



**A MARKETING APPROACH
TO BEHAVIOUR CHANGE**

**Disrupting Social
Impact Communications**



PRESENTATION OVERVIEW

- Who we are
- Why we're here
- What we've done

WHO WE ARE



WHY WE'RE HERE



The Era of Digital Natives

It has been never been so easy and also so complex to reach people. There are over 92 million people online in Nigeria.

So many people in one place!

However, that place has so many very different channels. Finding the right channels & cutting through the noise for real impact can only be achieved with a customised marketing strategy.



Achieving Scale

Marketing increases a product's reach and ensure it goes beyond the ***home network***. Any campaign that wants to talk to the public (which must include changing minds and attitudes) and not just existing advocates for a cause will need marketing for those numbers.

Sustained Societal Change

When people are directly engaged in the process of change, the results last.

Marketing works by making the target audience ***want*** the product. Once they adopt this attitude change, it become part of their lives as individuals, families and as a society.



COMMERCIAL MARKETING

4 P's - Product, Price, Place & Promotion



**THE PRODUCER IS THE MAIN BENEFICIARY OF A
COMMERCIAL MARKETING PLAN.**

SOCIAL IMPACT MARKETING

**Product = Behaviour
Change**

**Place = Make this change
accessible to people.**

**Price = The cost
(emotional, social,
financial...) of changing
this behaviour.**

**Promotion = All the
methods of
communication used to
advocate for this
behaviour change.**




**A BETTER SOCIETY IS THE REASON FOR THE
SOCIAL MARKETING PLAN.**

A strategic and creative process which leads to a deeper impact on the audience; cutting through the usual 'noise' by 'disrupting' conventions to create real and lasting impact.

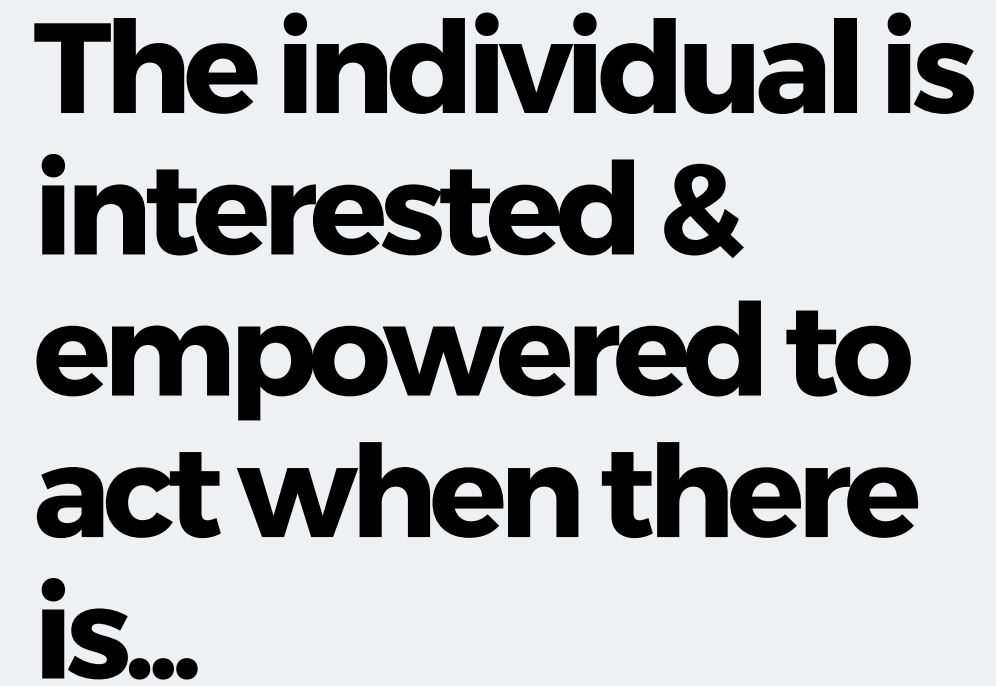
The goal of Disruption® is to drive change. This makes the process a perfect fit for behaviour change and social impact communications.



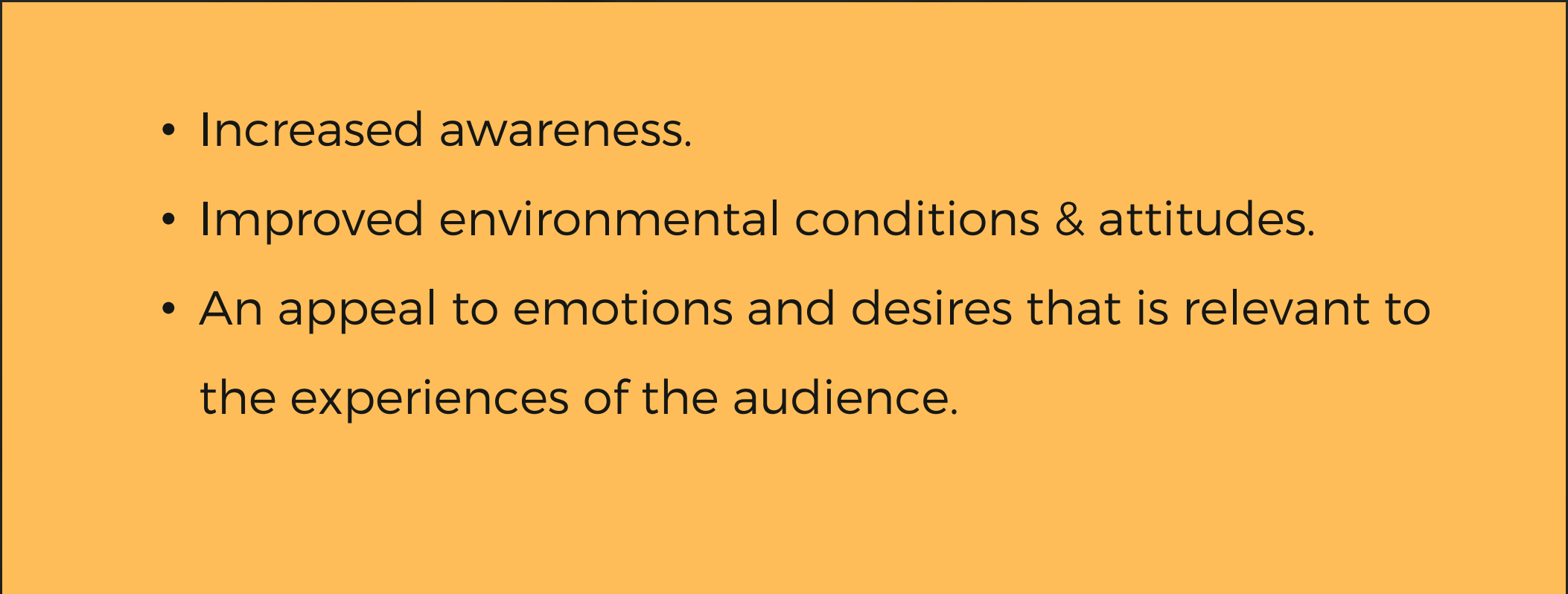


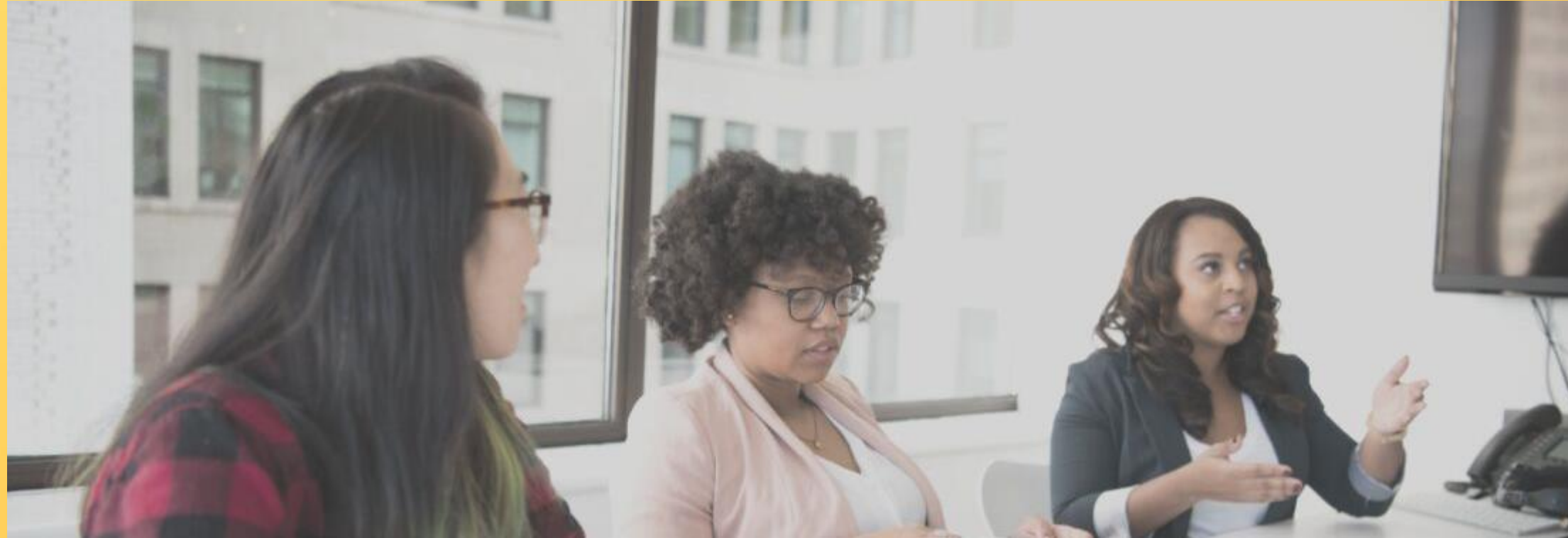


SO HOW DO
WE USE
DISRUPTION
TO INSPIRE
CHANGE?



**The individual is
interested &
empowered to
act when there
is...**

- 
- Increased awareness.
 - Improved environmental conditions & attitudes.
 - An appeal to emotions and desires that is relevant to the experiences of the audience.



Disruption® is a collaborative process, rooted in data-driven insight that allows us to create solutions that cut through the noise, speak compellingly to the audience, drives behavior change and fulfils the organisation's mission.



The Disruption Cycle

We are constantly plugging into existing ideas, data and popular culture. Old ideas feed new ideas and the wheel keeps turning...

Find the Disruption

With all the information gathered in this seemingly simple process (and it is usually a lot), we find the sweet spot(s) that will change convention AND fulfil the shared vision.

Identifying Convention

First, we define all the conventions in a given sector or category. All the things everyone else is doing, how they do it and how they talk about it.

Vision Building

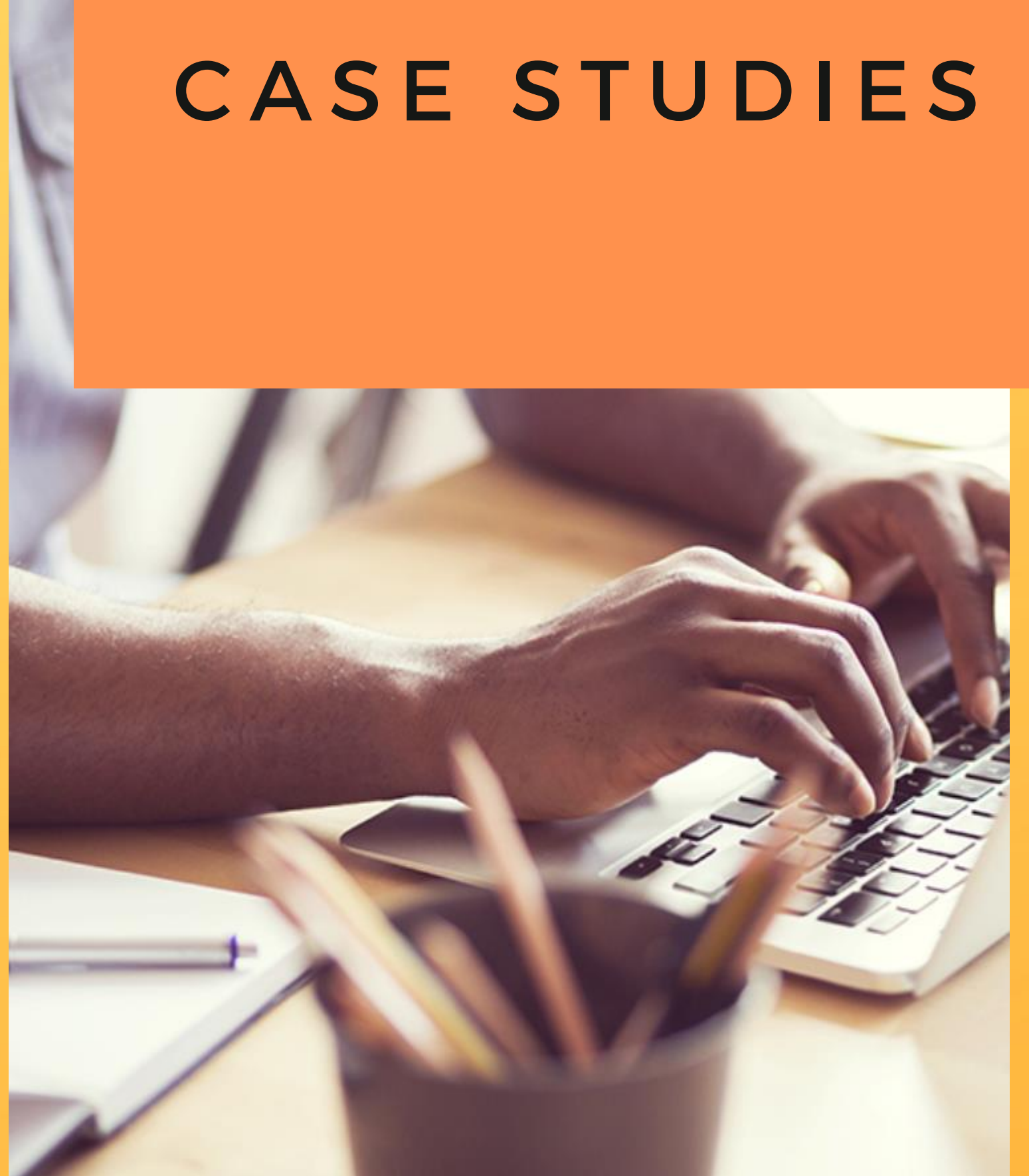
Then we build a shared vision of what would be the 'ideal world' for both the organisation and the society at large.

“

The old model was informing,
persuading & reminding, the new model
is demonstrating, involving &
empowering.

Mitch Matthews

CASE STUDIES



unicef



Objective

- To motivate affluent millennials in Lagos and Abuja to become advocates for less privileged children & call on leaders to improve access.



Challenge

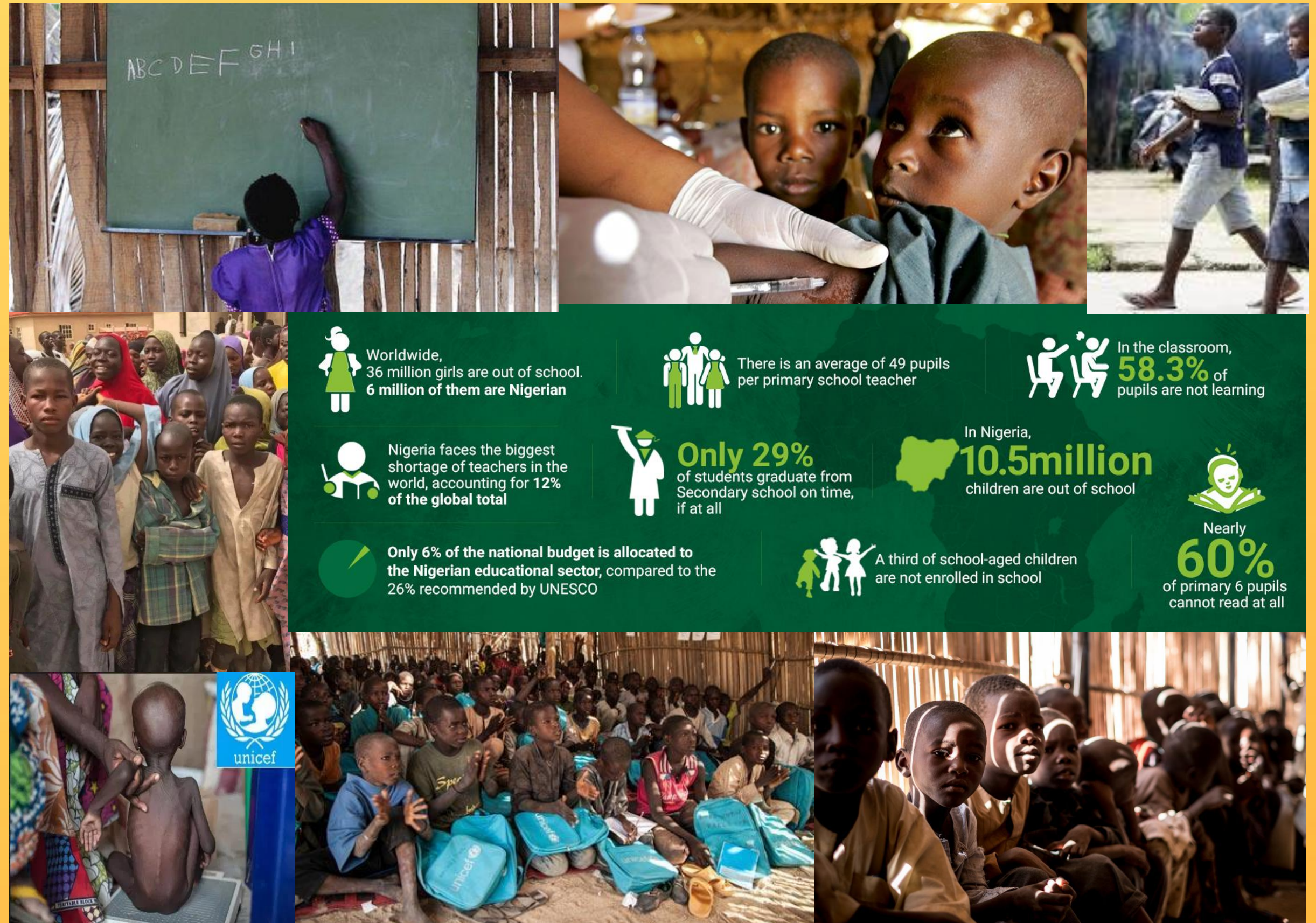
- Affluent millennials had some awareness of the plight of poor children and cared deeply, but did not feel empowered to create real change

Millennials gravitate to activities confined to their immediate surroundings because they don't feel they have the power to make change on a larger scale. Many respondents talked about not possessing the financial resources to make the sort of impact they would like. Many also acknowledged that to truly scale up, the government had to be involved.

It was also clear that millennials did not feel they had any influence over the government. They did not feel that those in power had any interest in listening to them. In their minds, any involvement by government officials in any campaign is self-serving and not to be trusted.

Convention

- Child equity campaigns usually focus on the plight of the disadvantaged child to garner sympathy, pity (or outrage) in order to provoke action



Disruption

- Research showed that millennials were resistant to 'poverty porn', would be overwhelmed by an issue they felt was too big for them to tackle and are motivated by results
- So we focused on bright, positive images, small tactical actions and information the specific benefits of education



**WITH EACH EXTRA YEAR OF
SCHOOLING, SHE WILL EARN
10% - 20% MORE IN FUTURE.**

Source – : World Bank, Returns to Investment in Education (2002).



**EVERY
CHILD
IN SCHOOL**

Solution

- A very specific objective: Every Child in School
 - Simple message: increase the budget for education so more children can go to school.
- Provide information about:
 - The benefits of education
 - Who's in charge of education budgets
 - How to reach those in charge
- Simple task: 'ask for a bigger education budget in 2019'
- Create tools to make this task simple.
- Simple, visually compelling, shareable content (primarily online).



Direct call to action from 'peers'

"These are average middle-class millennials, if they can do it, then why can't I do the same."



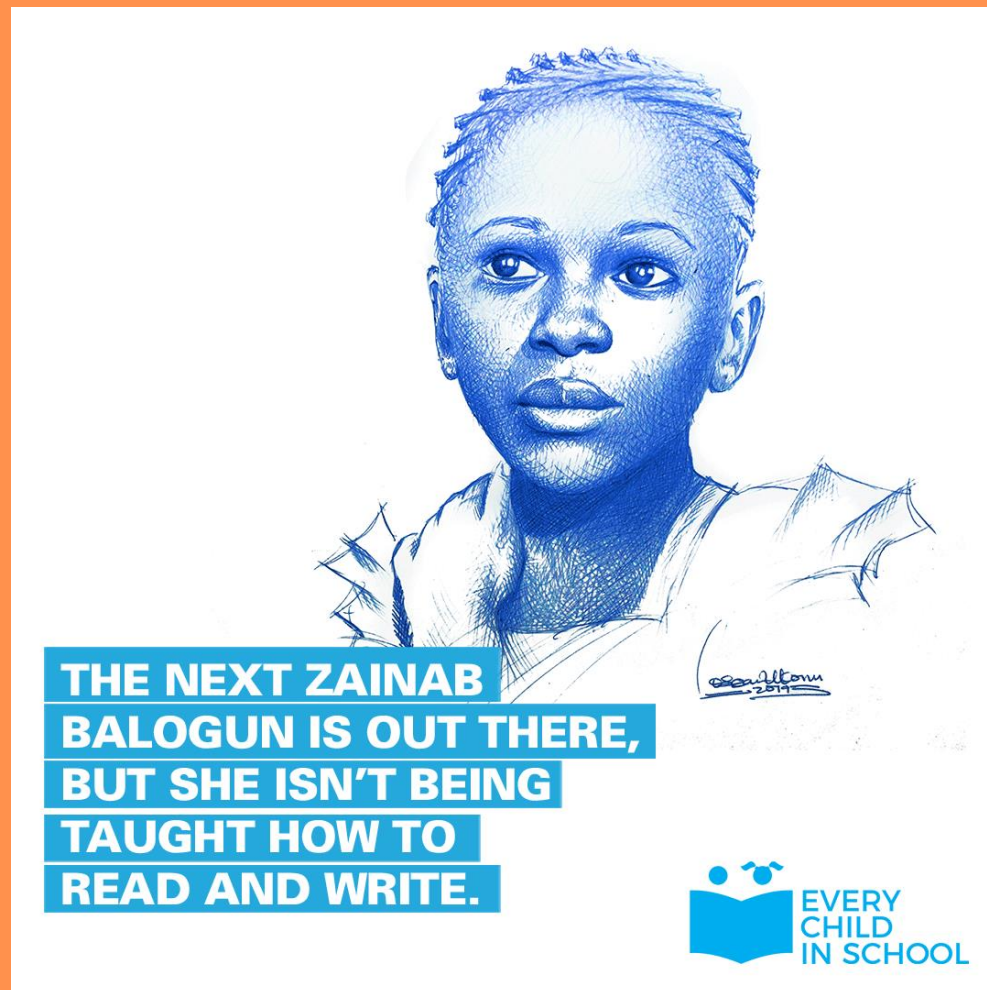
Personal stories about the positive impact of education.



**THE NEXT
DAKORE EGBUSON-AKANDE
IS OUT THERE, BUT SHE
ISN'T BEING TAUGHT HOW
TO READ AND WRITE.**



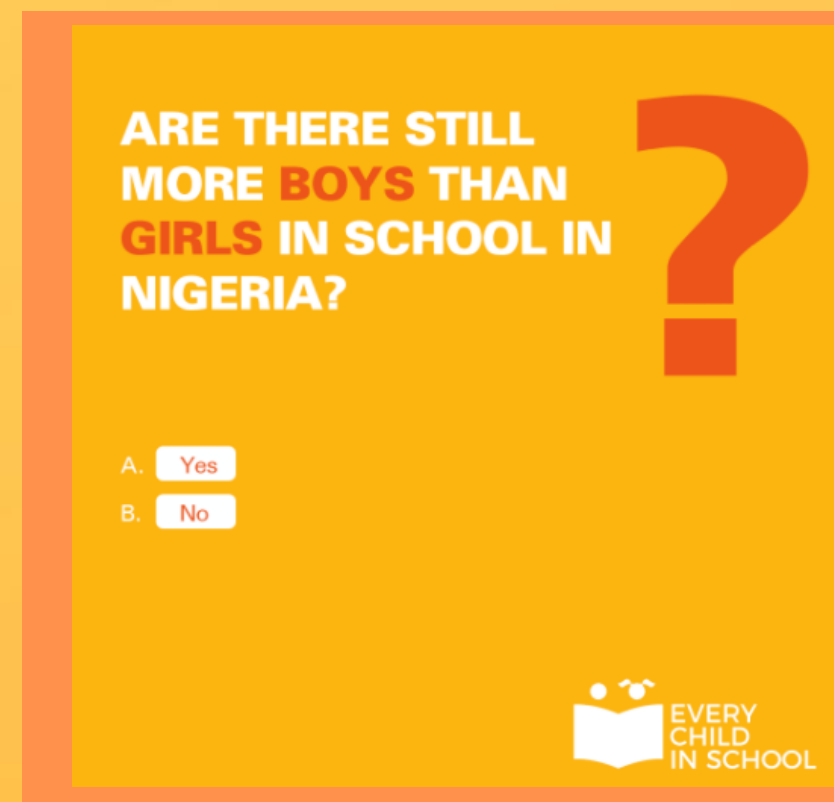
Personal stories about the positive impact of education



Influencers lending their support
by emphasizing the value of
education



Multiple formats of shareable online content to educate, drive conversation and create engagement.



RESULTS

For a campaign that ran for a short period (4 months), results from media monitoring and the endline KAP show that the campaign's reach & recall surpassed averages for similar campaigns in both social and commercial sector marketing.

RESULTS

4th

most recognised social campaign in Nigeria among the surveyed target audience.

Following ***BBOG, Our mumu don do*** and ***Not Too Young To Run***.

70%

recall of at least 1 campaign advert according to the endline KAP survey of a representative sample of the target audience in Lagos & Abuja.

2-16%

higher rates of knowledge, awareness & interest in response to KAP survey questions among campaign recognizers compared to non-recognizers.

RESULTS

731,234

responses on Facebook & Instagram to campaign content promoted on these channels.

66,569

people actively engaged with the campaign microsite which includes links to governors' pages to tweet with the hashtag and downloadable campaign badges to show support.

257%

more views of video content on Youtube than planned.
182% more impressions achieved on Facebook & Google.

LESSONS LEARNED

- Research is key. A deeper understanding of the audience leads to more focus and simplicity of messaging,
- Affluent, urban millennials live in an omni-channel world. Content should be reinforced in all these channels to break through & make an impact.
- Not all influencers are created equal. What works for one group may not work for another.
- Real world action must accompany social media activism. *'You can't use it (social media) to make policies.'*
- Different organisations have different roles & spheres of influence so partnership leads to deeper impact.
- Political leaders need to be active in conversations about democracy & accountability.

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For society to attempt to solve its
desperate problems without the full
participation of even very young people
is imbecile.

Alvin Toffler



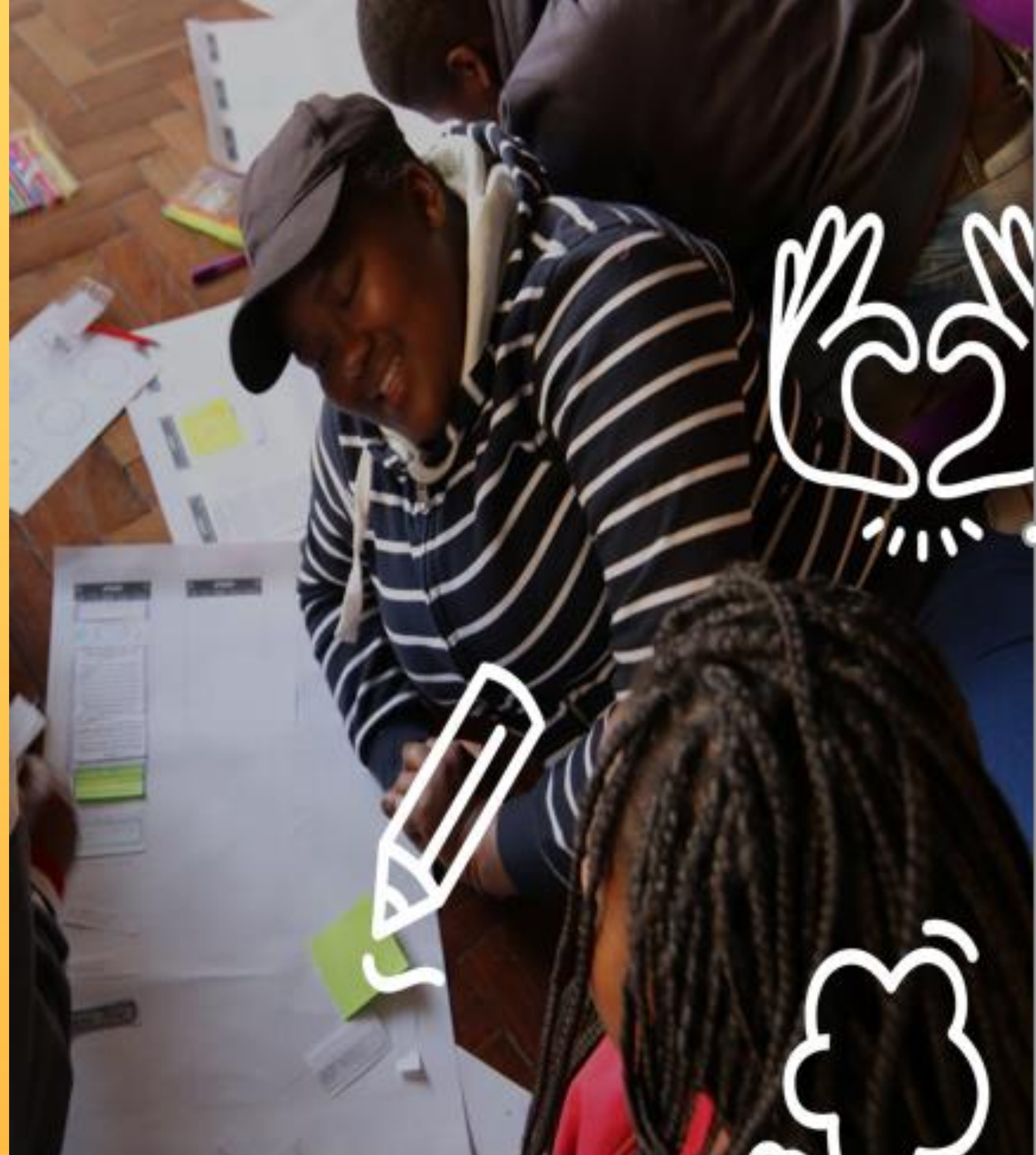
Objective

- To break the cycle of poverty by helping girls live better lives with information on health, finance, education, agency & safety.
- To digitally connect girls from vulnerable, marginalised and/or working class communities with content that educates, inspires & connects them with other girls.



Challenges

Creating an easily accessible & non-judgmental space where girls can comfortably share their concerns, thoughts & desires.



Convention

- Regular digital content targeted at teen girls is rare, When it does exist, it is usually focused on promoting the culturally acceptable idea of a ‘good girl’ which means many important topics are considered taboo.



“There are bad people online to defile girls – predators that shower her with money and gifts”



“A good girl has good character and is respectful. A bad girl goes out to clubs and parties”

I would like to know what will help me control my - emotion about - love.

*“Is an intimate relationship with a guy good or bad? and I want to know the dangers”
In school girl, Lagos*

Why is it difficult for girls to live the house without permission

I like to go out with friends but my parent don't allow me to live the house

*“Why do parents focus on girls only? Why are parents overprotective of girls?”
In school girl, Lagos*

Why are some parent like putting eyes on their female child than the male child

Disruption

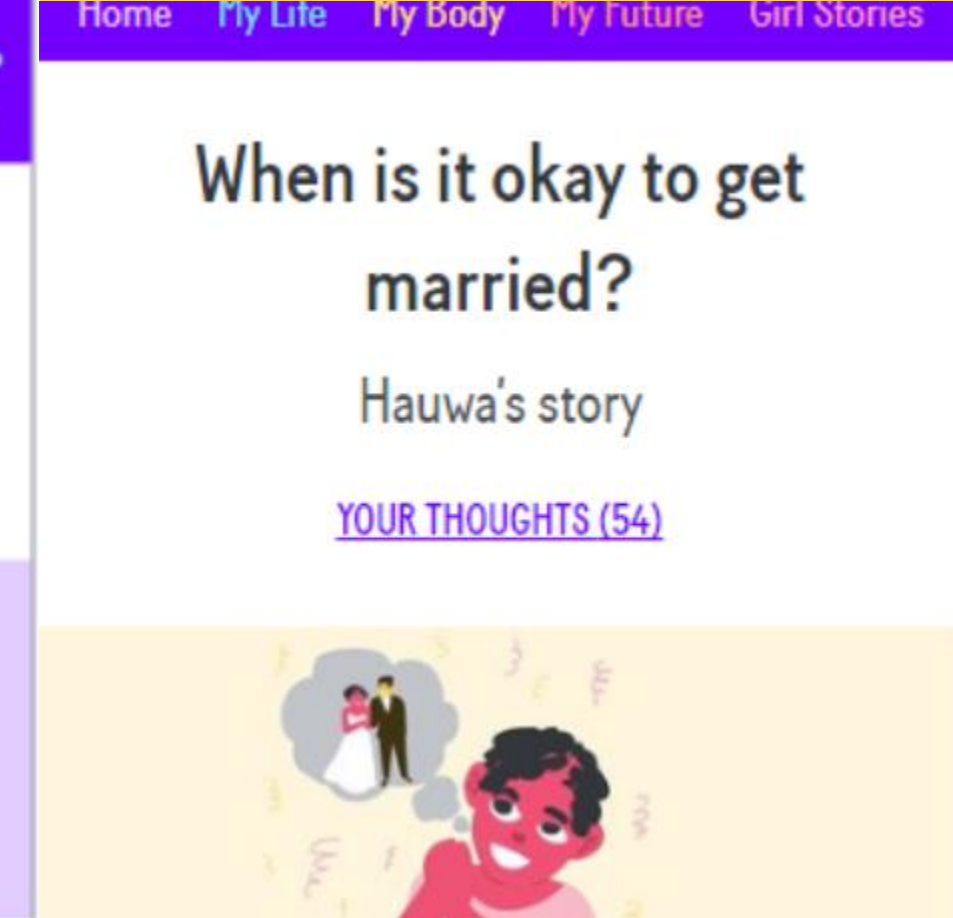
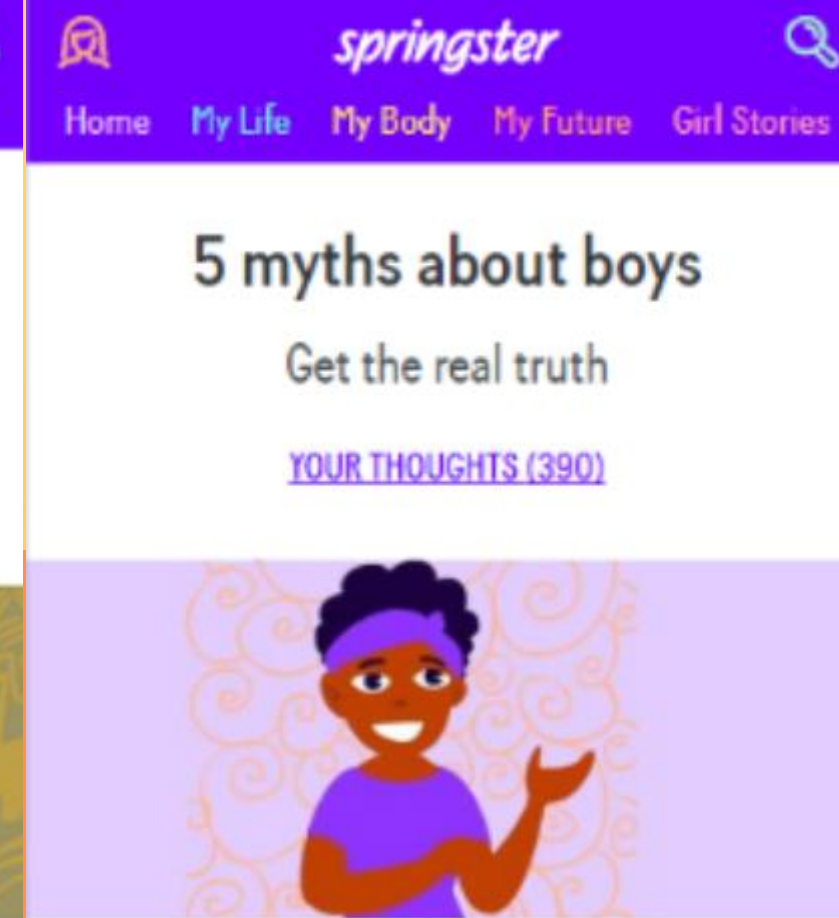
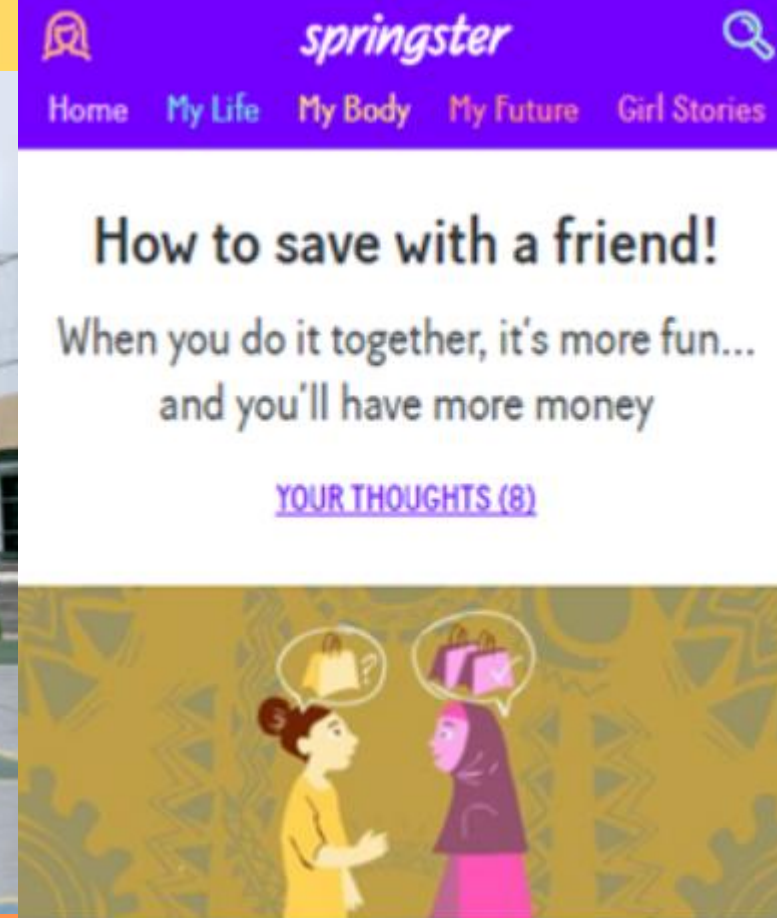
- Springster had to be a space where girls could finally engage with simple, visually relatable & non-preachy content that connects with them emotionally.
- So we made our content relatable and easy to engage with.
 - Localized visuals
 - Stories & bite-sized articles etc.
 - 'Big Sis'
 - Conceived by YBR and has been adopted as the global moderation standard for Girl Effect's Springster brands.



Solution

- ‘Fresh Content read in less than 10 minutes’
 - Listicles
 - Infographics
 - First person narratives
 - And even comment thread-style stories
- Big Sister
 - ‘Agony Aunt’ style articles.
 - CTAs to draw out pressing questions
 - Question & Answer articles
 - DIYs
- Facebook & Freebasics (free for many networks) is used for universal accessibility. This gives us the opportunity to develop boosting strategies to maximise reach and engagement on these 2 specific platforms.





The writing, photography and illustration style for the Springster site all emphasize localization to ensure girls can relate.

They see familiar characters and see outcomes that match their ideals of the future. This motivates them to apply learnings to their own lives.



Springster Content

Report any rule breaking or disturbing activity on the page to Big Sister

If anything makes you uncomfortable on this page, Don't fight!
Just tag us and we will take care of it.



Springster Content

The Springster Nigeria Facebook supports more diverse content and gives the brand a way of speaking to specific sub-groups of the target audience depending on their preferred means of engagement - comics, polls, games, celebrity highlights, DIY tips and more.



RESULTS

From February 2017, the Springster Nigeria brand has grown to become one of the most successful markets with reach and engagement consistently outperforming other markets.

RESULTS

>1,000

comments in an average month on the Springster site, more than the average comments received in other markets.

762

English & Hausa articles, stories & infographics created for the website from 2017 - date. This does not include content created exclusively for Facebook.

10,500

new site registrations in the first 6 months of YBR management of the site & content. There are now about 40,000 registered active users.

LESSONS LEARNED

- There is never enough content to answer questions Nigerian girls have especially when it comes to puberty, menstruation & relationships.
- Once they feel safe, Nigerian girls are very eager to share. And once they trust you, you can get them to act.
- Even with limited channel access, it is important to link content between the available channels to reinforce each other.
- User based content works. Keep an eye on what people are talking about and extend the conversation.
- Always speak to the realities of your audience or they will call you out on it or even disengage completely.
- An emotional connection wins over more obvious, 'Here's what you should do' articles.

“

We need to stop interrupting what
people are interested in & be what
people are interested in.

Craig Davis

Dalu
E se
Na gode
(Thank You)