
BRAVO for BCC

This presentation is not meant to train you to become a behavior change communication (BCC) specialist, but to share criteria that will help you evaluate BCC strategies and materials. By becoming a more educated 'consumer' of BCC, you will be more likely to contribute to the kind of powerful communication that changes behaviors and lives.

The most effective way of evaluating BCC materials is to pre-test them with your target audience. But, how do you know they're good enough to go into pre-test?

Is your BCC BRAVO?

The criteria offered is easily remembered by remembering the acronym BRAVO. Whether you are designing your own behavior change communication, driving the process, or buying BCC services, even before the materials go into pre-test with the target audience (beneficiary population), ask yourself the following question:

Is your BCC BRAVO?

IS YOUR BCC BRAVO?

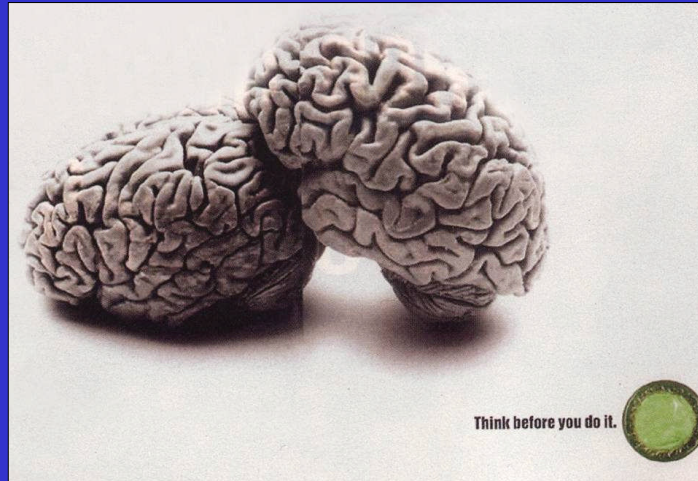
BEHAVIOR

B stands for BEHAVIOR. Stop, look, and/or listen to the material, and ask yourself...

Is there a clear
BEHAVIOR
being promoted?

Is there a clear behavior being promoted? Even if we are first aiming at increasing knowledge or shifting attitudes, there should be a call to action to DO something. For example, a call into a hotline or a visit to a website for more information.

What do they want me to do?



Take a look at this piece of communication and it is very clear what the sponsor wants you to do...even if you are not able to read. They're basically telling you to think before having sex...and they're showing you what they want you to think about! (a condom)

IS YOUR BCC BRAVO?

RELEVANT

Next in the acronym is the letter R which stands for RELEVANT. Effective BCC is relevant to its target audience – which means that it is based on RESEARCH gathered about and with them. You should be able to look at any materials or listen to them and identify who the audience is. If not, chances are the materials are too general, not targeted, and simply 'dressed-up' information, they are most likely not research-driven nor will they be effective in impacting behavior.

Who is the Audience?



Take a look at this poster in Kiswahili* and ask who the target audience is...What research insight do you suppose went into the development of this communication?

(Let me first read the...)

* ENGLISH BACKTRANSLATION:

HEADLINE: *Who says if you use a coil you can't do your daily work?*

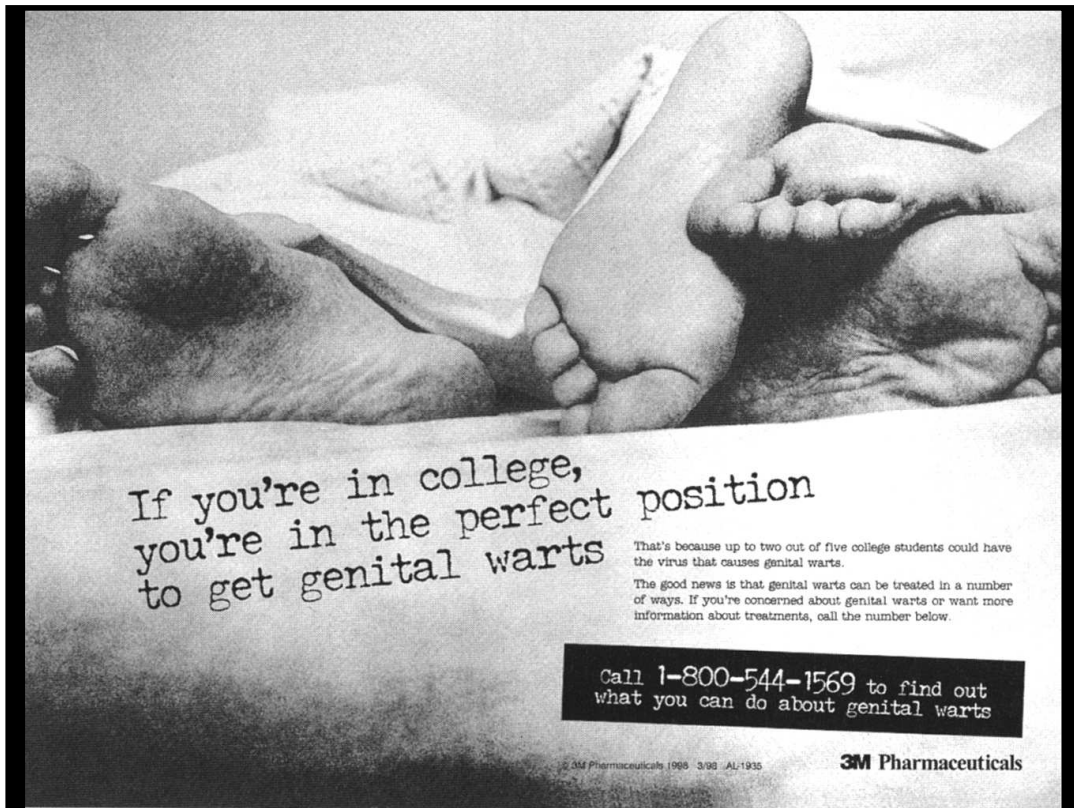
TAGLINE: *COIL. Now you know the truth.*

The intended target audience was married women living in rural Kenya with unmet long-term family planning needs. The research insight that served as a foundation was the audience's misperception that , with an IUD, they wouldn't be able to work because of side effects and discomfort.

IS YOUR BCC BRAVO?

ATTENTION-GETTING

So, once you've determined that your BCC is relevant to an audience, ask yourself, is it ATTENTION-GETTING? Will people stop to read, watch, or listen to it?



If you're in college,
you're in the perfect position
to get genital warts

That's because up to two out of five college students could have the virus that causes genital warts.

The good news is that genital warts can be treated in a number of ways. If you're concerned about genital warts or want more information about treatments, call the number below.

Call 1-800-544-1569 to find out
what you can do about genital warts

© 3M Pharmaceuticals 1998 3/98 AU-1935

3M Pharmaceuticals

Let's ask the same questions about this print ad...

IS THERE A CLEAR BEHAVIOR BEING PROMOTED? (Perhaps not immediately clear---It looks like they're telling me to call a toll-free number for more information about genital warts!)

IS IT RELEVANT TO ANY PARTICULAR AUDIENCE? (Looks like college students (or, if the headline were changed slightly, it could be out of school youth))

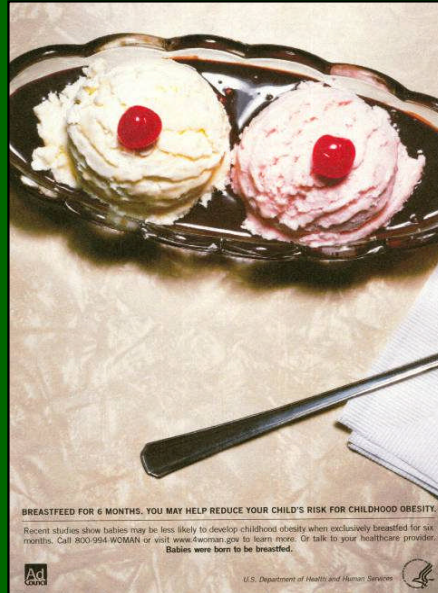
WILL IT GET THEIR ATTENTION? (Maybe, but it's been a while since I've been in college, so I'd have to ask my kids...)

“You are wrong to stand a man on his head, unless you are selling a product that will keep things from falling out of his pocket.”

-Bill Bernbach, Founder DDB

Clearly, you want to get the attention of your target audience, but this quote from multinational advertising guru Bill Bernbach, cleverly reminds us that we must also remember to base the attention-getting communication on a clearly defined strategy.

Will it **engage** the audience?



Here's a piece of communication that will most likely get a lot of attention. Let me read the headline for you. It says:

BREAST FEED FOR 6 MONTHS. YOU MAY HELP TO REDUCE YOUR CHILD'S RISK OF CHILDHOOD OBESITY.

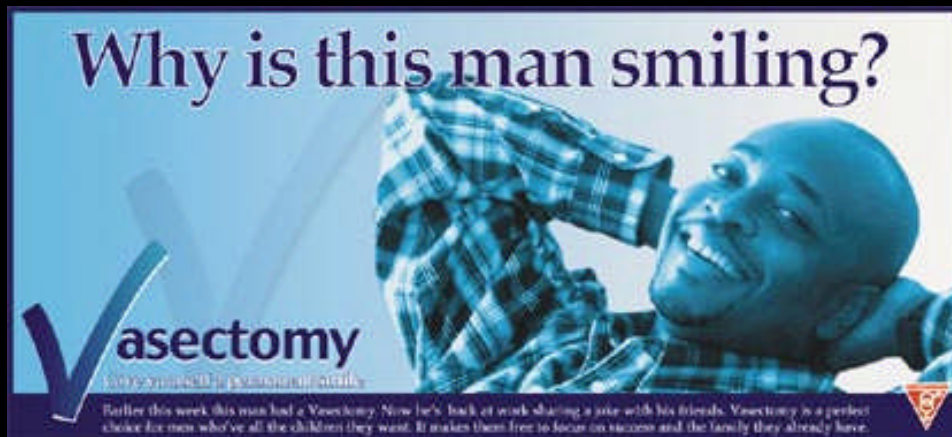
Let's start with the behavior. It appears that they want me to breastfeed, (although I must admit these 2 scoops of ice cream make me want to eat more than anything else.) Do you suppose it was driven by research with the target audience? I doubt it ...new mothers aren't usually thinking about reducing childhood obesity when their babies are first born. (In fact, in many cultures, a chubby baby is still considered a healthy baby.)

IS YOUR BCC BRAVO?

VALUE

V stands for VALUE. When we promote behavior change, we are normally asking someone to give up something. In exchange, behavioral scientists and marketing experts tell us to offer a reward or immediate benefit for this action. Read, watch, or listen to the communication and make sure that it offers an audience benefit or includes a 'value proposition'.

What's in it for me?



Here is a campaign from Ghana, promoting a very clear behavior...vasectomy. The target audience is obviously men, in this case, men who are ready to adopt a permanent method of contraception. I would have to ask men who fit this audience profile whether this gets their attention.

And are they offering anything of value to these men? A benefit that will outweigh all the barriers? Well obviously there's enough of a benefit to put a smile on this man's face..In fact, the tagline or *call to action* says "GIVE YOURSELF A PERMANENT SMILE'. And the body copy below tells us why this man is smiling.

He's back to work in just a week and he's enjoying his new-found FREEDOM...to enjoy the children he already has...and we can only imagine what it has done for his sex life...

IS YOUR BCC BRAVO?

OBJECTIVES

O stands for OBJECTIVES. It is crucial to determine whether the communication is ON-STRATEGY ; i.e. in line with BCC program/campaign objectives . In order to do so, refer back to OBJECTIVES outlined in your Communication Plan or (perhaps you've done a) CREATIVE BRIEF (NEXT SLIDE).

The Creative Brief

1. Target Audience(s)—

Whom do you want to reach with your communication? List both primary & secondary audiences.

2. Objective(s)—

What do you want your target audiences to know, believe, or do?

3. Obstacles—

What beliefs, cultural practices, pressure, misinformation, etc. stand between your audience and the desired objectives?

4. Key Promise—

What's in it for the audience? What are you offering that's of value?

5. Support Statements/ Reasons Why—

Substantiation for the Key Promise

6. Tone—

What feeling or personality will your communication have?

7. Channels—

What channel(s) or form will the communications take?

8. Openings—

When is the audience most OPEN to receiving the message?

9. Creative Considerations—

Any political, linguistic, graphic, or other considerations?

The CREATIVE BRIEF is a 'bridge' between audience research and the creative development process.

It's an international best practice used by major multinational advertising firms globally.

The CREATIVE BRIEF is an essential planning tool that directs us to answer key strategic questions, enables us to synthesize audience research into one brief document, and allows input and buy-in from all stakeholders before creative strategies and materials are developed.

In addition to outlining the TARGET AUDIENCE and OBJECTIVES, it lists OBSTACLES to behavior change, the KEY PROMISE (also known as the value proposition), REASONS WHY the key promise is true, TONE, COMMUNICATION CHANNELS, OPENINGS (or teachable moments), and CREATIVE CONSIDERATIONS such as branding requirements, multiple languages or political sensitivities.

SAMPLE OBJECTIVES

KNOWLEDGE:

- To increase awareness about counseling & testing and about prevention, care and treatment options

BELIEF:

- To believe that knowing my status at all times will help me better manage my health, work, and ultimately my life
- To believe that I have the ability to keep myself safe

BEHAVIORAL:

- To visit counseling and testing sites regularly to know my status and access treatment
- To practice condom negotiation skills and use condoms consistently with clients and regular partners

Here is the OBJECTIVES section of a CREATIVE BRIEF developed for a program whose primary target audience was commercial sex workers. You will notice that it describes (3 different types of) objectives: knowledge, belief, and behavioral objectives.

Are You On-Strategy?



Once again, you should be able to look at any (effective) communication and not only know **what** behavior is being promoted, **who** they want to act, what (valuable) **benefit** is being offered, but also what the **objectives** (or strategy) of the communication were. What did they want the target audience to know, believe, or do as a result of this communication?

THE HEADLINE READS: IF YOU'RE NOT DOING ANYTHING TO PREVENT PREGNANCY, MAKE SURE YOU'RE DOING EVERYTHING YOU CAN TO PREVENT SERIOUS BIRTH DEFECTS. (This clearly defines the target audience, at least in terms of her current behavior...sexually active..having unprotected sex...It also tells her the benefit of folic acid...the biggest question will be , does she find this benefit compelling enough to take folic acid every day, especially if she doesn't think she's going to get pregnant?

THE TAGLINE IS A SIMPLE CALL-TO-ACTION: TODAY AND EVERYDAY, TAKE A MULTIVITAMIN WITH FOLIC ACID.

IS YOUR BCC BRAVO?

- B** Are you promoting a clear **BEHAVIOR**?
- R** Is it **RELEVANT**/RESEARCH-DRIVEN?
- A** Is it **ATTENTION-GETTING**?
- V** Are you offering anything of **VALUE**?
- O** Does it meet your **OBJECTIVES**?

In summary, when you and your partners are evaluating BCC strategies and materials, even before they are tested with your target population, remember the BRAVO criteria and ask these questions. (READ BRAVO QUESTIONS)

For more information,
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If you'd like more information on the Creative Brief or anything covered in this presentation, feel free to contact me at lbardfield@fhi.org

And thanks for tuning in! I look forward to hearing from you.