INSIGHT TO IMPACT

DRIVING DEMAND CREATION FOR HIV PREVENTION

MEDIA MIX

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July 21, 2018

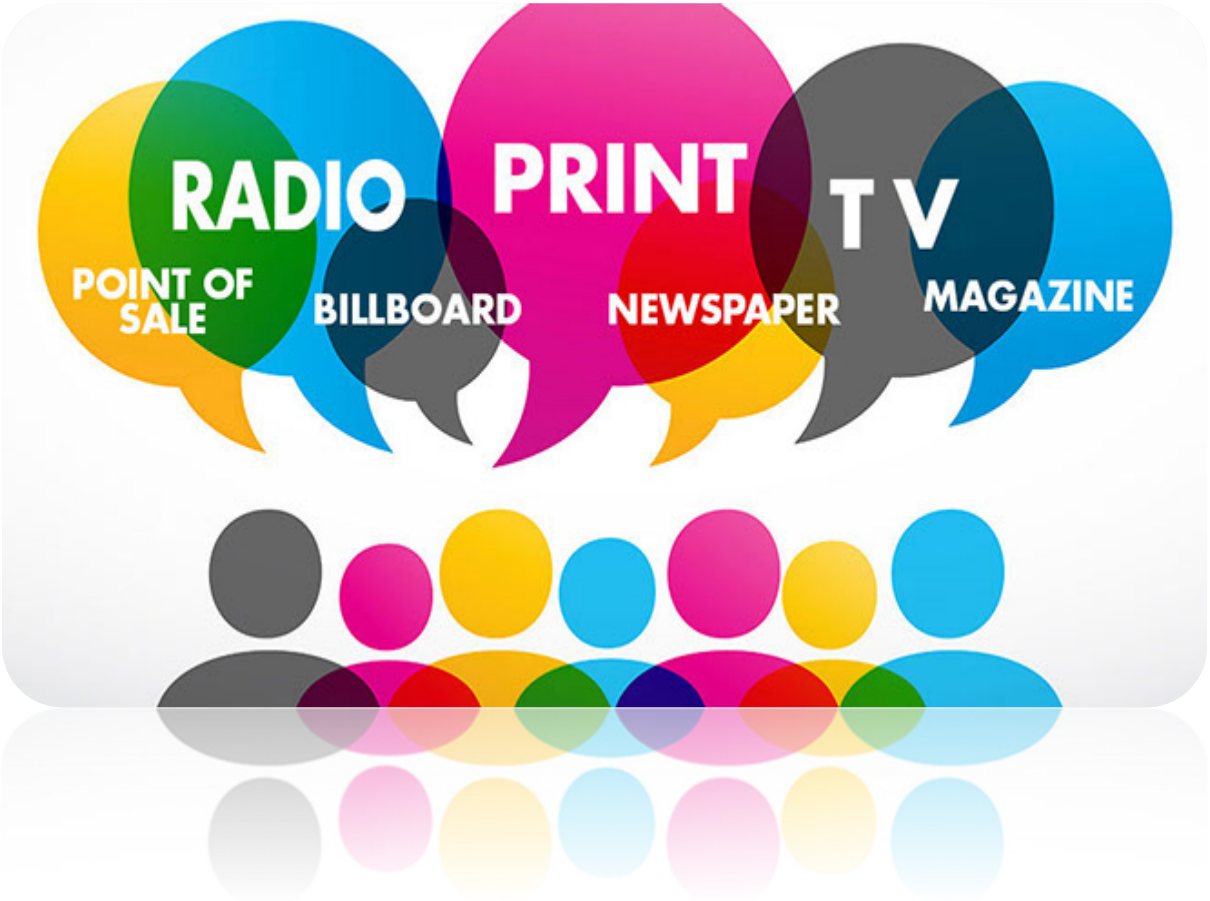
USAID FROM THE AMERICAN PEOPLE | PEPFAR

OPTIONS OPTIMIZING PREVENTION TECHNOLOGY INTRODUCTION ON SCHEDULE

CONFLICT OF INTEREST

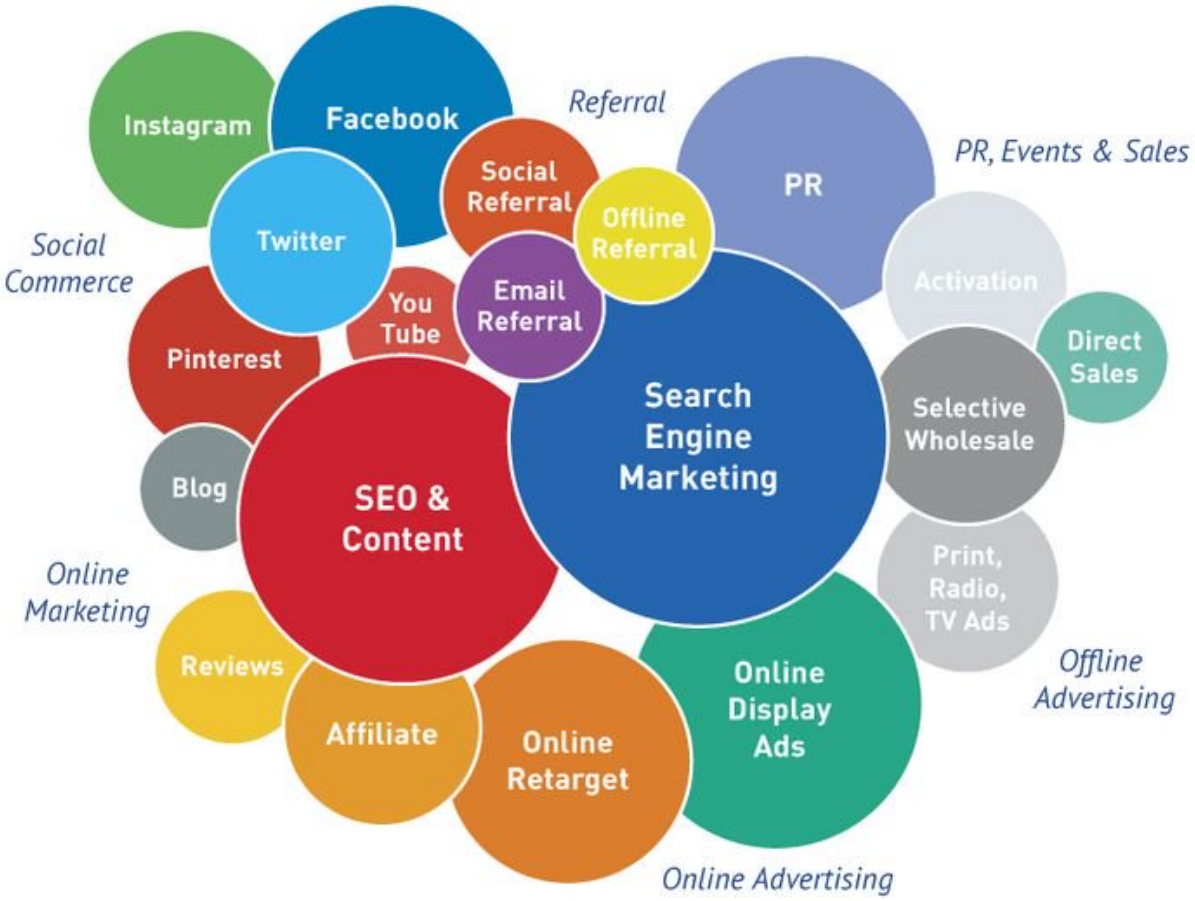
"I have no conflicts of interest to declare."

MEDIA MIX: WHERE ARE WE COMING FROM?



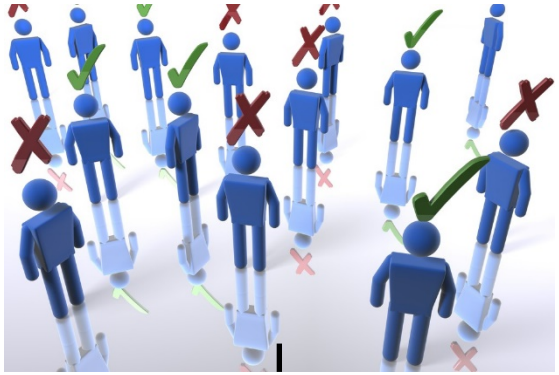
- One way communication
- Limited media mix
- Media planning not complicated

MEDIA MIX: WHERE ARE WE TODAY?



How do you select the right mix of media for your campaign to be effective

CONSIDERATIONS IN SELECTING THE RIGHT MEDIA MIX



- Know your audience
- Media mix must be audience centered

- Know your media
- Who and what can it deliver for you

A Growing, Engaged, & Maximized Audience

- Media specific tailored content that connects with your audience

ACKNOWLEDGMENTS

- OPTIONS
- POPULATION SERVICES KENYA
- SCAN GROUP