21st Coordinating Board Meeting
BANGKOK 2012

Agenda Item
Stop TB Partnership - Initiatives

PART 3: ADVOCACY

Process and outcomes of Think Tank for TB Messaging
Private Sector Constituency (PSC)
AGENDA

1. INTRODUCTION (10 minutes)

2. VALUE OF A TB BRAND (20 minutes)

3. POSSIBILITIES FOR CAMPAIGNS (15 minutes)

4. NEXT STEPS / RECOMMENDATIONS (10 minutes)

5. DISCUSSION (30 minutes)
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PSC INITIAL PROCESS

In April 2011, the Board asked the PSC and Secretariat to lead a process, "to devise clear advocacy messages and messaging options" - PSC goal to gather the data to generate an RFP and identify methods for securing funding.
THINK TANK helped frame the challenges
THINK TANK / Participants
KEY OUTCOME / INTEGRATED COMMUNICATIONS

TB Brand

Campaign 1
Campaign 2
Campaign 3

Stop TB Partnership

Global Plan 2011-2015
PSC Refined Process / After Think Tank

1. Expert Think Tank
   - Messaging, Targets, Campaign Ideas
   - Trial RFP
   - Bringing Campaign Ideas to Life

2. Demonstrate the Value of a TB BRAND
   - Concepts and Possibilities
   - STP Board Jan 2012
PSC REFINED PROCESS / BRAND DEVELOPMENT

- Expert Think Tank
- Messaging, Targets, Campaign Ideas
- Trial RFP
- Bringing Campaign Ideas to Life

- Demonstrate the Value of a TB BRAND
- Concepts and Possibilities
- STP Board Jan 2012
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CONTENTS

- THE POWER OF BRANDING

- SHOULD BE APPEALING TO GENERAL PUBLIC

- SIMPLIFY (AIDS/ GIRL EFFECT)
 - CREATE A MEMORABLE ICON (ARMSTRONG)
 - MAKE IT DURABLE (WWF)

- HOW TO DEVELOP A TB ‘AWARENESS’ BRAND
POWERFUL ICONIC BRANDS
POWERFUL ICONIC PLATFORM BRANDS

AIDS
HUMAN RIGHTS
NATURE & WILDLIFE
FIGHT AIDS IN AFRICA
FIGHT CANCER
AIDS
GIRL POWER / AIDS
ARMSTRONG / PROUD ICON
TB
HOW TO BRAND IT
WHAT MESSAGE

WHAT IS TB?

3rd WORLD PROBLEM

AN AFRICAN DISEASE

ONLY BABIES IN POOR COUNTRIES GET INFECTED

FROM BAD MEDICINE

IT IS LIKE AIDS

LUNG CANCER

IT STILL EXISTS IN INDIA

NO CLUE...

NEVER HEARD OF IT

OLLY OLD PEOPLE GET IT

EVERYONE CAN GET IT

FROM UNSAFE SEX

3rd WORLD PROBLEM

FROM DIRTY INJECTIONS

POOR COUNTRY DISEASE

A SKIN DISEASE

I DONT KNOW ANYONE WHO HAS IT

IT EFFECTS YOUR WEIGHT

AN AIRBORNE DISEASE

TO GET IT ALL YOU HAVE TO DO IS BREATHE IN THE BACTERIA

THE DRUGS DONT WORK ANYMORE
Google search > Breast Cancer, AIDS and Tuberculosis
Facebook search > AIDS, BREAST CANCER and Tuberculosis
GOAL

HOW TO CREATE **MOMENTUM**, WHICH

FOCUSES ON BUILDING **AWARENESS AROUND**

THE ALARMING **IMPACT** OF TB.
ROBUST BRAND IDEA

- ONE CENTRAL IDEA TO BE LAUNCHED GLOBALLY.

- ORCHESTRATED AND ART DIRECTED CENTRALLY.

- LOCAL TRANSLATION IMPORTANT.

- BUDGET IS NECESSARY.
BRAND PERSONALITY

- CREATING A UNIQUE BRAND VOICE.

- DEFINE THE WAY IT ACTS.

- DESIGN ITS UNIQUE VISUAL APPEARANCE.

- USE CONSISTENTLY.
ORCHESTRATING BRAND CHANNELS

ONE CENTRAL IDEA
APPLIED ACROSS
MANY CHANNELS

THE SOCIAL BRAND
THAT FIGHTS TB

- SOCIAL NETWORKS
- FUNDING & LOBBYING
- MOVING IMAGERY
- PRINT
- DIGITAL
- PRODUCTS
- COBRANDING
- EVENTS
- GUERILLA MARKETING
- PR

GUERILLA MARKETING
AN EXAMPLE

- not a proposal to choose
- just to show the process
THE CONCEPT

IN JUST ONE BREATH WE CAN BECOME TB PATIENTS

BUT ...

IN ONE BREATH WE CAN ALSO HELP THOSE WHO HAVE TB.
THE NAME STUDY (EXAMPLES)

I BREATH
ONE BREATH
AIRTIME
CLEAR
BALLOON
♥ AIR

LOVE AIR
HIT (HELP IMMobilize TB)
ONE AIR
ZERO
CONCEPT A / 1BREATH

STOPPING TB IS AS NECESSARY AS BREATHING.

STOPPING TB IS AS NECESSARY AS BREATHING.
CONCEPT C / LOVE AIR
CONCEPT D / ZERO

ZERO

ZERO
OTB DEATHS BY 2015

ZERO
OTB DEATHS BY 2015
And walking between the Petronas Towers in Kuala Lumpur, Malaysia, to call attention to TB’s sky-high global impact.

With decision makers and leaders in key nations inspiring others to take bold actions against TB.
AN EXAMPLE CONCEPT / BROUGHT TO LIFE

Breath™
In one breath we can change life.
One breath can start a song.

One breath is enough to make yourself heard.

One breath is just a moment of choice, to win or lose.
One breath can be the start of a dream.

Breath For Life.

1BreathForLife.org
BRAND APPLICATION

Breath For Life.
DIGITAL ACTIVATION

1BREATH Connects

By using FACEBOOK CONNECT we hook interested people to join our movement.
MOBILE ACTIVATION

1BREATH Composes

ONE BREATH can start a song.

This APP. enables everyone to add a breath or note to a series of notes that are brought together to create a the ‘BREATHING’ song.

SHARE ON FACEBOOK AND TWITTER.
LOCATION ACTIVATION

Setting;
A busy station

Action;
Actors will cough and sneeze creating an uneasy mood.
The performance ends dramatically with the actors pointing to the screens / now showing the clue.

SHARE ON FACEBOOK AND TWITTER.
LOCATION ACTIVATION

Setting;
A Business Class Airport Lounge

Action;
Members will be invited into the special ‘clean - non TB’ pod to breath fresh unpolluted air. They have to donate and sign up to the cause before entering.

SHARE ON FACEBOOK AND TWITTER.
EVENT ACTIVATION

Setting;
Out door events

Action;
Whistles used to raise awareness for growing TB

SHARE ON FACEBOOK AND TWITTER.
PR ACTIVATION

Setting;
The high profile Art world

Action;
1BREATH ART EXHIBITION
Various Artists create 1BREATH art pieces for a traveling art exhibition.

Example;
‘ONE FROZEN BREATH’ / Damian Hirst

‘A CAPTURED BREATH’ Swarovski
CO-BRAND ACTIVATION

Setting;
Create added awareness together
with other world class brands

Action;
Join with NIKE ‘AIR’
to spread the word and message
EXAMPLE / POWERFUL EXECUTION
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PSC REFINED PROCESS / AFTER THINK TANK
ALL RESPONDENTS - ‘NEED FOR STRONG BRAND’
EXAMPLE 1 / BUILD FROM CURRENT ASSETS

- Build equity, awareness
- Align, create momentum
- Launch new partner-blessed campaign to drive TB agenda forward
- Engage new and existing partners in longer-term vision and brand creation
- Capitalize on 1 Million Lives report through campaign to generate short-term gains, build foundation for future efforts

2012
EXAMPLE 2 / PROGRAM STRUCTURE

Program Goal:
Make TB a Global Priority

OBJECTIVE:
Own a share of the global conversation

STRATEGY:
- Position Stop TB Partnership as a catalyst for harmonizing efforts on TB control
- Leverage the HIV/TB and lung health connections to make 1 Million Lives actionable
- Create a sense of urgency

BRAND X

Highlight public health and economic impact of TB burden in India

1 Million Lives

In-Country Program in India

Global Campaign: Strategic Development
EXAMPLE 3 / CAMPAIGN FRAMEWORK

**TB: The Gateway to Economic Growth**

- **Advocacy**
  - Use report as tool for policy outreach
  - Share with partners in Washington

- **Meetings**
  - Create re-prints
  - Target WEF and BRICS meetings
  - Develop case study series for distribution

- **Stop TB Partners**
  - Distribute internally
  - Share with broad audience

- **Endemic Country Political Leadership**
  - Tailor case
  - Develop ALMA style report card based on findings
  - Roll out locally

- **Media**
  - Press release
  - Webcast results
  - Social media outreach
  - Exclusive strategy with Economist or FT
  - In country media roll-out
A campaign to connect the TB and HIV communities and their supporters, in a collaborative effort to make real progress against two major public health challenges and save one million lives by 2015.
SAMPLE TACTIC / COUNTDOWN

TB COUNTDOWN

1999999999

Breath™
Stopping TB Starts Here
BUDGET PROPOSAL

All RFP participants provided budget estimates to design and execute campaigns

- Branding ($150,000 - 175,000) covering Brand Identity development, grids and guidelines
- Campaigns (range from $1.4 - 1.6 million) Integrated activities to ensure campaign effectiveness
- Media and application roll out ($300,000 - 500,000)
- Total $2 million
ROI / A proven approach

- Share of voice = Share of funding
- Market research quantifies the strength of the brand options
- Market research provides tangible data on the effectiveness of the communications
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RECAP

PSC Process helped:
- clarify why TB is overlooked
- identify a way forward
  - brand identity development and awareness campaign
  - targeted resource mobilization campaigns
- estimate launch costs / $2million
PROCESS GOING FORWRD

- Intake / complete
- Debrief / to seek funding for brand and campaign development ($2million)
- Define structure (HR) to manage process
- Issue RFPs / for market research, brand development and campaign implementation
- Select partners and proceed
- Overall Brand choice based on market research
RECOMMENDATIONS FROM THE PSC

- Advocacy and resource mobilization for TB requires focus and dedicated resources

  - consider a separate organization from the Partnership (similar to the Malaria model / see next slide)

- Seek major donor to fund the $2million required for the program

- Invite PSC to own and drive the process
MALARIA

ROLL BACK MALARIA

DEPLOYING RESOURCES

AWARENESS & ADVOCACY

malaria
NO MORE

UNITED AGAINST MALARIA

NothingButNets

Hollywood Bites Back!
COMEDY FIGHTS MALARIA

RESOURCE MOBILIZATION CAMPAIGNS
SUGGESTED DECISION POINTS

1. Board recognizes the leadership of the PSC in guiding the process of professionalizing the approach to communications and advocacy that is aimed to attract resources for TB.

2. Board endorses the PSC to continue leading this process with the support of the Secretariat to advance development and roll out of the campaigns.

3. Board agrees to identify potential donors to which the PSC can present the business case to invest an initial $2 million.
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