



Developing a communication campaign.

Learning Objectives

- Understand steps to develop a communication campaign
- Learn some tips to manage this process
- Learn about WSP's experience in East Java



Because communication is such a critical part of sanitation marketing, we wanted to focus an entire module on developing a communication campaign. The learning objectives for this module include understanding

- The steps to develop a communication campaign
- Some tips to manage this process
- Examples from WSP's implementation in Indonesia

In this module, we assume that you will contract an advertising agency to produce the communication materials.

The diagram is enclosed in a black rectangular border. At the top left, there is a logo consisting of three curved lines in shades of blue and green, followed by the text "Overall Process". Below this, five horizontal bars of varying shades of blue and purple are stacked vertically. The bars are labeled from top to bottom: "Design", "Communication Concepts", "Pre-Testing", "Production", and "Dissemination". The bottom of the diagram features a decorative wavy blue gradient shape.

Overall Process

Design

Communication Concepts

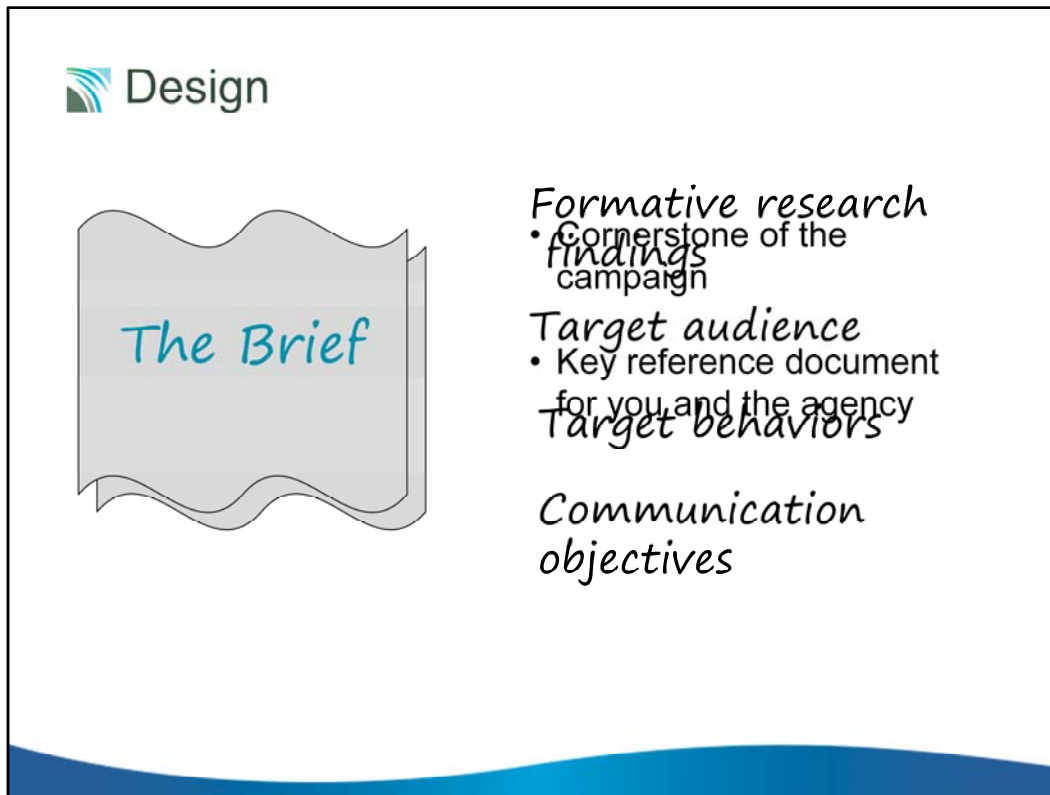
Pre-Testing

Production

Dissemination

Developing a communication campaign includes several stages, beginning with design, followed by concept development, testing, production, and dissemination.

Let's take a closer look at each of these stages.



The first stage—design—is grounded by an advertising agency brief.

The brief is the most critical part of designing a communication campaign. It is the cornerstone of the campaign and will serve as the key reference document for both you and the agency throughout the process.

The brief distills the findings from the formative research, specifying the target audience, target behaviors, and the communication objectives.

It should tell the agency everything it needs to know to understand what the target audience does, feels, and thinks today—and what you want them to do, think, and feel tomorrow, as a result of the campaign.

 Design*Today*

Open defecation

Sanitation is unimportant

Unsafe

Tomorrow

Always use a latrine

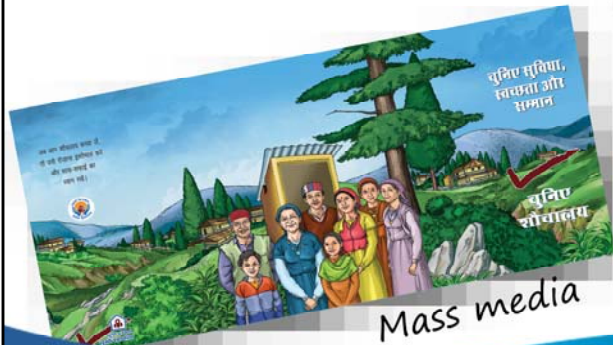
Sanitation is important

Safe

It should tell the agency everything it needs to know to understand what the target audience does, feels, and thinks today—and what you want them to do, think, and feel tomorrow, as a result of the campaign.

Design

- Indicate tone or type of campaign
- Indicate possible channels



Interpersonal communication

It should also indicate the type or tone of the campaign, such as humorous or dramatic, and possible channels such as mass media and interpersonal communication.

Develop the brief with your immediate team. Alternatively, consider involving stakeholders and partners, as was done in Tanzania through a workshop process. This increased buy-in from the start and promoted consistent messaging later on, across partners.

See a sample brief in Tools & Resources.

(Photo credits: TK)

Communication Concepts



Working from the brief, the advertising agency begins by developing some possible communication concepts or “big ideas”.

For example, in Tanzania, formative research showed that many rural people felt that because they were poor there was nothing they could do to improve their sanitation. That is referred to as an external “locus of control.” In consultation with WSP, the agency proposed a concept around empowerment. This concept was executed through the *Choo Bora* campaign—“A good toilet is possible.”

Keep in mind, there is an unfortunate tendency among lower-capacity agencies to go straight to execution and focus on catchy logos and slogans. Ask them to take a step back and start by developing broad concepts.

(Photo credits: TK)

Pre-testing

Check to see that representative sample of target audience...

- Understands concepts and execution
- **Agency should provide full debriefing and use findings to refine concept and execution.**
- Finds them attractive
- Can identify with them



Next, the agency tests the concepts and preliminary executions on a representative sample of the target audience.

Testing will reveal if the target audience understands the concepts and execution, finds them attractive, and can identify with them, among other criteria.

The agency should provide a full debriefing on the test results and not just “yes, participants liked it.” Learn what tested well, what didn’t, and explore why. Knowing these details will help you manage the process in later stages.

After testing, the agency should use the findings to refine the concepts and execution. A follow-up round of testing is recommended to ensure the refinements are on track, and that areas that needed to be strengthened are now working.

See Tools & Resources for additional guidelines on pre-testing. You can share these with the ad agency as well!

Integrated Channels

- Mass media
- Direct consumer contact events
- Interpersonal communication

*Should be defined
when consistent messages
developed the same
look and feel*



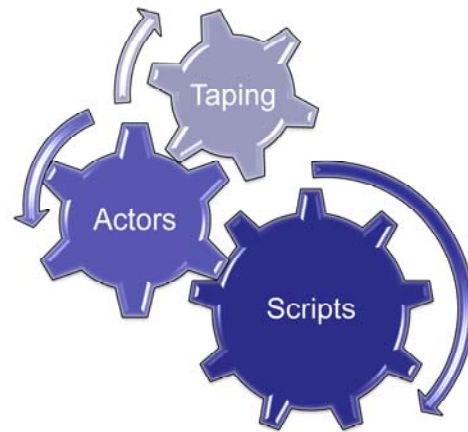
An important aspect of execution is to plan a campaign that is integrated across communication channels. These can include mass media, direct consumer contact events, and interpersonal communication. These channels should be defined when the marketing and communication strategy is developed.

Regardless of the channels you have identified, the materials should all hinge on the concept of the big idea, convey consistent messages, and have the same look and feel. This is what we mean when we say “integrated campaign.”

(Photo credit: TK)

Production

- Once concepts are tested, begin production
- Develop message checklist
- Sign-off on scripts



Developing a message checklist is useful when it comes time for review and sign-off.

Once the concepts are fully tested and final, the agency begins production. For example, for radio or television spots this requires writing scripts, casting, taping, and editing.

Developing a message checklist based on the brief that you and the agency agree on will help the agency develop scripts and other materials, you will find it useful when it comes time for review and sign-off.

Dissemination

- Plan a meeting or workshop
- Involve partners and stakeholders



Once the materials are ready, plan a meeting or workshop to orient partners and stakeholders on their purpose and how they should be used. Involving them in the design will facilitate this process.

(Image credit: TK)

Developing a Campaign in East Java

Design

Communication
Concepts

Pre-Testing

Production

Dissemination



Let's take a look at the development of a communication campaign in East Java.

Formative research revealed a relatively high acceptance for the practice of open defecation, particularly among those who did not have improved sanitation. But open defecation was also practiced among those who had access to a toilet, improved or not!

There were also many misconceptions about feces and sanitation. For example, a significant number of people surveyed felt that defecating in a river was beneficial because it fed the fish.

Research also showed that social status was the key motivation for households to move from unimproved to improved sanitation.

(Photo credit: TK)

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Fear of gossip



*Shame of open
defecation*



Drawing on these insights and others, the ad agency identified two social drivers that could be used to support and reinforce Community-Led Total Sanitation efforts: the shame of open defecation and the fear of gossip.

The agency developed a concept around each driver. The concept based on shame performed better during pre-testing.

This concept was executed as a character named *Lik Telek*, or “Uncle Shit,” designed to evoke disgust. He holds incorrect beliefs about feces and sanitation and practices and represents a behavior, that of open defecation, that is no longer acceptable.

(Photo credit: TK)

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The agency produced posters and a short video drama featuring *Lik Telek*. As part of the dissemination strategy, WSP held a workshop for representatives from 29 districts. Participants were introduced to the materials and learned how to develop a promotion plan and budget.



What's Inside: Communication Campaign

- Chapter 4, *Introductory Guide to Sanitation Marketing*
- PDF of this presentation
- Key Terms, Keep In Mind
- Tools & Resources

This completes the overview. To learn more, please explore the entire module. You'll find the corresponding chapter, key terms and tips to keep in mind, and additional tools and resources.