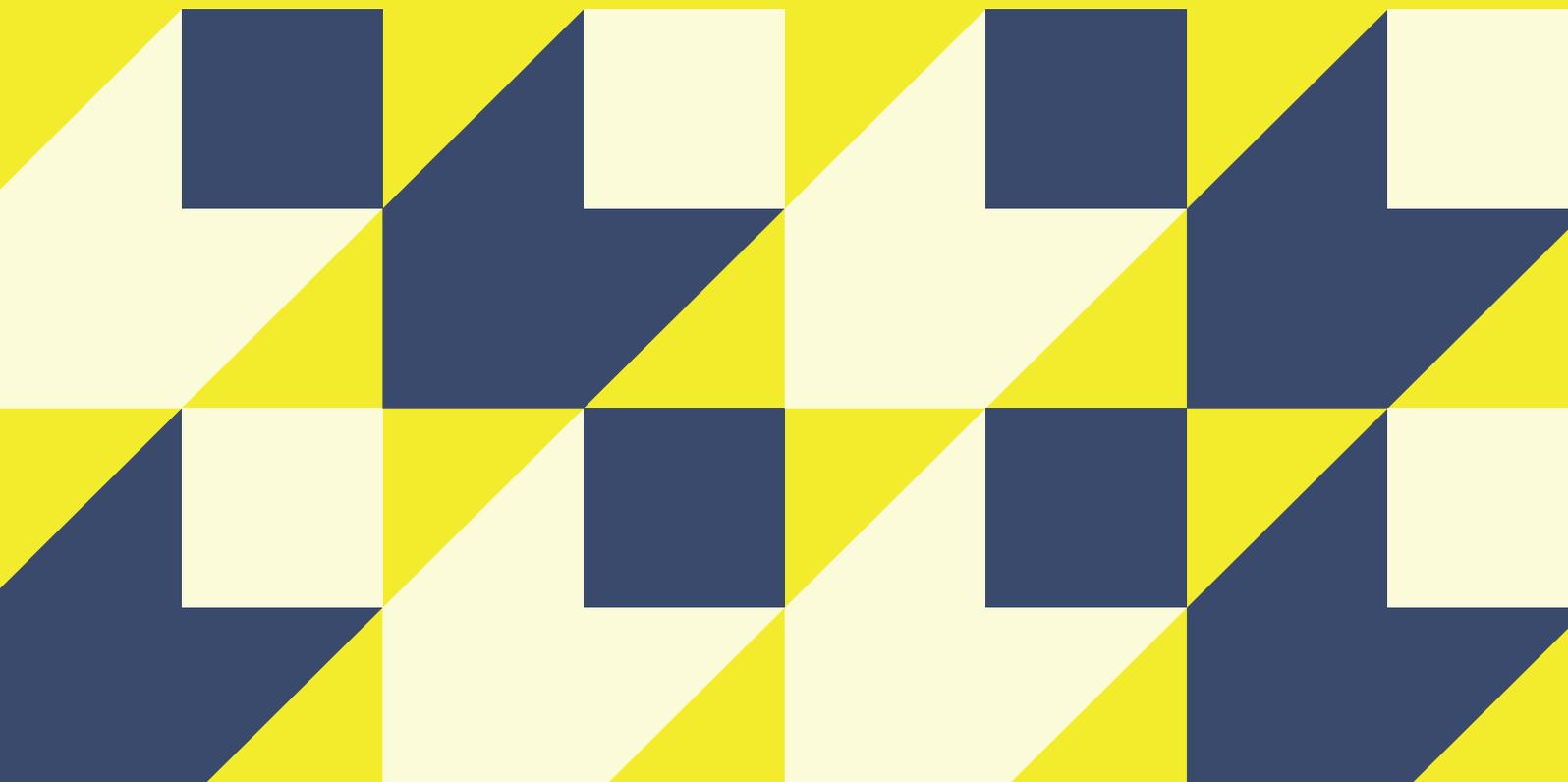


I CAN

**Creative Brief
Sample**



CAMPAIGN BRIEF

Flip the Script

BACKGROUND / OVERVIEW/BIG PICTURE

Many people living with HIV do not start, stay on or get back on antiretroviral treatment (ART), the lifesaving once-daily medication that keeps the virus level so low in their bodies that it becomes undetectable. This treatment keeps them alive and allows them to live virtually "normal" lives. But many people still don't take their medication regularly because after taking treatment for a while, they feel well and forget to keep taking the medication.

WHAT IS THE PROJECT?

While ART and diagnostics are widely available, people living with HIV still do not take their treatment consistently, which leads to more transmission and more death.

Awareness of ART is high in Zimbabwe and Malawi, but there has been a long-held association with HIV and death – death of life, death of their past lives as they once knew them and death of the freedoms they used to have. The benefits of ART are not fully understood or accepted, including understanding of U=U, which health care workers are reluctant to share with PLHIV.

The goal of the project is to rebrand HIV treatment - reframing it from being about death and dying to being aspirational - all about life and reclaiming all of the freedoms of which they thought their HIV diagnosis had robbed them.

WHY ARE WE DOING THIS?

To help save lives by getting more people living with HIV to start, stay on and restart treatment.

OBJECTIVE: WHAT IS THE GOAL OF THE AD OR CAMPAIGN?

The campaign's objective is to deliver on the brand strategy (below) by bringing to life the emotional benefits of ART in a way that makes it so appealing and aspirational that PLHIV won't ever want to miss a day of treatment again.

TARGET AUDIENCE: WHO ARE WE TALKING TO?

I'm Motobo and am 25 years old. I live at home with my parents and I work when I feel up for it at a few different construction sites near my house. But some days there is no work, so I just stay home and watch the days go by.

I was diagnosed with HIV about 6 years ago when my girlfriend told me she was positive, and so I went to the clinic and got tested. I really wanted to make sure to do what the nurse told me to do – to take my pills and to always wear a condom, but sometimes I felt that she didn't really understand what I was going through, and I didn't understand all of the big words she was using. We just didn't seem to understand each other. I used to have a few girlfriends, but ever since I was diagnosed with HIV a few years ago, I stopped having multiple partners and always use a condom with my main partner.

Many people in my family have had and died of HIV – my father, my grandmother and even my sister - so I've known about HIV and ART for a long time. It feels like a pretty normal part of life now, and even though I know that some people in my community say rude things about people like me, I'm not really bothered by it.

The way I look is really important to me. When I look good, I feel like I fit in and can focus on the things that are important in my life instead of HIV. . So that's what keeps bringing me back to my ART. Life is just easier for me when I fit in. I don't have to explain anything to anyone, and I don't have to feel different. I feel like I can just go about my day how I want to. Sometimes, after taking my treatment for a while, I feel so good that I forget to take my pills, and then I get sick again. And then I'm trapped back in the grips of HIV, focused on HIV again, instead of the things I need and want to do, until my treatment kicks in again. I wish I could end this vicious cycle.

NOTE: While the archetype above is male, 42% of this bullseye segment is female.

FOCUS: WHAT'S THE MOST IMPORTANT THING TO SAY OR SHOW?

PLHIV can break free of the chains of HIV and reclaim their pre-diagnosis freedoms, through the simple, daily ritual of taking one pill a day.

CAMPAIGN STRUCTURE

Umbrella Campaign Idea: The umbrella campaign direction should focus on breaking free of the limitations and chains of HIV to reclaim the things PLHIV feel they lost after diagnosis. This umbrella should allow for several benefits to come to life under the campaign, through various channels of execution.

Mass-media Communication Idea: The prioritized segment's primary motivation for taking ART is looking healthy and fitting in, instead of standing out among the crowd, so they have the freedom to focus on their priorities. These executions will come to life through mass-media channels and live under the umbrella campaign idea.

Mid-media and Below-the-Line Communication Ideas: The other brand benefits, including sexual freedom, not missing out, longevity of life, and being in control can be communicated through mid- and below-the-line channels including social media, clinics (via HCWs) and at the community level.

MASS-MEDIA COMMUNICATION: REASONS WHY: WHAT ARE THE MOST COMPELLING REASONS TO BELIEVE, TO TRY, TO BUY?

When people take their treatment consistently, every day, they no longer have to worry about getting sick and looking or feeling different from those around them - they have the freedom to focus on the priorities they care most about.

CONSUMER INSIGHT, BENEFIT & RTB

INSIGHT: When I look good, I fit in with my family, friends and community and am able to focus on the things that I care most about. But when I start feeling well, I forget to continue my treatment and get sick and start to look ill, which makes me really worried about no longer fitting in, and I have to turn my focus to HIV again.

BENEFIT: When taking ART consistently and daily, you can break free of the cycle of feeling sick and looking ill from HIV - keeping you looking healthy, fitting in and able to focus on the things you care most about.

RTB (if needed): ART keeps your viral load so low that you'll no longer have periods of sickness from HIV.

OVERALL BRAND EQUITY

Reclaiming pre-diagnosis freedoms, post-diagnosis

BRAND CHARACTER

One of the most compelling voices to this segment are other PLHIV who are a living testament to the claims of the benefits of ART ("seeing is believing")

The brand character is: confident, resilient, knowledgeable and optimistic

CREATIVE CONSIDERATIONS

While PLHIV are the primary target audience for this campaign, there are two populations that have significant impact on their behavior and treatment journeys – the HIV(-) community and Health Care Workers (HCWs). PLHIV face real and perceived bias from the HIV(-) community (especially from a sexual perspective), which can be a barrier to their treatment-seeking journey. HCWs are a critical part of a PLHIV's treatment, especially at treatment initiation, and the way the PLHIV is educated and counseled in that setting and context leave a significant impression on the PLHIV, either supporting their forward movement or holding them back. With these influences in mind, while this campaign focuses on PLHIV as the primary target, it also needs to resonate with the HIV(-) community and HCWs, as they all need to shift in concert to enable change in perception and behavior of PLHIV.

Given the stigma that exists about PLHIV, it is critical that while the campaign will center around fitting in, the campaign **does not perpetuate stigma** about PLHIV being different from others. It is a fine line but the beauty of the creative challenge!

SCHEDULE: WHAT DO WE NEED FROM THE CREATIVE AGENCY, AND WHEN DO WE NEED IT?

Round 1: Creative Directions for review & prototyping by FTS team– by Thursday, June 26

Round 2: Creative Executions for review & prototyping by FTS team - by Thursday, July 1

Round 3: Revised Creative Executions for review & prototyping by FTS team – by Monday, July 5

Round 4: Final Revised Creative for sign-off by Trilogy – by Tuesday, July 6

DELIVERABLES

Round 1: Creative Directions – 3 creative directions that deliver on the brand strategy with rationale and an example one key visual execution and one key auditory execution (ex. radio) for each direction

Round 2: Creative Executions - Executions for aligned direction across mass- and mid- media channels: TV, Radio, Out-of-Home, Print, PR, Digital media & Social Media.

BRAND ARCHITECTURE



