

## WORKSHEET #12: CREATIVE BRIEF

### Zambe Example

This example is based on the Zanbe Let's Talk About It! program introduced in Part 1 of the I-Kit. The program managers wrote this creative brief for the development of the mass media campaign to increase usage of modern contraceptive methods and services at the Bright Star City Clinics in Zanbe. They used Nadia as their primary audience to help them develop the brief. Additional insights are provided in the text bubbles.

1. Intended Audience. Describe who you want to reach with your communication message and be as specific as possible.

*Young women, 10 to 19 years old, who are:*

- *Living in Zanbe.*
- *Low-income.*
- *Out of school.*
- *Sexually active, seeking to prevent or delay first or second pregnancy.*
- *Not regular users of a modern contraceptive method.*
- *Interested in getting FREE or low-cost contraception and SRH services within the next six months, possibly without partner/family knowing.*

2. Call to Action. What do you want your target audiences to do after they hear, watch or experience this communication?

*Go to the Bright Star clinic to talk to a counselor about the contraceptive methods available.*

All of your SBCC messaging should include a call to action and that action must be feasible for the intended audience. Telling the audience to visit a local health service is a very tangible and important call to action.

3. Barriers. What beliefs, cultural practices, pressure and misinformation stand between your audience and the call to action?

*Nadia is worried about side effects because her friends say that contraceptives can make you fat or infertile, or give you cancer.*

Here, consider how Nadia perceives the barriers to contraception, not how you do. It is important to understand her thinking and mentality, so that you can design messages that will make sense to her.

4. Benefits. What the intended audience perceives as the benefit of the behavior.

*Avoiding a pregnancy will help her to return to school so she can get a better job and provide for her daughter.*

Here, it is important to consider how Nadia perceives the benefits of contraception (not how you do). Nadia values school and wants to get a good job someday. The benefit of contraception for her is the ability to achieve those dreams.

## WORKSHEET #12: CREATIVE BRIEF (CONTINUED)

### Zambe Example

5. **Key Messages.** A key message is a statement that ties together the benefit of the behavior (in the audience's eyes) and the call to action.

Preventing an unintended pregnancy now by using a modern contraceptive method will guarantee that you can fulfill your dreams. Go to the Bright Star clinic to talk to a counselor about the contraceptive method that is right for you.

Benefit

Call to action

6. **Tone.** What feeling or personality should your communication have? Should it be authoritative, light or emotional? Pick a tone or tones that would be appropriate.

*Friendly, informative, entertaining, contemporary and supportive*

7. **Media.** What channel(s) or form could the communications take? For example, television, radio, newspaper, poster or flyer, or all of these? Others? Choose the channels that are more appropriate to your program.

- Radio: serial drama, talk shows and discussion groups
- IPC sessions with peer educators
- Outreach to influencing adults
- Community-based activities (e.g., street theater in market place)
- Mobile phone messaging
- Outdoor billboards and transit ads

8. **Openings.** What opportunities (times and places) exist for reaching your audience?

*Out-of-school young women may work at home or be employed as maids, barmaids and food vendors in low-income jobs, so we need to identify appropriate ways of reaching them, such as door-to-door outreach, peer-to-peer communication or radio. Their work hours may be early in the morning and later at night, so they may have more time free in the middle of the day.*

## WORKSHEET #12: CREATIVE BRIEF (CONTINUED)

### *Zambe Example*

9. **Creative Considerations.** Anything else the creative team should know? Will the material be in more than one language? Should they make sure that all nationalities are represented? Etc.

- *Language: English, Tokonan*
- *Low literacy levels*
- *Messages should appeal to the intended audience and be sensitive to conservative values in the larger community (i.e., do not appear to be promoting sex).*
- *All materials need to have the Bright Star City Clinic name or logo.*
- *There is a cultural taboo about discussing SRH and this needs to be considered when developing messages and choosing appropriate language.*

### TIME TO REFLECT

Before you move on, take a moment to reflect on your experience with this Worksheet.

What are the three key pieces of information you learned from filling out this Worksheet?

1. *If Nadia is worried about side effects, should the messages be focused on that or focus on the benefits of what she can accomplish if she delays pregnancy with contraception?*
2. *How can we address the cultural taboo against discussing SRH with young people?*
3. *Reaching out-of-school young women is challenging. Radio seems promising for reaching both in and out-of-school youth.*