WHAT **WORKS** FOR THE **+As**

Trends and Opportunities in Communication

Sheena Chhabra, USAID; Radharani Mitra, BBC Media Action; Paolo Mefalopulos, UNICEF

from **MESSAGES** to **STIMULUS-RESPONSE**

- Appreciation of context
- Social-cultural norms
- Mining for insights
- No longer one-to-one causality
- Nudge

turning**AUDIENCES** into**ACCOMPLICES**

- Peer pressure
- Social expectations
- Disruption
- Crowdsourcing,contests, platforms,properties

LOY9: Cambodia's multimedia youth civic education initiative

radio

web

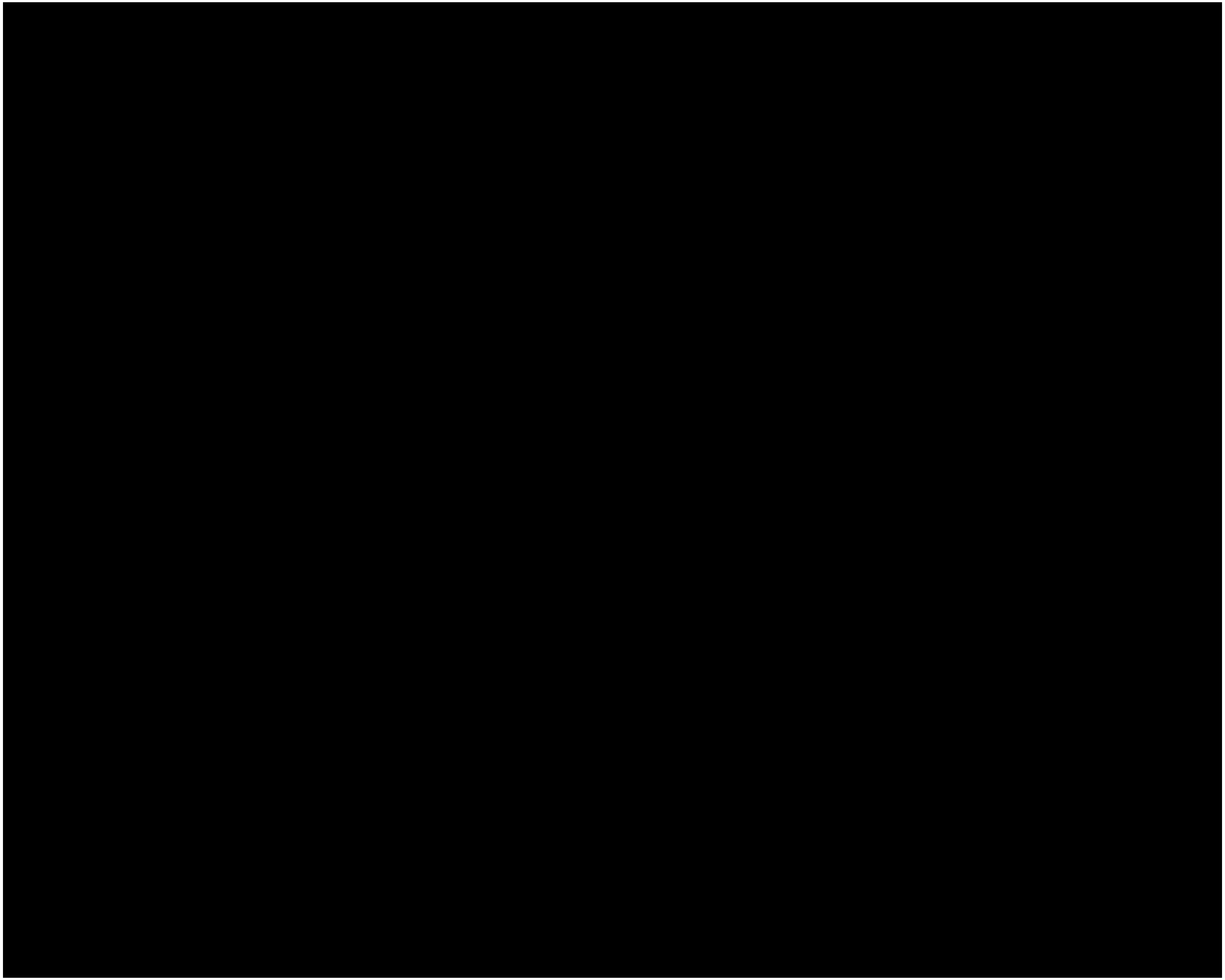
Live events

TV & feature film

integrated**360degree**
APPROACH

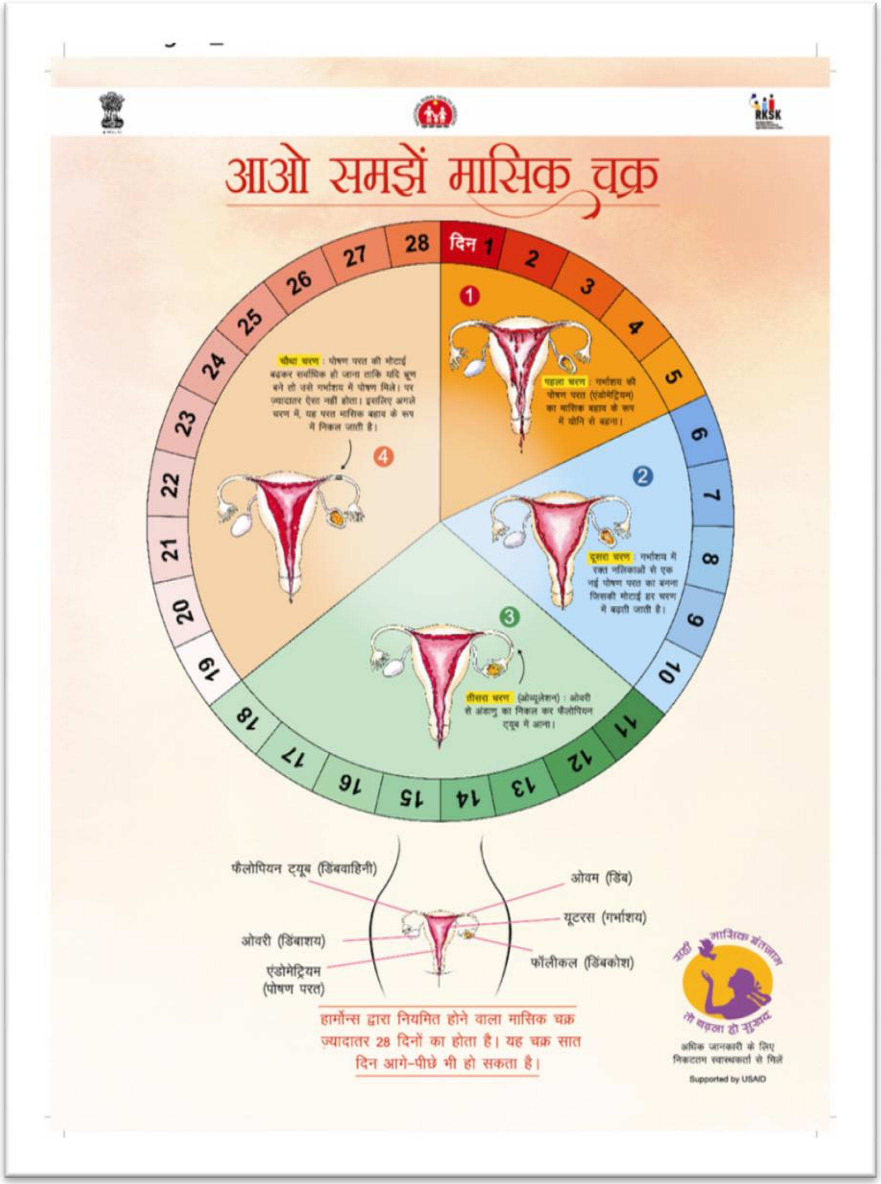
- Media agnostic idea
- Platforms & properties
- Using all possible touchpoints

Touchpoints:a dynamic, ever-evolvng list



Government of India’s Integrated Menstrual Hygiene Campaign

Posters; thematic & physiology of mestruation



Outdoor

NATIONAL RURAL HEALTH MISSION
RKSK
बेटी हुई है बड़ी
तो खुशियाँ क्यों न बढ़ें!
सही मासिक इंतज़ाम
तो बढ़ना हो सुखद
Supported by USAID
मासिक इंतज़ाम के स्वच्छ साधन और तरीकों की जानकारी अपने गाँव की स्वास्थ्यकर्ता से लें।

Leaflet, Booklets & Game

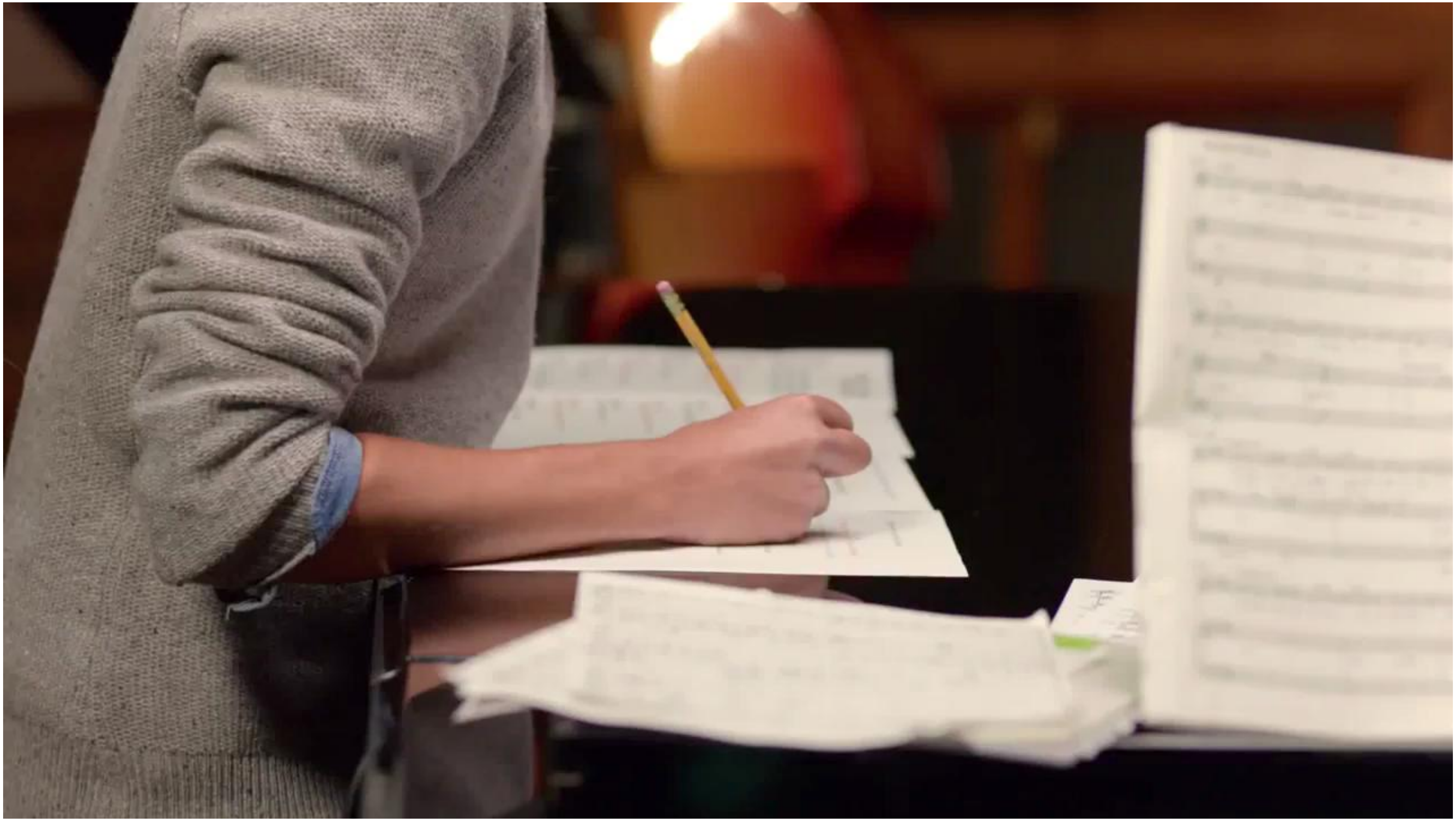
सिमटना नहीं,
दूर तक जाना है

बढ़ती बेटियाँ
बढ़ती खुशियाँ

मासिक खुशियों का चक्र
खुशियों का चक्र

Not **shooting** the **eye** of the **FISH**

- Working on drivers, determinants – gateway approach
- Big trend among big brands
- Strategic, engaging, relevant with proven long-term impact



THANK YOU