

MANUP
CIRCUMCISE AND CONDOMISE

**Reaching High Risk Men with HIV Prevention,
Testing and Treatment Services**

BACKGROUND

ManUp by Community Media Trust

- CMT is the Demand Creation Partner in a consortium funded by PEPFAR through Centers for Disease Control and Prevention (CDC)
- OBJECTIVE
 - To develop and implement a communications campaign promoting uptake of Voluntary Medical Male Circumcision
- CONSORTIUM TARGET
 - 162,358 men, aged 15 – 34, to be circumcised
 - between Oct '16 – Sept '17
 - in 5 provinces in South Africa
- PILOT
 - In 2 districts in KwaZulu-Natal province (KZN has the highest burden of disease)
 - Included focus group testing
- THE CAMPAIGN – ManUp (called SOKA in KZN)
 - Highly segmented
 - Human-centered
 - 5 languages & segmented imagery
 - Demographic messaging based on the journey of the man, focusing on how SA men and their influencers experience messaging and understand benefits of VMMC, as well as addressing the barriers
 - Consistent overall look and feel
 - Call to action with media carrying a unique number
 - Tested further through focus groups in the consortium areas



DATA METHODS

ManUp by Community Media Trust

- “TO BOOK FOR A **FREE** CIRCUMCISION OR TO FIND OUT MORE, SMS YOUR FULL NAME TO **35255** & WE’LL CALL YOU BACK.”
 - Call to action on all material & promoted through mass media
 - Call Centre operated by CareWorks (partner in consortium)
 - Data recorded per campaign element identified by leads
- RADIO & TV REACH
 - Radio Stations identified and matched to reach in target areas
 - 1:1 ratio for radio spend with SABC
 - Interviews, PSAs, Live Crossings, Content Integration, etc.
 - ARs
 - TV airtime donated to the campaign by SABC Foundation
 - SABC is the National Broadcaster
 - Celebrity PSAs
 - Various timeslots on all 3 SABC channels across all timeslots
 - ARs
- WHATSAPP NUMBER
 - WhatsApp number supporting social media campaigns & lead forms
 - Contact leads; determine if a legitimate lead; record details and share with partners for booking and follow-ups



KEY RESULTS

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- SEGMENTATION
 - High level of segmentation to reach hard to reach men
 - Includes demographic segmentation as well as segmentation of the SA's man's journey from awareness to decision making
- FLEXIBILITY AND ADAPTABILITY
 - Same look and feel but varying logos (Soka for KZN), messages and imagery to speak to diverse target audiences
- PROTOTYPE TESTING
 - Human-centered approach using focus groups and testing on social media
 - Testing throughout the course of the campaign
 - Ability to change course of action quickly without wasting money (*example "Uber pilot"*)
- COST EFFICIENCY
 - CMT's in-house production capability
 - Own cameras and post production edit suits
 - Experienced production staff and access to freelancers
 - Quick turnaround of broadcast quality material
 - In-house media buying eliminates the need to expensive agencies
 - 1:1 ratio for spend with SABC radio
 - NGO status



KEY RESULTS

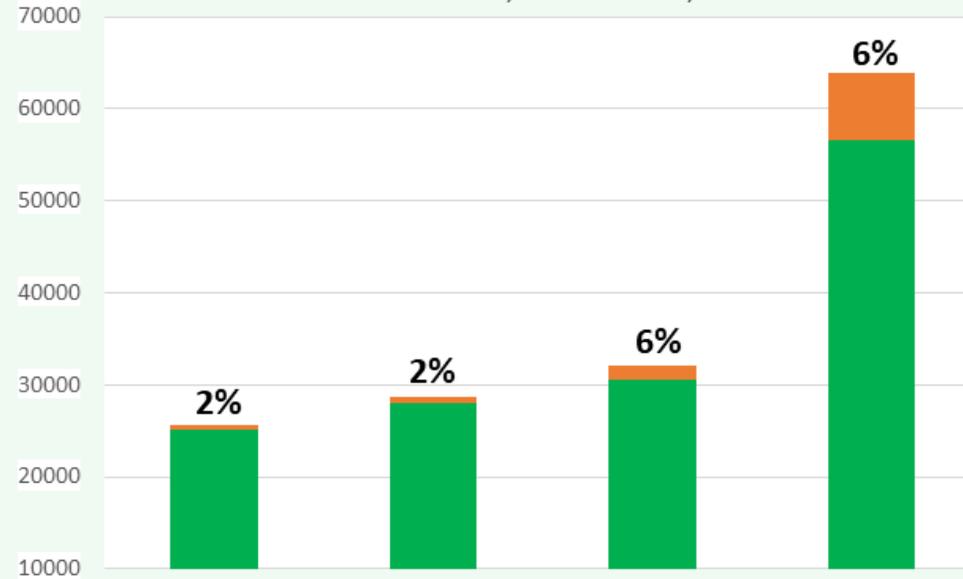


ManUp Campaign: Linking Exposure to MC uptake

Mass Media leads generated by the ManUp campaign accounted for 43% of the calls at the CareWorks Call Center.

Assuming every mass media lead generated led to an actual circumcision, then awareness raised by the campaign contributed to 4% of the MCs across the 17 districts targeted during 218k.

CAREWORKS MASS MEDIA ATTRIBUTABLE TO MONTHLY DISTRICT MCs, APRIL – JULY,



	April	May	June	July
CareWorks Media Leads	480	574	1550	7414
Monthly MCs without media leads	25080	28073	30476	56530

* Monthly MC totals are from Project 281K report and are the aggregate monthly MC totals for the 17 districts targeted by the campaign (Eastern Cape, Western Cape, KZN, Mpumalanga, and Free State districts)

CONCLUSIONS & RECOMMENDATIONS

ManUp by Community Media Trust

- Segmentation
- Human-centered approach
- Test & adapt
- Using innovative ways to target high risk men, while creating a social norm around VMMC

KEY POINTS

In addition to traditional media elements such as Radio & TV PSAs ManUp used innovative media interventions such as

1. **Celebrity Campaigns**
Various celebs (Male & Female celebrities, speaking different languages) addressing different issues to appeal to target audience to make the decision to circumcise
2. **Music**
Partnering with a popular Maskandi artist in KwaZulu-Natal to write, record and perform a song addressing being a good man in South Africa
3. **Drifting / Cars**
Partnering with a female drifter and branding her car to appeal to the Western Cape target audience to circumcise



eThekweni Times - 15 December 2017 - iKhasi 04

UKhuzani emkhankasweni wokukhuthaza ukusoka



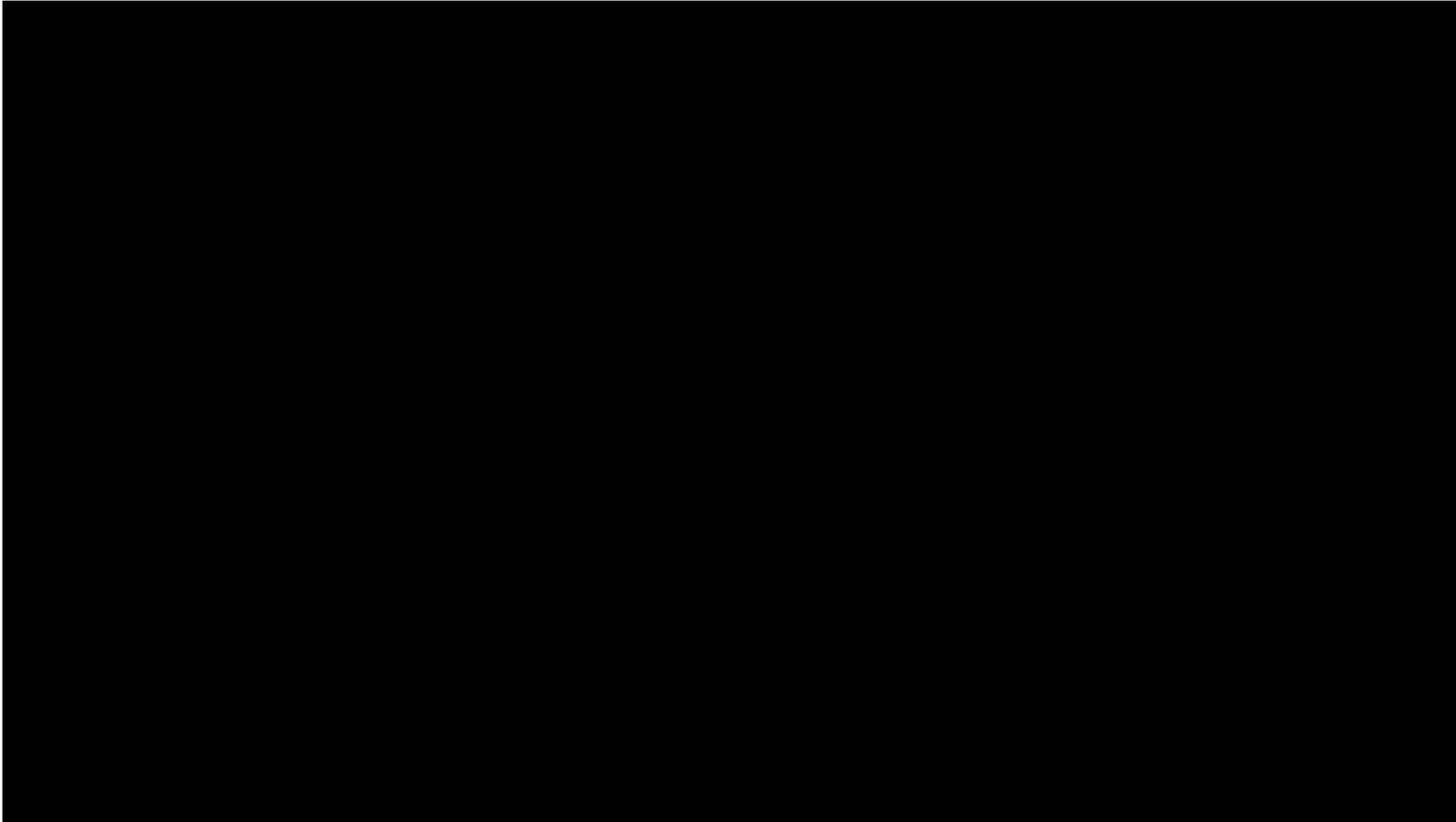
nangumntwana uNhanganoiso Zulu naye oLuzu umkhankaso ocishe ufane owaziwa ngeSibye samaDoda, uThe Gwenzwe bacoka UKhuzani ukuthi urgumuntu ongumculi oxhumana nabo bonke abantu kalula nokwaziyo ukudlulisa umyalezo ngomculo njengoba azizwa nge "Nkosi kaMaskandi".

IDiamienze eethule ingoma yalo mkhankaso eziKko sithi "Soka Nkosi" kudlekele ukuthi kuyo yonke imicimbi azobe eyihambelo afike ashumayeke leli vangeli ngomculo futhi ocutha imbala yale nhangano okukhuthaza abesilisa ukuba babambe iqhaza ekusokeni.

UKhuzani uthe leli culo libaluleke kakhulu ngoba uma uyindoda yomzulu kubalulekile ukuthi usoko njengoba kwaziwa ukusoka kunciphisa amathuba okuhleleka ngezifo zocansi nge 60%. Uthe ukusoko kubalulekile ukuthi athatho leli thuba adlulise umyalezo wokuthi abantu beelisa abasoko futhi kuzokhuthazeka abalalisa abangeni abangabalandeli bakhe, "Ngaxhumana



INNOVATION EXAMPLE 1: Celebrity Campaigns



1. Celebrity campaigns
 - Target: National across 5 provinces
 - Video & Audio PSAs for use on Radio, TV and Social Media, incl. Stills
 - Allowed for TV interviews, additional free press online, print and radio interviews
 - Free TV airtime as per radio spend and NGO status
 - Best performing FB-month was June '17, coinciding with celebrity ambassador campaign showing reach of 14 091 671 and 12 548 page views
 - Thembi Seete, SA Musical Artist, PSA received 10,698 FB-views

*ManUp/SOKA Ambassador, Khaya Mthethwa
SA singer-songwriter, best known for winning 8th season of Idols, South Africa*



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INNOVATION EXAMPLE 2: Music



A Khuzani supporter tells about the influence of the song

2. Music
 - Target: KZN hard to reach isiZulu audience
 - Partnered with a Maskandi artist, Khuzani, to write and produce a song about being a good man in SA, taking responsibility and getting circumcised
 - Allowed for extension of campaign through free publicity while tapping into the artist's following (fitting of consortium target audience)
 - Artist continues to sing the song at appearances. Song to appear on CD, while we have opportunity to make a song video, giving the campaign longevity
 - Khuzani "song teaser" received 6,700 views on Facebook
 - Song was downloaded 9,000+ times



INNOVATION EXAMPLE 3: Drifting



Malikah Daniels drifting the ManUp car in the Western Cape at the launch of the vehicle

3. Drifting

- Target: Hard to reach Western Cape community
- Partnered with popular Radio / Turntable DJ and popular female drifter
- Branded drifting car for 6 months creating extended awareness wherever she is in action
- Held event to launch the vehicle, while including other celebs from the target audience with live radio crossing
- Drifting video received 15,600 views
- Separate FB page for this target audience was created



RADIO CAMPAIGN EXAMPLE



Vuma FM campaign with DJ Phumlani
After the campaign appeared on Vuma FM, DJ Phumlani wanted to get circumcised because he believed in the campaign. The campaign then followed his journey.

- 30 second Generic PSA on air 3 x daily
- 3 x build-up interviews with DJ Phumlani
- 2 x feedback interviews
- listeners asked if they could join Phumlani
- DJ Phumlani invited 2 listeners to join
- Social Media Coverage on entire campaign – live radio crossings, live Instagram & Facebook feeds
- Radio Highway, Inanda FM and Isolezwe newspaper picked up the story and campaign gained additional free press

DJ Phumlazi of VUMA FM in KwaZulu-Natal (Social media clip)

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Thank you

