

# What is a Creative Concept?



# BIG Idea





# Unifying Theme



**USAID**  
FROM THE AMERICAN PEOPLE



**Breakthrough  
ACTION**  
FOR SOCIAL & BEHAVIOR CHANGE





Distinct,  
Memorable  
and Relevant





# Works Across Media





Can continue to  
rollout in **different**  
**ways**





# WHY DO A CREATIVE CONCEPT?



- There is no one solution
- Not sure of the most convincing positioning
- To eliminate poor ideas
- To develop the strong ideas further
- To see how the campaign will work in multiple media
- To see how the creative ties the whole campaign together

**Testing concepts gives you a better chance of effectively reaching your audience!**





# A concept is **NOT...**

Different colors or fonts

Different models

Different informational messages

Different calls to action

Illustrations vs. photographs



# Goal

Create concepts that work:

- For all **messages** and **calls to action**
  - Prevention, testing, treatment, adherence
- For each **target audience**
  - Primary, secondary
- Across all **media channels**
  - Radio, print, community, social media, etc





# EXAMPLES OF CREATIVE CONCEPTS



# Fever Case Management Campaign

- Target Audience: Caregivers of children under 5
- Objectives:

Increase the % of the target audience who seek prompt care for fever, have the fever diagnosed before treatment, and complete the correct treatment.

Increase the belief that a blood test is the only way to diagnose malaria

Increase the belief that a health care provider is the best person to talk to for fever

Increase self-efficacy to convince a husband to seek care





# FCM Big Idea #1 Shina the Bus Driver

- Shina is bus driver whose methods for maintaining his bus are an analogy for fever case management. Shina has a fever, and the way he takes care of his bus – and the consequences - parallels to his care seeking.
- Example: Shina is shivering from fever, and at the same time the engine in his bus is making a worrying noise. Shina neglects to seek treatment for his fever or visit a mechanic for his bus. Then his bus breaks down, showing him what can happen if you do not seek care promptly.



# FCM Big Idea #2 Mr Moto the Taxi Driver

- Mr Moto is a stereotypical reckless Lagosian taxi driver who knows and takes all the shortcuts in town but does not take shortcuts when it comes to his health, and counsels his passengers on correct fever case.
- Example: Mr Moto is carrying two students to their campus and overhears them talking. One student tells the other she looks too ill to be going to class, but other says she can't afford to waste time. Mr Moto's gives his counsel – "I know plenty of shortcuts, but I never take that one"



# FCM Big Idea #3 Mama Put

- Mama Put is a small chop shop owner, a loveable middle-aged woman with a biting sense of humor. She doesn't have much patience for foolishness and gets her point across with mocking examples to point out the absurdity in another's behavior.
- Example: Mama Put's husband was supposed to take their daughter for a malaria test, but the husband says she was fine. He put a wet towel on her head and cooled her off. Suddenly the generator breaks down, and the husband says they need to quickly call a mechanic. Mama Put says they should just put a wet towel on the generator to fix it like he did for their daughter. The husband gets the message, and agrees to "Do am correct"



And the winner was...





# Tuberculosis Diagnosis

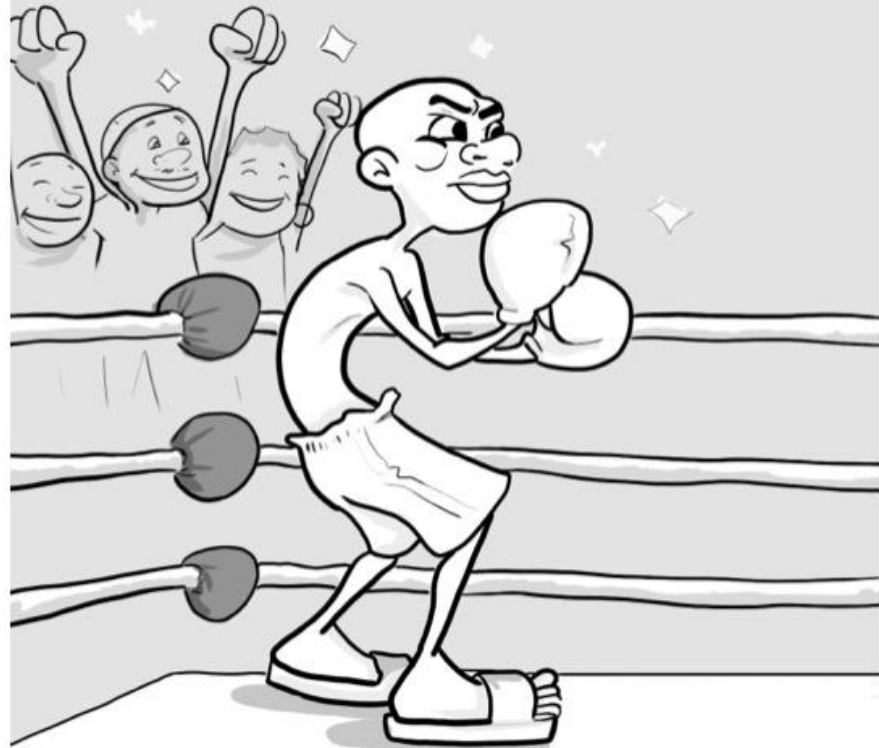
- **Target Audience:** People who have been coughing for two or more weeks
- **Objective:** Increase the % of people who may have TB who visit the DOTS Center for free testing and treatment.
- **Insights:** people suffering from TB complain that they can longer work or do the things they love, they just want to get their life back.
- During qualitative research, we learned that Nigeria's sense of community was something that could be leveraged to encourage TB testing.
- Most TB materials were gloomy and used scary images. We wanted to put a more positive spin on TB SBC communications.



Big Idea #1  
Use of a sports  
analogy to  
defeat TB.



# KNOCK TB OUT



*Have you or someone you know been coughing for 2 weeks or more? A free cough test is available nearby. Nigeria has the highest rates of TB in Africa, but together we can win back a healthy Nigeria.*

*Call 08002255282 toll free for more information.*

Big Idea #2 Use Nigeria's sense of responsibility towards others in their community to promote testing.



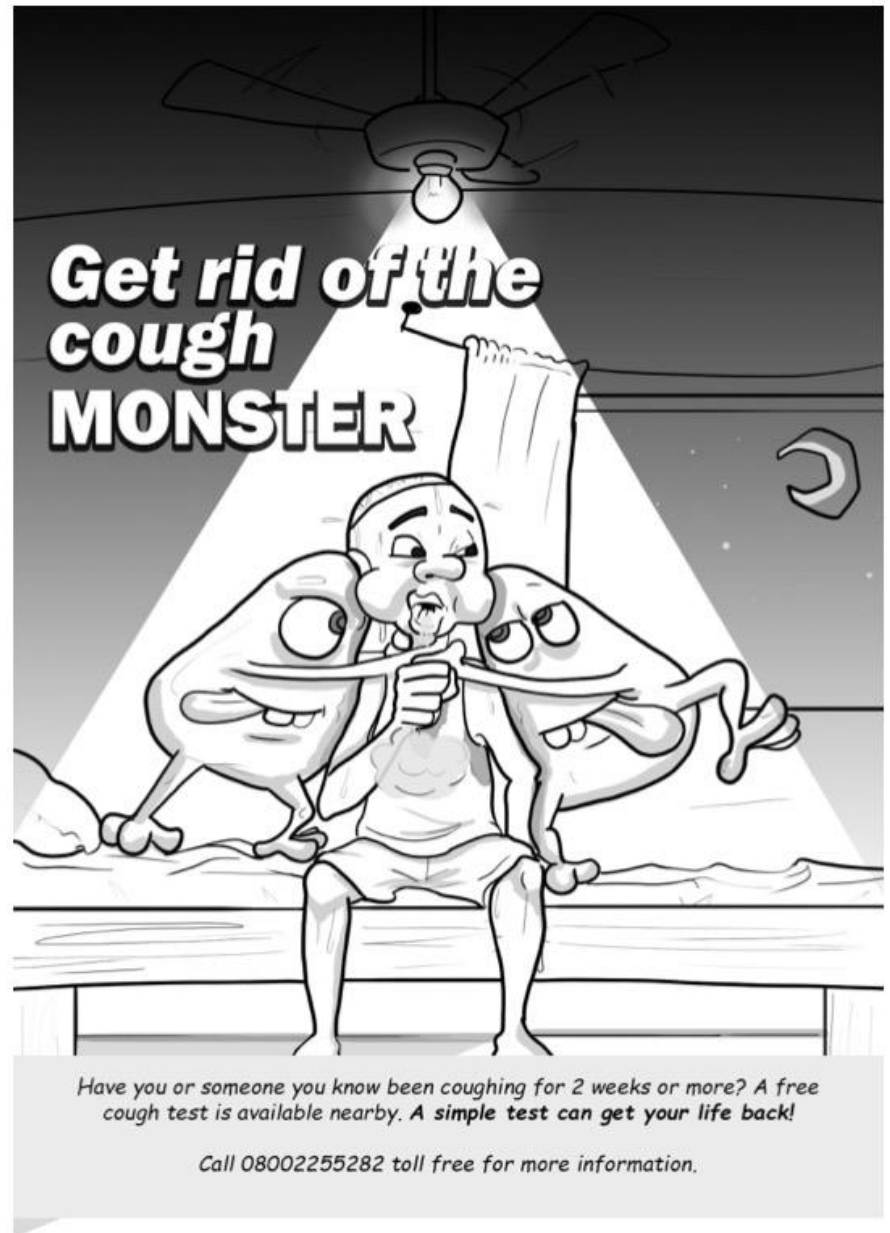
***Be Your Brother  
and Sister's Keeper***



*Have you or someone you know been coughing for 2 weeks or more? A free cough test is available nearby. **Let No One Be Left Behind***

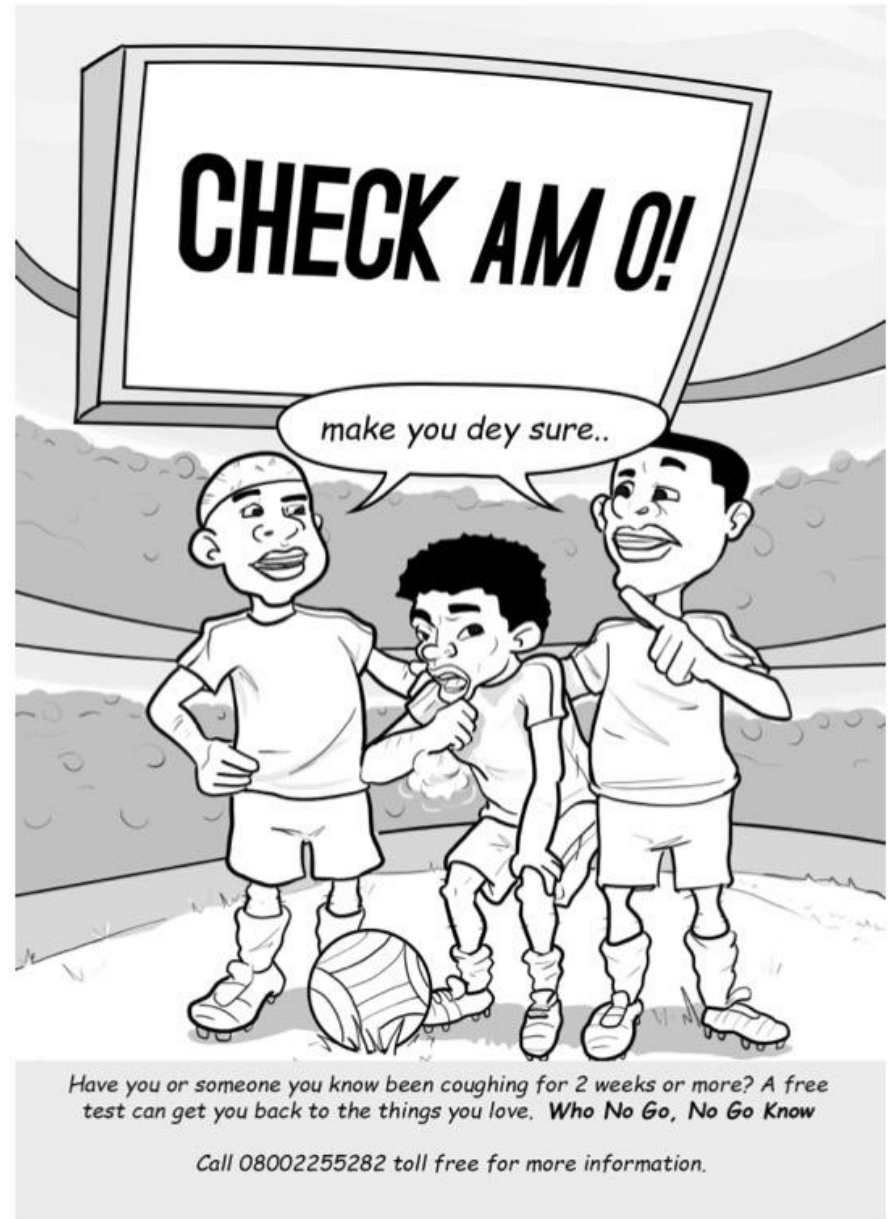
*Call 08002255282 toll free for more information.*

Big Idea #3  
Play on the  
concept that  
TB is keeping  
you from living  
your life.





Big Idea #4 Show people trying to live their lives with TB, with others in the community encouraging them to get tested.



And the winner was...





NATIONAL TUBERCULOSIS & HIV/AIDS  
CONTROL PROGRAMME (NTCP)  
Ministry of Health and Family Welfare



# CHECK AM O!

Make you  
dey **sure!**

## GET YOUR LIFE BACK WITH A FREE COUGH TEST

Do not let a cough keep you from the things you love. Anyone who has had a cough for more than 2 weeks should get a free cough test. Call the hotline below to find the nearest place for a free tuberculosis test and treatment. Because, who no go, no go know!

### CALL 08 00 22 55 282 FOR A FREE COUGH TEST



check\_am\_o

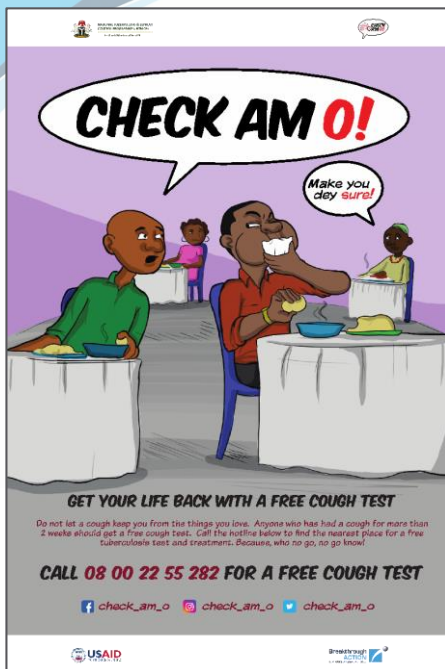


check\_am\_o



@check\_am\_o





**CHECK AM O!**

Make you dey sure!

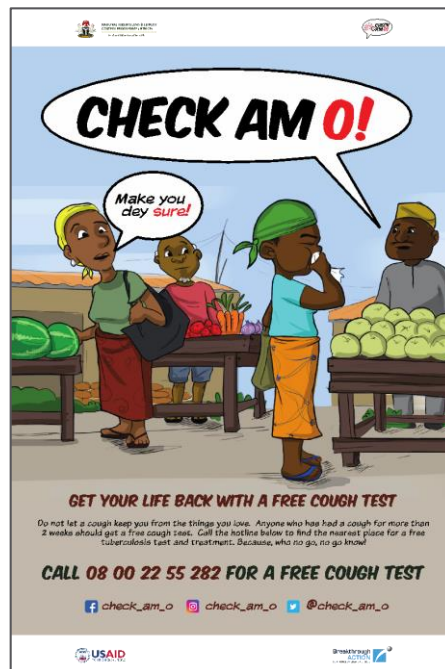
**GET YOUR LIFE BACK WITH A FREE COUGH TEST**

Do not let a cough keep you from the things you love. Anyone who has had a cough for more than 2 weeks should get a free cough test. Call the hotline below to find the nearest place for a free tuberculosis test and treatment. Because, who no go, no go know!

**CALL 08 00 22 55 282 FOR A FREE COUGH TEST**

facebook check\_am\_o instagram check\_am\_o twitter check\_am\_o

USAID BRIGHTSPARK



**CHECK AM O!**

Make you dey sure!

**GET YOUR LIFE BACK WITH A FREE COUGH TEST**

Do not let a cough keep you from the things you love. Anyone who has had a cough for more than 2 weeks should get a free cough test. Call the hotline below to find the nearest place for a free tuberculosis test and treatment. Because, who no go, no go know!

**CALL 08 00 22 55 282 FOR A FREE COUGH TEST**

facebook check\_am\_o instagram check\_am\_o twitter check\_am\_o

USAID BRIGHTSPARK



**CHECK AM O!**

Make you dey sure!

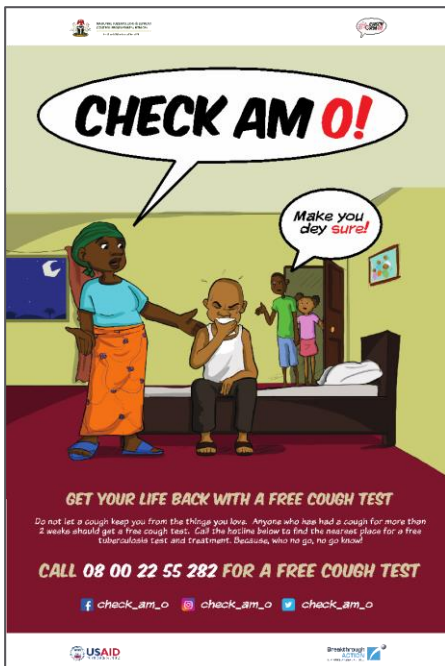
**GET YOUR LIFE BACK WITH A FREE COUGH TEST**

Do not let a cough keep you from the things you love. Anyone who has had a cough for more than 2 weeks should get a free cough test. Call the hotline below to find the nearest place for a free tuberculosis test and treatment. Because, who no go, no go know!

**CALL 08 00 22 55 282 FOR A FREE COUGH TEST**

facebook check\_am\_o instagram check\_am\_o twitter check\_am\_o

USAID BRIGHTSPARK



**CHECK AM O!**

Make you dey sure!

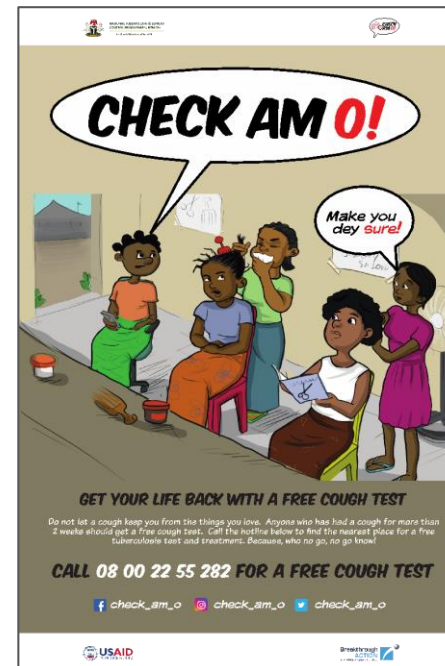
**GET YOUR LIFE BACK WITH A FREE COUGH TEST**

Do not let a cough keep you from the things you love. Anyone who has had a cough for more than 2 weeks should get a free cough test. Call the hotline below to find the nearest place for a free tuberculosis test and treatment. Because, who no go, no go know!

**CALL 08 00 22 55 282 FOR A FREE COUGH TEST**

facebook check\_am\_o instagram check\_am\_o twitter check\_am\_o

USAID BRIGHTSPARK



**CHECK AM O!**

Make you dey sure!

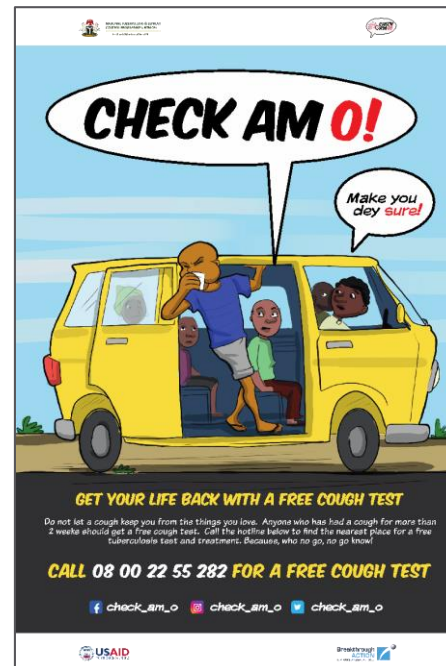
**GET YOUR LIFE BACK WITH A FREE COUGH TEST**

Do not let a cough keep you from the things you love. Anyone who has had a cough for more than 2 weeks should get a free cough test. Call the hotline below to find the nearest place for a free tuberculosis test and treatment. Because, who no go, no go know!

**CALL 08 00 22 55 282 FOR A FREE COUGH TEST**

facebook check\_am\_o instagram check\_am\_o twitter check\_am\_o

USAID BRIGHTSPARK



**CHECK AM O!**

Make you dey sure!

**GET YOUR LIFE BACK WITH A FREE COUGH TEST**

Do not let a cough keep you from the things you love. Anyone who has had a cough for more than 2 weeks should get a free cough test. Call the hotline below to find the nearest place for a free tuberculosis test and treatment. Because, who no go, no go know!

**CALL 08 00 22 55 282 FOR A FREE COUGH TEST**

facebook check\_am\_o instagram check\_am\_o twitter check\_am\_o

USAID BRIGHTSPARK





# EXAMPLES FROM THE PRIVATE SECTOR





*Hear every detail with  
clear voice quality.*

Hear every detail with clear voice quality.



**Vodafone**  
Power to you



“OF COURSE  
DOCTOR, JUST  
VEGETABLES  
THIS WEEK.”

*Hear every detail with  
clear voice quality.*

Hear every detail with clear voice quality.



**Vodafone**  
Power to you





# IDEATION GUIDELINES



# What is ideation? Why do we ideate?

Idea generation, or “ideation,” is a **rapid brainstorming** process which encourages you to **think outside of the box** to generate ideas and solutions.

The aim is to generate as many ideas as possible and not discount ideas too early.

**“To have a good idea,  
you must first have  
lots of ideas.”**

- Linus Pauling, scientist and 2-time Nobel Prize winner





# Guidelines for Ideation



## Defer judgement

Right now, all ideas are good ideas. We will worry about feasibility later.



## Get visual

Try sketching out your ideas. This allows us to engage with them more easily.



## Go for quantity; not quality

Try to come up with as many ideas as possible. Don't worry if it's a "good" idea or not.



## Build on the ideas of others

How might you take someone else's idea further? How could they add to your idea?



## Encourage wild ideas

The crazier the idea, the better!



## Have a beginners' mind

"Ignore" what you already know. Address problems with new eyes.





Do NOT Say:



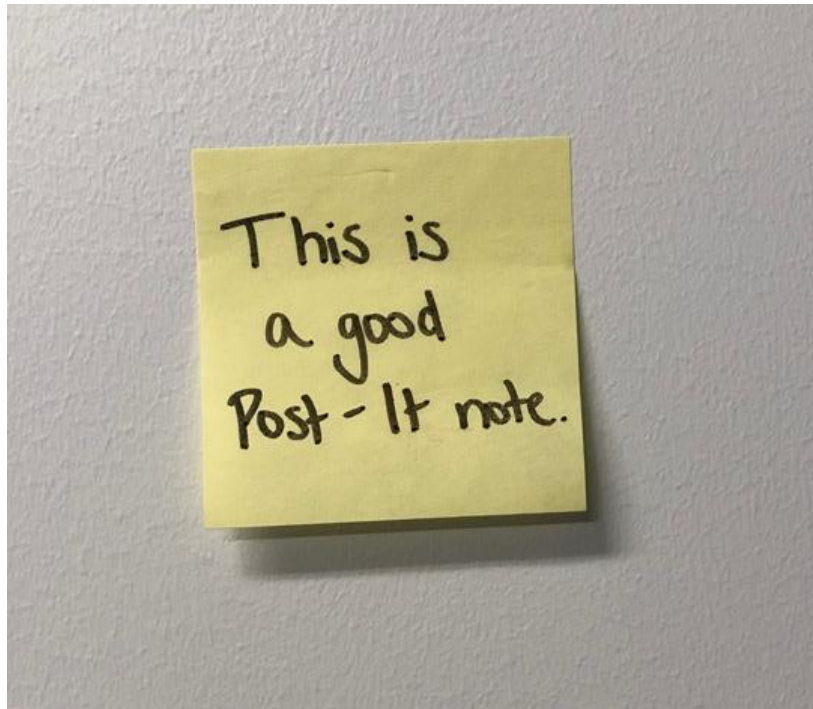
"That's a bad idea."  
"That won't work."  
"We've tried that before."  
"That's impossible."

DO Say:




"What would make it better?"  
"What can I add to make  
it a great idea?"  
"What new idea does that spur?"

## Why is this a good Post-It note?



- ✓ One idea
- ✓ Complete thought and sentence
- ✓ No acronyms
- ✓ Legible writing
- ✓ Big text
- ✓ Marker
- ✓ Lays flat (tear sideways, not up!)



This presentation is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of Johns Hopkins Center for Communication Programs and do not necessarily reflect the views of USAID or the United States Government.