ideas...
- That can be executed in multiple ways...
- Across multiple communication channels...
- For several different audience segments....
- That convince people to _____

Family Planning Concepts

Goal

- Select concepts that work:
 - For all messages
 - Healthy timing and spacing of pregnancy, side effects/health concerns, myths/misconceptions, methods
 - For each target audience
 - Women with unmet need for FP, male partners, media, FP service providers, family members, community leaders
 - Across all media channels
 - Radio, print, community, etc
 - For all calls to action
 - Get more info on FP, discuss and decide with partner when to have children/which method to use, use a method of FP

#1: The “Star” Campaign

- Concept: Recognize everyone who is positively involved with FP as a star
 - Youth who use FP to wait to have a child until they are ready are stars
 - Married people who decide together which method to use are stars
 - Appropriately spacing your pregnancies gives your children the best chance at becoming stars
 - In-laws, friends, neighbors who support/encourage the decision to use FP are stars
 - Dedicated FP service providers are stars
 - Media houses that report accurately on FP are stars
- Possible slogans:
 - Be a star / Live as a star / Follow the star

#2: The “Readiness” Campaign

- Concept: Using FP let's you have a family when you are ready
 - Have your first child when you are ready (unmarrieds, new couples)
 - Have your next child when you are ready
 - Stop having children when you are ready
- “Readiness” means...
 - Physically ready (over 20, under 35, 2+ years apart)
 - Financially ready
 - Emotionally ready
- Possible slogans
 - Mko tayari? Familia bora hupangwa (Are you ready? A good family is planned)
 - Wakati ni huu (This is the time)

#3: The Truth About Family Planning

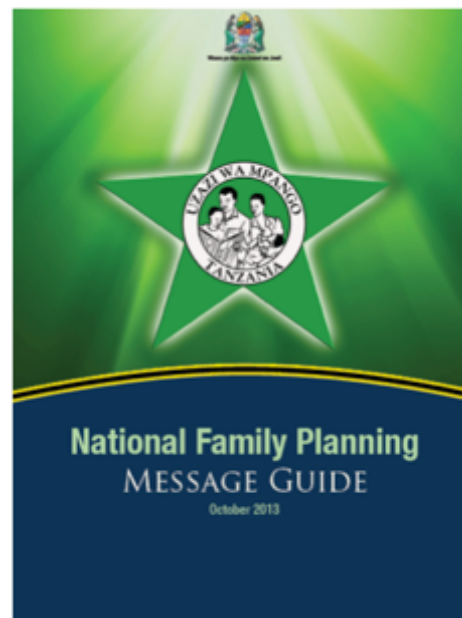
- Concept: Give the facts about myths, misconceptions, side effects and health concerns
- Possible slogans:
 - Learn/know/share the truth about family planning

#4: Feeling Good

- Concept: If you use family planning, you don't have to worry
 - Can enjoy life, your family
 - Get the things that you want
 - Have money to take a vacation
 - Do more developmental activity
 - Spend more time with each child
 - Have more enjoyable time with your partner
- Possible slogans:
 - Kujinafasi (Be happy/free, no worry)



And the winner is...





Reducing Concurrent Sexual Partnerships: Creative Concepts

Concept #1:
**“Some things are not meant to
be shared”**

Sugarcane



Gum



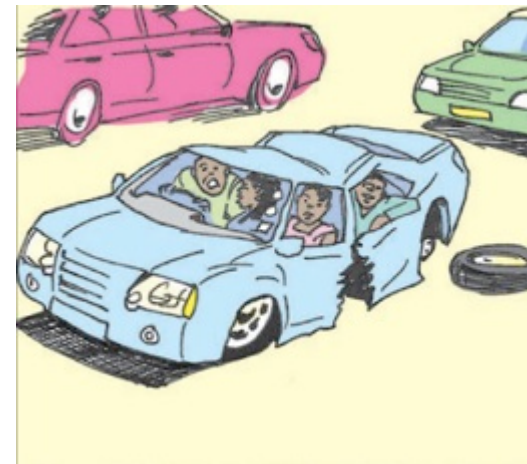


Concept #2: “How many are we?”

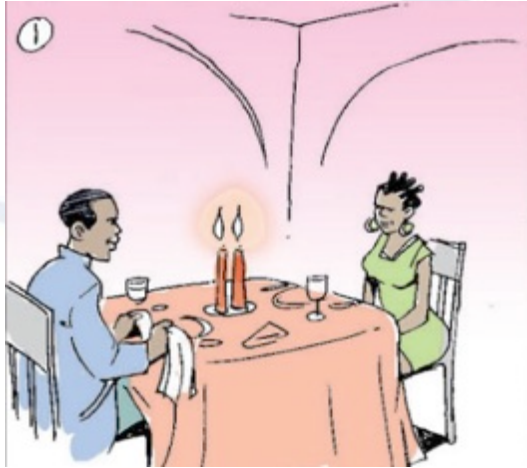
The Bedroom



The Car



The Restaurant





And the winner is...

How many are we? (Tuko wangapi?)



Tuko wangapi? Talizana

Sehemu ya 1: Utangulizi

Katiba wa wakazi wa dunia kwa 2010 ni kigani kuhusu mtandao wa kimsingi. Wakazi kwa kila kila wana wazi wa kwanza kuhusu mtandao wa kimsingi. Hii ni mtandao wa kimsingi wa kwanza. Hii ni mtandao wa kimsingi wa kwanza. Hii ni mtandao wa kimsingi wa kwanza.

Sehemu ya 2: Simulizi

Wakazi wa dunia ni wakazi wa dunia. Wakazi wa dunia ni wakazi wa dunia. Wakazi wa dunia ni wakazi wa dunia. Wakazi wa dunia ni wakazi wa dunia. Wakazi wa dunia ni wakazi wa dunia.

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Tuko wangapi? Talizana



facebook

You are posting, commenting, and liking as Tuko wangapi? Tulizana — Change to Jen Orkis

Tuko wangapi? Talizana

Tuko wangapi? Tulizana

1,828 likes · 9 talking about this

Liked

Community

Tuko wangapi? Tulizana is a national campaign that aims to address concurrent sexual partnerships, or having more than one sexual partner at one time.

About

Photos

Likes

1,828

Malaria in Pregnancy Concepts



ULIJUA?

**Kila nusu dakika mtoto mmoja hufariki
kutokana na malaria.**

Usifiche ujaa uzito wako. Tembelea kliniki mapema.

ok  **a**
maisha
yako • yake • yao

ANAUA

Mama mja mzito, tembelea kliniki mapema





**Laiti Wazazi
wangenipenda
zaidi...**

*Kwa kuhakikisha mama anapata
chanjo kamili dhidi ya malaria
wakati nikiwa tumboni.*

Pata chanjo mbili za **SP** kliniki na tumia
chandarua chenye dawa unilinde nikiwa tumboni.



"Mama Nipende..."

*Pata chanjo mbili za **SP** kliniki na tumia chandarua chenye dawa unilinde nikiwa tumboni.*



JOHNS HOPKINS
BLOOMBERG
SCHOOL OF PUBLIC HEALTH



TAFADHALI MAMA

Go see the doctor as soon as you know you're pregnant with me. Take Two Doses of SP. Sleep under a net. You can get everything free at the clinic. But you can't wait, mama.

Malaria in pregnancy increases the risk of:
Maternal anaemia, stillbirth, spontaneous abortion, low birth weight, and neonatal death



**Tafadhali
MAMA**



And the winner is...

"Mama Nipende..."

*Pata chanjo mbili za **SP** kliniki na tumia chandarua chenye dawa unilinde nikiwa tumboni.*



JOHNS HOPKINS
BLOOMBERG
SCHOOL OF PUBLIC HEALTH

From Concept to Execution



Mama Nipende.

Ulinzi
utakaonipa
ndio tumaini
langu

Hakikisha unapata dozi mbili za SP dhidi ya malaria sasa!
"Tuma SMS "mama nipende" BURE kwenda 15001 kwa taarifa zaidi"

Mama Nipende




Wazazi Nipendeni...

Ulinzi
utakaonipa
ndio tumaini
langu

Hakikisha unapata dozi mbili za SP dhidi ya malaria sasa!
"Tuma SMS "wazazi nipendeni" BURE kwenda 15001 kwa taarifa zaidi"

Wazazi Nipendeni



Mama Nipende...

Uhai wangu
unategemea
afya yako...



Pimeni damu kumlinda mtoto wenu!

"Tuma SMS "mama nipende" BURE kwenda 15001 kwa taarifa zaidi"

**Mama
nipende**



Wazazi Nipendeni...

Uhai wangu
unategemea
afya yenu...



Pimeni damu kumlinda mtoto wenu!

"Tuma SMS "wazazi nipendeni" BURE kwenda 15001 kwa taarifa zaidi"

**Wazazi
nipendeni**



Mama Nipende...

Usafiri ✓
Msindikizaji ✓
Nguo za Mtoto ✓
Kanga ✓
Dharura ✓

...Mmejiandaaaje
kunipokea?

Kamilisha mipango na mahali pa kujifungulia

"Tuma SMS "mama nipende" BURE kwenda 15001 kwa taarifa zaidi"

**Mama
nipende**



Wazazi Nipendeni...

Usafiri ✓
Msindikizaji ✓
Nguo za Mtoto ✓
Kanga ✓
Dharura ✓

...Mmejiandaaaje
kunipokea?

Kamilisha mipango na mahali pa kujifungulia

"Tuma SMS "wazazi nipendeni" BURE kwenda 15001 kwa taarifa zaidi"

**Wazazi
nipendeni**



Feedback

- Too many colors/fonts
- Campaign isn't unified in look and feel
- “Wazazi nipendeni” appears twice but is not prominent either time



Wazazi nipendeni

Ulinzi
mtakaonipa
ndio tumaini
langu

**Mama mjamzito pata dozi mbili za SP
ili kujilinda na malaria**
"Tuma SMS "mtoto" BURE kwenda 15001 kwa taarifa zaidi"




Wazazi nipendeni

Afya yangu
inategemea
afya zenu...

Pimeni damu kumlinda mtoto wenu!
"Tuma SMS "mtoto" BURE kwenda 15001 kwa taarifa zaidi"




Wazazi nipendeni

Usafiri ✓
Msindikizaji ✓
Nguo za Mtoto ✓
Kanga ✓
Dharura ✓

...Mmejiandaa je
kunipokea?

Kamilisha mipango na mahali pa kujifungulia
"Tuma SMS "mtoto" BURE kwenda 15001 kwa taarifa zaidi"



Feedback

- Font difficult to read
- Too much text, too many messages
- “Wazazi nipendeni” too long/difficult for SMS key word
- Man should not be touching woman’s belly
- Three outdoor executions are not necessary



Wazazi nipendeni

Ulinzi
mtakaonipa
ndio tumaini
langu

Tuma SMS neno “mtoto” BURE kwenda 15001 kwa taarifa zaidi



IBP Poster Development



Center for
Communication
Programs



Couples HIV Counseling and Testing Concepts

WE DID IT!

WE TESTED FOR HIV TOGETHER.



**GO TOGETHER,
KNOW TOGETHER.**
TEST FOR HIV TOGETHER



**HIV/AIDS TESTING &
COUNSELING CENTER**



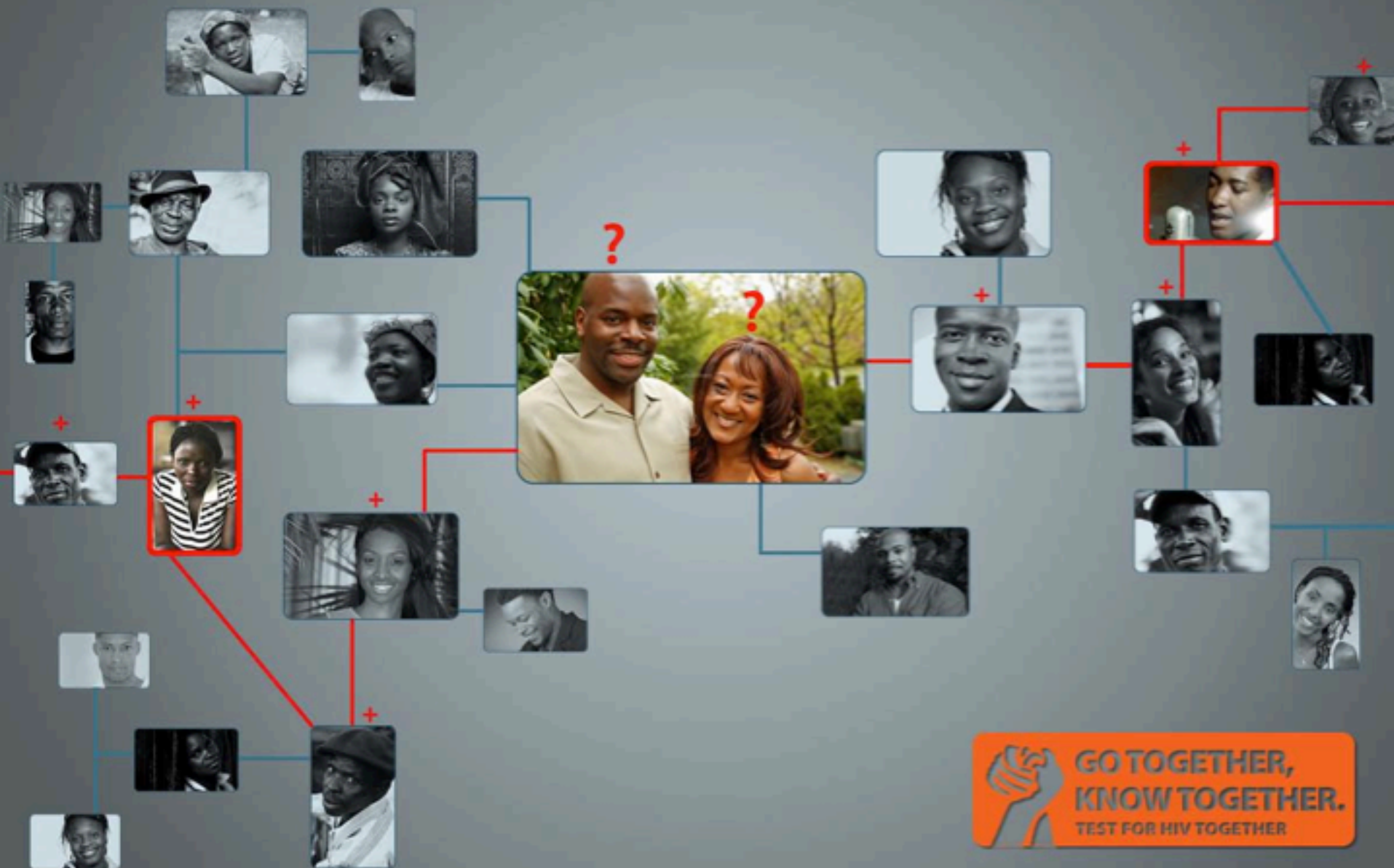
**HIV COUPLE
TESTING
BROUGHT
US CLOSER.**

**HIV/AIDS TESTING &
COUNSELING CENTER**



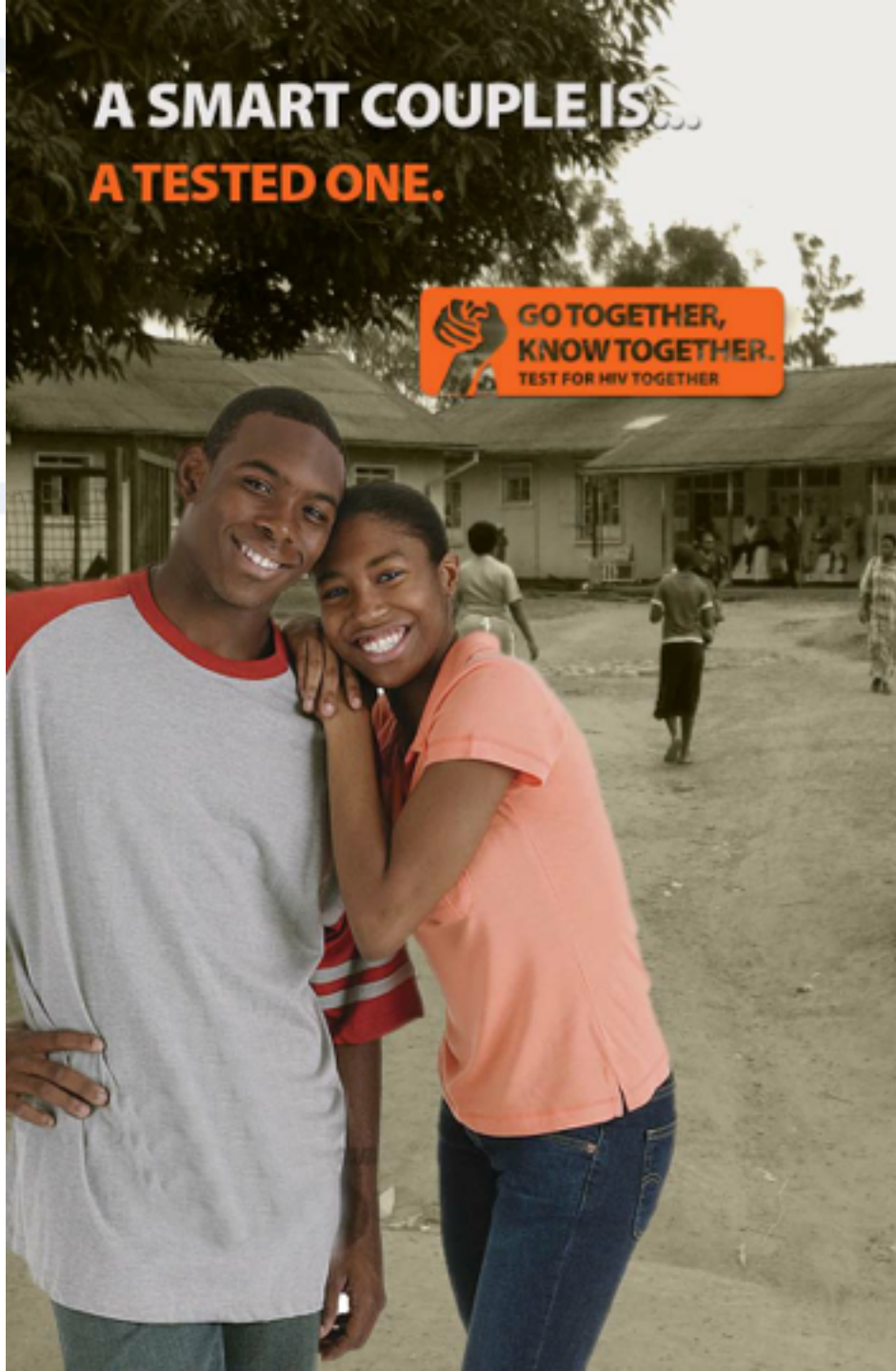
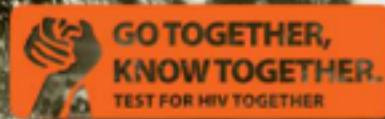
**GO TOGETHER,
KNOW TOGETHER.**
TEST FOR HIV TOGETHER

HIV DOESN'T END WHEN SEXUAL RELATIONSHIPS DO.



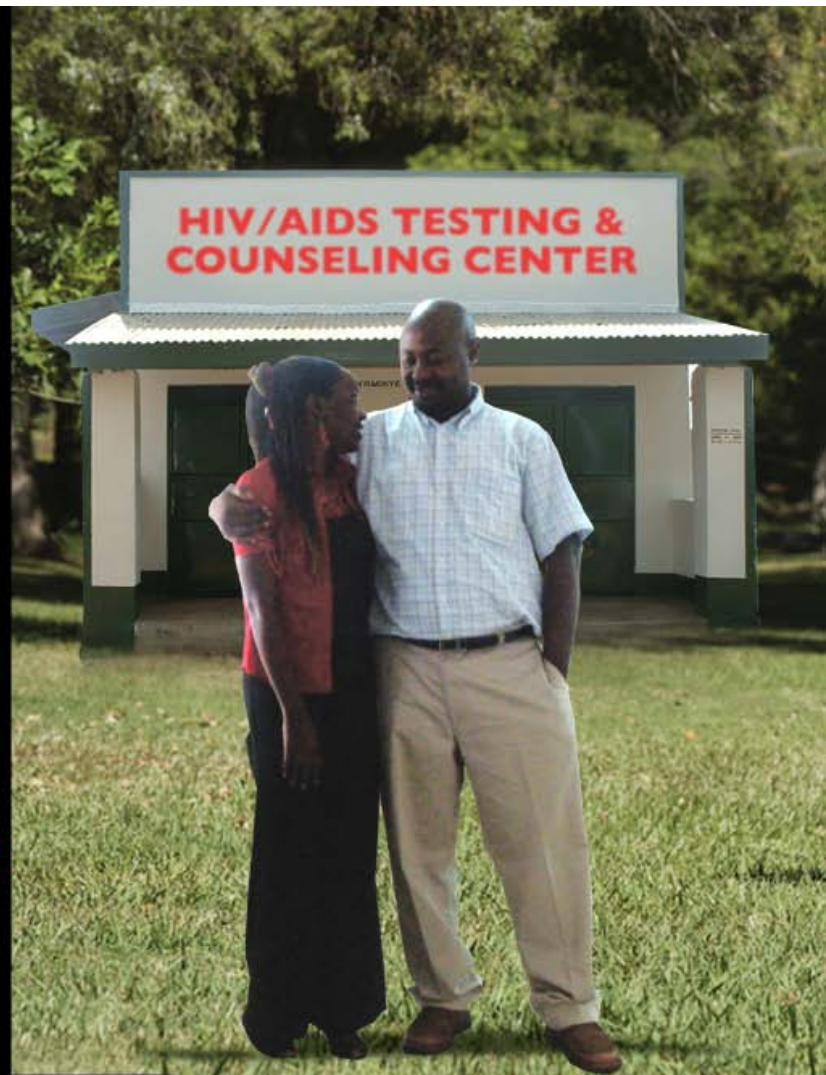
 **GO TOGETHER,
KNOW TOGETHER.**
TEST FOR HIV TOGETHER

A SMART COUPLE IS...
A TESTED ONE.





**HIV COUPLE
TESTING
BROUGHT
US CLOSER.**



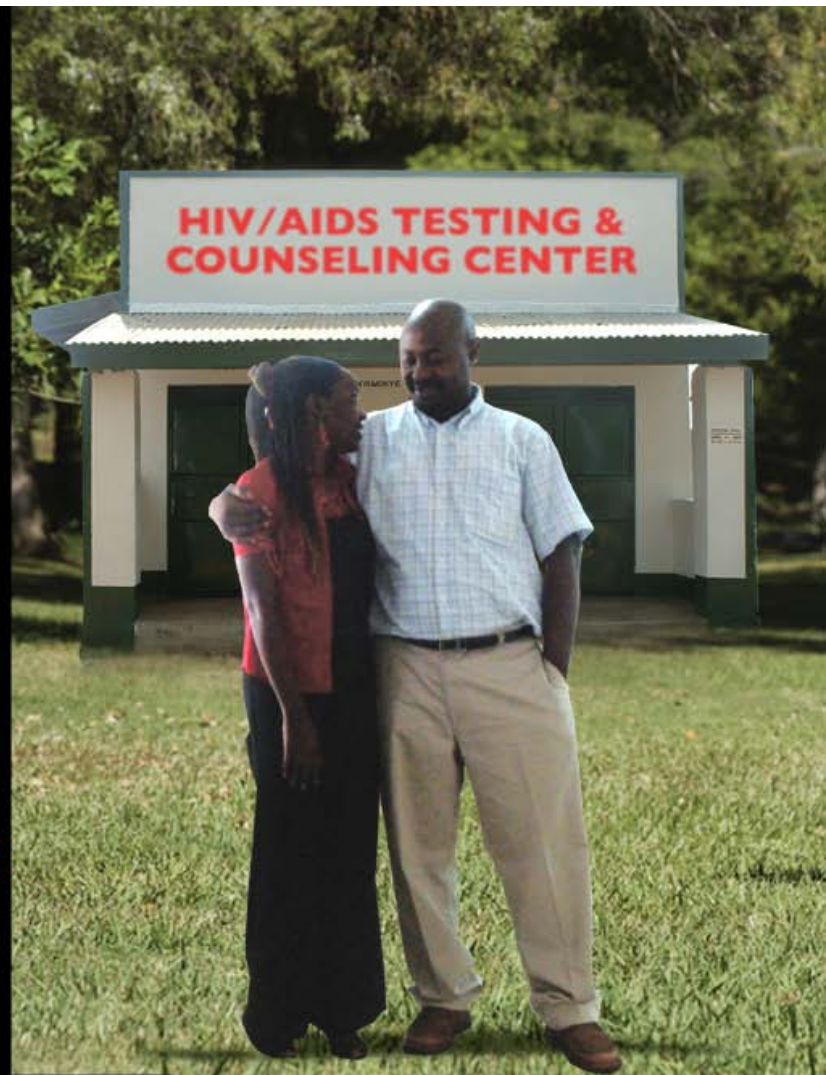
**GO TOGETHER,
KNOW TOGETHER.**
TEST FOR HIV TOGETHER



And the winner is...



**HIV COUPLE
TESTING
BROUGHT
US CLOSER.**



**GO TOGETHER,
KNOW TOGETHER.**
TEST FOR HIV TOGETHER

Couples HIV Counseling and Testing Executions



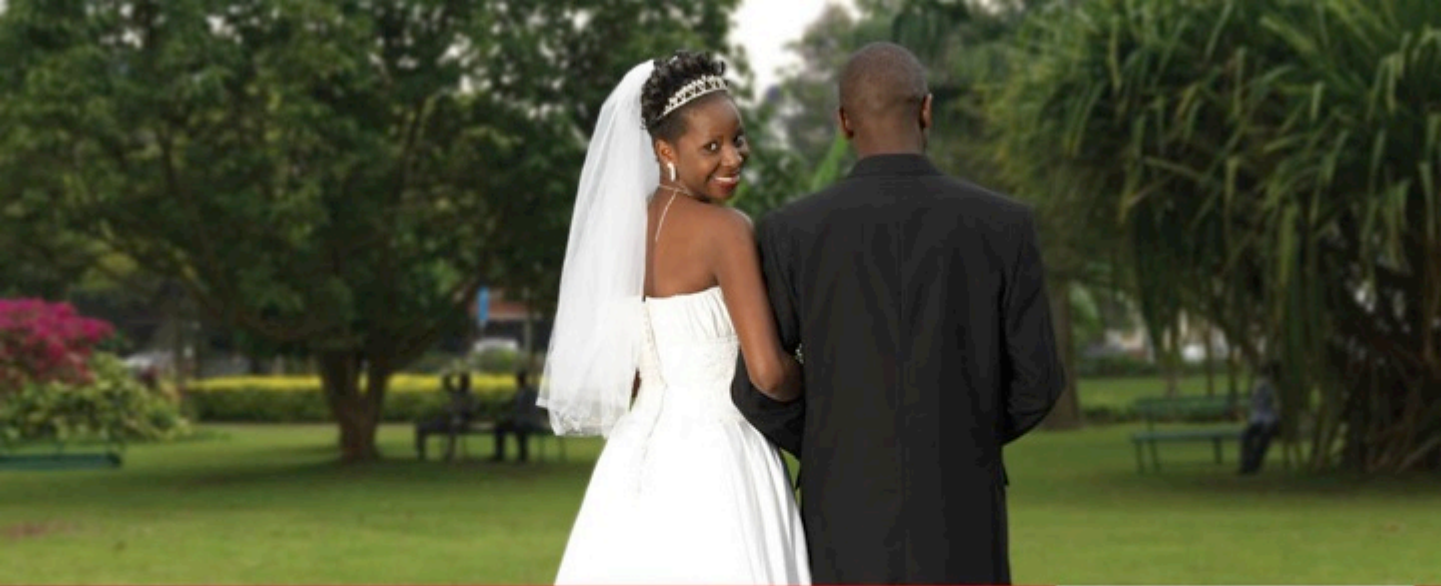

 REPUBLIC OF UGANDA
 MINISTRY OF HEALTH

HIV COUPLE
 TESTING
 BROUGHT
 US CLOSER.


**GO TOGETHER
 KNOW
 TOGETHER**
TEST FOR HIV TOGETHER

Call Toll Free 0800 200 600
 for more information.





**MARRIED COUPLES ARE
MORE LIKELY TO HAVE HIV.**

TEST FOR HIV TOGETHER WITH YOUR PARTNER.

Call Toll Free 0800 200 600 for more information.





REPUBLIC OF UGANDA
MINISTRY OF HEALTH

**ONE OUT OF EVERY
TWENTY COUPLES
LIVING TOGETHER
IN UGANDA HAS
DIFFERENT HIV
TEST RESULTS.**

DO YOU?

TEST FOR HIV TOGETHER
WITH YOUR PARTNER.



Call Toll Free 0800 200 600
for more information.



NEGATIVE

A close-up portrait of a smiling woman with dark skin and short dark hair, wearing a light-colored collared shirt. The background is dark and out of focus.

**JUST BECAUSE
YOU ARE HIV
POSITIVE DOES
NOT MEAN YOUR
PARTNER IS TOO.**

**TEST FOR HIV TOGETHER
WITH YOUR PARTNER.**



Call Toll Free 0800 200 600
for more information.



POSITIVE

A close-up portrait of a man with dark skin, a short beard, and short dark hair, looking directly at the camera with a neutral expression. He is wearing a light-colored collared shirt. The background is dark and out of focus.

JOHNS HOPKINS
DOMBERG
SCHOOL OF PUBLIC HEALTH





REPUBLIC OF UGANDA
MINISTRY OF HEALTH

Couples HIV Counselling and Testing Recognition Certificate

A certificate congratulating both

and

for testing for HIV and receiving their results together.

Counsellor

Health Facility

Date



Commitment for the Future

Congratulations on your decision to test for HIV together! This is an important first step in taking control of the risk or reality of HIV in your relationship. This plan will help you to keep each other healthy, regardless of what your test results are. Please note that this is not a legal document. You are free to fill it or not.

Why is it important to you to keep each other healthy?

What steps will you take to keep each other healthy?

- ☐ Talk openly about HIV with each other
- ☐ Talk openly about HIV with others
- ☐ Remain faithful to each other
- ☐ Use condoms correctly and consistently in our relationship(s)
- ☐ Disclose our HIV test results to loved ones to get support
- ☐ Support each other to seek treatment, care and support services and live positively
- ☐ Join a post-test club or couples club
- ☐ Other:

Signed:

Client's name

Date

Client's name

Date

**TESTING FOR HIV
AS A COUPLE**

**WHEN YOU
HAVE TESTED
HIV DISCORDANT**

**WHEN YOU'VE
BOTH TESTED
HIV NEGATIVE**

**WHEN YOU HAVE
BOTH TESTED
HIV POSITIVE**



REPUBLIC OF UGANDA
MINISTRY OF HEALTH



REPUBLIC OF UGANDA
MINISTRY OF HEALTH



REPUBLIC OF UGANDA
MINISTRY OF HEALTH



REPUBLIC OF UGANDA
MINISTRY OF HEALTH





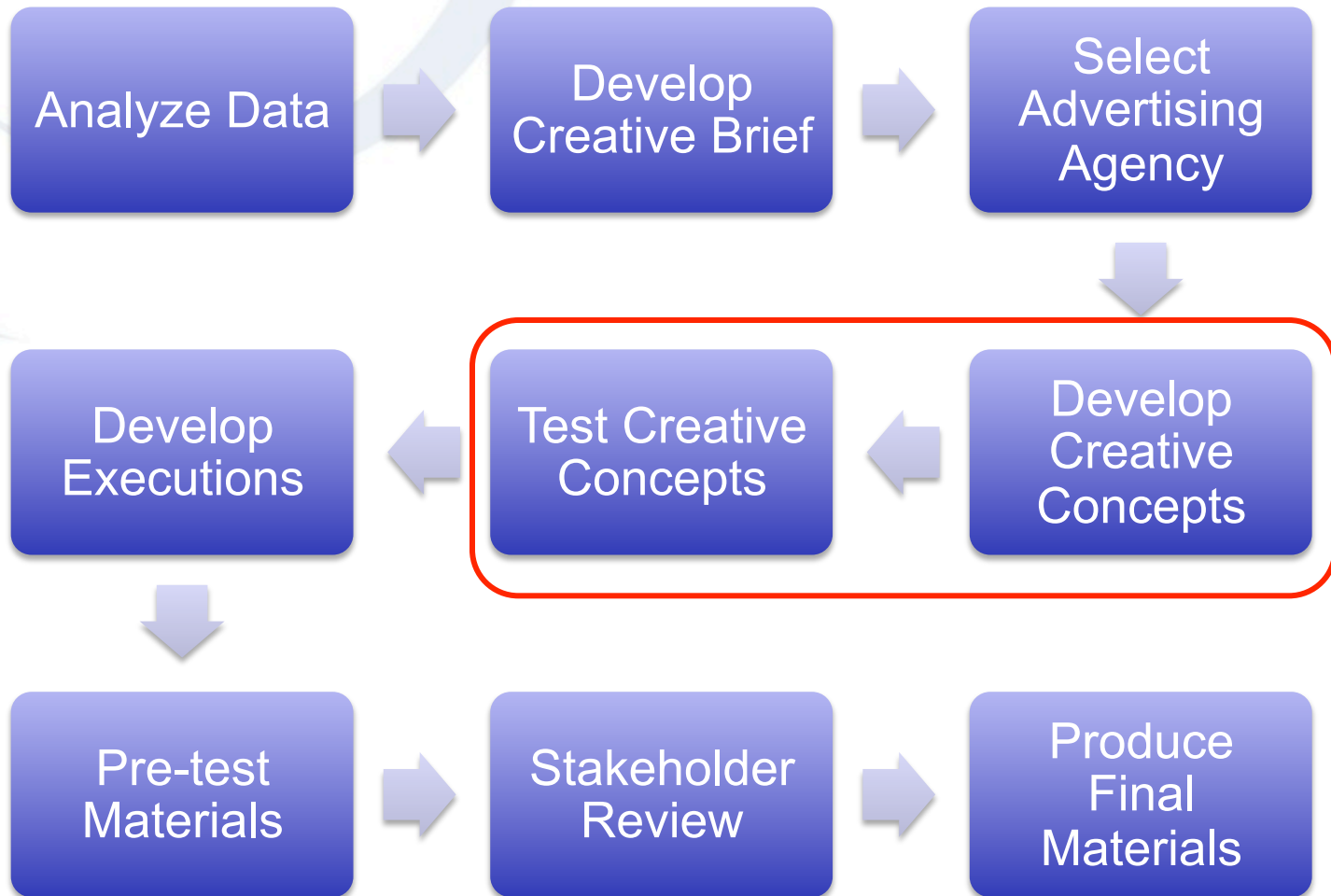
**COUPLES HIV COUNSELLING & TESTING
SERVICES AVAILABLE HERE**



Couples HIV Counselling and Testing Flipchart



Overview of the Process



Concept Testing

- Side-by-side evaluation of different big ideas
- Allows selection from among alternative prototypes
- Confirms that the selected concept is most favorable
- Provides information to help formulate a final version

Methodology

- Qualitative focus group discussions with the target audience
- For each concept, assess:
 - Attention
 - Comprehension
 - Message credibility
 - Identification (likeability, personal relevance)
 - Effect (call to action)
- Then conduct a comparison to see which concept the audience prefers

Remember...

- The concept is not the final product/material
- Concepts must be developed and nurtured
 - Concept development is a more accurate name for the process than concept testing