

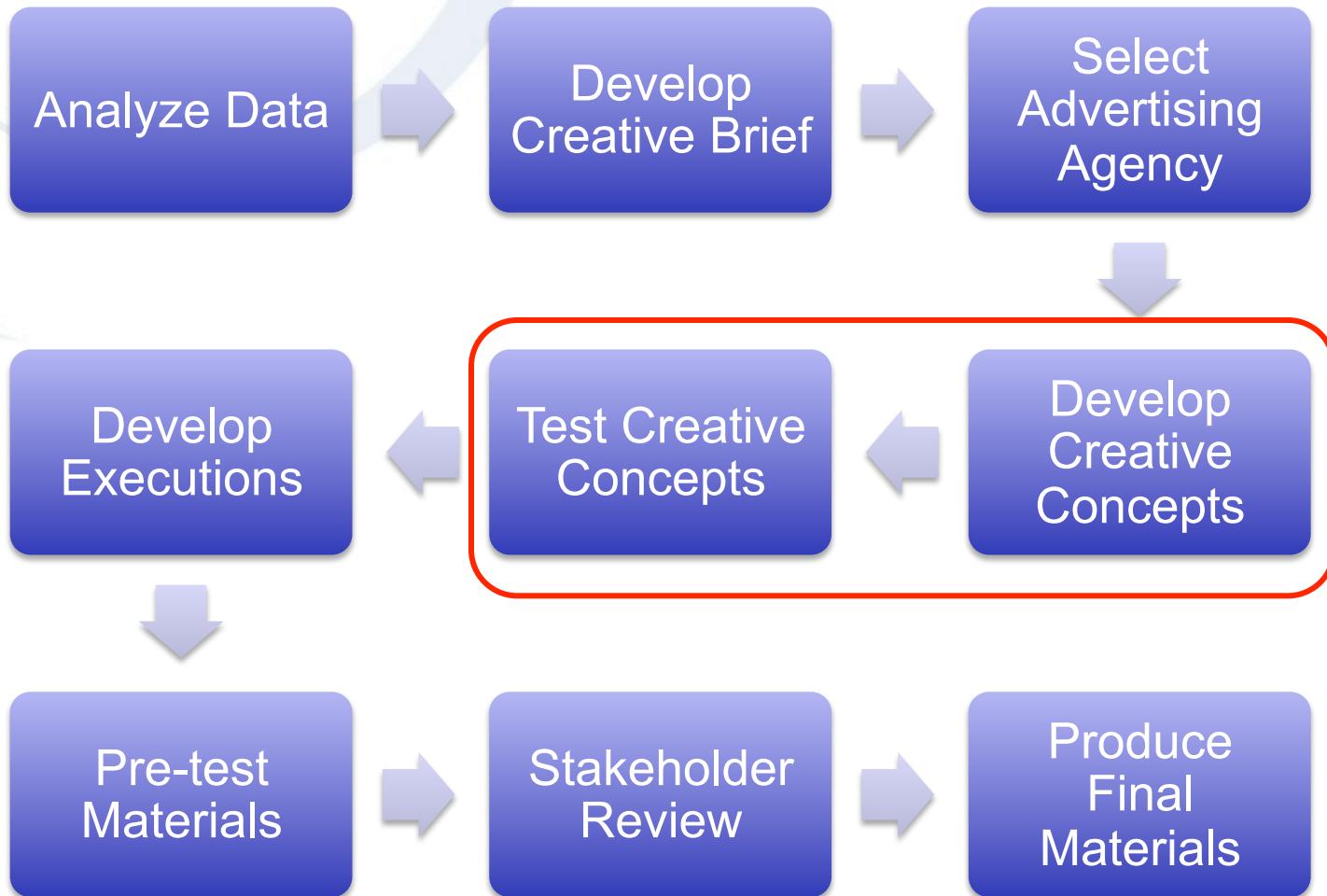


Center for
Communication
Programs

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

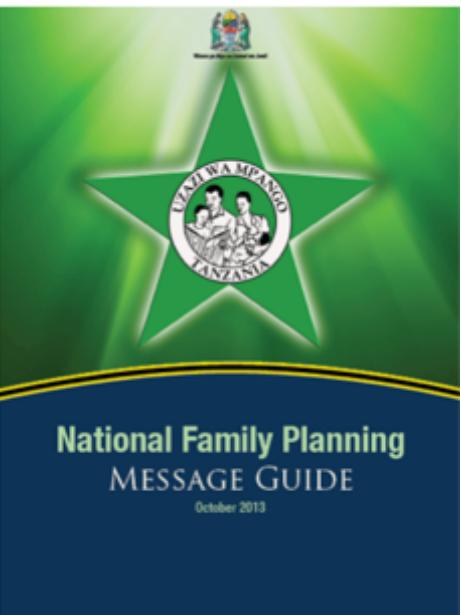
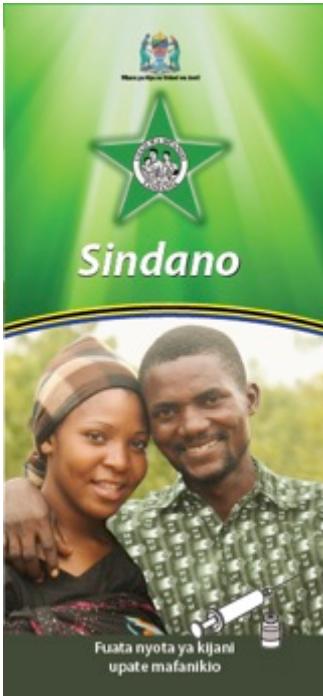
- Concept: Give the facts about myths, misconceptions, side effects and health concerns
- Possible slogans:
 - Learn/know/share the truth about family planning

#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)

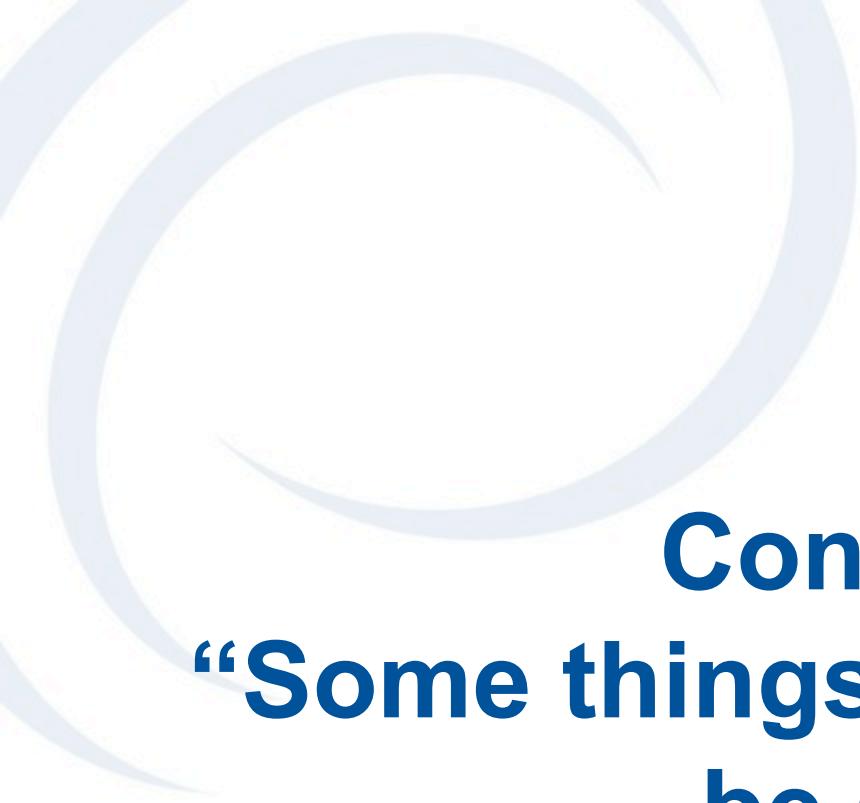


And the winner is...





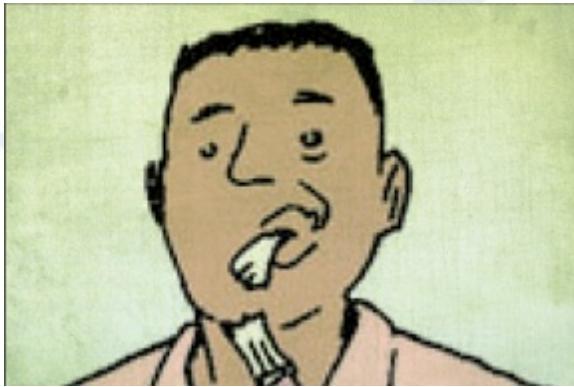
Reducing Concurrent Sexual Partnerships: Creative Concepts



Concept #1:

“Some things are not meant to be shared”

Sugarcane



Gum





Concept #2:

“How many are we?”

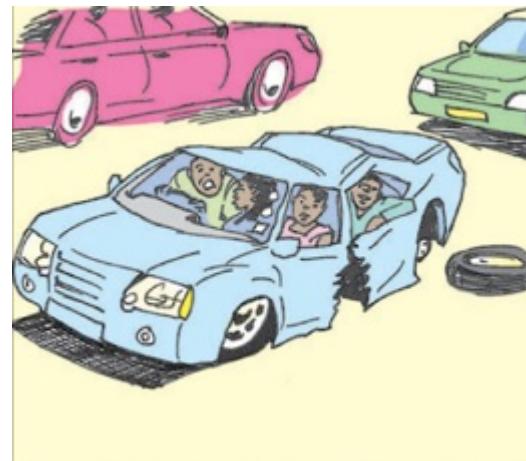
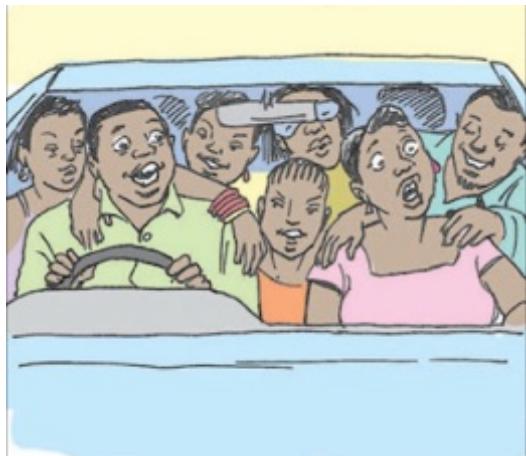
The Bedroom



Center for
Communication
Programs

JOHNS HOPKINS
BLOOMBERG
SCHOOL OF PUBLIC HEALTH

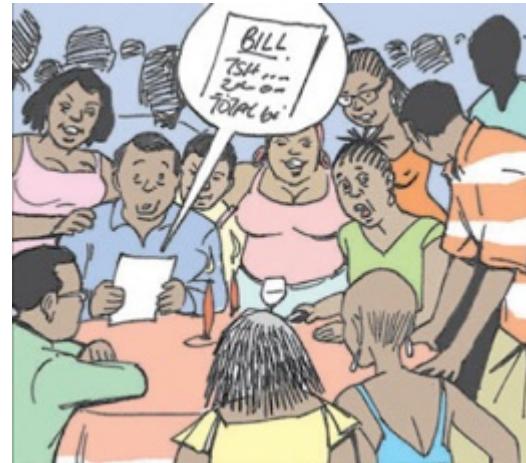
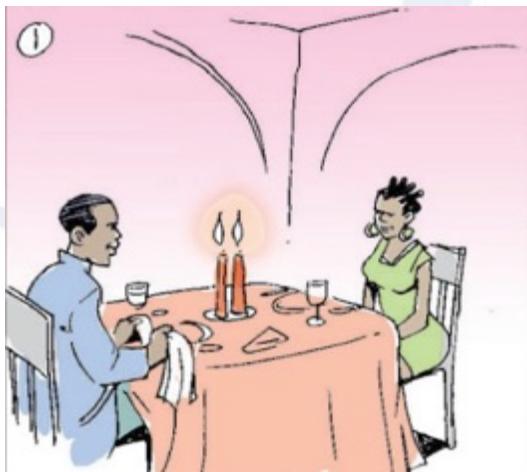
The Car



Center for
Communication
Programs

JOHNS HOPKINS
BLOOMBERG
SCHOOL OF PUBLIC HEALTH

The Restaurant



Center for
Communication
Programs

JOHNS HOPKINS
BLOOMBERG
SCHOOL OF PUBLIC HEALTH



And the winner is...

How many are we? (Tuko wangapi?)



Tuko wangapi? Tulizana

Sekhemu ya 1: Utangulizi

Milimano cimulizi kila nafasi ya kuna tili ni kipindi kuhusu mifumiano na kiongozi. Mifumiano hii ni kiongozi na kuna tili ni kipindi kuhusu mifumiano na kiongozi. Milimano hii ni kiongozi na kuna tili ni kipindi kuhusu mifumiano na kiongozi. Milimano hii ni kiongozi na kuna tili ni kipindi kuhusu mifumiano na kiongozi.

(Milimano meneo chini ya "Boganiha vivali" kila emejere organigano wa eneo Amdha mifumiano wa kiongozi na kuna tili ni kipindi kuhusu mifumiano na kiongozi)

Hujopeo: [Pendo](#) Pendo ni mifumiano wa kiongozi.

Hujopeo: [Mashaka](#) Pendo na Mashaka ni mifumiano wa kiongozi na kuna tili ni kipindi kuhusu mifumiano na kiongozi. Mashaka ni mifumiano wa kiongozi na kuna tili ni kipindi kuhusu mifumiano na kiongozi. Mashaka ni mifumiano wa kiongozi na kuna tili ni kipindi kuhusu mifumiano na kiongozi.

Hujopeo: [Sofia](#) Sofia ni mifumiano wa kiongozi na kuna tili ni kipindi kuhusu mifumiano na kiongozi. Sofia ni mifumiano wa kiongozi na kuna tili ni kipindi kuhusu mifumiano na kiongozi. Sofia ni mifumiano wa kiongozi na kuna tili ni kipindi kuhusu mifumiano na kiongozi.

Hujopeo: [Masa](#) Masa ni mifumiano wa Masa. Masa ni mifumiano wa kiongozi na kuna tili ni kipindi kuhusu mifumiano na kiongozi. Masa ni mifumiano wa kiongozi na kuna tili ni kipindi kuhusu mifumiano na kiongozi.

Hujopeo: [Amdha](#) Amdha ni mifumiano wa Amdha. Amdha ni mifumiano wa kiongozi na kuna tili ni kipindi kuhusu mifumiano na kiongozi.

Hujopeo: [Tumaini](#) Tumaini ni poli kiongozi mifumiano wa kiongozi na kuna tili ni kipindi kuhusu mifumiano na kiongozi.

Hujopeo: [Ziwani](#) Ziwani ni poli kiongozi mifumiano wa kiongozi na kuna tili ni kipindi kuhusu mifumiano na kiongozi.

Hujopeo: [Rahali](#) Rahali ni mifumiano wa kiongozi na kuna tili ni kipindi kuhusu mifumiano na kiongozi.

Hujopeo: [Foragi](#) Foragi ni mifumiano wa kiongozi na kuna tili ni kipindi kuhusu mifumiano na kiongozi.

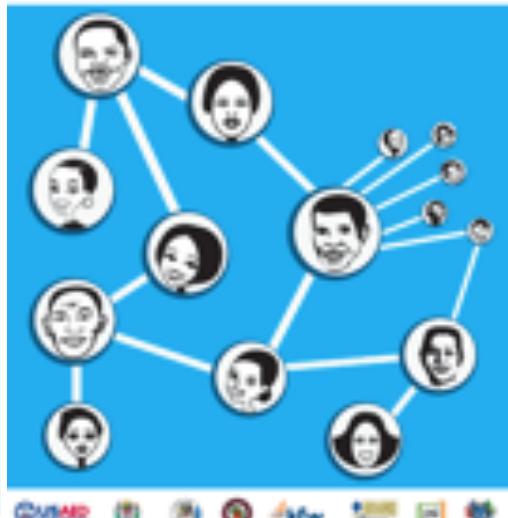
(Kuhopeo na Foragi wewenjwa kiongozi mifumiano)

Kuna kito Fafu wata wenji hawathome kuhopeo Tumaini.

Milimano eme vifaa kye UCOMIAT



Tuko wangapi? Tulizana



facebook Search for people, places and things

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

Tuko wangapi? Tulizana

Tuko wangapi?
Tulizana

Tuko wangapi? Tulizana

1,828 likes · 9 talking about this

Like

1,828



About

Photos

Likes

Malaria in Pregnancy Concepts



ULIJUA?

Kila nusu dakika mtoto mmoja hufariki
kutokana na malaria.

Usifiche ujaa uzito wako. Tembelea kliniki mapema.

okoa
maisha
yako • yake • yao



Mama mja mzito, tembelea kliniki mapema





**Laiti Wazazi
wangenipenda
zaidi...**

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

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



“Mama Nipende...”

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





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



Tafadholi
MAMA



And the winner is...

“Mama Nipende...”

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





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...



...Mmejiandaaje
kunipokea?



Kamilisha mipango na mahali pa kujifungulia

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



Wazazi Nipendeni...



...Mmejiandaaje
kunipokea?



Kamilisha mipango na mahali pa kujifungulia

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



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"

CDC USAID President's Malaria Initiative JOHN HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH Center for Communication Programs

Wazazi nipendeni

Afya yangu
inategemea
afya zenu...

Pimeni damu kumlinda mtoto wenu!

"Tuma SMS "mtoto" BURE kwenda 15001 kwa taarifa zaidi"

CDC USAID President's Malaria Initiative JOHN HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH Center for Communication Programs

Wazazi nipendeni

Usafiri ✓
Msindikizaji ✓
Nguo za Mtoto ✓
Kanga ✓
Dhorura ✓

Mmejiandaaje
kunipokea?

Kamilisha mipango na mahali pa kujifungulia

"Tuma SMS "mtoto" BURE kwenda 15001 kwa taarifa zaidi"

CDC USAID President's Malaria Initiative JOHN HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH Center for Communication Programs

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



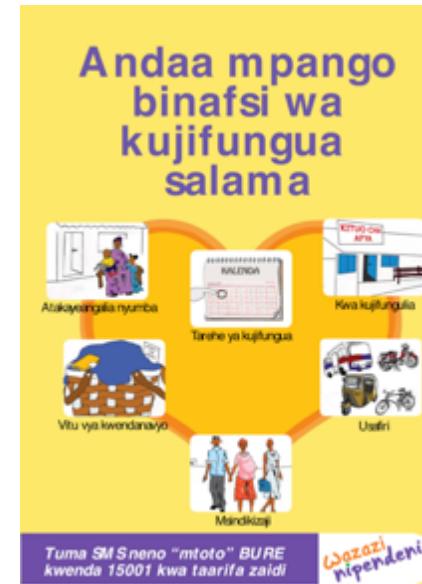
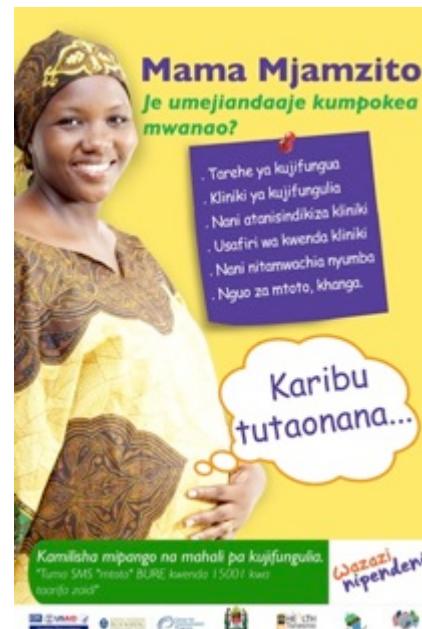
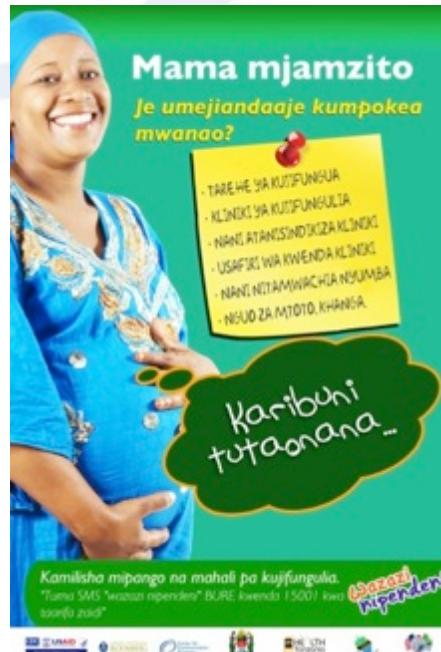
wazazi nipendeni

Ulinzi
mtakaonipa
ndio tumaini
langu

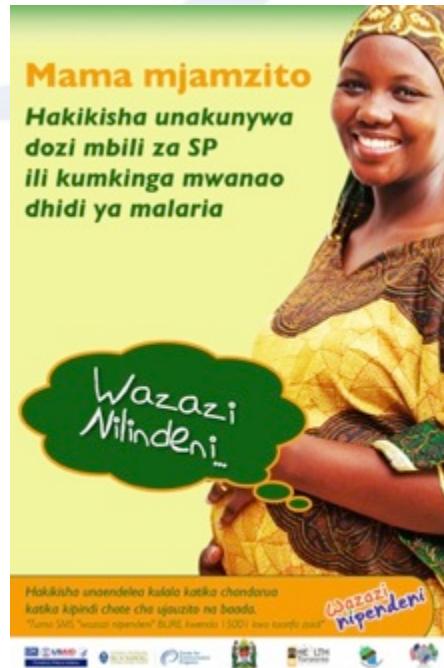
Tuma SMS neno “mtoto” BURE kwenda 15001 kwa taarifa zaidi



IBP Poster Development



SP Poster Development



**wazazi
nipendeni**



**Saumu
Abiud**

Miaka 19, anashii Buguruni,
DSM
Ans ujauzito wa mjezi sita

"Nilimmo kuma kujua kama mtoto aliye lumboni ni mzungu, kupima damu punje na vifaa yea ukimwi, kupewa dawa za maliari na vidnee yea kuongeza dams."

"Nilimwelea mume wangu, siku ya kwanza alinilita hospital Kufanya spina"

"Wanawake wajozinde neno kliniki kupata chanji ili hukumto kutekutupa mapenzi, kujua afya za kama havanna maambarukizi ya Virus yea ukimwi na kujua skoo za kuujifungua"

Wheel Cover



Wazazi Nipende Maunda Zorro Advert

**wazazi
nipendeni** yamfanya

MaundaZorro
ajivunie kuwa mama!
alipokua mjamzito

huddo la kabilie kusutumizisha kufuunaa ukuu zaidi. Wooo...
wakilidhi na kabilie ukuu zaidi, hoooo...". Lakin Maunda
zakumbili na kabilie, aha alipokua mjamzito. Jisu ya
yao yelekuyikana, hoo... hoo... zaidi kaa zahafunzika kwezi Maunda ni
Maunda ya mtoto. Biashar mwenye unvi upafas miskia mitatu.



Si eschwe Mikulata na Maunda Zorro na kusotumiza kopo kufuunaa hooo... hooo... na usiit yake ya ujuzi...

● Maunda kina ukuu zaidi, kufuunaa hooo... hooo... na usiit yake ya ujuzi...

Maunda Asante, kuna ujuzi kufuunaa hooo... hooo... na usiit yake ya ujuzi...

Maunda Ahwaa kufuunaa hooo... hooo... na usiit yake ya ujuzi...

Maunda Kina kundi nimekutia, aliyekutia
mashuhuri na kufuunaa hooo... hooo... na usiit yake ya ujuzi...

Maunda Ahwaa kufuunaa hooo... hooo... na usiit yake ya ujuzi...



Halima Salim

Miaka 30, anashii Buguruni, DSM



Ara ujauzito wa mjezi mitano. Ana mtoto
wa kaa Maisha mwenye mlima sita, amezee
ka Hamis Salihi mwenye mlima 30

"Ni mlimu kwenda klinikii mana baada ya
kugundua u-mjenziye. Nilikwenda kupata
matibabu kikundi kumbu kile kipepeo
tambuli. Nilimmo kuma kujua aya za.
Kufanya sura kujua kama wanii
mwenye mlima sita. Amezee kujua
magineysa na zisasi, pamaja na kujewa
dawa za maliari na za kueogeoza kwanza
cha dambi na kujua kila ujuzi na upungu."

"Ushauri wangu kwa akira mama
wajiwazalo na wale wanapanaga kuwa
na mlima, wande kliniki kujua aya za.
Hi tawafeera furu kujua kama wanii
mwenye mlima sita. Amezee kujua
magineysa kujewa kila ujuzi na upungu

"Newashari akini mama wajewobizo
wende kliniki wajipime aya na umri
wa mlima zao. Pia watawesta kujikungu
magineysa ya magonya kuu kujuta
magineysa kujewa kila ujuzi na upungu

"Ushauri wangu kwa akira mama na kujewa
wende kliniki. Kuhumia ni ruzi, usapata kujua
maandeleo ya aya za. Pia nimefahamu damu yangi
ni kundi garu, na nimeenza kujandaa kwa kwa
nimehafanu tarehe ya kuujifungu."

"Kuhumia ni ruzi, usapata kujua

Tuma SMS neno "mto" BURE kwenda 15001 kwa taarifa zaidi

USAID
Center for Communication Programs
Maisha
HE-LTH Tanzania

Salma Ally

Miaka 22, anashii Buguruni, DSM



Ara ujauzito wa mjezi mitano. Ana mtoto
wa kaa Maisha mwenye mlima sita, amezee
ka Salma Ally mwenye mlima 30

Kuhumia ni ruzi, usapata kujua

Tunu Ramadhani

Miaka 20, anashii Buguruni Madengen, DSM



Ara ujauzito wa mjezi mitano. Ameolewa na Ramadhani
Shaban embae ana miaka 30

Kuhumia ni ruzi, usapata kujua

"Nilimmo kujua klinikii mana baada ya
kugundua u-mjenziye. Nilikwenda kupata
matibabu kikundi kumbu kile kipepeo
tambuli. Nilimmo kujua aya za.
Kufanya sura kujua kama wanii
mwenye mlima sita. Amezee kujua
magineysa na zisasi, pamaja na kujewa
dawa za maliari na za kueogeoza kwanza
cha dambi na kujua kila ujuzi na upungu."

"Ushauri wangu kwa akira mama
wajiwazalo na wale wanapanaga kuwa
na mlima zao. Pia watawesta kujikungu
magineysa ya magonya kuu kujuta
magineysa kujewa kila ujuzi na upungu

"Newashari akini mama wajewobizo
wende kliniki wajipime aya na umri
wa mlima zao. Pia watawesta kujikungu
magineysa ya magonya kuu kujuta
magineysa kujewa kila ujuzi na upungu

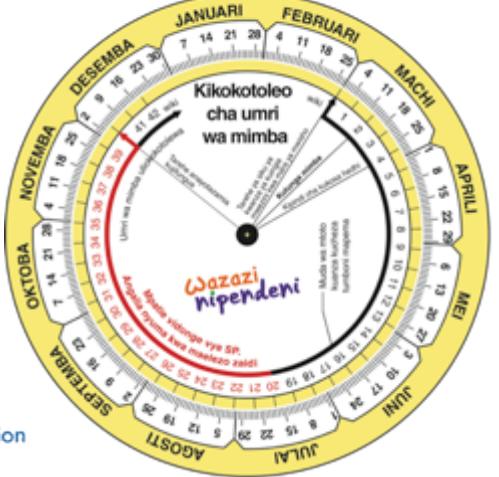
"Ushauri wangu kwa akira mama na kujewa
wende kliniki. Kuhumia ni ruzi, usapata kujua

"Kuhumia ni ruzi, usapata kujua

Tuma SMS neno "mto" BURE kwenda 15001 kwa taarifa zaidi

USAID
Center for Communication Programs
Maisha
HE-LTH Tanzania

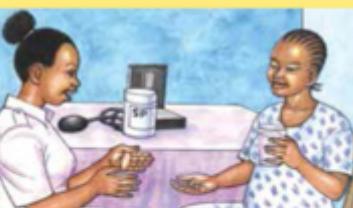
Calendar months & Wheel



Back



**HAKIKISHA
UNARUDI
KWA AJILI YA
DOZI YA
PILI YA SP**



Jina Kamili la Mjamzito:

Tarehe ya dozi yako ya pili ya SP ni:

20

Tumia na kamilishi dozi mbili za SP
kwa afya njema ya mama na mtoto

Couples HIV Counseling and Testing Concepts

WE DID IT!

WE TESTED FOR HIV TOGETHER.





HIV/AIDS TESTING & COUNSELING CENTER



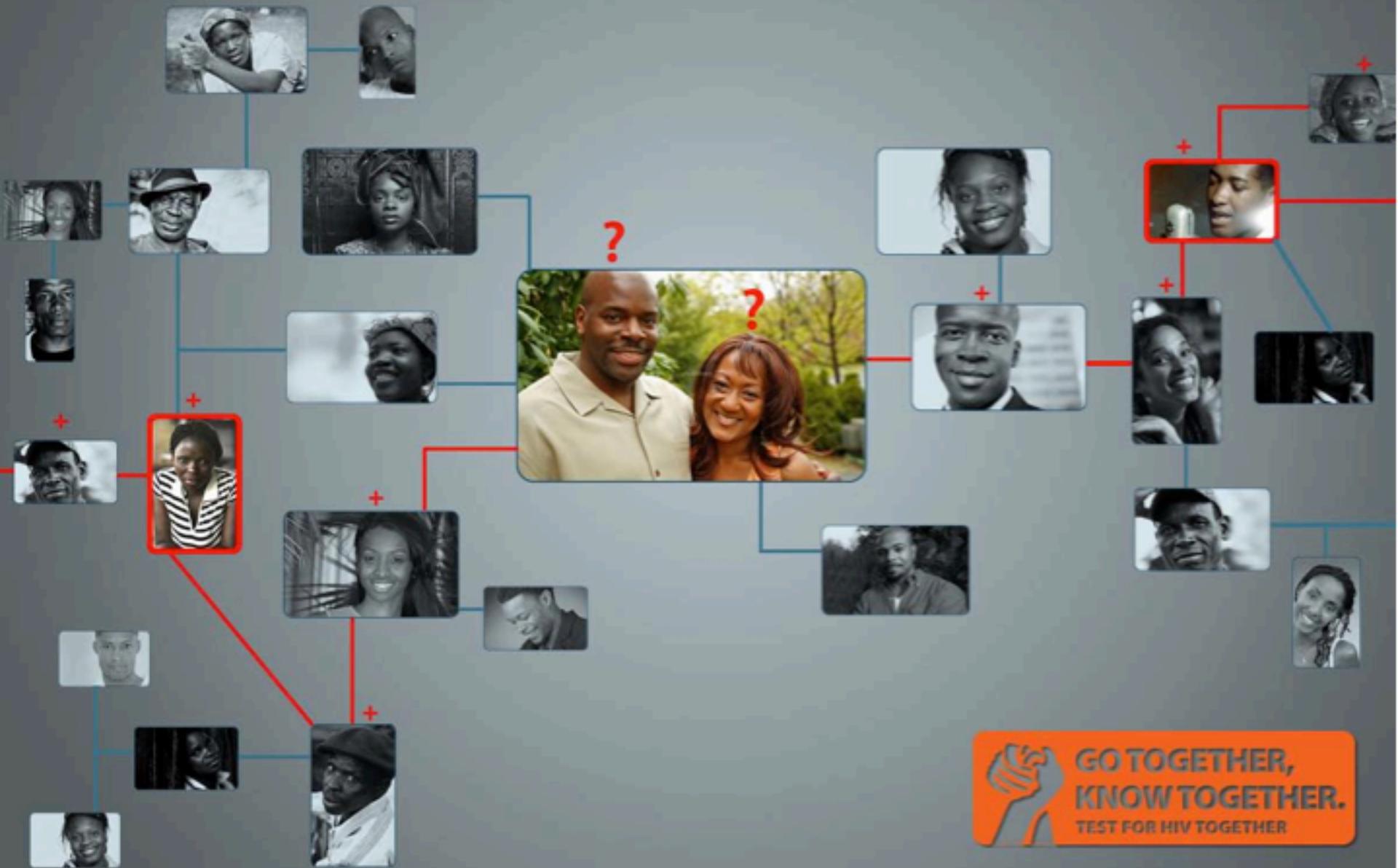
HIV/AIDS TESTING & COUNSELING CENTER

HIV COUPLE
TESTING
BROUGHT
US CLOSER.



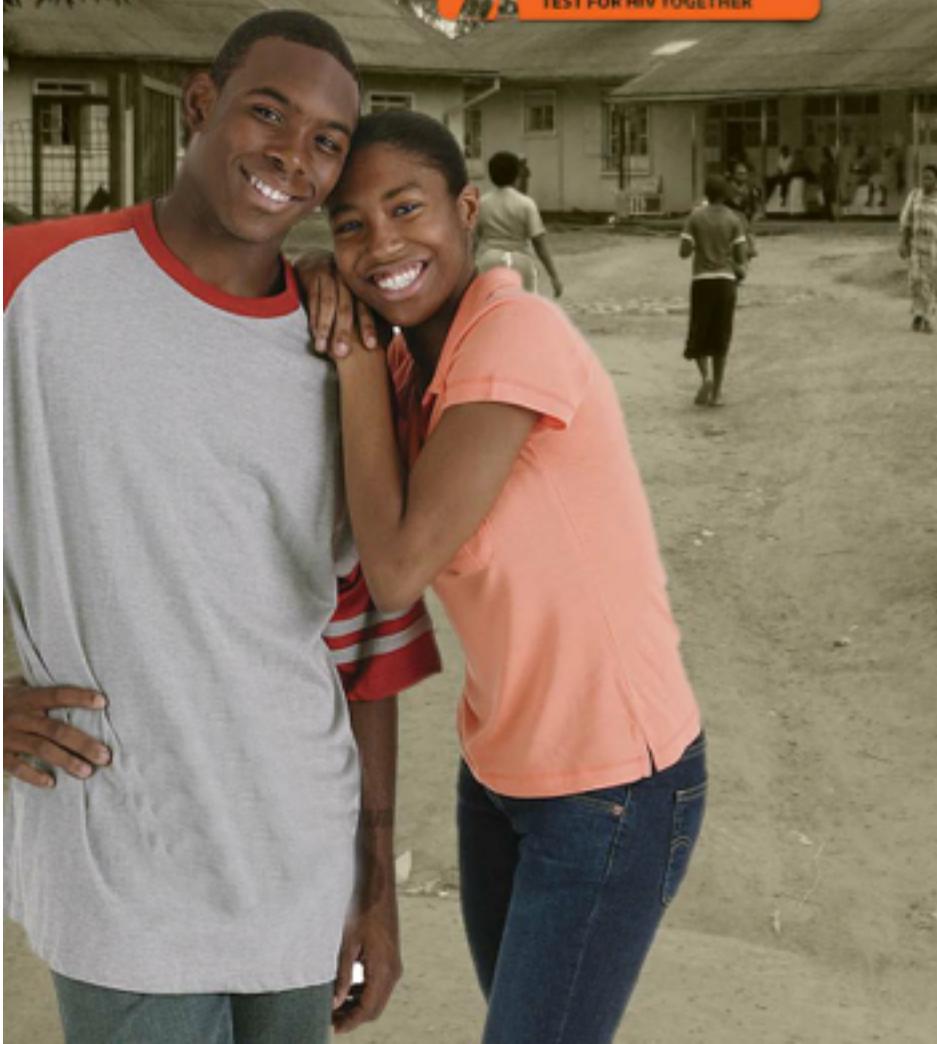
GO TOGETHER,
KNOW TOGETHER.
TEST FOR HIV TOGETHER

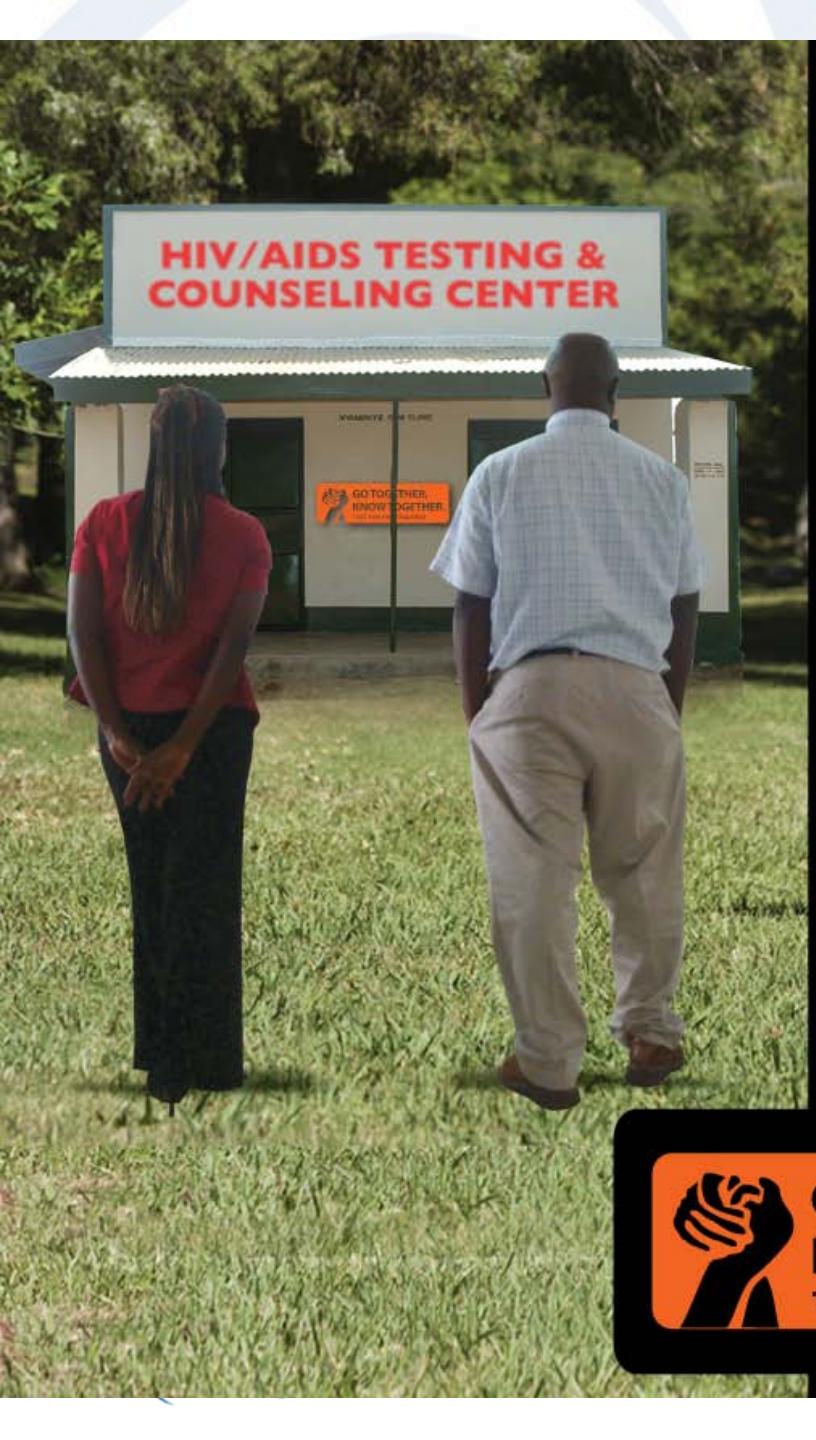
HIV DOESN'T END WHEN SEXUAL RELATIONSHIPS DO.



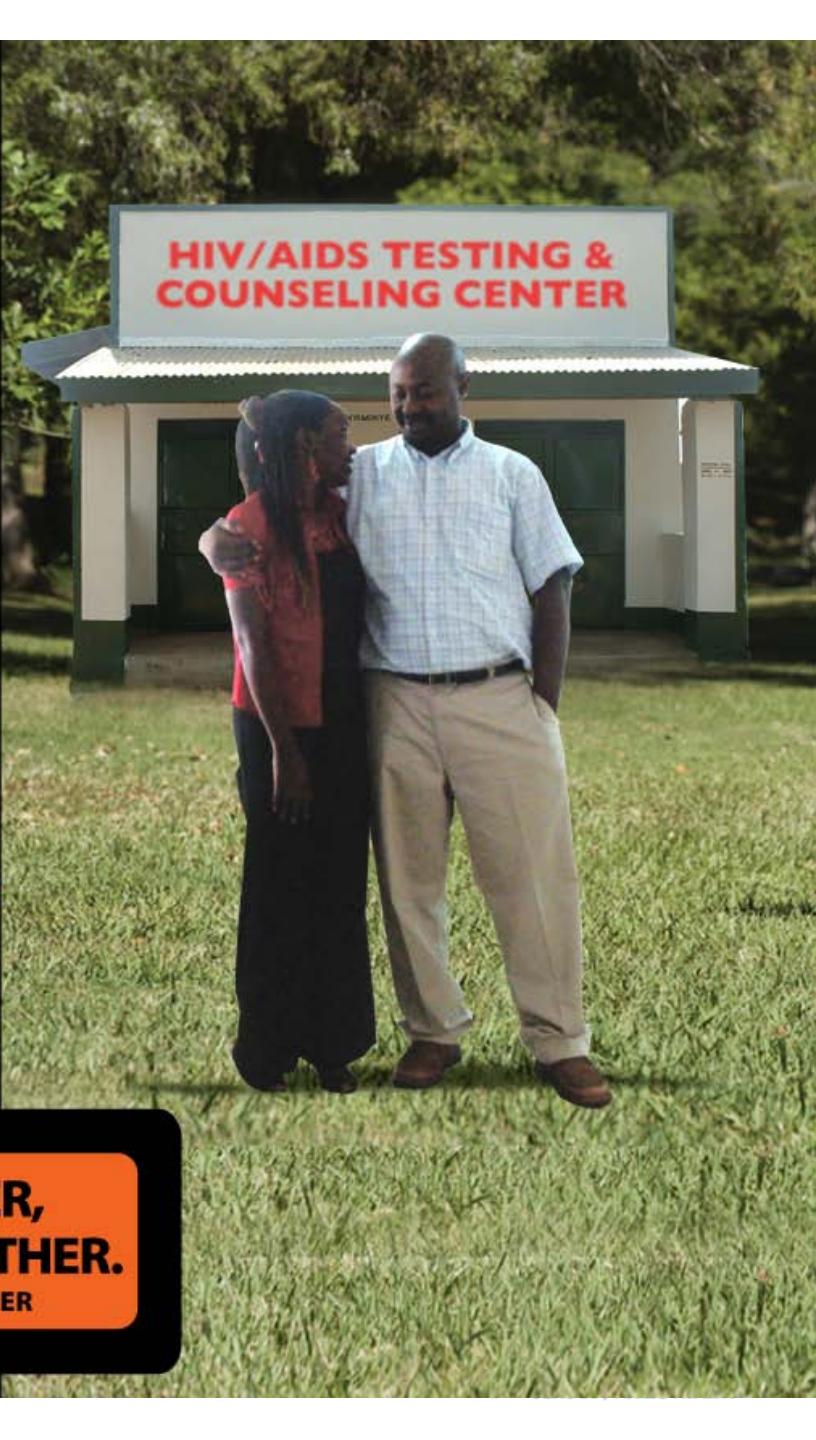
GO TOGETHER,
KNOW TOGETHER.
TEST FOR HIV TOGETHER

A SMART COUPLE IS...
A TESTED ONE.





HIV/AIDS TESTING & COUNSELING CENTER



HIV/AIDS TESTING & COUNSELING CENTER

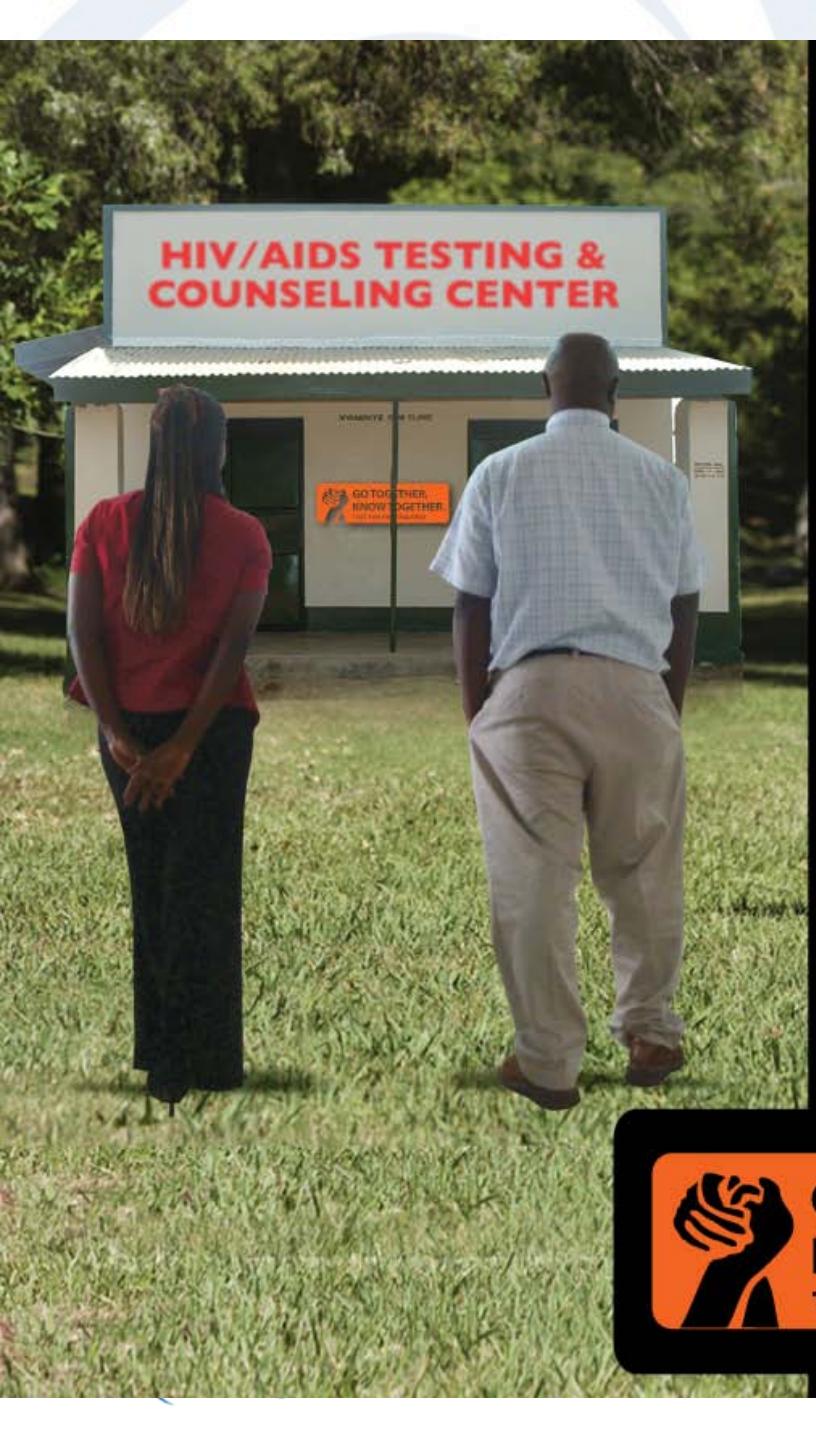
HIV COUPLE
TESTING
BROUGHT
US CLOSER.



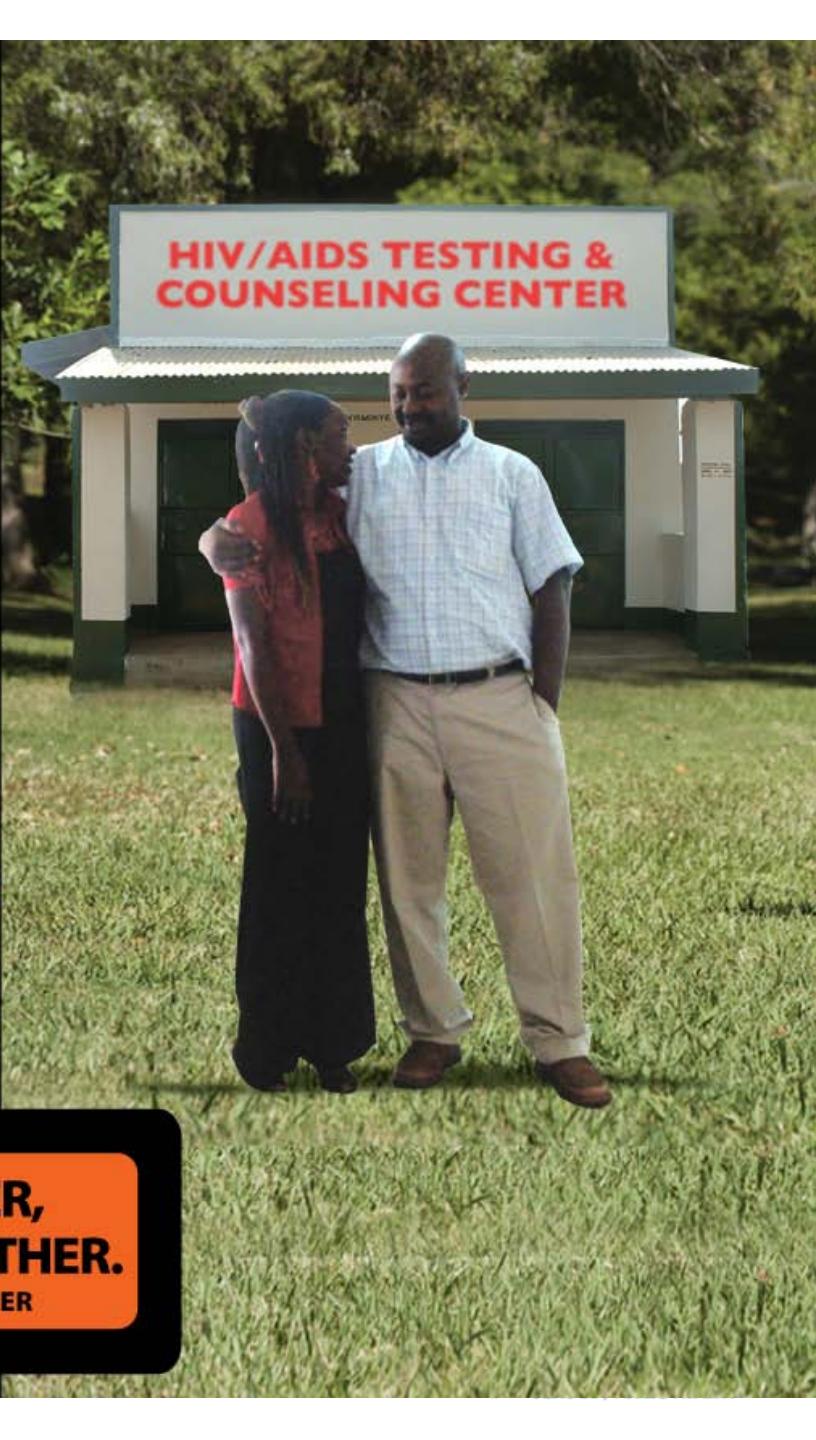
GO TOGETHER,
KNOW TOGETHER.
TEST FOR HIV TOGETHER



And the winner is...



HIV/AIDS TESTING & COUNSELING CENTER



HIV/AIDS TESTING & COUNSELING CENTER

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.





REPUBLIC OF UGANDA
MINISTRY OF HEALTH

MARRIED COUPLES ARE MORE LIKELY TO HAVE HIV.

TEST FOR HIV TOGETHER WITH YOUR PARTNER.

Call Toll Free 0800 200 600 for more information.



JHNS HOPKINS
BLOOMBERG
SCHOOL OF PUBLIC HEALTH



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.

GO TOGETHER KNOW TOGETHER
TEST FOR HIV TOGETHER

Call Toll Free 0800 200 600 for more information.

A collage of 16 smaller photographs showing various couples in different settings, including a wedding, embracing, and smiling. One specific couple in the center-right of the collage is highlighted with a red border.

NEGATIVE



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

TEST FOR HIV TOGETHER
WITH YOUR PARTNER.

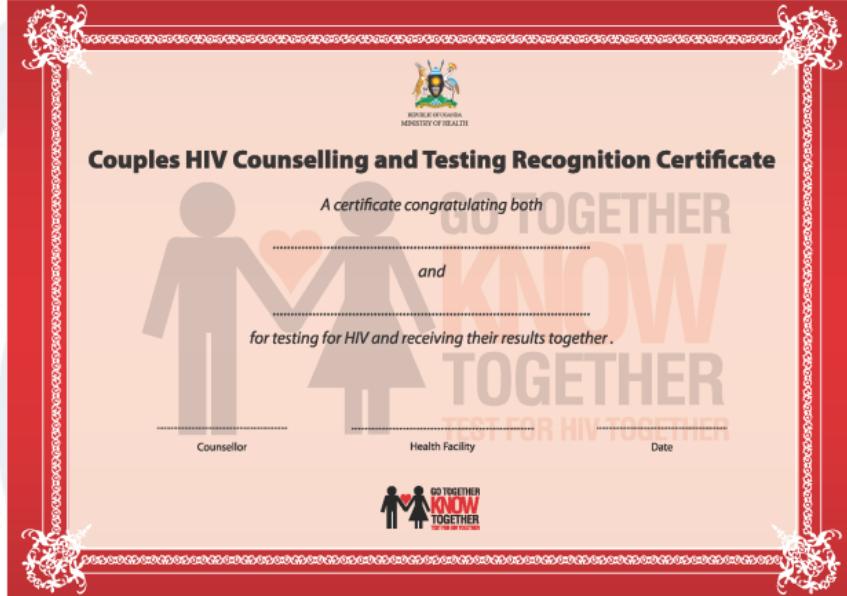


Call Toll Free 0800 200 600
for more information.



POSITIVE





Commitment for the Future

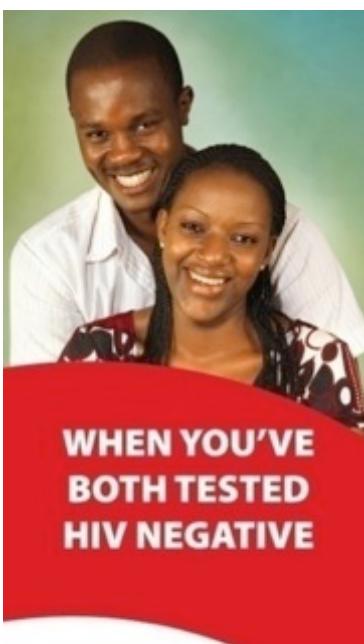
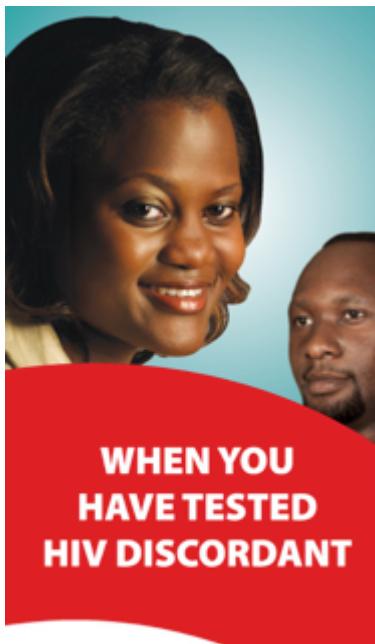
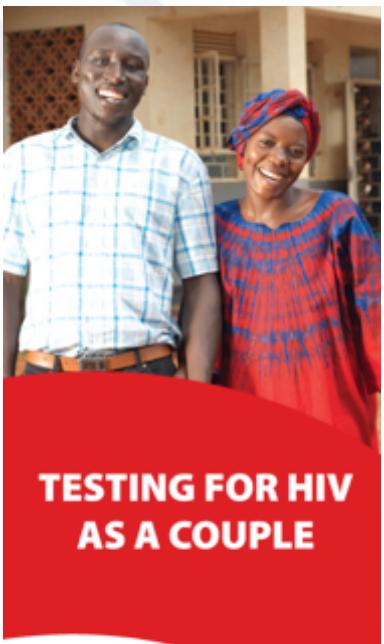
Congratulations on your decision to test for HIV together! This is an important first step in taking control of the risk or reality of HIV in your relationship. This plan will help you to keep each other healthy, regardless of what your test results are. Please note that this is not a legal document.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



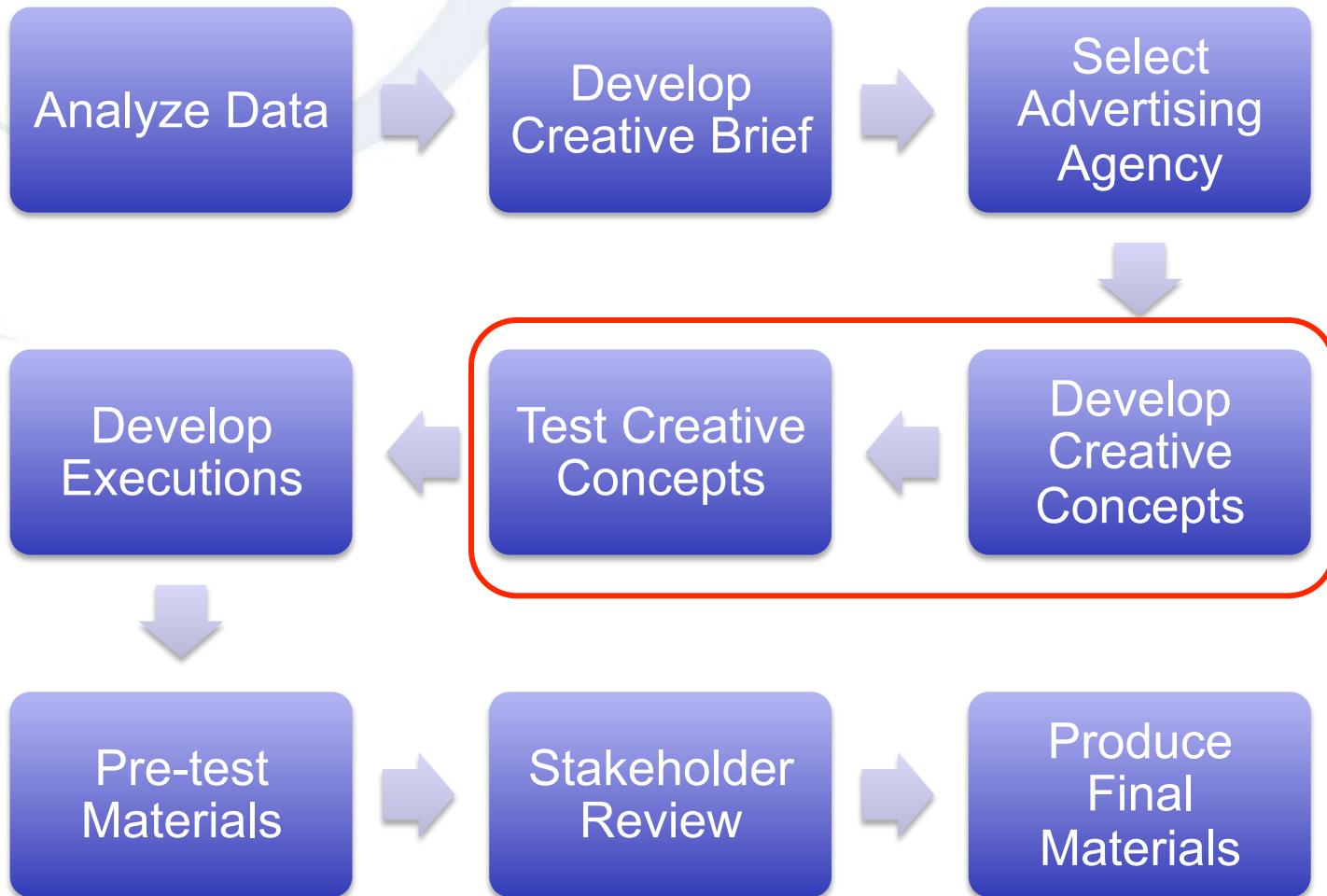


**COUPLES HIV COUNSELLING & TESTING
SERVICES AVAILABLE HERE**

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