What is Demand Creation?

July 21, 2018
Briana Ferrigno, President, McCann Global Health
No conflicts of interest to declare.
CONSUMERS EVERYWHERE—RICH AND POOR—HAVE HOPES AND ASPIRATIONS.

TAPPING INTO THOSE STRONG EMOTIONAL SENTIMENTS AND SHOWING THE CONSUMER HOW THE PRODUCT HELPS THEM ACHIEVE THEIR DESIRES CAN BE A POWERFUL MOTIVATOR FOR PRODUCT USE.

- USAID REPORT, IDEA TO IMPACT
CONSUMERS EVERYWHERE—RICH AND POOR—HAVE HOPES AND ASPIRATIONS.

TAPPING INTO THOSE STRONG EMOTIONAL SENTIMENTS AND SHOWING THE CONSUMER HOW THE PRODUCT HELPS THEM ACHIEVE THEIR DESIRES CAN BE A POWERFUL MOTIVATOR FOR PRODUCT USE.

- USAID REPORT, IDEA TO IMPACT
First, a CELEBRATION

WHAT IS

DEMAND CREATION?
FIRST A CELEBRATION FOR INNOVATION
Demand Creation:
Activities to increase awareness and uptake of behaviors, products, and services among specific audiences
Successful demand creation often uses strategic and creative communications that connect EMOTIONALLY with target audiences... rather than using rational or functional appeals.
“ONE OF THE GREATEST DANGERS OF ADVERTISING IS NOT THAT OF MISLEADING PEOPLE, BUT THAT OF BORING THEM TO DEATH.”

- LEO BURNETT
WHY IS DEMAND CREATION IN PUBLIC HEALTH IMPORTANT?
A supply of well-designed health products and services is only one half of the battle. Programs will succeed or fail based on demand.
WHO DOES DEMAND CREATION FOR PUBLIC HEALTH?

Program Designers and Implementers
Public Health Marketers
Ministries of Health
Health Care Workers
Advertisers and Marketers
Friends and Family
WE HAVE A LOT OF EXPERIENCE TO LEARN FROM
WE HAVE A LOT OF EXPERIENCE TO LEARN FROM

GOOD AND BAD
First, a CELEBRATION

More than just technology, but a symbol of thinking differently
More than just technology, but a symbol of thinking differently

More than just sneakers, but a symbol of courage and teamwork
More than just technology, but a symbol of thinking differently

More than just sneakers, but a symbol of courage and teamwork

More than just soda pop, but a symbol of happiness
According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS
THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—111,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the survey was: What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and mild millions of Camel’s mellow blend of milder tobaccos must have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you’re not—well, try Camel now.

CAMELS
Cantlier Tobacco
More than 55% of your daily protein needs
And a higher level of many vitamins and minerals than the average Australian meal.

Keeping you and your children in good health makes good sense...and good business. And we think our food is as good for you as it is good to eat. We're not suggesting, of course, that a meal at McDonald's gives you all the nutrients you need.

But it is true that a meal of a BIG MAC®, a McDonald's strawberry milkshake, and a (regular) serving of French Fries, provides a substantial proportion of your daily requirements of many nutrients.

While this meal combination supplies 40% of the total body requirements of calories, it provides more than 50% of the daily need for protein and greater than 50% of the daily need of many important vitamins and minerals.

The table below indicates specific nutrition information on the illustrated meal.

If you would like further information about McDonald's food, ask at any McDonald's restaurant for our "Nutritional Look at McDonald's" booklet. We want you to enjoy our good food...and enjoy it in good health.

NUTRITION INFORMATION

The meal combination illustrated here contains the following nutrients in relation to the Recommended Australian Daily Allowances of Protein, Vitamins and Minerals for an average Adult male aged 18 to 35 years. 

*Protein 39%  Riboflavin 44%  
Vitamin A 28%  Niacin 33%  
Vitamin C 72%  Iron 14%  
Thiamin 21%  Calcium 21%
Don’t drink yourself fat. Choose water instead.
TO PUT IT IN PERSPECTIVE

<table>
<thead>
<tr>
<th>Rank</th>
<th>Marketer</th>
<th>Headquarters</th>
<th>Category</th>
<th>2016 total worldwide advertising spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble Co.</td>
<td>U.S.</td>
<td>Personal care</td>
<td>$10.5B</td>
</tr>
<tr>
<td>2</td>
<td>Samsung Electronics Co.</td>
<td>South Korea</td>
<td>Technology</td>
<td>9.9B</td>
</tr>
<tr>
<td>3</td>
<td>Nestlé</td>
<td>Switzerland</td>
<td>Food and beverages</td>
<td>9.2B</td>
</tr>
<tr>
<td>4</td>
<td>Unilever</td>
<td>U.K./Netherlands</td>
<td>Personal care</td>
<td>8.6B</td>
</tr>
<tr>
<td>5</td>
<td>L’Oréal</td>
<td>France</td>
<td>Personal care</td>
<td>8.3B</td>
</tr>
</tbody>
</table>

**World's Largest Advertisers: Top five**

$46.4B

SOURCE AdAge, 2017
DIFFERENT AIMS
DIFFERENT BOTTOMLINES
DIFFERENT VALUES

BUT...
THERE ARE FUNDAMENTAL, HUMAN TRUTHS THAT HELP DRIVE DEMAND.
HOW DO WE MAKE IT RELEVANT?
HOW DO WE MAKE IT MEANINGFUL?
HOW DO WE MAKE IT EASY?
START BY CLEARLY ARTICULATING OBJECTIVE AND AUDIENCES
INSIGHT

STRATEGY & TACTICS

MEDIA

IMPACT
INSIGHT

Who is your user?
What is their reality like?
What is important to them?
What do they value?
What are their ambitions?
What makes them tick?
"FACTS ARE IRRELEVANT. WHAT MATTERS IS WHAT THE CONSUMER BELIEVES."

- SETH GODIN
STRATEGY & TACTICS

What do you need to say?

How are you going to say it?

Who is going to say it?

What emotions will we evoke?
“I’VE LEARNED THAT PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL FORGET WHAT YOU DID, BUT PEOPLE WILL NEVER FORGET HOW YOU MADE THEM FEEL.”

- MAYA ANGELOU
Where are you going to say it?

Why are these the right channels?
1 in 3 of 18–24-year olds believe technology will eliminate the need for doctors.

63% of world population own a cell phone.

20% of people trust information about wellness from social networks more than their doctor.

Source: McCann Truth About Wellness
IMPACT

What does success look like?
How will you measure it?
What will you learn and share?
“SUCCESS IS NOT FINAL, FAILURE IS NOT FATAL: IT IS THE COURAGE TO CONTINUE THAT COUNTS.”

-Winston Churchill
INSIGHT TO IMPACT
DRIVING DEMAND CREATION FOR HIV PREVENTION
This program is made possible by the generous assistance from the American people through the U.S. Agency for International Development (USAID) in partnership with PEPFAR. The contents do not necessarily reflect the views of USAID or the United States Government.