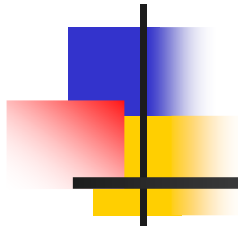


Branding Healthy Lifestyles in the Developing World



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Brands are like reputations

- Marlboro, BMW, and Reynolds Wrap – Great brands have a clear cut identity and value proposition
- Marlboro's identity: **“All-American; hardworking/ trustworthy; rugged individual, man's man (experienced, sure of self, confident, in charge, self-sufficient, down to earth, cool/calm, get the job done); admire his strength.”**
- Desirable, masculine reputation promotes associations with the brand for Marlboro consumers



Just having a little fun...



WARNING: SMOKING CAUSES IMPOTENCE

California Department of Health Services



How do brands work?

- Why does that image work so well? How does it communicate so much when it “says” so little?
- Positive associations – brand promotes them based on strategic marketing objectives
- Images inspire aspiration – I want the promised external ideal
- The individual aspires to close the gap between his or her own self-image, and the external idealized image
- “Social imagery” (i.e., my perception of the external ideal) can also explain health behaviors



What is Public Health Branding?

- Commercial brands are associations that enhance the value of products and services for consumers
- Branded products or services project socially desirable models & idealized imagery for consumers
- PH brands are associations that enhance value of health behaviors for an audience (better life as a nonsmoking, physically active, condom user)
- They are **not** about commercial products that have social benefit (subsidized condoms)
- Public health brands promote the net positive value of **healthy lifestyles**



Branding behavior v. products

- Brands succeed by providing benefit to consumers – good value for price
- Both product and behavioral brands (eg, BMW, *loveLife*) convey benefit to consumers through functional & social value (eg, sporty driving, norm of condom use)
- Relative importance of functional and social value varies both within and between these types of brands
- In public health, behavioral branding



Branding comparison

	Public health	Commercial
Product/ service	Pante (Panther) subsidized condoms	BMW, Virgin
Behavioral	<i>truth, loveLife</i>	Lifestyle marketing ("Just do it")



Product brand associations

Patience is a virtue -
the long awaited Z4 M Roadster is here.



PH Brand Associations





Middle ground: Branding products with health benefit

- Real issue: Who benefits from brand?
- Commercial brands benefit marketer
- Public health brands benefit consumer
- What about brands that do both?
 - Condom sales to profit & prevent HIV/AIDS
 - Aspirin sales to profit & reduce hypertension
 - Where does public health stand? Is building hybrid brands (with dual benefit) a worthy objective?
 - To date, public health has focused on behavior change and is suspicious of profit marketing



Comparing branding in developed & developing countries

- Most have been product/service oriented (subsidized condoms)
- Also some examples of behavioral brands, such as ABC campaigns
- Nearly all developed world PH brands (eg, *HELP*, *truth*, *VERB*) behavioral
- Market factors, price and competition, may be biggest cause behind this



Comparing branding in developed & developing countries (cont.)

- Access, availability and use of media channels differ in many ways, hence promotional strategies for public health brands
- In developed countries, tremendous opportunity to promote PH brands as part of integrated promotional strategy through traditional & new media
- In developing countries, fewer opportunities to reach population with health or consumer brand messages using traditional media
- Big opportunities with new media - penetration of mobile phones in Asia and Africa can be leveraged to market branded health messages



Example: *loveLife* Brand

- *loveLife* brand is holistic “ABC” lifestyle - value abstinence, limit partners, use condoms
- Overall campaign strategies:
 - Sustained brand promotion through TV, radio, outdoor media and print including two T.V. series
 - National Adolescent-friendly Clinic Initiative
 - ‘Y-Centers’ providing recreation and skills training as well as sexual health education in non-clinical settings
 - *loveLife groundbreakers* – community-level outreach
 - A National toll-free telephone helpline for youngsters
 - *loveLife Games*: School sports competition
- Uses channels such as “edutainment” programming to enhance brand’s integration into audience lifestyle

loveLife event



loveLife Brand Image





loveLife message strategy

- Promote lifestyle choices: value abstinence, delay initiation of sexual activity, reduce sexual partners among sexually active teenagers & condom use
- Reach a number of audience segments (e.g., pre-contemplating, contemplating, active)
- Use multiple channels: Mass media, national adolescent reproductive health services, youth network & support, co-branding



Case study: *Trust* campaign

- Promote *Trust* condom use, developed by Govt. of Kenya through PSI Kenya
- PSI used formative research to develop *Trust* brand as a 'cool' choice that distinguished user from the crowd, as a desirable 'lifestyle' condom choice
- Boosted by outdoor advertising, wall branding (mural campaigning) and in concerts (co-branding)
- A separate generic campaign was developed to induce fear about the consequences of NOT using condoms consistently (not linked to *Trust*)
- Similar product lifestyle approaches successful in other social marketing in Africa (Agha, 2003)

Trust mural





Trust as hip and cool





Trust evaluation

- Agha (2003) findings from an evaluation of *Trust*
- Logistic regression analysis revealed that those exposed to branded advertising messages were significantly more likely to consider themselves at higher risk of acquiring HIV
- Exposure to branded messages was also associated with a higher level of personal self-efficacy, a greater belief in the efficacy of condoms, a lower level of perceived difficulty in obtaining condoms and reduced embarrassment in purchasing condoms
- *Trust* sought to build a social norm of condom use through an object, a product, not as a commercial end in itself, but as a focus of healthy lifestyle choice



Case study: *Zuia Mbu* (Tanzania)

- Brand utilized indigenous knowledge & communication practices to promote insecticide treated nets (ITN) to control malaria infection
- Idea was to build on existing inter-personal communication channels and knowledge to build a relationship between the brand and villagers
- Channels & messages tailored to local communication networks and health information sources
- Promotion included posters, leaflets, billboards posted along main roads and local buses

Demonstrating ITN use



Promoting ITN use





Opportunities in developing countries

- Less “background noise” – favorable signal to noise ratio
- Fewer messages, channels accessed
- Fewer competing brands
- Opening to build new public health brands



Challenges in developing countries

- Many questions/issues about *channels*:
 - Low penetration of media channels into rural and low-income populations
 - Local media capability and resources to develop materials and access existing media channels
 - Reaching diverse audience segments in nations with cultural diversities
 - Health and General Literacy levels
 - Credibility of media sources



Conclusions and implications

- An absence of shared cultural experience between populations highly exposed to modern mass media and those sheltered from the 24/7 media cycle
- Product branding has been successful, but lessons from developed world suggest need for behavioral branding to promote norms supporting product use
 - People who have habits supporting product use will use it
 - Example of Fabreze – product only sold once it was marketed as a lifestyle choice



Need for Evidence

- What's the best mix of channels?
 - Less traditional media in developing countries
 - Big opportunity for new media
- In developed world, mix of traditional mass media and narrow segmentation
 - Use advertising to drive traffic to Websites, start social diffusion
 - Segmentation on discrete lifestyles (eg, youth segments)
- Developing world branding research agenda:
 - Product and behavioral brands complement one another
 - What is optimal mix in developing world?
 - Need efficacy studies – controlled experiments on best mix
 - Message & channels research (Evans, et al 2008, *JHC*)



Discussion

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