



September 2021



When we come together  
we can do great things

## BEHAVIOUR CHANGE AND COMMUNICATION PROGRAMME – PHASE 2B

ENVELOPE	AMOUNT ALLOCATED	AMOUNT DISBURSED
R100 000 000	R63 600 000 (ex VAT)	R73 140 000 (incl VAT)

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### CAMPAIGN OVERVIEW

Phase 2b of our Covid-19 intervention ran from March 2021 to June 2021. It was primarily a behavioural maintenance campaign to get people to continue engaging in key preventative behaviours (namely wearing masks, social distancing, and ventilating). The campaign was also the beginning of our vaccine communication, priming the population for the imminent implementation of the vaccine rollout plan.

The campaign consisted of two main phases. The first phase was an interim phase to ensure that we had robust and strategically led communication going out in time for Easter. The second phase employed more emotive levers to encourage engagement in preventative behaviours.

We conducted research at three separate junctures to ensure the most effective and impactful message was ultimately taken to market. The first was to inform the initial thinking, the second was to test the proposed concept, and the last was to evaluate the campaign's effectiveness and garner learnings to inform subsequent campaigns.

After Phase 2a of our Covid-19 intervention's completion in January 2021, we commissioned two research bodies to inform the intervention in Phase 2b (conducted by Ask Afrika).

1. A post campaign analysis (to determine how effective our campaign messaging was in achieving those objectives).
2. A Covid-19 study (to eventuate where the country was around preventative behaviours and vaccines)

In Phase 2a of our Covid-19 intervention, we had focused on using humour to prompt people to re-evaluate their negative behaviours, reinforce the positive behaviours and continue the drive towards mass behavioural change. However, the second wave of the virus (in December/January of 2020) was far more damaging to the population than the first wave had been, bringing death far closer to home than it had been previously. In addition, the extent of Covid fatigue was getting more extreme, even bordering on fatalism.

Phase 2b of our Covid-19 intervention needed a step change.



#### **Behavioural maintainance**

One of the key findings in our research was an incredibly high level of self-reported compliance to preventative behaviours. As such, one of the critical shifts in Phase 2b of our Covid-19 intervention was from behavioural change to behavioural maintenance.



#### **Start a movement**

In Phase 2 of our Covid-19 intervention, we had focused more on individual efficacy using a light-hearted, humorous tone. However, based on the population's fatigue around the pandemic, we opted to drive a collective efficacy message around social cohesion and hitting a more emotional cord.



#### **Prime SA for vaccine uptake**

While not widely available at this intervention, vaccines had firmly entered the discourse around Covid-19. As such, we used insights from our research to address some of the key vaccine hesitancy indicators (primarily focusing on ill-informed and misinformed segments, respectively).



South Africans are resilient and strong. When we come together, we can achieve great things. This insight around collective efficacy is what our creative concept tapped into. The execution looks at what we can achieve as a cohesive whole. Some big, some small, but all together.

This thought then ties into continued engagement in preventative behaviours and what we can achieve if we all do this together.

### Easter interim campaign

Given the high risk associated with the Easter period, this phase had an extreme urgency around behavioural adherence and highly engaging channels. Due to the time pressures, we also opted for channels with quick turnaround times for production.

The phase involved a three-prong approach of social, PR and radio live reads on more than 60 stations across urban and rural regions and every language.

### Main campaign

This part of the campaign used the pretested, emotional concept across multiple channels.

In a drive to achieve a broad reach of the population, a combination of TV; 60 nationwide radio stations; 1 300 commuter environments; 78 murals; 306 billboards (township, rural and highway sites); PR; and the front page of the Sunday papers. In addition, we also had an extensive digital presence across YouTube, Facebook, Instagram, Twitter and TikTok.

Over and above this, we used community mobilisation to ensure proper education and understanding at a face-to-face level in both rural and urban markets.

Critical to the success of this campaign, a toolkit was created to house all the most essential information across all language groups. This toolkit was used by the activations team and made available to all stakeholders.

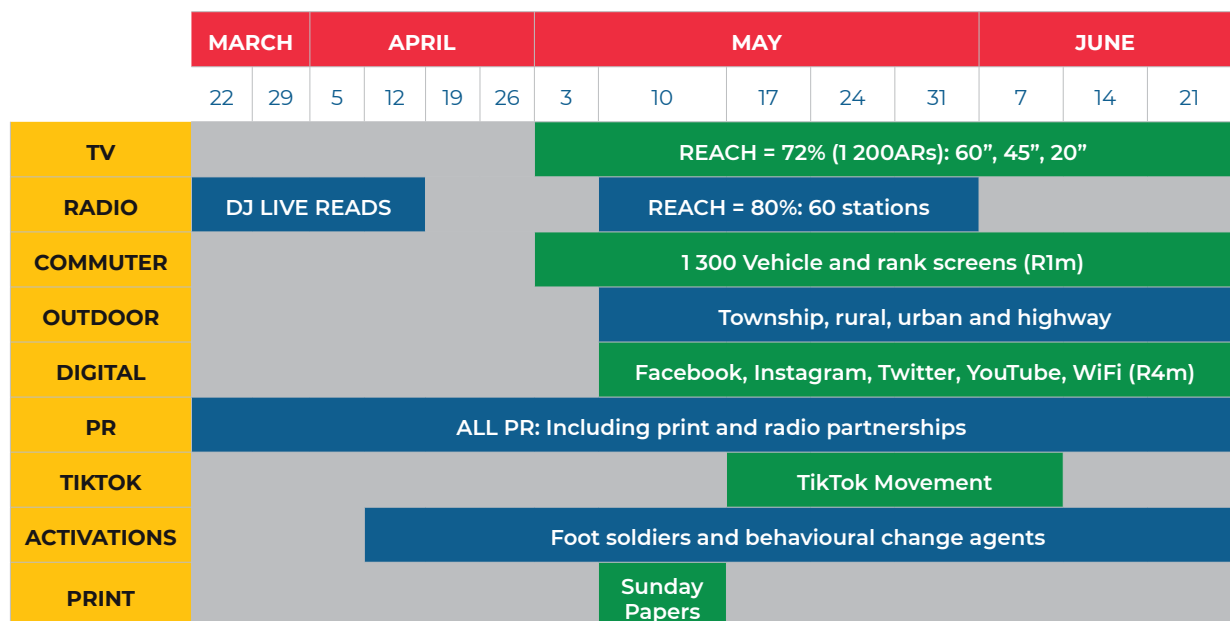


Figure 1: Campaign channel plan

## BROAD CHANNEL EXECUTION


The budget for all channels was R47.7 million. Excluding activations, the media spend was R42.4 million. Due to media partnerships and negotiations, an added value amount of R56.3 million was achieved. This resulted in a media presence of R104 million.

MEDIUM	SPEND	ADDED VALUE	TOTAL VALUE
TV	R15 055 000	R12 145 000	R27 200 000
RADIO	R14 622 000	R18 178 000	R32 800 000
PRESS	R434 000	R966 000	R1 400 000
PR PARTNERSHIPS (EXCL. FEE)	R2 210 000	R4 420 000	R6 630 000
OOH (INCL. WALL MURALS)	R4 756 000	R13 004 000	R17 760 000
DIGITAL	R5 350 000	R7 650 000	R13 000 000
ACTIVATIONS	R5 300 000		R5 300 000
<b>TOTAL:</b>	<b>R47,7M</b>	<b>R56 .3M</b>	<b>R104 M</b>

Figure 2: Broad channel budget and value per channel

## TELEVISION

Due to negotiations achieved, TV reached 82% of 18+ adults versus the 75% estimated. 59% saw an ad at least six times.

 Television	Spend	<b>R15.054 million</b>
	Value (after negotiated)	<b>R12.046 million</b>
	Total value	<b>R27.2 million</b>

### Performance within budget

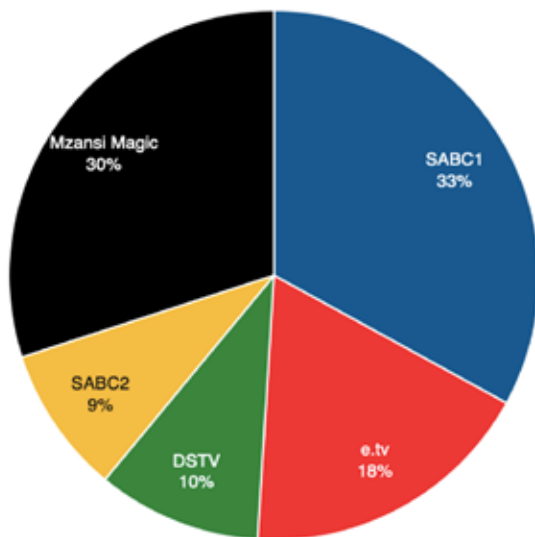
Number of Times Reached	%	Total people reached 18+
1	75	26.8M
2	68	24.3M
3	63	22.5M
4	59	21.1M
5	55	19.7M
6	52	18.6M
7	49	17.5M
8	46	16.5M
9	43	15.4M
10	41	14.6M



### Negotiated performance

Number of Times Reached	%	Total people reached 18+
1	82	29.3M
2	76	27.2M
3	70	25M
4	68	24.3M
5	63	22.5M
6	59	21M
7	56	20M
8	52	18.6M
9	49	17.5M
10	47	16.8M

Figure 3: Television Campaign Performance




A broad selection of stations were used to ensure reach of the diverse population.

Figure 4: Television station allocation

## RADIO

62 radio stations were used, including 38 community stations. The coverage ensured that all provinces were reached. Due to media partnerships and negotiations, 89% of adults were reached versus the planned 80%. 52% heard an ad six times versus the planned 43%.

 Radio	Spend	<b>R14.621 million</b>
	Value (after negotiated)	<b>R18.2 million</b>
	Total value	<b>R32.8 million</b>

### Performance within budget

Number of Times Heard	%	Total people reached 18+
1	80.3	28.8M
2	68.8	24.7M
3	61.6	22.1M
4	56	20.1M
5	46.9	16.9M
6	43.3	15.6M
7	40	14.4M
8	37.2	13.4M
9	34.6	12.4M
10	30	10.8M



### Negotiated performance

Number of Times Heard	%	Total people reached 18+
1	89	32M
2	76	27.3M
3	70	25.1M
4	66.2	23.8M
5	59	21.2M
6	52	18.7M
7	47	16.9M
8	44.3	15.9M
9	41	14.7M
10	37	13.3M

Figure 5: Radio campaign performance



Region	% Reach
Eastern Cape	84
Free State	81
Gauteng	80
KwaZulu-Natal	83
Limpopo	82
Mpumalanga	78
North West	75
Northern Cape	61
Western Cape	67

Stations
947
702
KFM
EAST COAST
GAGASI
HEART FM
SMILE FM
KAYA FM
YFM
ALGOA FM
OFM
RISE FM
VUMA FM
CAPRICORN FM
5FM
METRO FM
IKWEKWEZI
LESEDI FM
LIGWAGWALA FM
MOTSWEDING
MUNGHANA FM
PHALAPHALA
THOBELA FM
UKHOZI FM
UMHLOBO WENENE
38 COMMUNITY STATIONS

Figure 6: Radio campaign performance

## PRESS


The front pages of six Sunday newspapers were used to launch the campaign. The campaign achieved a reach of 5.6 million adults.



Figure 7: Newspaper front pages

## OUTDOOR

For a spend of R4.7 million, a negotiated value of 17.7 million was achieved. There was a total of 1 612 sites, including taxi ranks, taxis, urban, rural, highway and townships.

 <b>Outdoor</b>	Spend	<b>R4.7 million</b>
	Value (after negotiated)	<b>R13.060 million</b>
	Total value	<b>R17.760 million</b>

\*R1 million for wall murals and R1 million for production.

	Static Boards	Digital Boards	Ranks	Screens	Total
Wall Murals	78				78
Taxi/Bus/Train		167 (Bus Stations)	42 (ranks)	1019 (in taxi)	1228
Rural	93	18			111
Highway	8	30			38
Urban sites		157			157
Total	179	372	42	1019	
Total Sites Excl Taxis	593				
Total Sites Incl Taxis	1612				

Figure 8: Out-of-home spend overview



Figure 9: Out-of-home site examples

## ACTIVATIONS

Community mobilisation included door to door rural, as well as urban, peri-urban and township engagements.

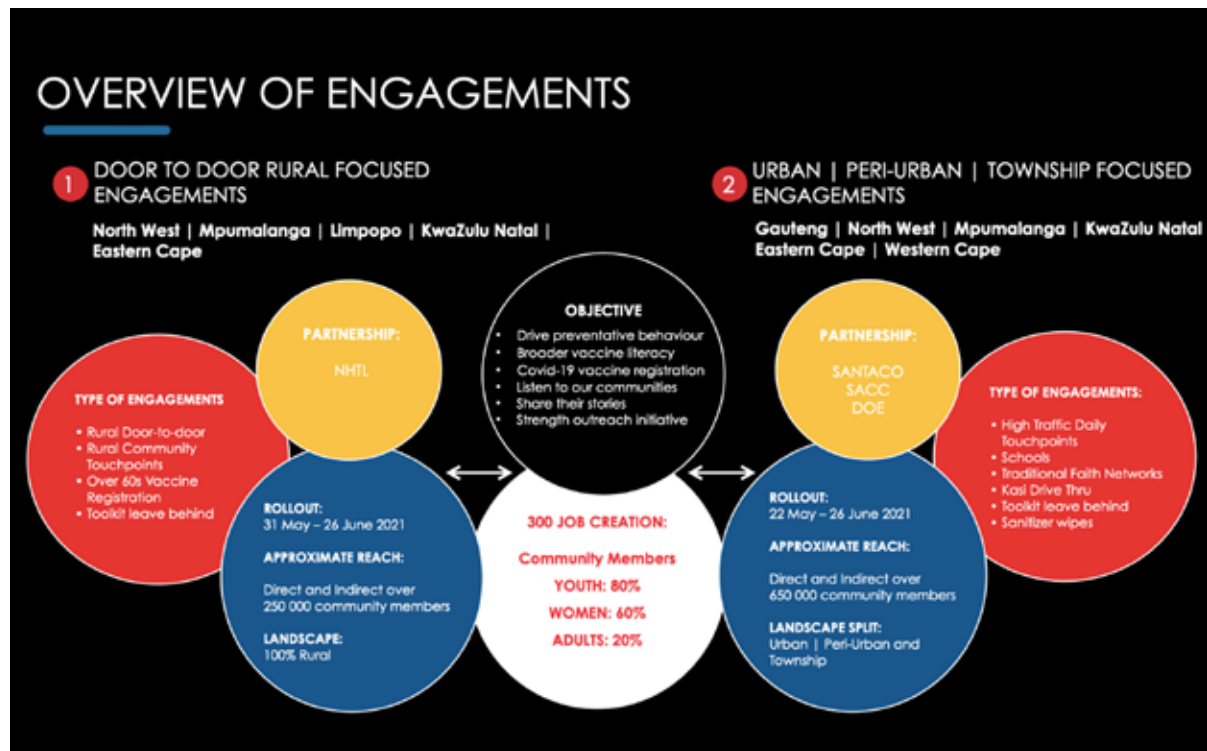


Figure 10: Activation overview of engagements



Figure 11: Gallery overview



## PUBLIC RELATIONS

PR focused on agenda-setting conversations delivered through content, media relations, broad-reaching engagements and partnerships with key opinion leaders. A total AVE of 14 million was achieved and a PR value of R42 million.

PRE-EASTER	WHEN WE COME TOGETHER	CORE BEHAVIOURS/ VACCINE LITERACY	RESPONSIVE MESSAGING	MEDIA PARTNERSHIPS
<b>Primary Driver</b>	<b>Primary Driver</b>	<b>Primary Driver</b>	<b>Primary Driver</b>	<b>Primary Driver</b>
Behaviour messaging to discourage gatherings that could trigger the 3 <sup>rd</sup> wave over the Easter period.	Launch the communication campaign, while inspiring and empowering South Africans to continue the journey towards overcoming the pandemic.	Behaviour change to create awareness and acceptance of vaccines while re-enforcing core behaviours.	Agile responsive communication.	To drive education to expand reach and mass messaging.
<b>Approach</b>	<b>Approach</b>	<b>Approach</b>	<b>Approach</b>	<b>Approach</b>
<ul style="list-style-type: none"> <li>Heighten awareness of core behaviours</li> <li>Partner with trusted voices to communicate messaging</li> </ul>	<ul style="list-style-type: none"> <li>Encourage solidarity in the fight against the virus</li> <li>Leverage marketing press and the campaign creative to communicate behaviour messaging, and introduce the vaccine communication</li> </ul>	<ul style="list-style-type: none"> <li>Strategic, unbranded and relatable content delivered through people of influence to advocate for vaccine awareness and efficacy within their sphere of influence</li> <li>Core behaviour messaging weaved into all communication</li> </ul>	<ul style="list-style-type: none"> <li>Agenda surfing</li> <li>Campaign announcements, e.g. Multichoice/House of Traditional Leaders partnership</li> </ul>	<ul style="list-style-type: none"> <li>Paid partnerships with reach into targeted communities</li> <li>Drafted by the publications, in their tone</li> </ul>
<b>Execution</b>	<b>Execution</b>	<b>Execution</b>	<b>Execution</b>	<b>Execution</b>
<ul style="list-style-type: none"> <li>Thought leadership articles in high reach media</li> <li>Agenda setting webinar with sector voices from alcohol, hospitality, transport sectors, and representation by religious bodies</li> <li>Interviews across multiple platforms</li> </ul>	<ul style="list-style-type: none"> <li>Health kit media drops to key media</li> <li>Press releases</li> <li>Interviews across multiple platforms</li> </ul>	<ul style="list-style-type: none"> <li>Partnership with influencers on-boarded as key opinion leaders</li> <li>Articles</li> <li>Social media posts</li> <li>Interviews across multiple platforms</li> <li>Events/engagements (webinars)</li> </ul>	<ul style="list-style-type: none"> <li>Commentary</li> <li>Press releases</li> <li>Soundbites</li> <li>Interviews</li> </ul>	<ul style="list-style-type: none"> <li>Visual eight-page supplement in Sowetan and the Citizen</li> <li>Articles by experts and voices of communities on vaccines and behaviours</li> </ul>

Figure 12: Key conversation drivers

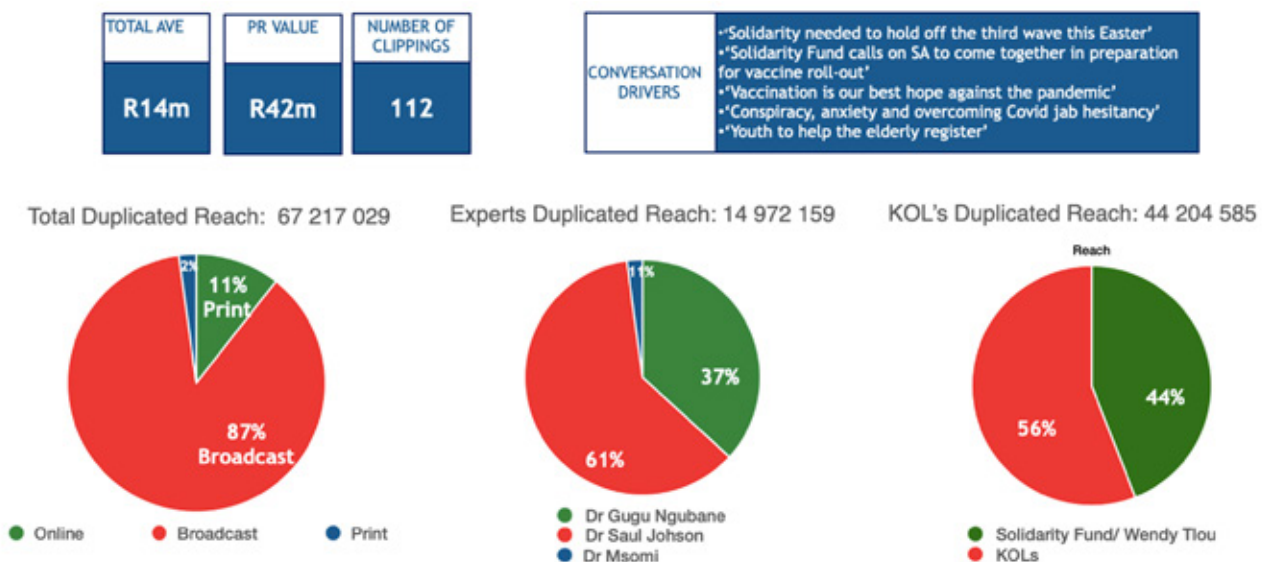


Figure 13: Overall quantitative results

## PUBLIC RELATIONS TOOLKIT

A toolkit was developed with shareable and downloadable content for 20 categories across seven languages.

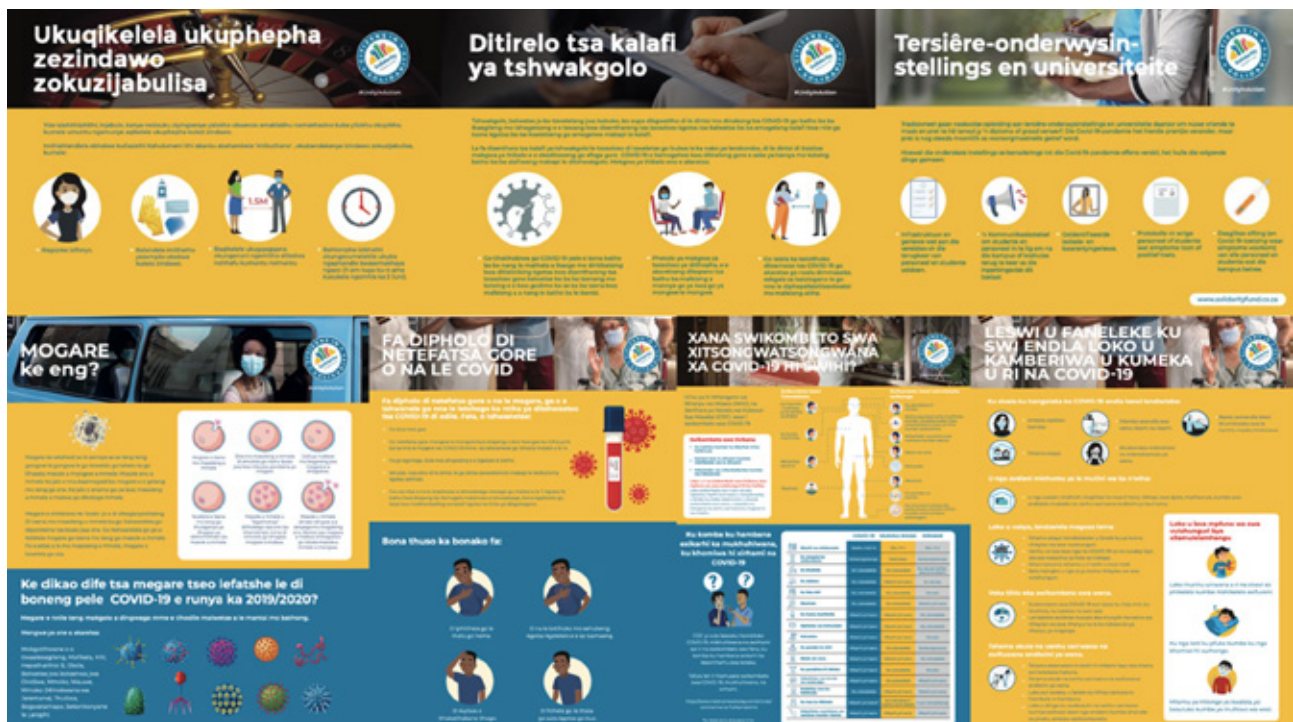


Figure 14: Toolkit

## DIGITAL

A broad and far-reaching digital strategy was implemented across Facebook, Twitter, YouTube, and News sites.

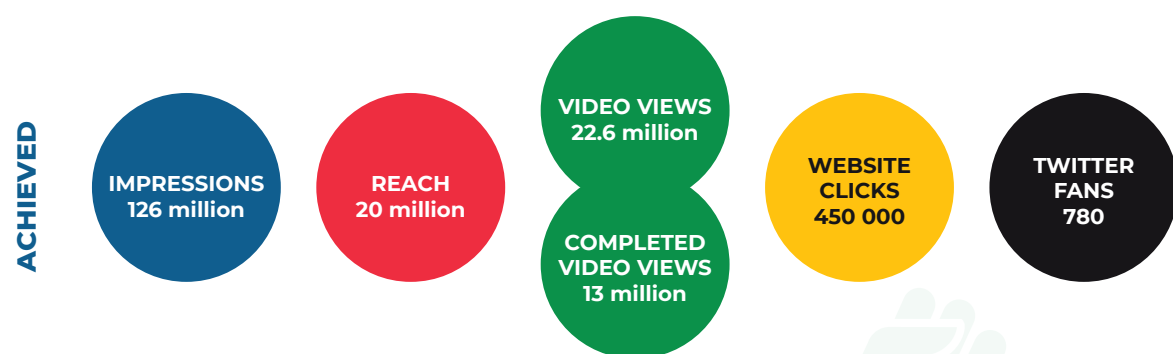


Figure 15: Digital summary performance  
Source: Data Studio

## TIKTOK CHALLENGE

A TikTok challenge was implemented to influence the super spreader market.



Figure 16: TikTok challenge overview

## CHANNEL IMPACT ON BEHAVIORAL CHANGE

Of the population who saw our campaign, not only did we see incredibly high levels of positive sentiment, understanding, relevance and motivation, but 91% of people claimed that the campaign influenced their behaviour directly.



Figure 17: Campaign impact

## CAMPAIGN IMPACT ON VACCINE HESITANCY

Of the population who saw our campaign, there was a steep increase in willingness to get vaccinated than the reported willingness prior to this intervention was launched.



Figure 18: Campaign impact

## WHAT WORKED

- **Learnings from** the previous phase were applied:
  - Increased community mobilisation and radio in the community space.
  - Include more mainstream PR print partnerships (Sowetan, The Citizen).
  - Reduced the digital channels used and focused on Facebook, Twitter, and YouTube.
  - Matched Digital Content to Digital channel.
  - Strong presence of on the ground activations on Twitter.
- **Media owners** provided support with substantial added value.
- **Media synergy** maximised performance and phasing, e.g., TV ads continued YouTube when TV had stopped flighting, but the 3rd wave was ramping up.
- **Creative impact** ensured break-through (1.9m completed 45" videos on YouTube).
- **Multiple video durations** allowed for increased reach (6" vaccine push) and storytelling opportunities (45" and 20").
- **Media channel strategy** used both broad reach channels and carefully selected niche channels to engage the market in a relevant manner.
- **Key opinion leaders** allowed the Fund to generate authentic content to drive messaging.

## KEY LEARNINGS FOR VACCINE DEMAND CREATION

- **Educate** and **drive action** across the entire vaccination journey.
- Tap into **cultural nuances** to **influence**.
- Need to think of a **six-month campaign** approach to roll out and layer the messaging around vaccines effectively.
- Budget will be skewed towards **community-based mobilisation in townships, peri-urban and rural areas**.
- Messaging needs to address vaccine topics from both a **broad** and **deep** level.
- Messaging needs to be **agile and responsive** to Government developments around Covid-19 vaccine roll-out.
- **A partnership led approach:**
  - On the ground partnership to facilitate reach in **under-serviced areas**.
  - Partnerships with **retailers**.
  - Partnership with **banks/telecoms** to get messages onto mobile devices.
  - **Partner vaccination sites** with branding and educational leaflets.
  - Partner with **content creation** to create bite-sized content pieces.
  - Partnerships with **civil society** groups.
  - Partner content with **community radio**.
- **Mass on-the-ground community mobilisation:**
  - **Increase presence** on-the-ground, through township, peri-urban and rural landscapes.
  - Increase partner relationships and develop **further collaboration** on existing partners.
  - Leverage **heavy footfall** existing infrastructure, e.g. Department of Home Affairs, to drive a robust vaccine CTA.
  - Mobile rural **vaccination vehicles** (home-based).
- **Media platforms for reach and influence:**
  - Specifically **increase community radio** penetration.
  - Use **live-reads** for on the **ground call-outs** and **DJ influence**.
  - **Bring vaccinated voices to life** (influencers).