

GLOBAL PREP LEARNING NETWORK

Building a brand for PrEP: Positioning PrEP in the hearts and minds of young people

14 MARCH 2024



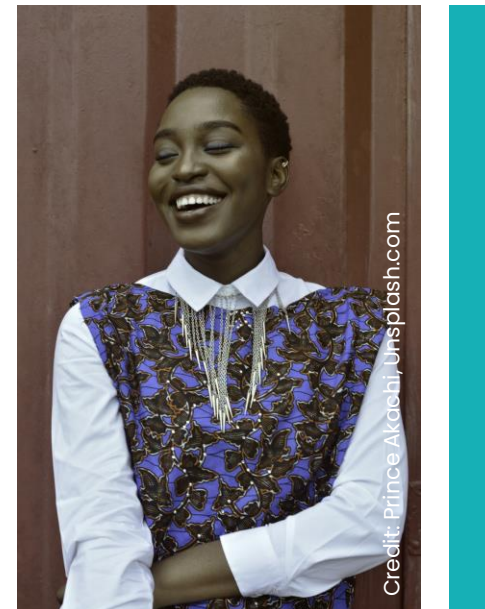
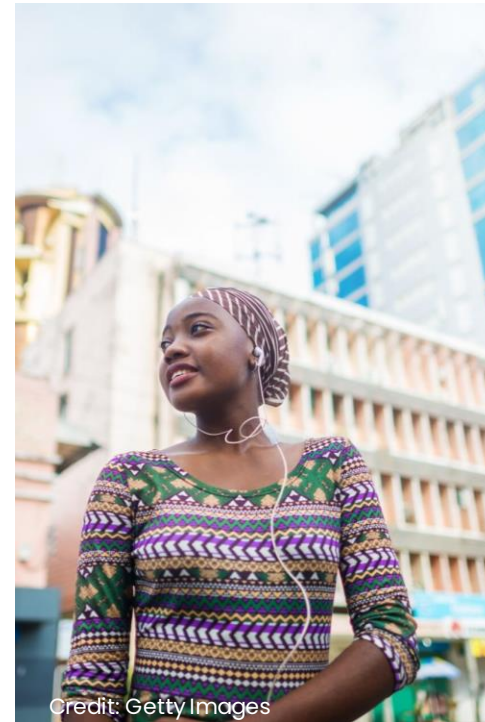
Today's objectives.

1.

Learn *why* evidence-informed, youth-centric branding is important to reaching youth populations with PrEP.

2.

Learn *how* to reach youth populations through building evidence-informed, youth-centric brands.



First of all, what is branding?

Brand is not what you say about yourself, it's what others say about you.

It's about building trust, credibility, reputation, and perception with your audience. A brand ideally lives in the audience's hearts and minds and can help demand generation programs better connect with intended audiences. Branding can be a public health impact tool.



Brands help make demand generation programs connect with our intended audiences

A strong brand can help create demand generation programs that are distinctive and resonant.

WITHOUT A BRAND, THE AUDIENCE WILL NOT:

- Notice the message
- Internalize the message
- Remember the message
- Act on the message

BRANDS CAN MAKE DEMAND GENERATION EFFORTS:

- Distinctive
- Consistent
- Easy to understand
- Resonant



Why is branding important for PrEP?



We need demand for PrEP.



Strategic, evidence-informed branding keeps the audience at the center.

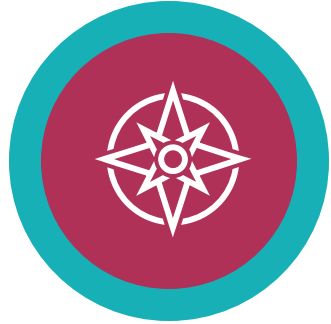


We need to do something differently to reach young people.

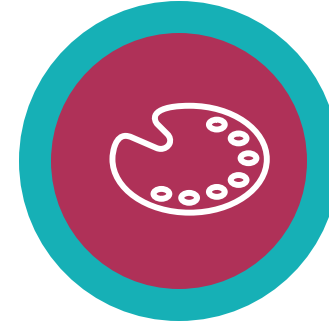


We need to be ready for PrEP choice.

Branding is all about **strategy**. This leads to focused, effective creative.



Brand Positioning Strategy



Creative Execution

Brand Guidelines & Campaign Strategy



Campaign Implementation



Today's Agenda



Branding the PrEP Category for
Adolescent Girls & Young Women

MERCI NIYIBESHAHO
LVCT HEALTH



ANELDE GREEFF
2STORIES



MTV Staying Alive Foundation:
Storytelling to Save Lives

SARA PIOT
MTV STAYING ALIVE
FOUNDATION



South African
Implementation

ELMARI BRIEDENHANN
WITS RHI

Today's speakers



Anelde Greeff, she/her

Co-Founder and Chief Content Officer, 2Stories

Anelde is the co-founder and chief content officer of 2Stories, a distributed women-led agency, with its head office in South Africa. She is also a founder and director of SheSays Cape Town, the first chapter in Africa of the world's largest network for women in creative industries.



[LinkedIn:anelde-greeff](#)



[Instagram:2stories.agency](#)



Marie Merci Niyibeshaho, she/her

NextGen Squad member, LVCT Health

Marie Merci is a Kenyan youth advocate. She is the President of the Nairobi Youth Advisory Council, a former member of The Tausi Taskforce under Her Voice Fund, and a former champion of Empower for Change under LVCT Health. She is currently an Adolescents and Young People Liaison Officer at LVCT Health and the NextGen Squad representative for Kenya on the MOSAIC project.

Today's speakers



Sara Piot, she/her

Managing Director & Deputy Executive Director, MTV Staying Alive Foundation

Sara joined the MTV Staying Alive Foundation in 2003 as an intern. Today, in her role of MD & Deputy ED, she is responsible for programmes and operations of the Foundation and works closely with the main funding partners. Originally from Belgium, Sara has lived in France and in London for the past 25 years.



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Elmari Briedenhann, she/her

Technical Head, Programme Engagement, Wits RHI

Elmari leads the Innovation4Health team in the Implementation Science Department at Wits RHI. She ensures quality and evidence-informed approaches to demand generation, social and behavior change communication, human-centred design, and digital health technology implementation across different projects.



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Today's speakers



Casey Bishopp, she/her

Technical Officer, FHI 360

Casey is a global development professional with over nine years of domestic and international experience in communications and project management. As part of FHI 360's work on the MOSAIC project, Casey leads and contributes to demand generation and marketing efforts that support the introduction of new biomedical HIV prevention products for young women.

 [LinkedIn: casey-bishopp](#)



Emily Donaldson, she/her

Technical Advisor II, FHI 360

Emily has a background in public health, marketing, and strategy and a passion for market research, co-creation methodologies, and application of insights to inform product development and delivery. She's led journeys, illuminations, brand strategy, and concept testing, for HIV, STIs, COVID-19, and women's health products for pharmaceutical companies, biotechs, government organizations, and non-profits. Emily leads the MOSAIC Project's marketing and demand generation work at FHI 360.

 [LinkedIn: emilydelacydonaldson](#)

Branding the PrEP Category for Adolescent Girls & Young Women

ANELDE GREEFF, 2STORIES
MERCY NIYIBESHAHO, LVCT HEALTH



WHAT IS A BRAND POSITIONING STRATEGY AND WHY START THERE?

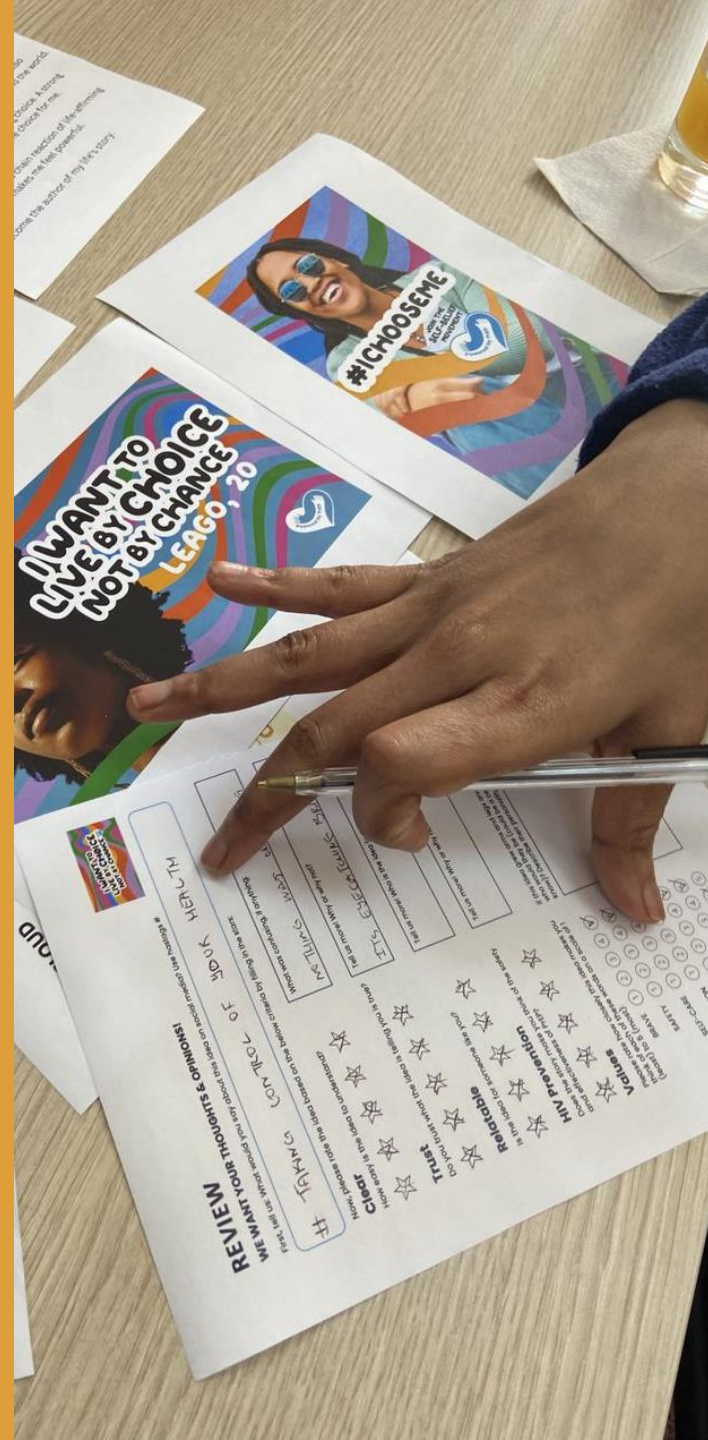
- ♥ Brand positioning is a critical step in **evidence-based, user-focused** branded marketing & communications.
- ♥ It is **internal and not audience-facing**. It's not a campaign or a slogan.
- ♥ It acts as a **north star** for teams as they execute planning for introducing new products.
- ♥ It is a **guide** when developing national communications strategies, demand generation campaigns, or other communication materials.

OUR POSITIONING WILL ANSWER THE QUESTION:

What do we want young women's hearts to feel, and minds to think, about PrEP?

OUR APPROACH TO CREATE BRAND POSITIONING

1. Leveraged an approach and framework from the **private sector**.
2. Prioritized **young women's voices and perspectives** every step of the way.
3. Applied a **gender transformative lens**.
4. Obtained critical feedback from **Ministry of Health** representatives.
5. Had **HIV prevention and choice** in mind, not just a single product.
6. **Iterated, iterated, iterated** as market introduction gets closer.



PHASE 1
LEARN

PHASE 2
BUILD

PHASE 3
ITERATE

PHASE 4
VALIDATE

OUR FRAMEWORK TO DEVELOP BRAND POSITIONING INPUTS

INPUT

CRITICAL QUESTION

CULTURE

What effect and impact is a larger **macrotrend** having on AGYW and what should the PrEP category do about it?

CATEGORY

What **rules or conventions** about the PrEP category can we disrupt and change in order to stand out to AGYW?

CONSUMER

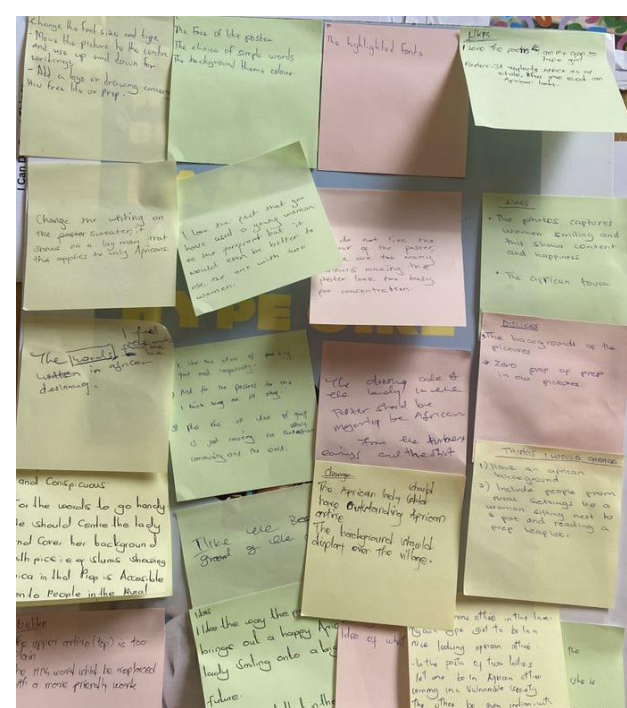
What do AGYW **most want** the PrEP category to do for them?

PRODUCT

What **facts or associations** about PrEP can we leverage to win the hearts and minds of AGYW?

KEY BRAND
BENEFIT

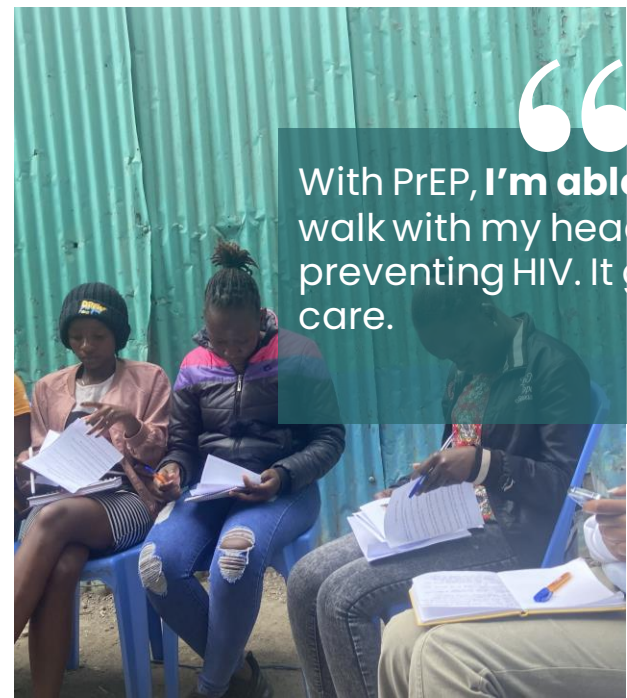
Why should the PrEP category be the **only option worth considering** for AGYW?



VALIDATING BRAND POSITIONING ALONGSIDE AGYW

We brought three creative interpretations of the direction to 121 AGYW in Kenya, South Africa, and Zimbabwe in urban, peri-urban, and rural settings for their reaction and input.

LOCATION	#	AGE RANGES
Johannesburg, South Africa	15	18-24
Welkom, South Africa	29	18-24
Bulawayo, Zimbabwe	10	18-24
Chitungwiza, Zimbabwe	8	18-24
Plumtree, Zimbabwe	14	18-23
Nairobi, Kenya	15	18-24
Kisumu, Kenya	16	18-24
Mombasa, Kenya	14	18-24
TOTAL	121	



“
With PrEP, I'm able to know my worth. I can walk with my head high because I'm preventing HIV. It goes hand-in-hand with self-care.
 AGYW, South Africa

WHERE WE LANDED: BRAND POSITIONING INPUTS FROM VALIDATION

CULTURE

PrEP supports young women in **putting themselves first.**

CATEGORY

PrEP is **self-care.**

CONSUMER

PrEP provides **peace of mind.**

PRODUCT

PrEP choice puts young women in **control.**

KEY BRAND
BENEFIT

PrEP's SUPERPOWER FOR AGYW...

PrEP's SUPERPOWER FOR AGW



PrEP is a way for young women to prioritize their physical health and mental well-being, to live a life uninterrupted by HIV.

It affirms that self-love is strength.

PrEP CATEGORY POSITIONING



AUDIENCE INSIGHT

“Life is a balancing act of what I want, what I need, and what’s expected of me. Prioritizing myself by taking PrEP requires that I overcome the many challenges that surround PrEP use, especially judgement and stigma. This is difficult, but **I know I’m at my best when I feel good about myself because I’ve taken PrEP.** When I feel confident and strong, my actions, decisions and words reflect it.”



PrEP CATEGORY POSITIONING



POSITIONING NARRATIVE

This is not a story about HIV. **This is a story about young women.**

Every day is a balancing act of juggling different needs with limited resources. But instead of relinquishing their power, **they are giving main character energy.** They have a strong sense of self and are determined to live a healthy life.



WHAT DID WE LEARN ABOUT TODAY'S AGYW...

- ♥ Are **not passive** bystanders in their own lives.
- ♥ They **are claiming their power and are bold.**
- ♥ Understand their daily realities, but also understand that they **are inherently strong** because they navigate these realities every day.
- ♥ Understand the need to **prioritize themselves.**
- ♥ Are brave, **know their own worth**, and are not settling for anything that does not acknowledge and celebrate their sense of worth and their journey.
- ♥ Do not need to be empowered. They **are already empowered.**



PrEP CATEGORY BRAND GUIDELINES

How to create communication
that speaks to adolescent girls
and young women

PrEP  IS
CHOICE



PrEP CATEGORY BRAND GUIDELINES

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Key elements included:

- ♥ Logo
- ♥ Colour palette
- ♥ Bespoke illustrations
- ♥ Messaging

WHO IS THIS DOCUMENT FOR? CREATIVE TEAMS AND IMPLEMENTERS.

Every day thousands of messages are aimed at AGYW. To stand out and get young women interested in the PrEP category, we need a strategic approach.

Our goal was to figure out the best way to brand the PrEP category for AGYW so we can coordinate marketing, communications, and demand generation activities under a common strategy built on robust evidence.

These guidelines come from an evidence-informed brand positioning process. We hope this helps partners in markets that offer a choice of HIV prevention methods by providing clear, actionable guidance on how to connect with AGYW.

OUR AIM IS TO DELIVER COMMUNICATION THAT INSPIRES BEHAVIOR CHANGE AND ACHIEVES IMPACT IN THE FIELD OF HIV PREVENTION.

CO-CREATING WITH AGYW

Everything we will share in these guidelines was co-created with MOSAIC's youth advisors, the NextGen Squad, and tested with 121 AGYW from urban, peri-urban, and rural locations in Kenya, South Africa, and Zimbabwe. A big shoutout to them!

Collaborating with AGYW produced insightful and inspiring branding. Our approach involved conducting workshops where we engaged in open conversations and created together alongside young women. This process enabled us to develop a communication approach based on strong brand positioning that is sensitive to the needs, preferences, and real-life experiences of young people.

We strongly recommend co-creating, iterating, and testing new communication materials developed based on these guidelines with a group of AGYW in your setting.

KEY BENEFITS OF PrEP

FUNCTIONAL:

- ♥ Safe
- ♥ Effective
- ♥ Free of charge
- ♥ Choice of a variety of formats: oral, ring, injectable (depending on setting)

EMOTIONAL:

- ♥ Self-love
- ♥ Strength
- ♥ Peace of mind
- ♥ Control

PrEP CATEGORY BRAND GUIDELINES

APPROACH

PrEP  **IS CHOICE**

We have shifted from a traditional logo to a wordmark (a visual expression of a brand name).

PrEP + **CHOICE** +  = **PrEP**  **IS CHOICE**
Our category wordmark

OUR PRIMARY COLOR PALETTE

These colors are used across most communications, formats, graphics, photography, and illustrations. They are used to call out the strongest elements of the layout and communication.



OUR PRIMARY FONT

MONTERRAT is a modern font with the versatility of a more classic sans serif font. It is a standard font used across many print and digital platforms. It is also web-safe. It feels approachable and contemporary. This font lends itself well to headlines, subheadings, and body copy.

Aa Bb Cc Dd Ee Light
Aa Bb Cc Dd Ee Regular
Aa Bb Cc Dd Ee Medium
Aa Bb Cc Dd Ee Bold
Aa Bb Cc Dd Ee Extra Bold
Aa Bb Cc Dd Ee Black

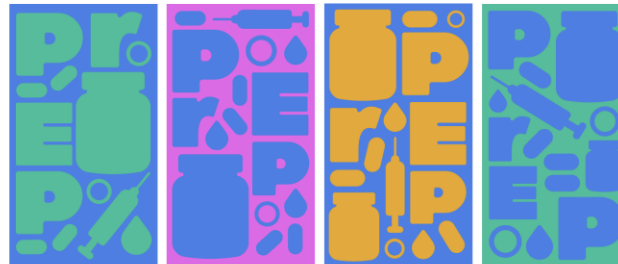
OUR ICON LIBRARY

To demonstrate the promise of our logo, we have developed an icon library to showcase our brand persona and the variety of product options we offer when it comes to our audience's needs. These can be used on various collateral alongside copy or as a graphic device across various touchpoints.



USAGE

The icons can be used in a variety of ways: individually to accompany copy and photography, or as a combination that may form a pattern or graphic to be used across print and digital collateral.



TEMPLATES

The logo, color palette, font family, and iconography come together to provide us with templates to be used across various collateral within the design hierarchy system. These are vector-friendly files and thus can be reduced or increased in size as needed.



PrEP CATEGORY BRAND GUIDELINES

THE DESIGN SYSTEM HIERARCHY

When the time comes to bring all these elements together, we must ensure the elements are well integrated but the message remains clear. Let's see this demonstrated in a standard 1:1 ratio social media post:



GUIDELINES

- Branding must be clear and unobstructed.
- The colors should stick closely to our color palette.
- Background should be a flat color from our color palette or a minimalist photographic backdrop.
- Refrain from overly complicated and busy layouts, textures, and patterns.
- The headline should be bold and confident.
- Avoid competing elements; the headline and image should overlap to feel intrinsically linked.

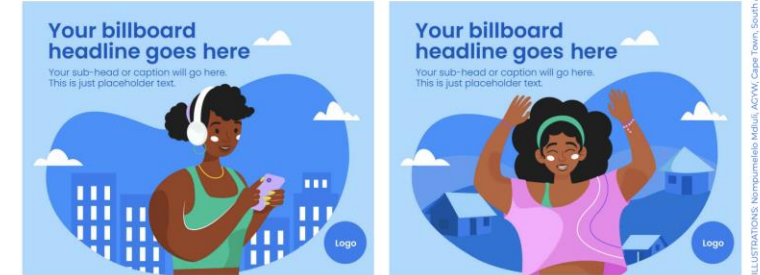
PHOTOGRAPHY

Photography should be used to showcase and celebrate our audience. Our audience responds well to expressive faces and seeing people like themselves and to whom they can relate. Faces should be highlighted with strong personality on display and a feeling of warmth and personal interaction. Casting should also be inclusive and reflect the diversity of our markets.



ILLUSTRATION

If photography is not available, illustration is a great alternative to still represent our audience and showcase personality. It also allows us to amplify our color palette, provide more versatility across layouts, and communicate greater details. The illustrative style should be clean and contemporary with a very stylized look.



ILLUSTRATIONS: Nompumelelo Mditshi, ACYW, Cape Town, South Africa

PrEP CATEGORY CAMPAIGN MESSAGE

I CHOOSE ME

This message is written from a young woman's point of view. It is a positive affirmation that confirms her as a self-assured, confident, powerful, strong, brave, and self-respecting individual. She knows her worth and understands that she has the ability to take control of her health. She recognizes that self-love is strength.

HOW DOES THIS MESSAGE LINK WITH PrEP?

"I Choose Me is a call to action to prioritize myself and my health. It is a movement that focuses on doing what's right for me and my life before considering what's right for everyone else. It inspires me to listen to my heart, stand up for myself, and recognize my inner strength. Strength that tells me I have the right to choose. Choosing an HIV prevention method that works for me, my life. Because when I take care of myself first, I can also stand strong in my inner circle, community, and the world. Choosing PrEP is a life-affirming choice. It is an effective and safe choice for me. It sets in motion a chain reaction of life-affirming choices that make me feel powerful. I become the author of my life's story."

SPEAK TO AGYW IN THEIR OWN LANGUAGE

To resonate more strongly, make language more familiar to young women.

Action:

♥ Listen to how AGYW speak to each other, what slang they use, and how they express themselves. e.g. Use familiar slang when talking about PrEP. "Taking PrEP is giving main character energy."

♥ When doing national campaigns, identify and use all dominant languages, not just English. For sub-national or local campaigns, use the dominant language of the area.

e.g. "If you want me to listen, speak to me in my home language."

"As jy wil hê ek moet luister, praat met my in my moedertaal." (Afrikaans)
 "Uba ufuna ndimamele, thetha ngolwimi kwam." (isiXhosa)



- "IT SLAPS DIFFERENT." An amalgamation of "it slap" (to disrespect) and "slap" (to slap). In this context, it means "it's different".
- "I AM MY OWN MOTIVATIONAL SPEAKER." I am my own cheerleader. I am in charge of my health.
- "CALL YOURSELF TO A MEETING AND DISCUSS THINGS. THE MEETING WENT WELL. I HAVE TO STAND UP FOR MYSELF. I HAVE TO DO THINGS FOR MYSELF." I have a choice. I am making decisions for my health and mental well-being.
- "COPY-PASTE WHAT SHE SAID." I agree with what my friend said.
- "THEY ARE NOT PAYING MY SCHOOL FEES. THEIR OPINIONS ARE NOT MY BUSINESS." That person doesn't have my best interests at heart, so I won't let them sway my decision.

THE PrEP CATEGORY COMMITMENT



- ♥ We don't sugarcoat the realities of taking PrEP.
- ♥ We understand the courage, effort, and commitment required to be a PrEP user.
- ♥ We show that we believe young women have what it takes.
- ♥ We affirm young women's strength, determination, and commitment.
- ♥ We work towards creating broader awareness of PrEP.

PrEP'S PERSONA

PrEP IS:

Self-assured

Respectful

Powerful & strong

Brave

Vibrant

HOW DOES PrEP ACT?

Confident, but never pushy. Shows choice. Doesn't hard-sell it.

Respectful of all people's bodies, lifestyles, and choices.

Owens its power and strength, but never acts arrogant or overbearing.

Acts with courage, purpose and conviction, even in the face of opposition. Knows bravery does not equal recklessness.

Exudes a positive and enthusiastic aura. Feels dynamic and energetic.

PrEP'S TONE

WHAT DOES PrEP SOUND LIKE?

CONFIDENT

TRUSTWORTHY

OPEN & ACCESSIBLE

INCLUSIVE

KNOWLEDGABLE

PrEP can speak with confidence because we share trustworthy information.

We share information in ways that are inclusive and build young women's knowledge.

We are always open to what young women want and how they express themselves.

This includes using language and expressions they are familiar with.

We keep it short and simple. Because AGYW have places to be and things to do.

PrEP CATEGORY BRAND GUIDELINES

How to create communication
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and young women



PrEP IS
CHOICE



Scan to download
the brand guidelines

MTV STAYING ALIVE FOUNDATION

STORYTELLING TO SAVE LIVES

 **SHUGA**

 
**STAYING
ALIVE**

STORYTELLING

MTV STAYING ALIVE FOUNDATION: A MEDIA MOVEMENT

- **25 YEARS EXPERIENCE** CREATING SBC & DEMAND-GENERATION CAMPAIGNS
- HARNESSING THE POWER OF THE **MTV BRAND**
- **WORLD LEADERS** IN DELIVERING SOCIAL CHANGE

MTV SHUGA:

- **KEY DRIVER** IN OUR CAMPAIGNS
- **14 CAMPAIGNS** AND COUNTING
- **MULTI-AWARD WINNING**
- **PROVEN IMPACT** ACROSS SUB SAHARAN AFRICA
- POWERED BY **REAL EXPERIENCES** OF YOUNG PEOPLE

MTV SHUGA: A MASS MEDIA BEHAVIOR CHANGE CAMPAIGN



**SURROUND
PROGRAMMING**



**PEER
EDUCATION**



**COMMUNITY
OUTREACH**



EVALUATION



**RADIO
DRAMA**

**TELEVISION
SERIES**



**PROFESSIONAL
OPPORTUNITIES**



**SUPPORT
LINES**



DIGITAL



PARTNERSHIPS



**GRAPHIC
NOVEL**



WHY DOES OUR MODEL WORK?

NOT A TYPICAL BEHAVIOUR CHANGE CAMPAIGN

GENUINE CULTURAL ASSET

MTV BRAND LEVERAGED

WE ARE BRAVE, RELATABLE, AND TRUSTED

INVOLVE YOUNG PEOPLE AT EVERY STAGE OF THE
CAMPAIGN – WE TELL THEIR STORIES

WE GO WHEREVER YOUNG PEOPLE ARE

RIGHTS-CLEARED AND COST-FREE CONTENT

ADAPTABLE

MTV SHUGA REACH



14 SERIES
PRODUCED IN
5 COUNTRIES



6M HOURS WATCHED
ON
YOUTUBE



42M+ VIEWS
ON
YOUTUBE



215K YOUNG
PEOPLE REACHED
THROUGH PEER
EDUCATION



2.8M WEEKLY
VIEWS
ON SABC1

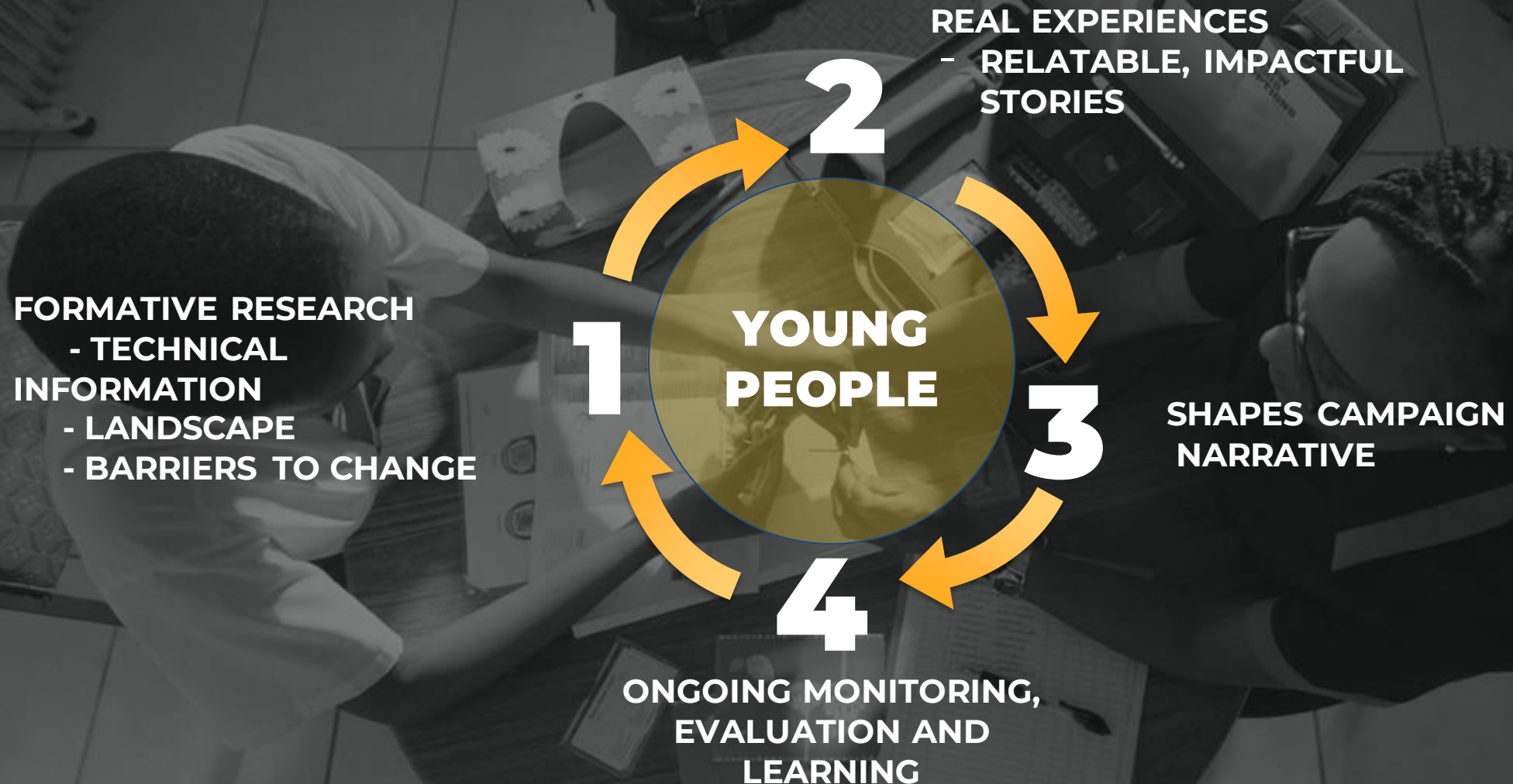


348M
SOCIAL MEDIA
IMPRESSIONS



60K+
COMMENTS ON SOCIAL
MEDIA

MTV SHUGA: OUR APPROACH TO MESSAGING



MTV SHUGA Down South 2 & 3



FUNDED BY **UNITAID** SINCE **2018**

GOAL OF DS1 WAS TO **CREATE DEMAND** FOR **HIVST** AND RAISE AWARENESS OF **ORAL PrEP**

ONE OF THE GOALS OF DS2 WAS TO CREATE AWARENESS ABOUT LONG **PrEP**, INCLUDING **LONG ACTING**

CHALLENGE: **DELAY OF ROLLOUT** OF LONG-ACTING PrEP

PARTNERSHIP WITH **WITS RHI**

Sister Unathi chatbot and myprep.co.za

LSHTM EVALUATION OF MTV SHUGA DOWN SOUTH 2 (2021)

- MIXED-METHODS EVALUATION, ONLINE SURVEY (DUE TO COVID) , 3431 PARTICIPANTS
- 43% HAD ENGAGED WITH MTV SHUGA AND 24% WITH DS2 SPECIFICALLY
 - MORE LIKELY TO BE AWARE OF HIV SELF TESTING (60% VS. 28%) AND PREP (52% VS. 27%)
 - MORE LIKELY TO BE KNOW THEIR HIV STATUS (58% VS. 35%).
- QUALITATIVE INSIGHTS IDENTIFIED MECHANISMS BY WHICH DS2 INCREASED AWARENESS, CONFIDENCE AND MOTIVATION TO USE HIVST AND PREP, BUT HAD LESS INFLUENCE ON SERVICE ACCESS.

South African Implementation

Elmari Briedenhann, Wits RHI

Photo by Engin Akyurt on [Unsplash](#)

A story that started in 2016...

Still going strong in 2024

And all the beautiful moments in between...

WE ARE
THE GENERATION
THAT WILL END
HIV

PrEP  IS
CHOICE



Partnerships make the world go round!



We're all in this together.

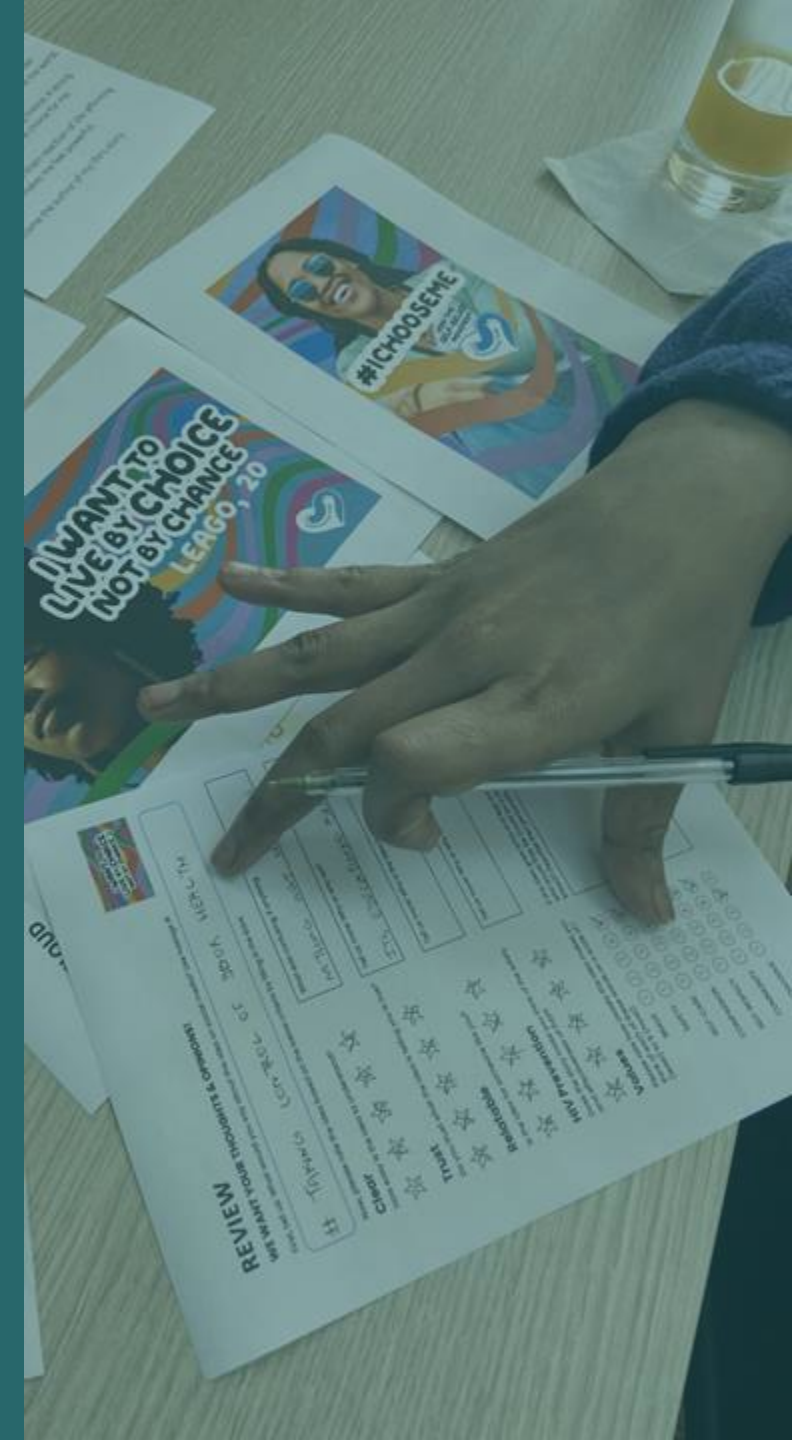


health
Department:
Health
REPUBLIC OF SOUTH AFRICA



USAID
FROM THE AMERICAN PEOPLE


Evidence-informed
brand and demand
generation campaign
strategy is key to effective
implementation of
demand generation for
PrEP. Let's look at what
that means...



A deeper look inside the evidence-informed process of creating a brand for the PrEP category



Campaign strategy should always start with the evidence




ELSEVIER

JOURNAL OF
ADOLESCENT
HEALTH

www.jahonline.org

Original article

Eita! Reaching Communities and Young People to Drive Demand for Oral Pre-Exposure Prophylaxis in South Africa



Elmari Briedenhann*, Philip Rosenberg, P.G.D.M., Nakita Sheobalak, Melanie Pleaner, M.Ed., Catherine E. Martin, M.B.Ch.B., M.Sc., and Saiqa Mullick, M.B.Ch.B, Ph.D., M.Sc.

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Article history: Received December 4, 2022; Accepted August 4, 2023
Keywords: Communication; Demand creation; HIV prevention; PrEP; Response hierarchy model; South Africa; Strategy

A B S T R A C T

Purpose: This paper describes a holistic but flexible demand creation strategy for pre-exposure prophylaxis (PrEP) in national public health-care settings in low-income to middle-income countries.

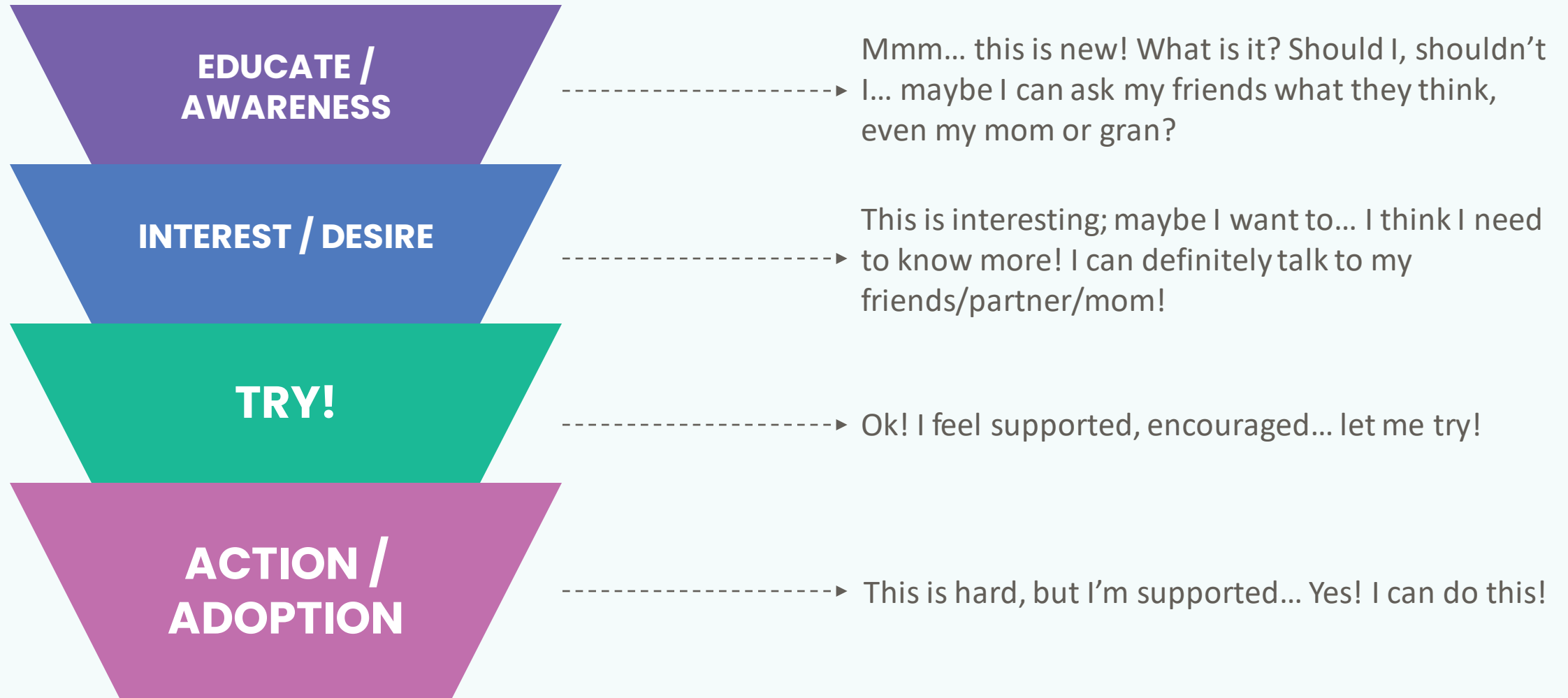
IMPLICATIONS AND CONTRIBUTION

This paper describes the newly formulated

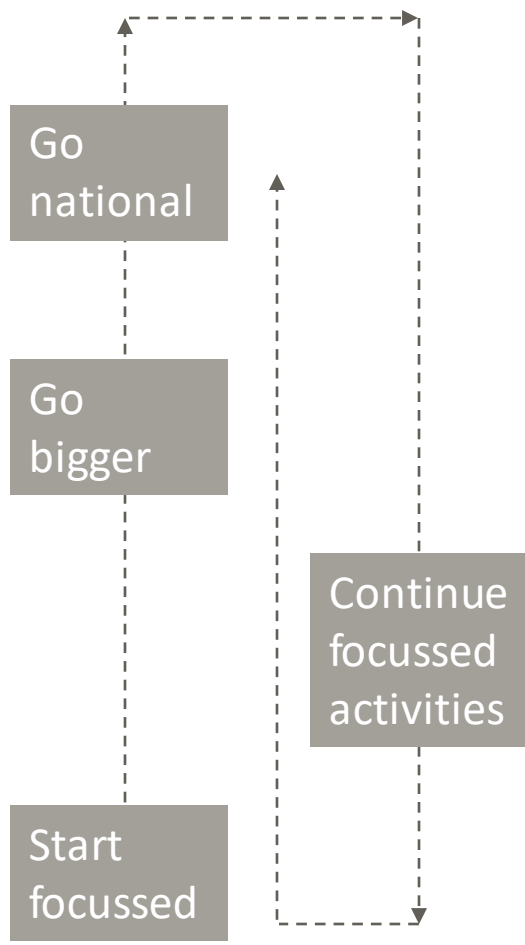
“Reaching AGYW with unique and resonant messaging and communication tactics, through channels that appeal to them and motivate action, requires ongoing input and review from similarly diverse young people.”

The Eita! Model

“The word “eita” is also a South African slang term used as a warm greeting; therefore, the name of the model also pays respect to its country of origin.”



Think big picture...



But remain focussed on where product is available!

What happened next...

In phase 1, Project PrEP initially set out to reach 90% (328,517) of AGYW in the cluster catchment populations through demand creation.

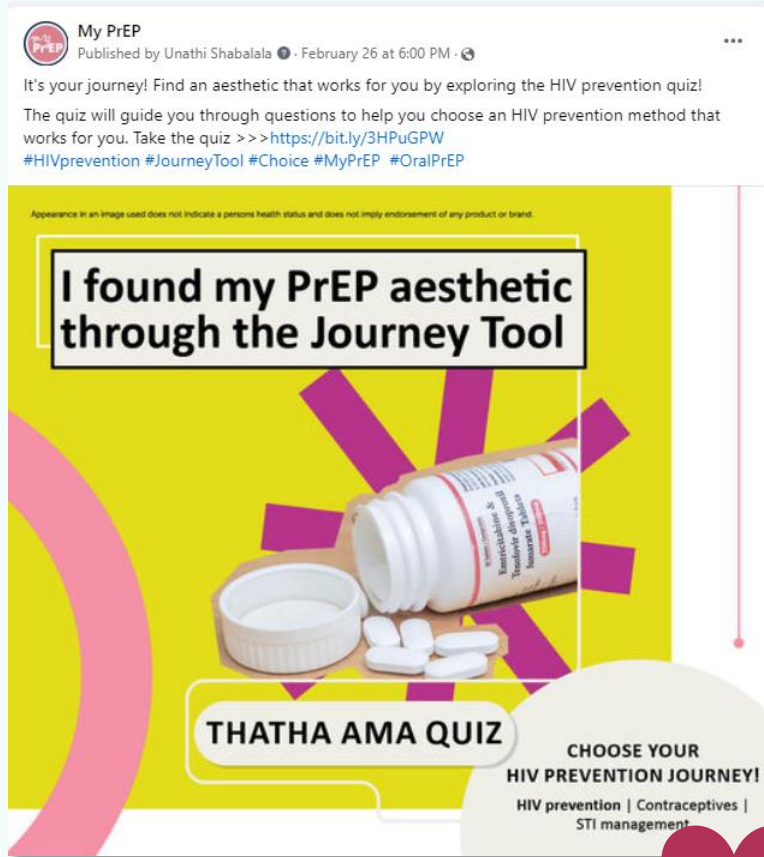
Project PrEP phase 2 reach and engagement:

Social media	35 000+ post <u>engagements</u> per month
Chatbot	Up to 900 users per month
WhatsApp chatline	More than 1 200 users in Jan 2024
Radio	National campaign (2023): 3mil+ reach
Community dialogues	48 dialogues reaching 1 182 – 21% AGYW (June – Dec 2023)
Events	323 people (Dec 2023) – 55% AGYW
Health talks	21 000 people (June – Dec 2023)
MYE	23 meetings in 2023, total of 33 participants
E-Learning	3 500+ course completions to date
Website	Average of 11 500 – 12 500 users per month

More than 34 million potentially inclusive contact points were made with all audiences.

Peer-to-peer and youth-friendly support: 3 278 people were reached through Client Navigators from June to December 2023, **2 990** (91.2%) AGYW opted in for Client Navigation support; this number accounts for **62%** of all AGYW accessing any service provided by the project.

You need much, to engage many:



Journey Tool developed under Promise, optimised under MOSAIC, shared on MyPrEP: 51k Impressions, 31K Reach, 860 engagements



National photoshoot



Mobile clinic outreach where it's needed.



Clinic walls should look good...

And good relationships mean we CAN DO THIS!



Let's play together!



Project PrEP's been going steady with MTV Shuga DS since 2018:

- Events
- Script review
- Chatbot
- Social media
- Video production



We're also long-time friends with OPTIONS:

- Videos developed with OPTIONS budget, featuring MTV Shuga DS actresses, promoted by Project PrEP



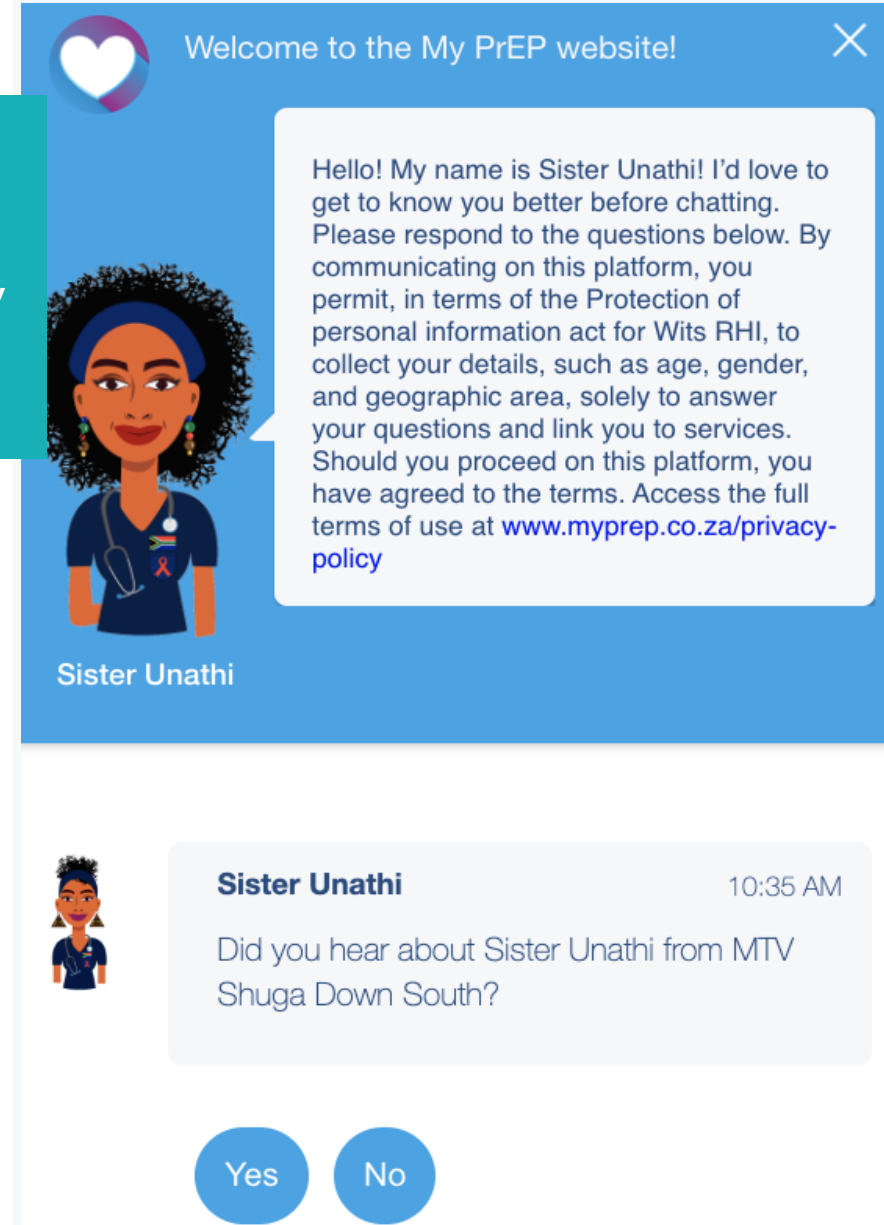
And there's a budding new romance with MOSAIC:

- PrEP Category brand collaboration
- Radio jingles and digital PSAs produced by Project PrEP, promoted by MOSAIC

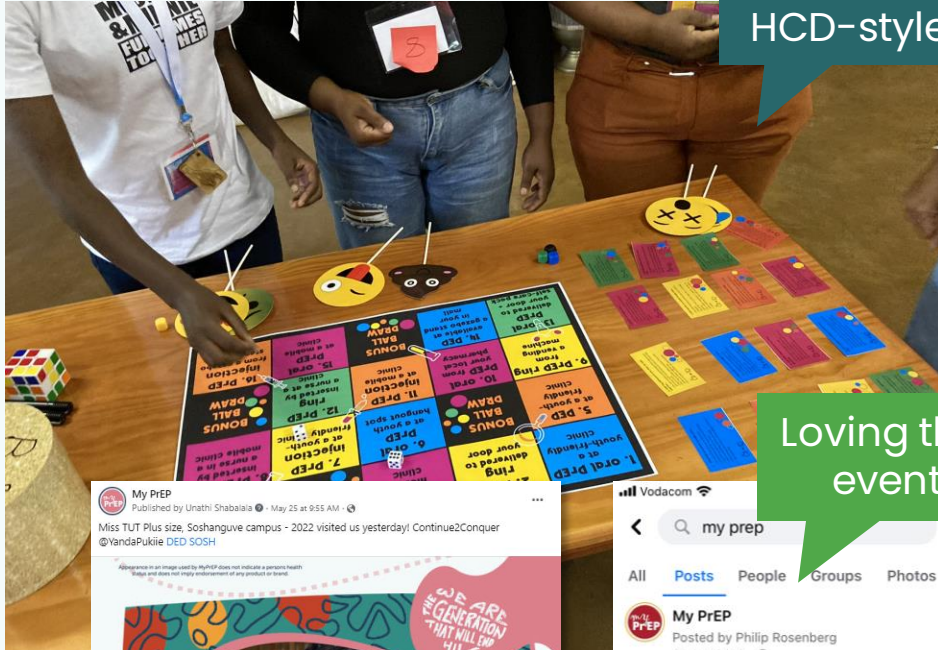
During the months that MTV Shuga DS promoted Sis Unathi, user numbers went up by **33.75%**

What's even better... majority of these users still come back to her each month 😊

On digital channels:
Reach: **9mil+**
Impressions: **14mil+**
Engagement: **136 497**



Do it together!



MYE...
HCD-style!

Loving those
events!

Miss TUT plus
size rocking
our socials!



User-generated content always does better. Mmm... I wonder why?



PrEP is choice!



Marketing and demand generation efforts need to align with product introduction timelines.



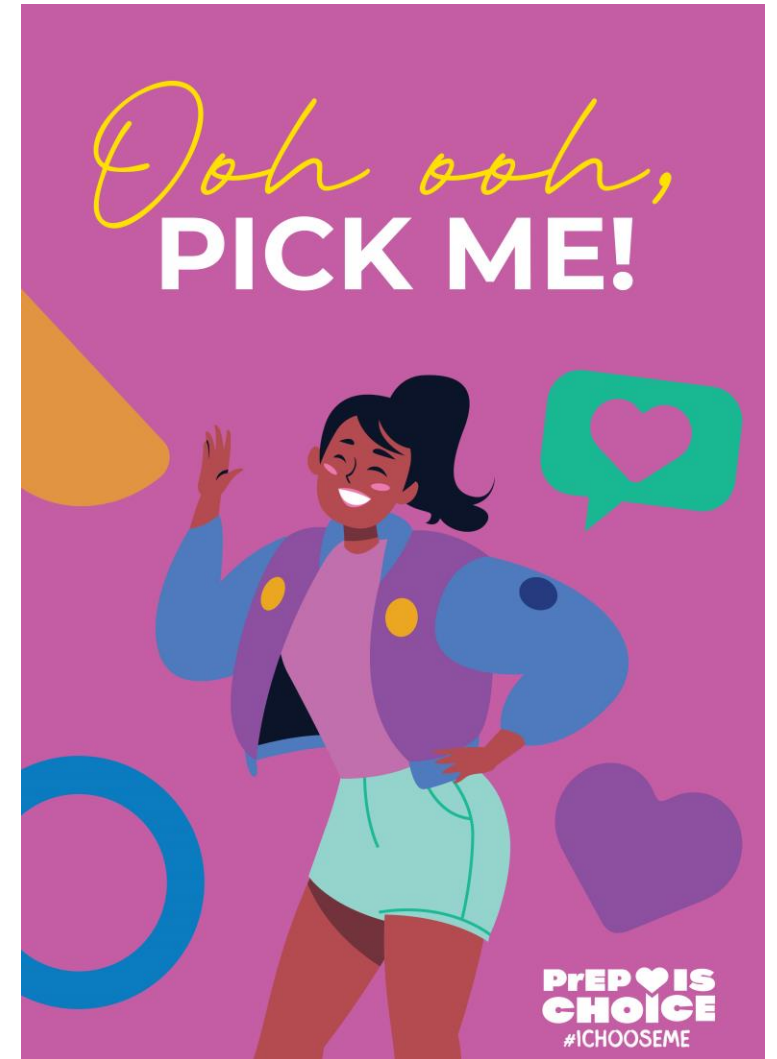
Focus should be on PrEP choice not on any one specific product.



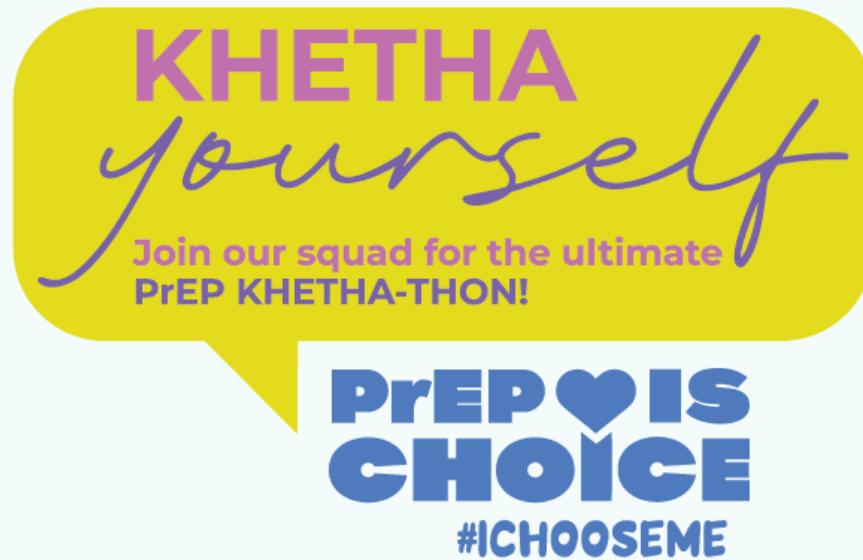
Being strategic means applying a nimble, phased approach.



Meet your target audience where they are.



New look, feels good... launching 23 March 2024 in the Free State, South Africa



The event is geared towards creating an environment where girls and young women feel comfortable engaging with staff and healthcare providers, an opportunity to connect through **positive moments of natural engagement.**”

KHETHA
yourself

Join our squad for the ultimate
PrEP KHETHA-THON!

The vibe is all about you and the choices you get to make... khetha your tune, khetha your slogan, khetha your fashion... and so much more. You know you best! Don't miss out!

Date: **23 March 2024**
Time: **09:30**
Venue: **Welkom Clinic**

Self-care is lit and PrEP's got my back! I'm putting me first and staying healthy.

RSVP and reserve your space at the first-ever PrEP Khetha-thon! Send a WhatsApp to this number with the words *Woza Welkom!*

065 869 8031

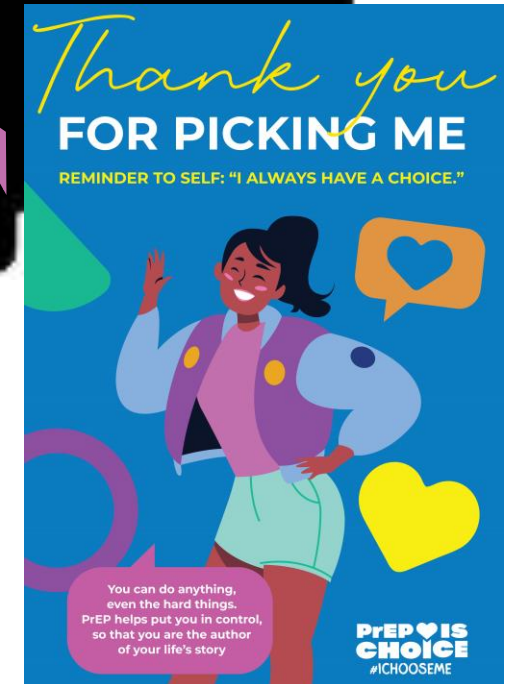
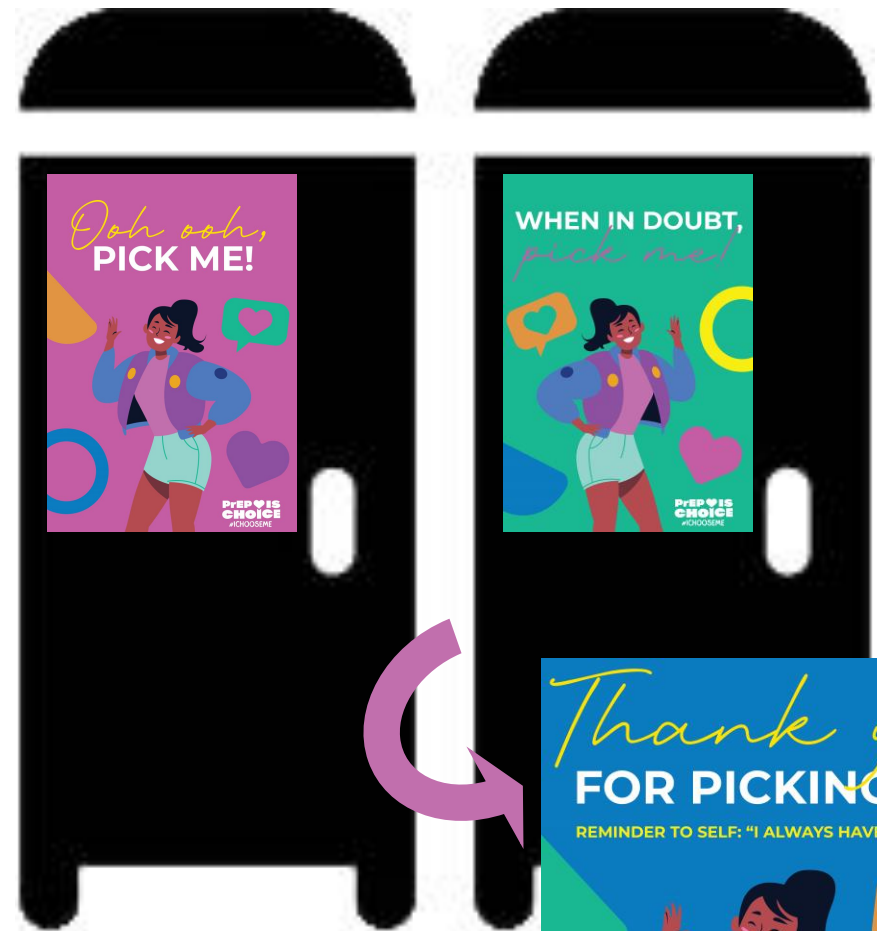
This photograph is courtesy of Getty Images. Appearance in a photograph in this material does not indicate a person's health status.

MyPrEPSouthAfrica myprep.southafrica

MOSAIC is made possible by the generous support of the American people through the U.S. President's Emergency Plan for AIDS Relief (PEPFAR) and the U.S. Agency for International Development (USAID). MOSAIC is led by FHI 360 with core partners Jhpiego, LVCT Health, Pangaea Zimbabwe, Wits RHI, and AVAC. The contents of this resource are the responsibility of MOSAIC and do not necessarily reflect the views of PEPFAR, USAID, or the U.S. Government.

health REPUBLIC OF SOUTH AFRICA PEPFAR USAID MOSAIC WITS RHI

Sneak peek!



CHOOSE YOUR SLOGAN

Name: _____
Signature for consent: _____

Important: When you enter your slogan, you give consent for PrEP to use it on a future PrEP is Choice T-shirt or other communications.

MyPrEPSouthAfrica PrEP IS CHOICE #ICHOOSEME myprep.southafrica

PrEP IS CHOICE #ICHOOSEME *choose* YOUR SONG

Artist Name _____

Song Name _____

Don't let the DJ's sus playlist ruin your vibe today – choose your own music! Write the song name and artist on a piece of paper and hand it to the DJ. Then just go off and #slay, and wait for your beat to drop!

MyPrEPSouthAfrica myprep.southafrica



Let's drive demand for PrEP options together!



People didn't come in the door in the numbers we'd hoped for oral PrEP and **it's time we do things differently** now that we have a PrEP category.

We have **limited demand generation budgets** for development and implementation of this work, but it's critical to bring people in the door of the clinic for new products to be successful.

We need to **leverage partnerships, support the NDOH and our ministries of health, and be strategic, evidence-led, and user-centric** in our approach to demand generation.

The background of the image is a dense, overlapping collage of colorful sticky notes. The colors include shades of pink, light blue, light green, and yellow. Each sticky note has a large, black, hand-drawn question mark on it. The notes are scattered across the entire frame, creating a textured and busy visual effect.

Audience Q&A

Upcoming Sessions

The MOSAIC Global PrEP Learning Network takes place **quarterly**.

The next session will be in **Spring 2024**.



Visit PrEP Watch

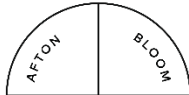
This webinar will be accessible on PrEPWatch in the coming weeks.

Complementary resources, relevant articles, tools, and **registration for upcoming webinars** can also be found on PrEPWatch.

Visit <https://www.prepwatch.org/global-prep-learning-network/> for more.

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Photo Credit: MOSAIC Consortium

