



# Digital Asset Testing

Project Oshun Phase 3

June 2021



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Methodology



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General overview of  
digital usage  
amongst South  
African women



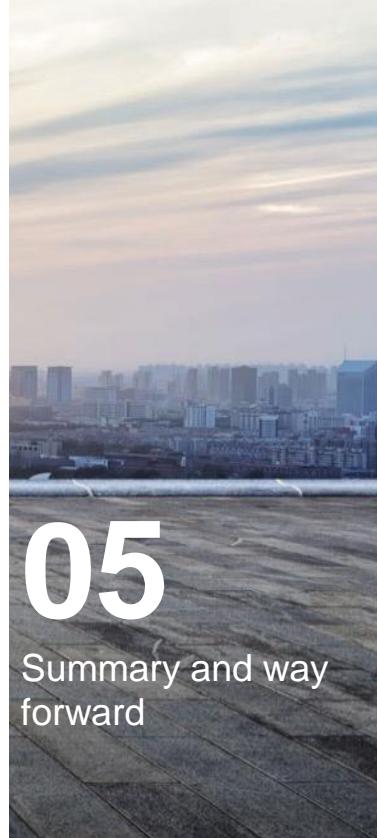
**03**

Primary analysis:  
Deep dive into the  
performance of the  
five test ads



**04**

Secondary analysis:  
top line analysis of  
additional ads tested  
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**05**

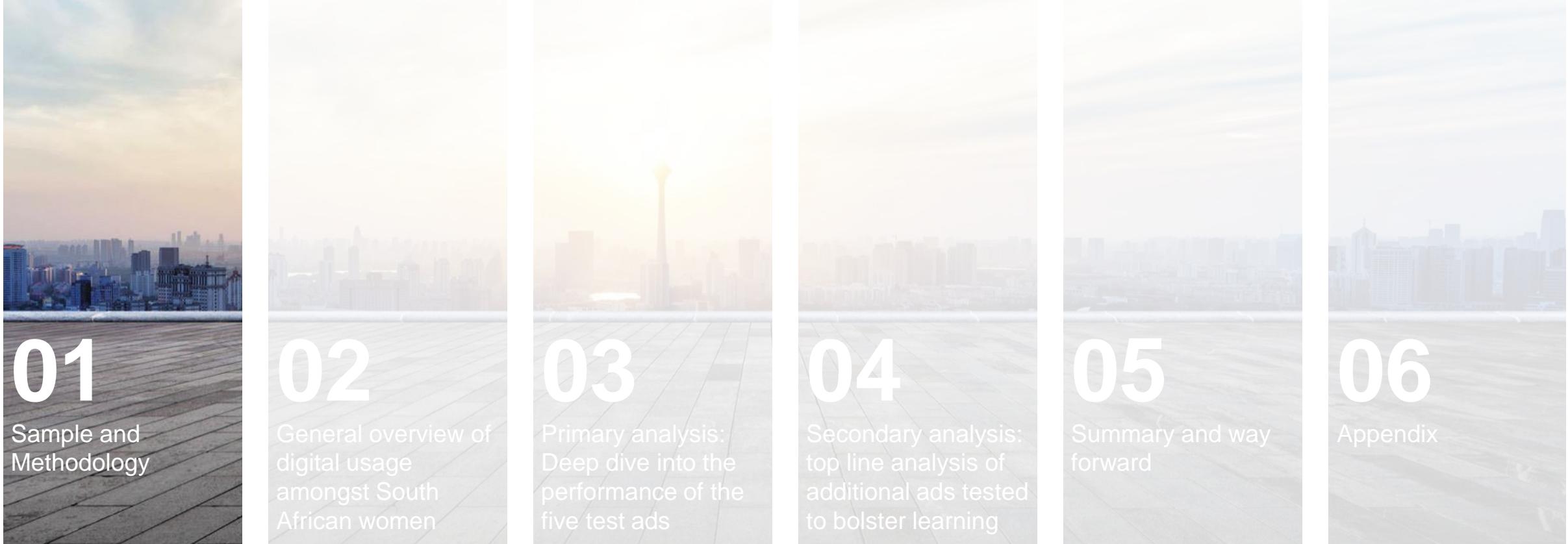
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# Sample and Methodology

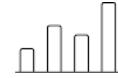


**Who**



Female, 18-25

**What**



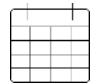
Digital Display Test

**Where**



South Africa (Total Market)

**When**



May 2021

**How**



Mobile



# How is the study conducted?

## PANELISTS



Panelists meeting the recruitment criteria are sent a mobile link to the survey.

## INTRO AND QUOTA's

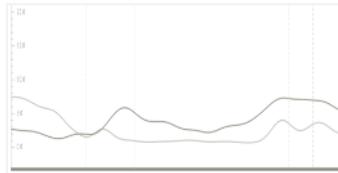


Respondents are asked further sample quota questions.

The sound and video quality of their phones are tested.

Should these criteria be met, respondent continue with the survey.

## IN CONTEXT SOFTWARE TRIGGERED



Respondents are directed into a live Facebook feed

## TEST AD 1<sup>st</sup> VIEW IN-FEED



Respondents are asked to scroll through the Facebook feed as they would in real time.

The software records there interactions. Session is timed

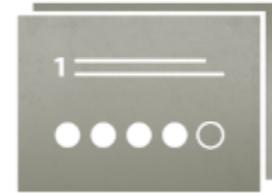
## TEST AD 2<sup>nd</sup> VIEW



Respondents are then asked to view the test ad in isolation

The software records there interactions. Session is timed

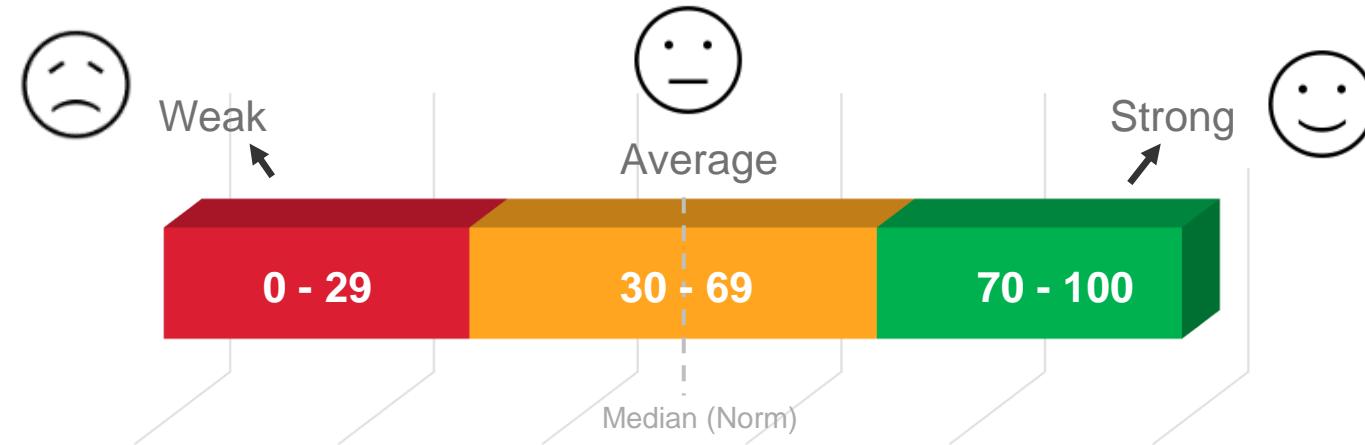
## SURVEY



Respondents continue with the survey, answering questions related to the advert.

**The results are shown as in percentile and are coloured according to performance against the respective South African Digital database**

How to read a percentile score?



Why the 30/40/30 split?

- With a standard Link sample and a symmetrical normative distribution, the split of cases that are significantly above the norm, at the norm, and significantly below the norm (at 95%) falls out close to 30%, 40% and 30% respectively
- Thus 70-100 is strong, 30-69 average and 0-29 weak

Where it is not possible to show the results as a percentile, it will be shown as a mean score compared to a norm.

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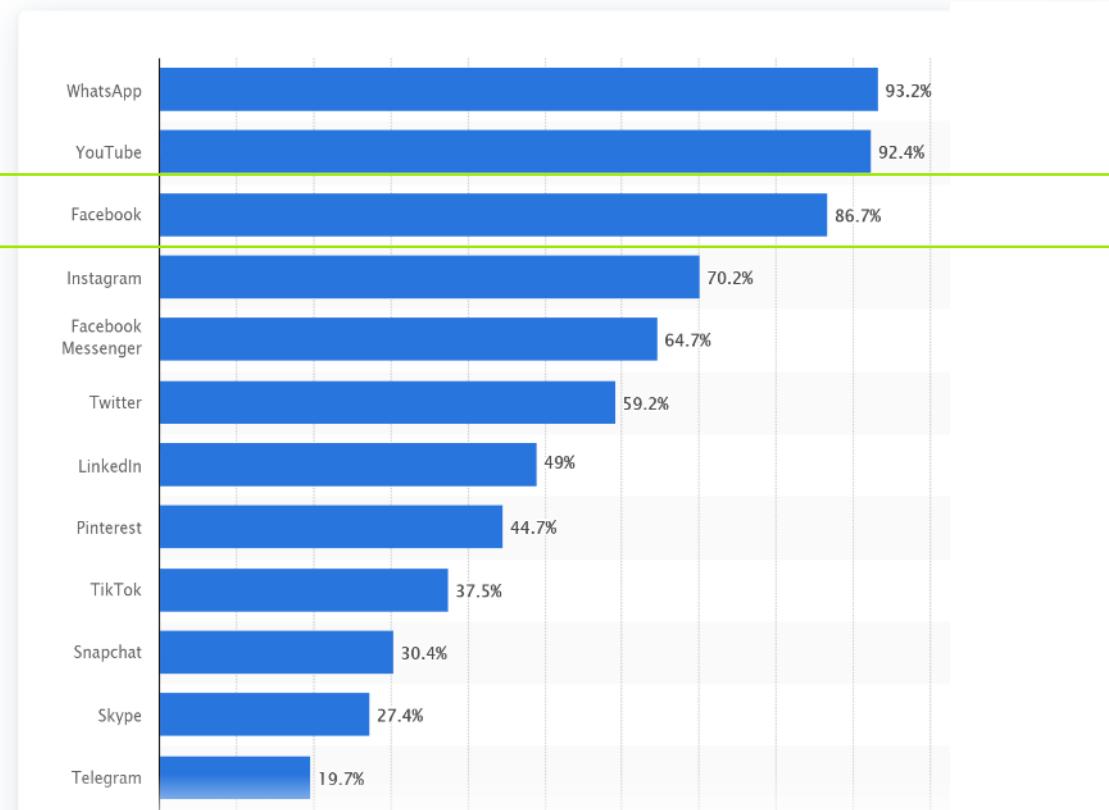
**06**

Appendix

# General overview of South African women digital media usage:



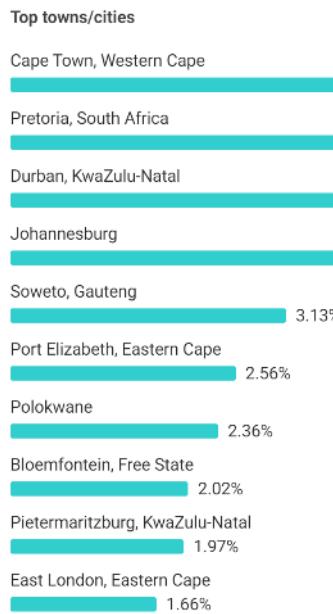
Most used social media platforms in South Africa as of the 3rd quarter of 2020



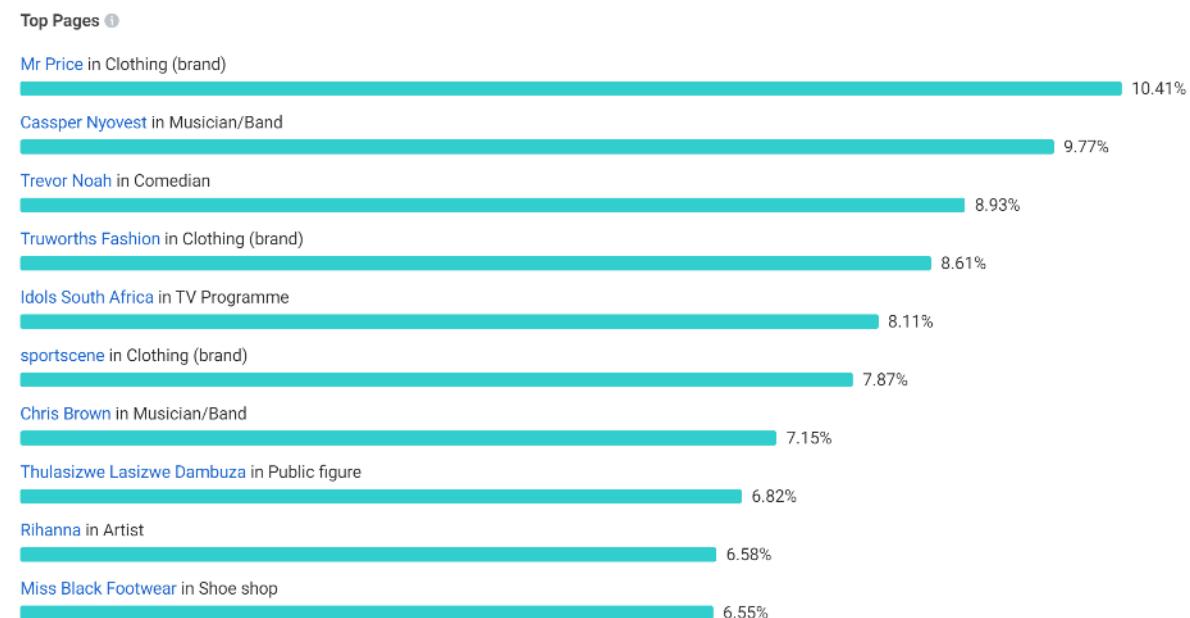
3<sup>rd</sup> party data

# Most young South African women search for fashion brands, musicians and celebrities on Facebook.

## Targeting regions based Facebook: regions in which women 18-24 reside



## Facebook Insights: females ages 18-24 in South Africa Very general interests: top pages searched for (June 7 2021)



3rd party data

**It is worth also noting the inherent, and violent, hardships South African women face. Protection against HIV is often a choice women don't get to make.**



Image: REUTERS/Sumaya Hisham

<https://www.weforum.org/agenda/2019/09/gender-based-violence-in-africa/>



<https://www.dailymaverick.co.za/article/2020-11-23-16-days-of-focusing-on-gbv-loading/>



<https://www.dailymaverick.co.za/article/2020-02-26-sopa-premier-to-act-on-gender-based-violence/>

## ***South Africa has the highest rate of rape in the world!***

"According to the World Health Organisation (WHO), South Africa has one of the highest rates of violence inflicted on women and girls in the world."

"51% of women in SA say they've experienced Gender Based Violence, with 76% of men saying they've perpetrated GBV at one stage in their lives"

"Femicide is five times higher in South Africa than the global average"

"According to a survey conducted by the South African Medical Research Council, approximately one in four men surveyed admitted to committing rape."

"Women ages 16-19 are four times more likely to be victims of rape or sexual assault, and female college students ages 18-24 are three times more likely to experience sexual assault".

"HIV – an estimated 16% of all HIV infections in women could be prevented if women did not experience domestic violence from their partners"

3rd party data

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To determine the winning asset we need to explore how consumers engaged with each ad



### Be noticed

Was the ad noticed?



### Engagement

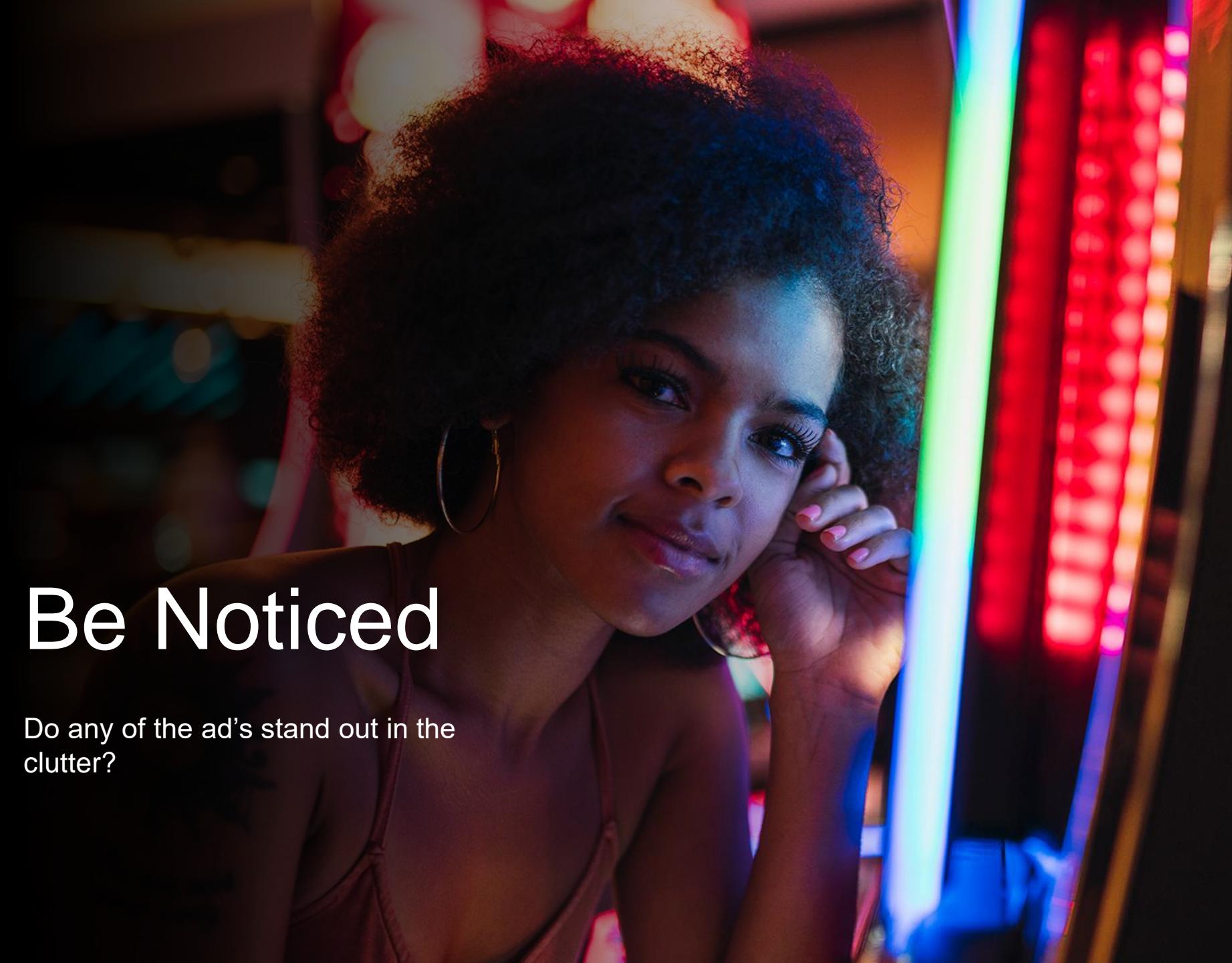
What behaviour did the ad trigger?



### Behavioural change

Did it imprint any meaningful associations?





# Be Noticed

Do any of the ad's stand out in the clutter?

The average South African would be exposed countless advertising including HIV specific posts

**The average  
number of adverts  
a person  
is exposed to on  
a daily basis:**

**Between  
6000 to 10 000!**



# Standing out on Facebook in South Africa, regardless of category, follows similar principles of successful advertising as other channels.

## Be Creative:

Use colours and vivid footage, but make sure the content is relevant and relatable



## Tell a story:

South African's are very literal – shoot for instant meaning



## Work with the brain:

Have a clear focal point to draw the eye – this is often a character



## Tell us who it is for:

Even in categories where there is no brand, South African's process advertising by looking for who or what is advertised



## To the point:

Message needs to be engaging, but simple and easy to read



The 5 posts were tested within a Facebook feed replicating a real-life context. The behavioural software allows a respondent to scroll as they would in real-time recording if they pause over the test ad

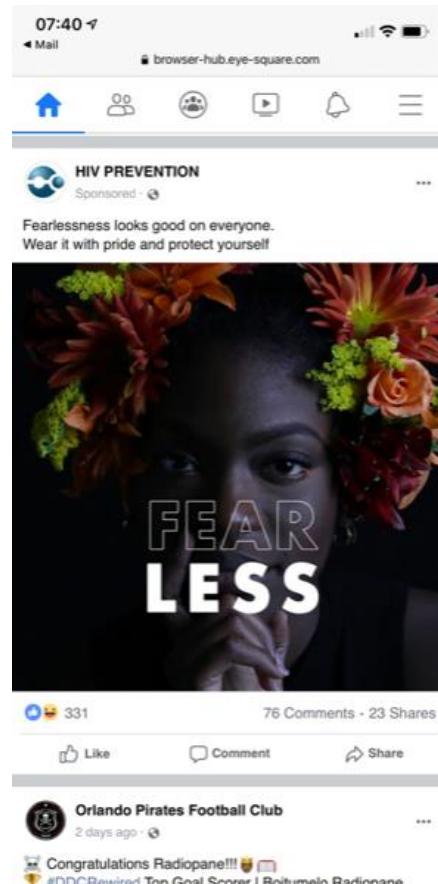
35 second viewing time



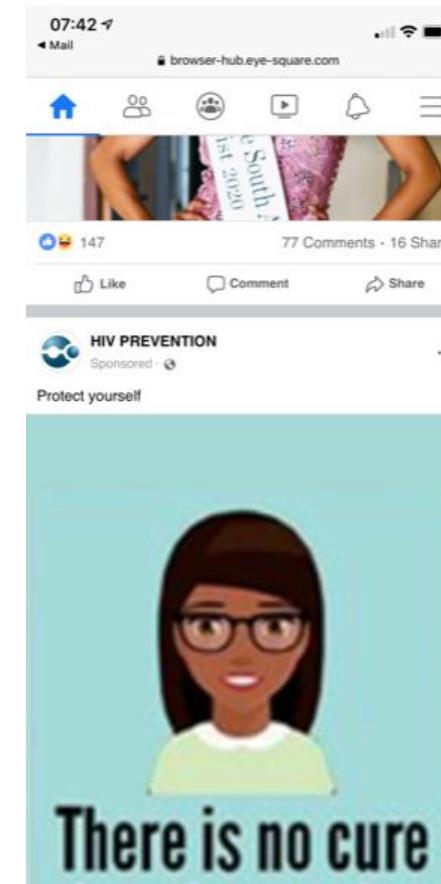
45 second viewing time



35 second viewing time



45 second viewing time



35 second viewing time



# Which of the test ads stood out the most causing consumers to stop and look?

The stopping power of "Dating app" is truth; the universal desire to know the outcome of a relationship before undertaking the risk whereas "Read our Lip" and "Fearless" stopping power is imagery driven.



Stopping power of the ad: will consumers stop at the ad (%)

Africa norm: 80%

89

88

85

81

80

**Video**

If our labia could talk, they'd say: "have fun, but remember safe is sexy". What would yours say? Join the conversation. #MyBodyMyRules

It would be amazing if dating apps predicted the future

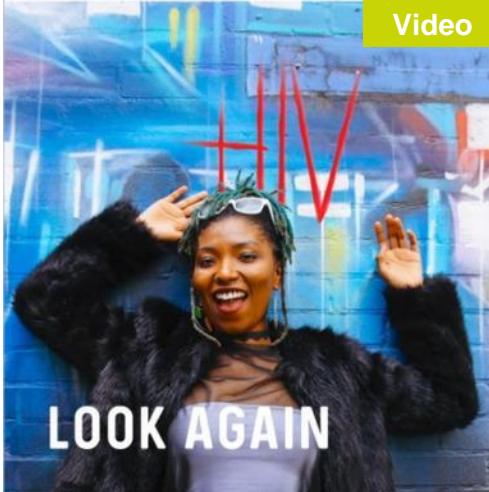


Fearlessness looks good on everyone. Wear it with pride and protect yourself.

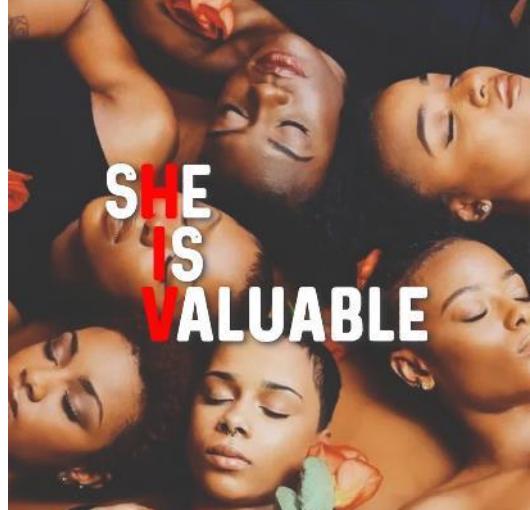


Don't be fooled. HIV is around you. Protect yourself.

**Video**



We don't deserve to be infected. Protect yourself.



If you came across this ad, would it make you want to stop what you're doing and look at it? (Y/N)

Ranked from highest stopping power to lowest stopping power

## "Dating App" garnered the most attention and emotional response. It was also the easiest to understand

But it also triggers negative emotional sentiment. Both "Dating App" and "Read our lips" make sure of shock imagery or language; both show a greater propensity to be noticed, but there is a need to resolve the negative emotion particularly for young girls in vulnerable environments where the scenarios mentioned are real not a possibility.

Advertising principle	Measures of stopping power	Performance Summary					Norm
		Dating App	Read our lips	Fearlessness	Don't be Fooled	She is valuable	
		<b>It would be amazing if dating apps predicted the future</b>  (Video)					
	Stopping Power (%)	<b>89</b>	<b>88</b>	<b>85</b>	<b>81</b>	<b>80</b>	<b>80</b>
Tell a story	Enjoyment (Percentile)	<b>82</b>	<b>79</b>	<b>91</b>	<b>48</b>	<b>36</b>	
Be Creative	Involvement (Percentile)	<b>100</b>	<b>76</b>	<b>55</b>	<b>58</b>	<b>73</b>	
Be Creative	Involvement: Words associated most with the advert:	<i>Interesting, Distinctive, involving, Disturbing, Unpleasant</i>	<i>Interesting, disturbing</i>	<i>Soothing, Gentle</i>	<i>Interesting</i>	<i>Interesting</i>	
To the point	Understanding (Percentile)	<b>64</b>	<b>36</b>	<b>36</b>	<b>48</b>	<b>39</b>	

Percentile: one number score which indicates where the ad falls within the distribution of ads within the South Africa Digital normative database

Involvement: consumers select words which they associate with the ad. Words shown in green are positive words, words in red are negative words

30TH PERCENTILE OR BELOW

31ST TO 69TH PERCENTILE

70TH PERCENTILE OR ABOVE

**Focus on youth and more fun communicative style is more effective for Protection Savvy while content that is more message dense with an educational focus is noticed by Conservative survivalists.**

Segment	Measures of stopping power	Performance Summary					Norm
		Dating App It would be amazing if dating apps predicted the future	Read our lips	Fearlessness	Don't be Fooled	She is valuable	
Protection Savvy	Stopping Power (%)	92%	95%	92%	100%	91%	
Conservative Survivalist	Stopping Power (%)	95%	97%	90%	93%	89%	80
Protection Savvy	Enjoyment (Mean score)	4.50	4.29	.4.48	4.36	3.90	
Conservative Survivalist	Enjoyment (Mean score)	4.27	4.43	4.35	4.04	3.97	4.12
Protection Savvy	Involvement (Words)	Interesting, Distinctive	Interesting, Distinctive,	Interesting, Gentle	Interesting, Soothing	Interesting, Soothing ,disturbing	
Conservative Survivalist	Involvement (Words)	Interesting, Distinctive, unpleasant, disturbing	Interesting, Distinctive, Involving	Interesting, Involving	interesting, Involving	Interesting, Soothing ,	NA
Protection Savvy	Understanding (Mean score)	3.81	3.47	3.44	3.72	3.43	
Conservative Survivalist	Understanding (Mean score)	3.71	3.54	3.47	3.55	3.46	3.59

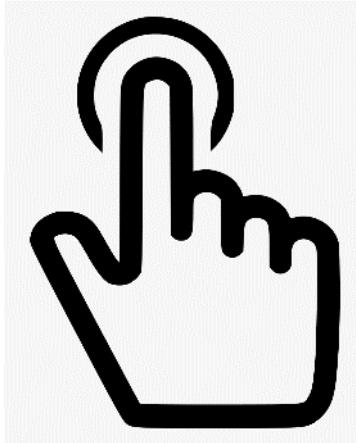
Involvement: consumers select words which they associate with the ad. Words shown in green are positive words, words in red are negative words

▲▼ Significantly above/below market norm to 95% confidence or above

## “Dating Apps” and “Read your Lips” show the greatest potential to be noticed – but what are consumers pulling out when they view each ad?

A neuroscience tool – stop and look was bolted on the study to guide insight into where consumers focus their attention. These results can be used to inform and potentially optimise the ease at which the ad works with the brain (focal point and characters)

*How does it work?*

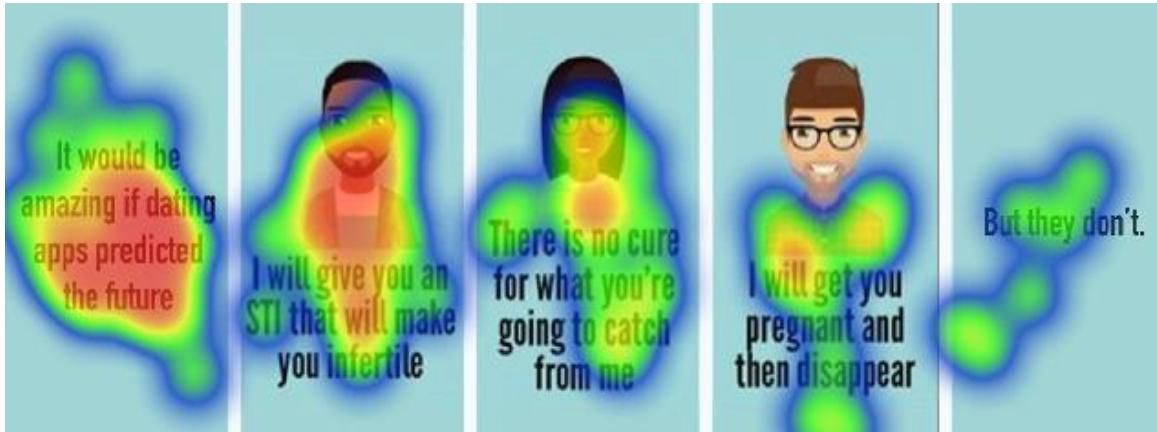


- A respondent is shown the ad and asked to click on the point which they look at first
- The ad then disappears and a consumer is asked in an open response question to explain why they looked there first
- The respondent is then shown the ad again and is asked to click where they look next, and so on

**“Dating App” video was shown as static image for the purposes of determining which frame (story) is given the most attention. The animation mutes focus on the characters in favour of a message; consumers naturally gravitate to the first frame, but interest wanes. This shows the strength of the ad lies in a truth or desire even if consumers struggle to verbally articulate it.**



What part of the ad from a visual perspective pulls consumer attention?



Verbatim responses

*'I wish there was an app that could predict the future'*

*'The animated picture looked interesting to look at.'*

*'Because it talks about STIs and what he talks about its very important into the readers to understand'*

Why did consumers look there first? *(Coded Response)*

#### **Positive Engagement**

The first block / was the first sentence of the ad / first one in the line	19%
Wanted to understand / know what the ad was about	8%
The pictures / animated pictures	5%

#### **Negative Engagement**

Most women fail to realize that love is not always about sex	1%
I'm afraid of pregnancy	1%
Scared of having unprotected sex	1%
Have seen many single mothers, so can relate	1%

On the next screen we are going to show you the ad again. Please click on the part of the ad that you looked at first. Please click on any additional areas you looked at. Select between 1 and 4 more areas.

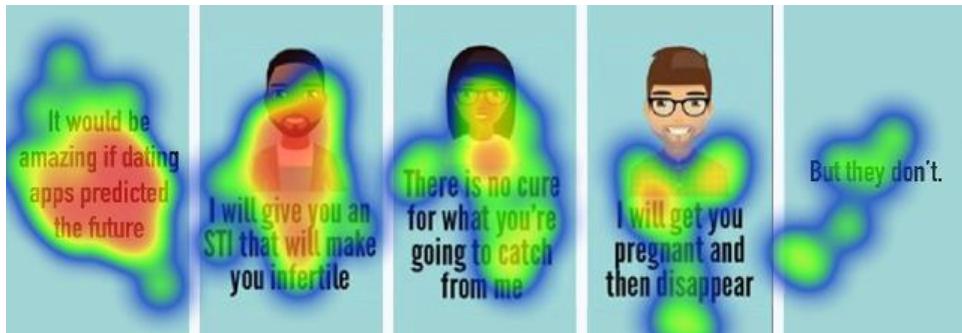
Darker spots on the heat map represent higher focus

On subsequent views, consumers give equal priority to the five frames of the story. While “Dating App” is video content, the neuro response to the ad when viewed as a static highlights the importance of story telling to support a lead frame.

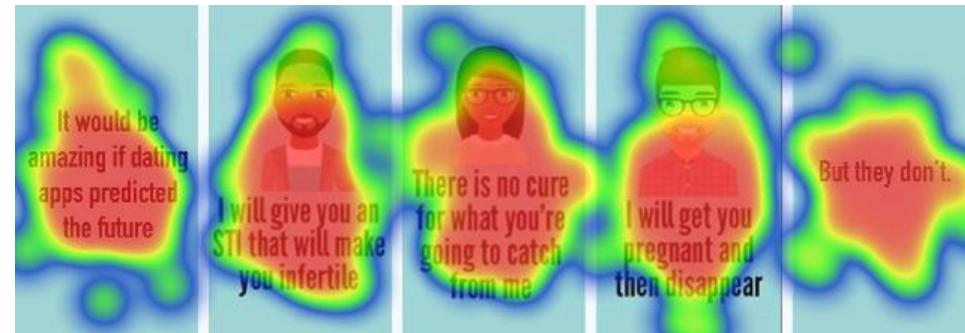


First focal point vs subsequent focal points

First Clicks



All Clicks



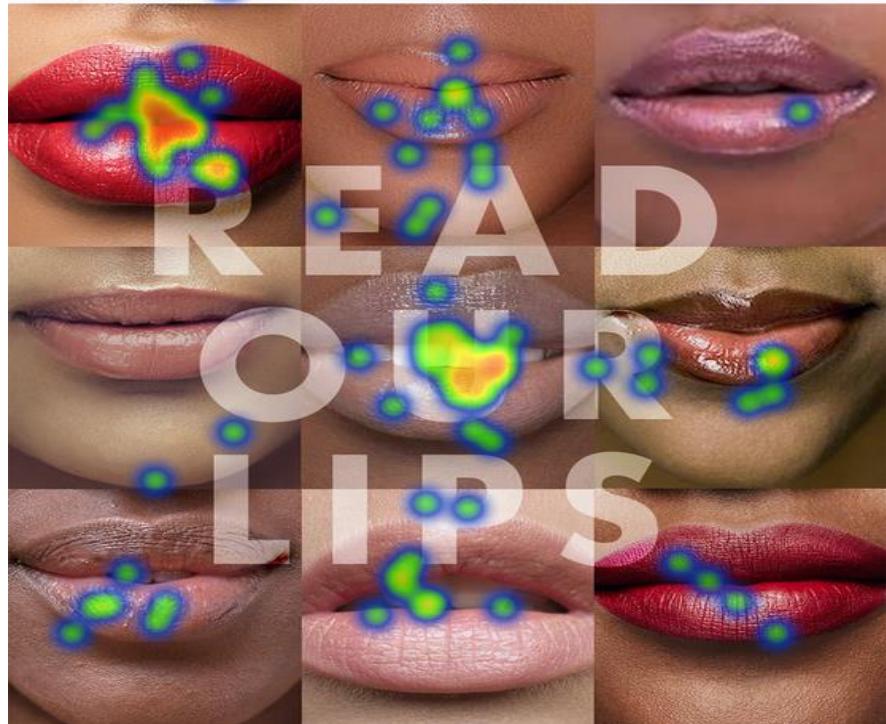
On the next screen we are going to show you the ad again. Please click on the part of the ad that you looked at first. Please click on any additional areas you looked at. Select between 1 and 4 more areas.

**“Read your lips” is image heavy which in itself makes this ad very overstimulating. Neuro response shows that consumers have more difficulty isolating a focal point. Mix of categories adds to cognitive processing, but what this result shows is the drawing power of colour, particularly red.**



What part of the ad from a visual perspective pulls consumer attention?

If our labia could talk, they'd say: “have fun, but remember safe is sexy”. What would yours say?  
Join the conversation.  
#MyBodyMyRules



Why did consumers look there first? *(Coded response)*

#### Positive Engagement

Lips (NET)

38%

Colour is bright / bold / attractive colours (ANY)

8%

The red lipstick caught my eye / the bright red lips are attractive / the bold red colour of the lips

4%

#### South African learning

- South Africa's process advertising very literally; it is likely that on viewing this ad they focused in on trying to find lips that resemble theirs or the shade of lipstick which they favour
- Mixing categories makes it harder for consumers to isolate “who the ad is for”.

On the next screen we are going to show you the ad again. Please click on the part of the ad that you looked at first. Please click on any additional areas you looked at. Select between 1 and 4 more areas.

Darker spots on the heat map represent higher focus

**Yet the mix of categories is ultimately diluting the impact this ad has to drive a HIV prevention message. The Lips dominate consumer attention as both primary and secondary focal areas.**

First focal point vs subsequent focal points



First Clicks



All Clicks



South African learning

- Some attention has been paid to the message.
- The message is long and uses academic language which the average consumer may not understand
- Visuals are easier to process; South African consumers often become overwhelmed by language causing them to disconnect.
- This propensity may be guiding consumers away from reading the message
- As a result, there is a big risk of misattribution.

On the next screen we are going to show you the ad again. Please click on the part of the ad that you looked at first. Please click on any additional areas you looked at. Select between 1 and 4 more areas.

**Unlike “Read your Lips”, consumers have given greater priority to the message over the image in “Fearless”. The desire to be fearless is universal – more so in South Africa in the context of GBV and femicide. This neuro response coupled with the learnings from “Dating Apps” shows the stopping power of a claim rooted in truth particularly for this category.**



What part of the ad from a visual perspective pulls consumer attention?

Fearlessness looks good on everyone.  
Wear it with pride and protect yourself.



Why did consumers look there first? *(Coded response)*

#### **Positive Engagement**

The writing was big, bold / it's written in big letters / capital letters	19%
It's interesting / it attracted me / it's captivating	15%
It's bold	7%
It's right / pop of colour / it's colourful	7%
The model / woman's face / the Black woman	6%
The beautiful woman / the beauty of the face / the model is beautiful	4%
The word 'Fearless'	4%
The beautiful flowers / the flowers attracted me	4%
The writing is at the centre of the ladies face / it's at the centre	3%
The message written / to read the message	3%

On the next screen we are going to show you the ad again. Please click on the part of the ad that you looked at first. Please click on any additional areas you looked at. Select between 1 and 4 more areas.

Darker spots on the heat map represent higher focus

The message continues to dominate consumer attention as a secondary focal point. More attention is given to the character, but there is also evidence that consumers are looking for more of story/ context to the message (evident by the sporadic heat zones outside of the main image)

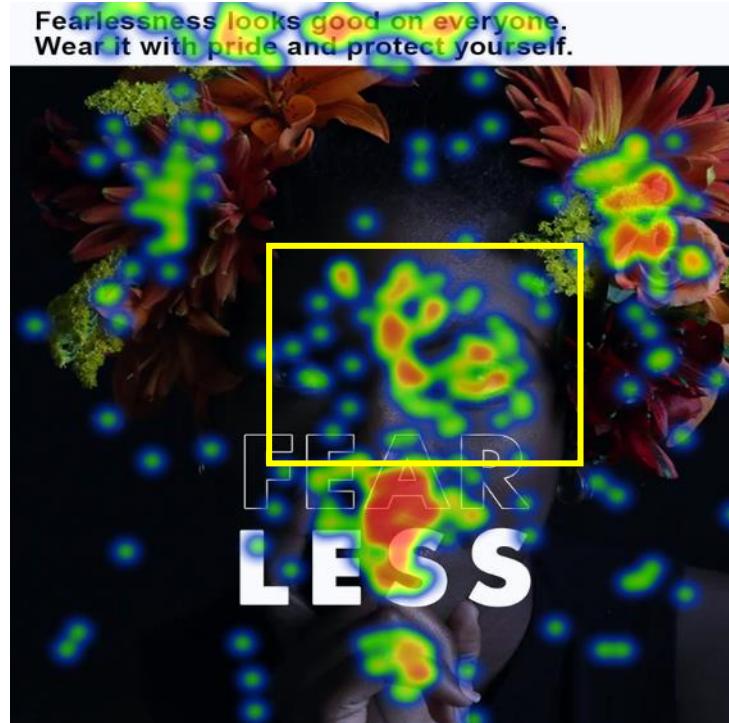
First focal point vs subsequent focal points



First Clicks



All Clicks



### South African learning

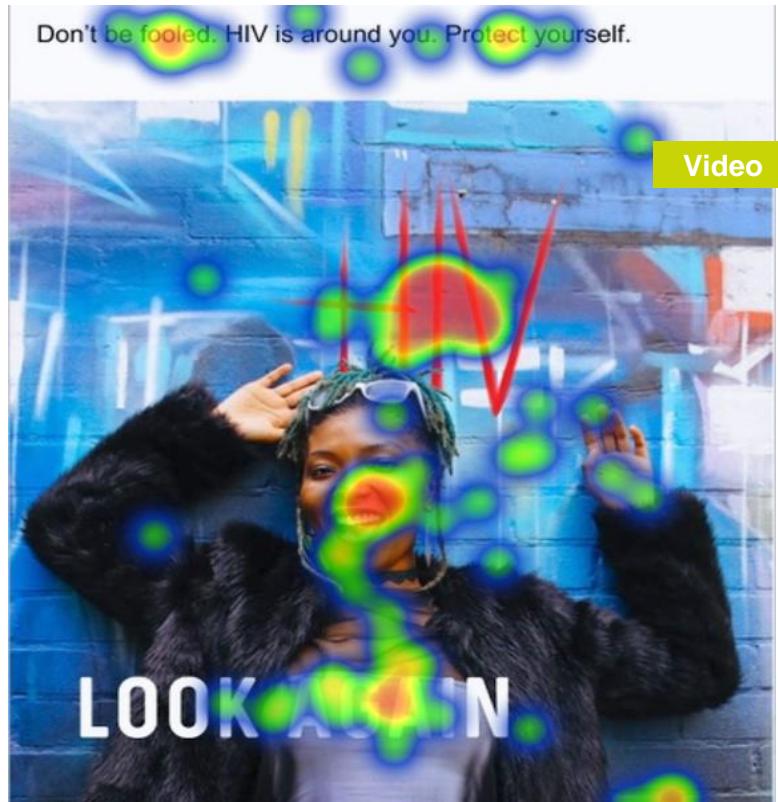
- Secondary attention has been given to the character's expressions.
- Expressions are a very powerful communicative tool in South Africa.
- The image is dark – dark images often struggle to land in South Africa where consumers prefer lighter images ( both in colour and tonality). This is why consumers have focused in on the flowers.
- A good learning from this ad is the power of expressions even if the image / character itself does not resonate.

On the next screen we are going to show you the ad again. Please click on the part of the ad that you looked at first. Please click on any additional areas you looked at. Select between 1 and 4 more areas.

**“Don’t be Fooled” is the only ad in which HIV was a pulling factor for consumers. Confirming what was learnt from “Read our Lips”, red is effective especially against the backdrop of a multicoloured template. Respondents also draw on her happy demeanour – while a positive, it is at odds with the message**



What part of the ad from a visual perspective pulls consumer attention?



Why did consumers look there first? (*verbatim response*)

#### **Positive Engagement**

The red stood out / red colour attracted me to look at it first	14%
The lady is happy / the lady's smile / saw a happy face	10%
It's written in a big font / big letters	8%
The use of colour / the colours / it's bright	7%
HIV / word 'HIV' attracted me	5%
It's bold	5%
The woman / girl / she's beautiful	4%
The outstanding style of the HIV type / the font / lettering	4%

Darker spots on the heat map represent higher focus

On the next screen we are going to show you the ad again. Please click on the part of the ad that you looked at first. Please click on any additional areas you looked at. Select between 1 and 4 more areas.

**Secondary attention is split between the message and the character. This ad, while not commanding as high level of attention, does get the balance between message and character focus.**

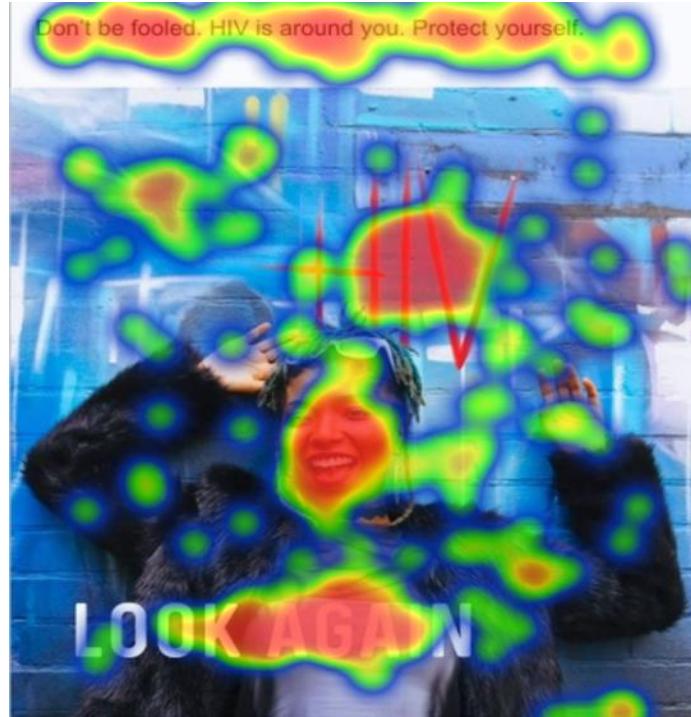
First focal point vs subsequent focal points



First Clicks



All Clicks



South African learning

- South African consumers are colour sensitive – this image is light making it easier to read.
- The character also appears to be relatable
- However, the ad is still very passive in terms of response.
- While the balance of message and image may be solid, consumers struggle to understand it – it does not have instant meaning.

*Don't be Fooled*



(Video)

81

48

58

Interesting

48

On the next screen we are going to show you the ad again. Please click on the part of the ad that you looked at first. Please click on any additional areas you looked at. Select between 1 and 4 more areas.

**While the weakest in terms of grabbing attention, it is arguably the strongest from a message delivery perspective. The interplay between the message and HIV is the primary focal point for consumer attention. The learning for this copy is to balance image with message – it is currently too passive!**



What part of the ad from a visual perspective pulls consumer attention?



Why did consumers look there first? (*verbatim response*)

#### **Positive Engagement**

The words/ to read what the ad says / the title / that's where the information is / to find out about the ad	10%
Words are bold / bold letters / words stood out / the boldness	8%
The bold red writing / it's bright in red / it stands out because of the bold red colour	8%
The writing caught my eye with the red and white / bold letters with different colours	5%
The picture	4%
It's interesting / eye-catching	3%
It's colourful / looking at the different colours	3%
The women	3%
The women are attractive / beautiful women in the ad	3%
Saw a rose, love roses / love flowers	3%
The message / loved the message	3%
Message caught my attention / is eye-catching	3%

On the next screen we are going to show you the ad again. Please click on the part of the ad that you looked at first. Please click on any additional areas you looked at. Select between 1 and 4 more areas.

Darker spots on the heat map represent higher focus

As with “Don’t be Fooled” secondary focus is still message driven, but consumer attention does move to the characters. The characters however don’t work hard enough to drive stopping power because they are too passive – they don’t appear to engage with each other and closed eyes disconnects them from viewer.

#### First focal point vs subsequent focal points



First Clicks



All Clicks



#### South African learning

- The use of different women, or multiple characters is both a virtue and a vice in South Africa.
- If each character has a role in the story, multiple characters can work hard to create stopping power. A consumer will look to find themselves in the ad.
- If shown passively, it dilutes focus weakening engagement
- Perhaps this ad highlights the potential to showcase diversity strengthening the claim made in the ad.

On the next screen we are going to show you the ad again. Please click on the part of the ad that you looked at first. Please click on any additional areas you looked at. Select between 1 and 4 more areas.

**Each ad showcases how either a truth, image or message can drive stopping power. Grabbing attention is a necessity, once consumer attention has been earned, it is critical that it translates to understanding.**

Understanding for all five ads is within expected levels against the South African digital database. Aside from “Dating Apps” understanding is at the lower end of the distribution suggesting that the ad didn’t deliver on instant meaning.



Advertising principle	Measures of stopping power	Performance Summary				
		Dating App	Read our lips	Fearlessness	Don't be Fooled	She is valuable
		<b>It would be amazing if dating apps predicted the future</b>  (Video)	<b>READ OUR LIPS</b> 	<b>FEAR LESS</b> 	<b>LOOK AGAIN</b> 	<b>SHE IS VALUABLE</b> 
To the point	Understanding (Percentile)	64	36	36	48	39
		While not rooted to HIV, the claims are simple and explained.	Mix of categories and academic language hurt understanding. .	The idea of “Fearless” may have been understood, but consumers searched for context. The image didn’t help explain the message visually. .	Consumers took out the HIV message, but likely didn’t understand the metaphoric undertones	Attention was on the message, but the image is not working hard enough to visually depict the claim. .

How easy was it to understand what was going on in the ad?

## Summary of learnings

- 1 Claim or message which is rooted to a universal, human truth is a powerful hook to grab attention
- 2 An image and message need to tell the same story; an image will be used by a consumer to understand a claim.
- 3 Mixing categories risks misattribution and dilutes message focus
- 4 Colours and tonality are effective communication tools; red draws attention, but consumers tend to respond better to lighter imagery
- 5 Expressions; both of intensity and happiness are effective tools to grabbing attention

# Engagement

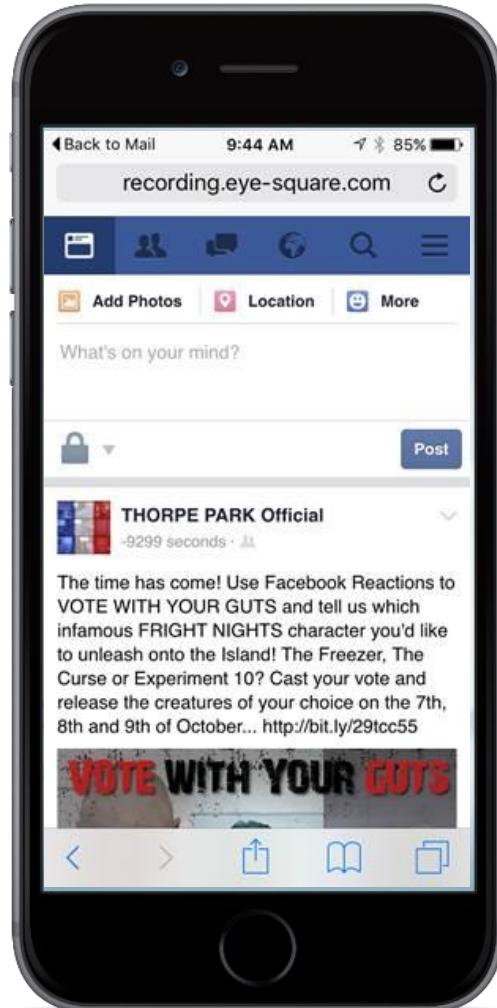
Will consumers interact with the ads in a meaningful way?



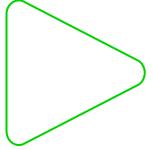
## All five ads where tested in-context in a “public news-feed”

### Benefits of a “Public News-Feed”

- Public newsfeed does not contain the respondents personal Facebook news feed content
- A public news feed the page is dynamic. The public news feed subscribes to live Facebook public content that is relevant to each country, so the content is constantly and automatically updated.
- Similar to Facebook the order of the content is always changing. With public news feed the same framework can be used across countries but it can be customized to subscribe to popular local Facebook public content.



## Live context allows us to capture a number of key behaviours



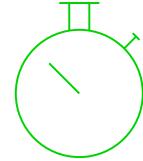
### Played whole ad

Are people engaged enough to watch the entire ad?



### Retention

How long do people stay engaged for?



### Average time of skip

What are the scenes or points in the ad where we lose people?



### Interaction

Does it facilitate a conversation?

# Key Behavioural Measures

<u>VIDEO</u>		<u>FB</u>	<u>Exposure</u>
<b>&amp; AVERAGE % OF AD VIEWED</b>	Lead measure	X	1 <sup>st</sup>
<b>RETENTION CHART</b>	A second by second read of the % of people watching the ad	X	1 <sup>st</sup>
<b>AVERAGE TIME OF SKIP/FIRST SKIP TIME</b>	When people stopped watching the ad on average	X	1 <sup>st</sup>
<b>PLAYED AD</b>	% of people who played the ad	X	1 <sup>st</sup>
<u>DISPLAY</u>			
<b>VISIBILITY DURATION</b>	How long the ad was viewed	X	1 <sup>st</sup>
<b>HOVER % AND DURATION</b>	% of people who placed their cursor or finger over the ad and how long that lasted	X	1 <sup>st</sup>
<b>CLICK IMAGE %</b>	Those who clicked on the ad	X	1 <sup>st</sup>
<b>INTERACTIONS</b>	What to expect and the importance of click image	X	Net of 1 <sup>st</sup> and 2 <sup>nd</sup>

The first frame was highly engaging; everyone noticed the ad within the feed. The text focus and vector imagery do provide new, engaging elements for viewers. The story telling which followed does hold up – the average percentage of the ad viewed in full is slightly higher than the norm.



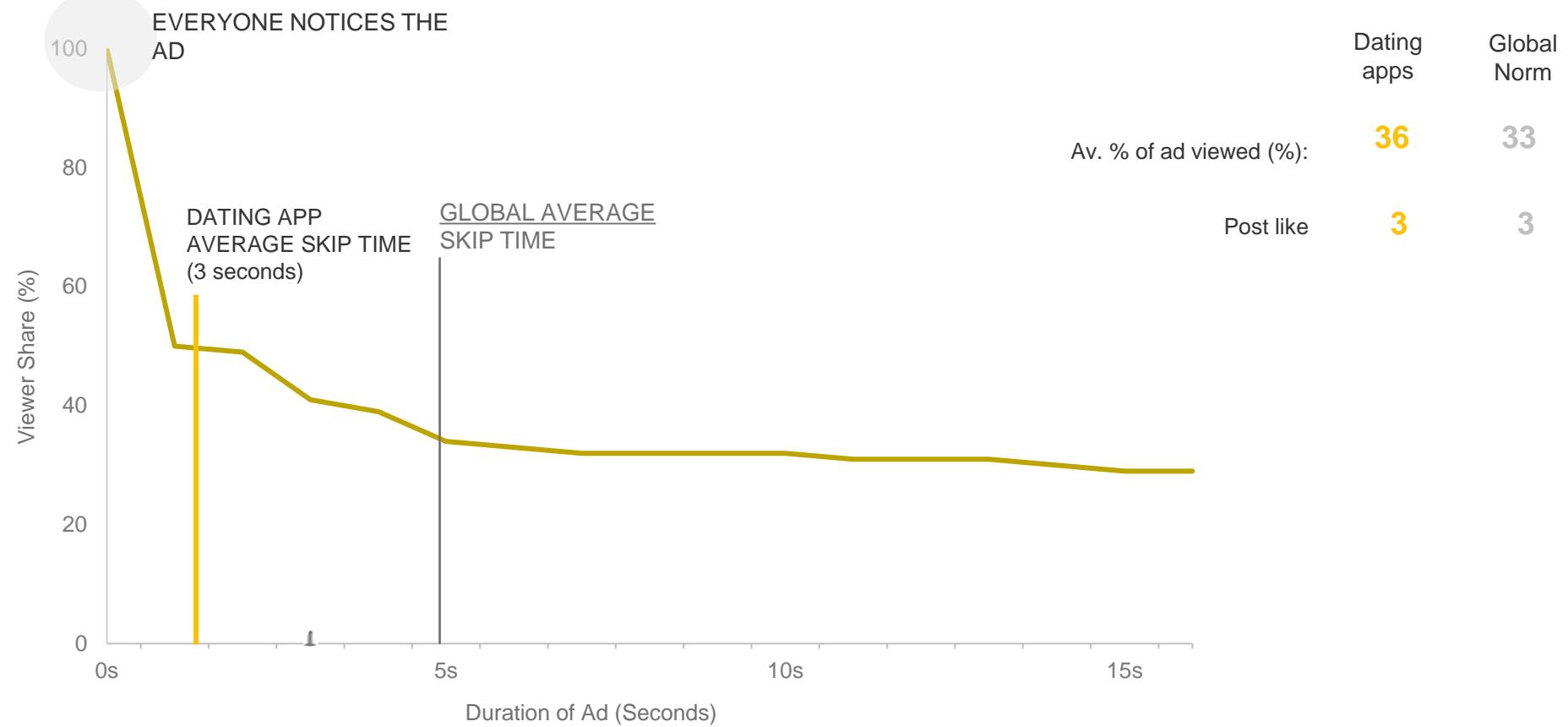
Behavioural metrics: video

## INVOLVEMENT

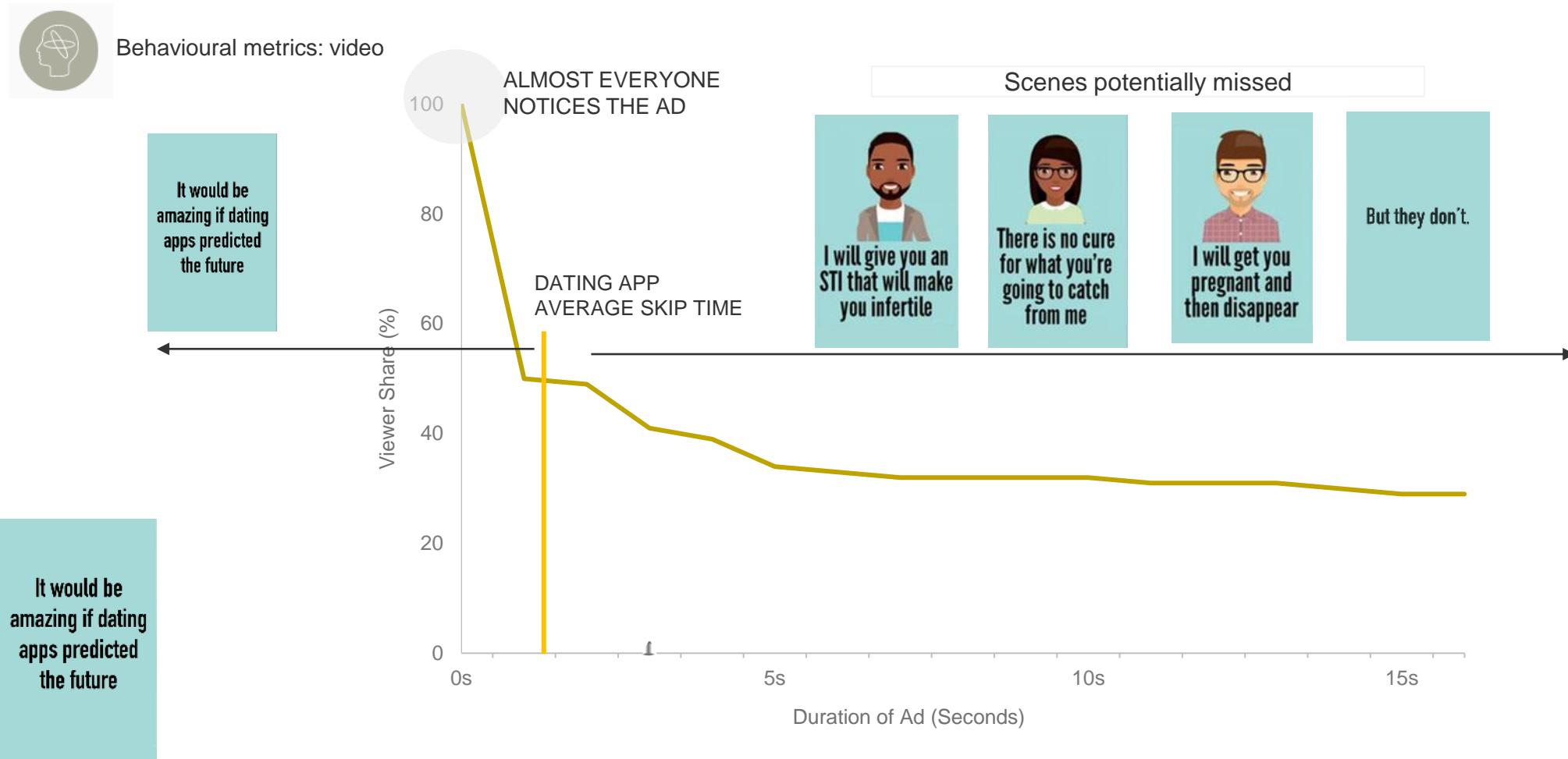
**Top 1%**  
of all digital ads

Score: 100<sup>th</sup> percentile

It would be  
amazing if dating  
apps predicted  
the future



However, there is a tendency for consumers to skip the ad at 3 seconds. The slight lag between frames has meant that most consumers have only been exposed to the first frame. The implication is that the full message will unlikely be conveyed limiting the overall potential for this ad to influence a behavior change



Average percentage of the ad viewed are slightly lower for "Don't be Fooled". The tone is at odds with a smiling character and sombre message. This dissonance is not enough to drive engagement despite being a very short clip

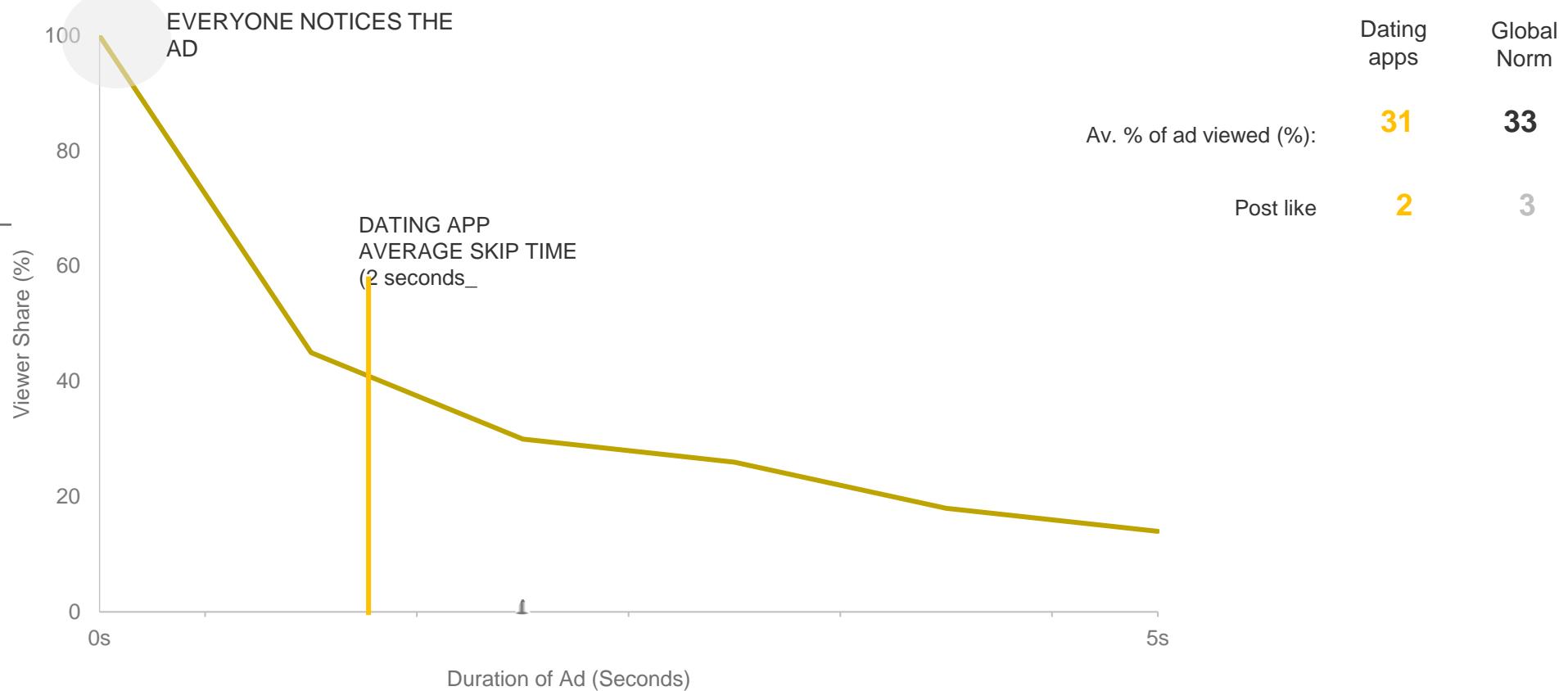


Behavioural metrics: video

## INVOLVEMENT

Middle  
of all digital ads

Score: 58<sup>th</sup> percentile



**Positive interaction is the highest with “She is Valuable” – more consumers are likely to comment on the post due to better message take out. This also aligns with the higher levels of over engagement felts towards this ad.**



### Behavioural metrics: Static Images

If our labia could talk, they'd say: "have fun, but remember safe is sexy". What would yours say? Join the conversation. #MyBodyMyRules

Active involvement: 58<sup>th</sup> percentile



Interaction		AV
Clicked on the image	14	40
Share	1	0
Comment	5	0
Post like	10	3

Fearlessness looks good on everyone.  
Wear it with pride and protect yourself.

Active involvement: 55<sup>th</sup> percentile



Interaction		AV
Clicked on the image	29	40
Share	1	0
Comment	7	0
Post like	16	3

We don't deserve to be infected. Protect yourself.

Active involvement: 73<sup>rd</sup> percentile



Interaction		AV
Clicked on the image	27	40
Share	3	0
Comment	15	0
Post like	111	3

## **What did consumers like and dislike about each ad after interacting with it?**

Consumers are given an opportunity to say what they liked and disliked about each ad. A consumer is not forced to respond, they may choose to select a none option.

How are the questions asked?

### **LIKES**

Question wording: Tell me everything you liked about the ad.

### **DISLIKES**

Question wording: Tell me everything you disliked about the ad.



Consumer responses are then coded into themes and reported as such. Verbatim responses are also provided where applicable to give a feel of consumer sentiment.

The creative idea behind “Dating Apps” (built on a truth) pulls out as the aspects most liked about the ad proving again the strength of a human truth to grab attention and prompt interaction. Aspects disliked could easily be overcome through minor creative optimisations, but there is some indication of the need to root the message more clearly to HIV prevention

It would be amazing if dating apps predicted the future

Aspects Liked	
REAL EXAMPLES   HUMAN EXPERIENCE	10%
PREVENTION MESSAGE (NET):	7%
HIV PREVENTION:	5%
PREVENTION (ANY EXCEPT HIV):	3%
GENDER INCLUSIVE:	5%
STAY SAFE (GENERIC):	5%
RISK OF DATING APPS:	4%
HIV AWARENESS:	3%

Verbatim Response

'I liked that it felt so intense, and it really made the message stick in your head. It is very clever as well because it is so relevant to modern days.

'I like it because it shows the reality of how some men think about women. And it shows how we as women can prevent ourselves from HIV

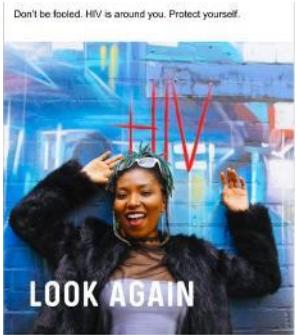
Aspects Disliked	
TRIVIALISES HIV:	3%
TOO QUICK AND ENDS ADRUPTLY	3%
FELT UNCOMFORTABLE	3%
WEAK HIV LINKAGE:	1%
CONFUSING	1%
STEREOTYPED	1%

'Theme does not look well to me with the message. It also seems more about either a dating app or negative reviews on dating apps rather than HIV.

Generic response such as “Like everything” / “Interesting” / Eye catching” are not shown as they do not provide insight to inform the strengths or weakness of the ad

Tell me everything you liked about the ad / Tell me everything you disliked about the ad.

The character is well liked; it was a primary element causing consumers to stop scrolling. While there is some liking of the HIV message, it is unlikely to have an impact due to weak understanding. This indicates that this ad and style of message delivery should only be considered for flighting towards the back-end of the campaign once the HIV prevention message has had a chance to synthesise



Aspects Liked	
CHARACTER (NET)	13%
COLOURS (ANY)	8%
HIV PREVENTION	5%
HIV AWARENESS	3%
HIV PROTECTION	2%

Aspects Disliked	
CONFUSING   UNCLEAR	4%
WEAK REPRESENTATION (GENDER)	3%
WALLPAPER   DOES NOT STAND OUT	3%
MADE LIGHT OF HIV	2%

#### Verbatim Response

'I liked seeing the young lady just like me to show that even us the youthful generation should be alert about HIV prevention.'

'I liked the fact that it is advertising about HIV and more people will know about HIV prevention'

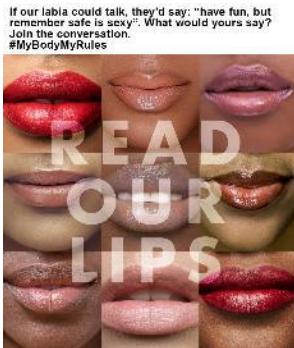
'The ad has a lot going on and I can't just see what the ad is about. I see the person first then I have to check what is written'

'It made the issue on HIV seem trivial and something not to be taken seriously by focusing on the girl than the issue at hand'

Generic response such as "Like everything" / "Interesting" / Eye catching" are not shown as they do not provide insight to inform the strengths or weakness of the ad

Tell me everything you liked about the ad / Tell me everything you disliked about the ad.

The visuals of the lips dominate interaction with this ad both positively and negatively. To ease this tension is arguably a need to simply the ad both from a message and visual perspective.



Aspects Liked	
LIPS (ANY)	12%
STAY SAFE (GENERIC)	9%
CHARACTER DIVERSITY	7%
HIV PREVENTION	5%
METAPHOR	4%
CAPTION (GENERIC MENTIONS)	3%

Aspects Disliked	
UNCLEAR MESSAGE	5%
CATEGORY MISATTRIBUTION	4%
VISUAL OVERSTIMULATION	3%
WEAK REPRESENTATION (GENDER)	3%
CONFUSING	3%
NOT PROVOKING	2%

#### Verbatim Response

'I liked that it was out of the box thinking, using lips as to say if our private parts could speak, we would have to listen'

'I like how it is not your typical HIV Prevention ad. It has a different approach.'

'The lips were a bit too much for me, maybe only one lip could have been used instead of many because they are a little disturbing, i found myself trying to read what they may be saying and couldn't figure anything out'

'The picture of lips, how does it relate to HIV prevention?..an ad should display pictures that will portray the main idea of the ad.'

Generic response such as "Like everything" / "Interesting" / Eye catching" are not shown as they do not provide insight to inform the strengths or weakness of the ad

Tell me everything you liked about the ad / Tell me everything you disliked about the ad.

The “Fearless” truth may have grabbed attention, but when consumers have had time to digest the ad they question the link to HIV. The neuro response showed that consumers were looking to the image to contextualise the message. The absence of this has meant that this ad has produced the highest levels of dislikes centred specifically at the connection to HIV prevention.



Aspects Liked	
VISUALS (NET):	18%
PICTURE (GENERIC):	11%
CHARACTER:	5%
FLOWERS:	4%
EMPOWERMENT	7%
FEARLESSNESS (PHRASE)	5%
HIV PREVENTION	3%

#### Verbatim Response

'What I like about the ad is that it was well presented it does not show someone who is sick something, but it shows someone who is confident with herself'

'I loved the bold print of the word "fearless" it makes you want to stop and have a look.'

Aspects Disliked	
WEAK MESSAGE (NET)	11%
WEAK HIV CONNECTION	7%
WEAK MESSAGE (ANY)	5%
WEAK REPRESENTATION (GENDER)	4%
IMAGE MISALIGNMENT	4%

'I disliked that there were no red colors to indicate its HIV PREVENTION'

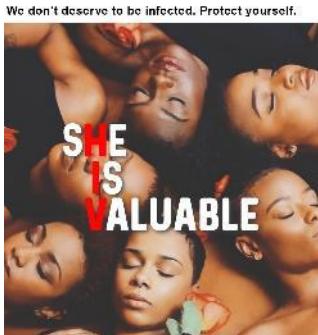
'I feel like they could have used a different picture to convey the message.'

'It doesn't give much information about HIV prevention therefore it won't be that easy to catch people's attention. We really need to hear about HIV prevention which will also result in being difficult to spread the word about HIV prevention as people will just be passing the ad'

Generic response such as "Like everything" / "Interesting" / Eye catching" are not shown as they do not provide insight to inform the strengths or weakness of the ad

Tell me everything you liked about the ad / Tell me everything you disliked about the ad.

**Engagement with “She is Valuable” was the highest amongst the static images tested; this was a result of the high take out of the message. For a message to come through as an aspect liked shows that it has committed to memory. Yet, the ad’s ability to grab attention was weak – aspects mentioned at dislikes proves that image is not strong enough to uphold the power of the message.**



*Verbatim Response*

Aspects Liked	
ANY MESSAGE (NET)	21%
HIV PREVENTION	9%
HIV PROTECTION	8%
OTHER (WOMEN DESERVE BETTER)	5%
CHARACTER DEPICTION	16%
GENERIC	5%
MESSAGE STYLE	5%

"I loved that it placed women at the centre of the message. I love how they lay down in a circle, which showed unity or the spirit of sisterhood. The colours they wore and that were used in the tagline included red, which to me symbolises the power of a woman and is smart as HIV is associated with that colour. "She is valuable" was such a beautiful thing to read on the advertisement because we also tend to forget that we are people and deserve a lot better. It also tells me that the point is to value and respect their partners enough to make sure and take preventative measures so that they do not contract HIV."

Generic response such as "Like everything" / "Interesting" / Eye catching" are not shown as they do not provide insight to inform the strengths or weakness of the ad

Tell me everything you liked about the ad / Tell me everything you disliked about the ad.

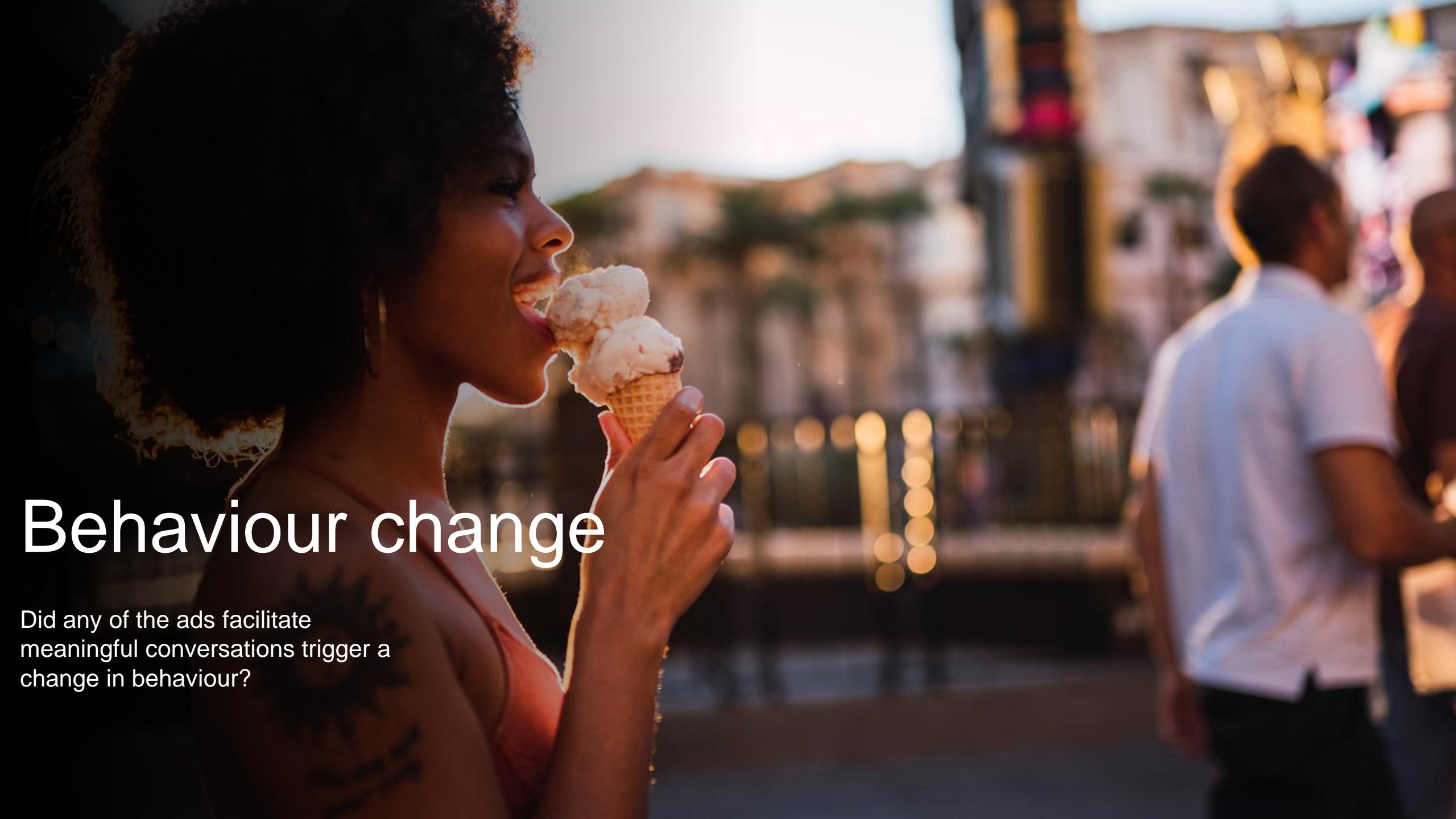
Aspects Disliked	
WEAK REPRESENTATION (GENDER & RACE)	19%
WEAK HIV IMAGE	6%
WEAK STAND OUT FACTOR	5%
WEAK INFORMATION	3%

"I did not like how boring it looked. An ad needs to look appealing so that people would stop to stare at it"

"The ad only had women. The phrase include "she". This implies the patriarchy norms of women doing prevention while men are not included. A woman can prevent but if a Man doesn't prevent then what's the purpose. HIV affects everyone regardless of gender."

## Summary of learnings

- 1 The connection between audience and ad must be instant and maintained. Avoid lags or long pauses between story frames otherwise consumers will skip regardless of the strength of the first frame.
- 2 There is a need to clearly make sure that the message of each ad roots back to HIV even if the purpose is to be used to build awareness.
- 3 There need to be synergy between the message and image – both need to work hard to grab attention and to drive interaction
- 4 Be mindful of representation. While not a show stopper for any of the ad's tested, consumers have made mention of the need for representation – gender and race.



# Behaviour change

Did any of the ads facilitate meaningful conversations trigger a change in behaviour?

To facilitate a meaningful conversation and have a lasting impact, the ads need to convey a message which is understood, relevant and new.

How we will determine whether these ads spark a meaningful conversation and change behaviour



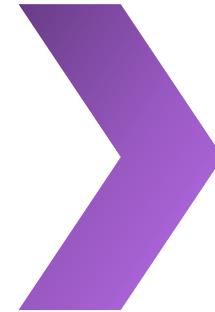
Message check



Relevant

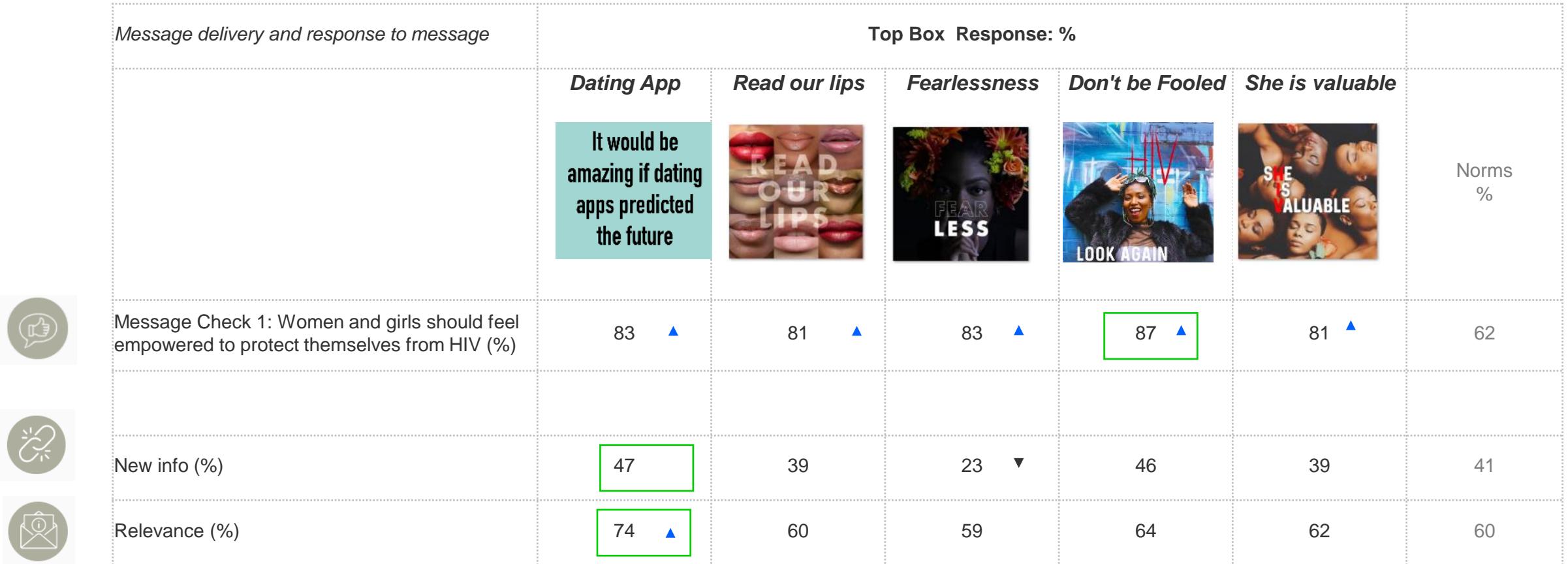


New News



Behaviour change

Positively, all 5 ads tested deliver high message take out on a prompted level. However, learnings from aspects liked / disliked show the need to still strengthen instant meaning and message clarity rooted back to HIV Prevention. This is likely the reason by response to messaging (news new and relevance) is still at expected levels.



Potentially one of the reasons why “Fearless” is not garnered any news is because the claim has high visibility in the South Africa thanks to the 1<sup>st</sup> for Women insurance “ Fearless” campaign.



Images taken from 1<sup>st</sup> for Women website (<https://www.firstforwomen.co.za/>)

Overall “Dating Apps” shows the greatest potential to motivate a change in behaviour. It grabs attention, consumers interact positively, they like that is based on truth or a desire. The message and the delivery of the message is relevant and new.

*How would the advert affect what you do about HIV Prevention?*

Statement (rating scale)	Top Box Response: %				
	Dating App	Read our lips	Fearlessness	Don't be Fooled	She is valuable
<b>It would be amazing if dating apps predicted the future</b>					
Much more likely to behave / take action on what the ad is trying to achieve (%)	81	78	70	77	77
Little more likely to behave / take action on what the ad is trying to achieve (%)	11	12	17	14	15
Makes no difference (%)	7	9	13	9	9
Puts me off behaving/ take action on what the ad is trying to achieve (%)	1	1	0	0	0

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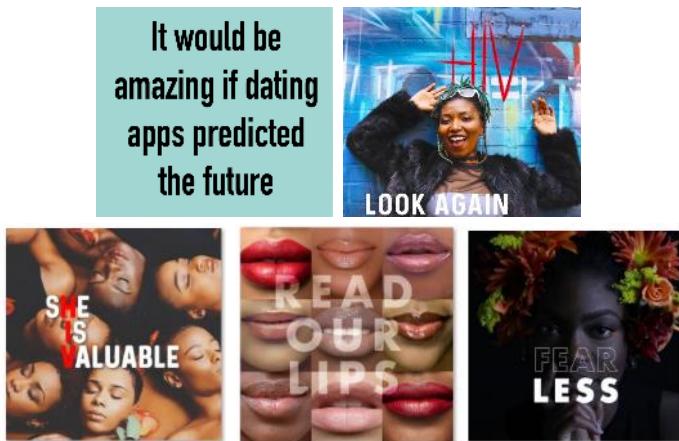
Summary and way  
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Appendix

As a value ad to gather more insights into how South Africa young women respond to HIV prevention advertising, we tested two additional ads which were more direct, more aligned to traditional HIV advertising.

## Test ads



v s

## Direct ads



As expected, enjoyment for both ads is very low. With no human and a very direct message, both ads likely shocked consumers. But, message take out for the “Direct ad” is very strong. While the style of the message may not be align to our objective, it does prove the effectiveness of direct claims in our market.

*Performance Summary (percentiles)*

*Direct ad*



**Engagement**

---

Enjoyment	Involvement
<b>16</b>	<b>95</b>

**Brand Associations**

---

**Message check 1:** Women and girls should feel empowered to protect themselves from HIV

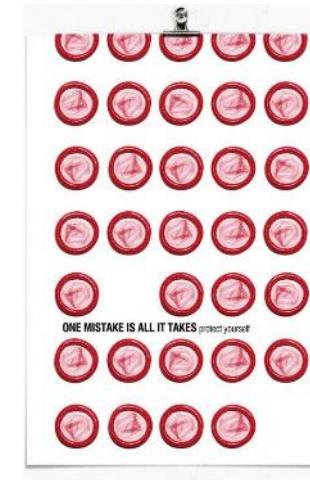
**81**

**Other metrics**

---

Understanding  
**55**

*Progressive ad*



**Engagement**

---

Enjoyment	Involvement
<b>0</b>	<b>82</b>

**Brand Associations**

---

**Message check 1:** Women and girls should feel empowered to protect themselves from HIV

**59**

**Other metrics**

---

Understanding  
**32**

Compared to the test ads, the Direct ad does have stopping power for both positive and negative reasons, but it is the 2<sup>nd</sup> most understood ad despite having no image to provide context.

Advertising principle	Measures of stopping power	Performance Summary							Norm
		Dating App	Read our lips	Fearlessness	Don't be Fooled	She is valuable	Direct ad	Progressive ad	
	<b>It would be amazing if dating apps predicted the future</b>	(Video)	(Static)	(Static)	(Video)	(Static)	(Static)	(Static)	
	Stopping Power (%)	89	88	85	81	80	88	71	80
Tell a story	Enjoyment (Percentile)	82	79	91	48	36	16	0	
Be Creative	Involvement (Percentile)	100	76	55	58	73	95	82	
Be Creative	Involvement: Words associated most with the advert:	Interesting, Distinctive, involving, Disturbing, Unpleasant	Interesting, disturbing	Soothing, Gentle	Interesting	Interesting	Interesting, Unique, involving, unpleasant, disturbing, dull	Unique, disturbing, unpleasant, dull, Weak	
To the point	Understanding (Percentile)	64	36	36	48	39	55	32	

Percentile: one number score which indicates where the ad falls within the distribution of ads within the South Africa Digital normative database

Involvement: consumers select words which they associate with the ad. Words shown in green are positive words, words in red are negative words

30TH PERCENTILE OR BELOW

31ST TO 69TH PERCENTILE

70TH PERCENTILE OR ABOVE

**What is working or not working with this ad? Consumers respond well to the directness, but also reject that onus is placed on a women to protect herself from HIV. The learning here is that a direct style of messaging can be effective, but language and direction needs careful consideration.**

**Direct ad**



**Verbatim responses (Likes)**

'The way they wrote the number in bold and red which shows that it's dangerous and people must give attention to it

'The message was direct and clear. There was not too much to read, it was straight to the point. It was not too colourful

'The shocking fact of only 10% of women carrying HIV protection

'It was bold and attention grabbing. The statistics used made me pay attention

'I liked the fact that it gives us more instruction regarding the importance of using HIV prevention and it encourages us to use it in a near future

'The message was gripping. Like forced me to stop. By comparing those 2 stats

**Verbatim responses (Dislikes)**

'The fact that they put the numbers as there are, which is scary for other people

'HIV is just not a pleasant topic and it's sometimes uncomfortable seeing an advert on it

'It seems to put the onus on women to carry HIV prevention when it should be on both genders

'The ad is dull, it does not have the right colours or messages to pull someone in or even get someone to stop and read. Like any other advert a person would find it boring and skip.

'The message was gender oriented, patriarchal if you must, placing the sole responsibility on women only (not counting same sex relationships) but it takes two to tango.

'The ad focuses on women only

The “Progressive ad” is a good learning for when shock tactics go wrong. Aspects liked are very generic, but the dislikes show a sense of rejection. It went too far pricking the sensitivities of most consumers.

### Progressive ad



#### Verbatim responses (Likes)

'It reminds you of how a little careless mistake can make you get HIV

'I like the protection colors caught my attention. Youthful and vibrate. Not to much details straight to the point

'The colours which draw your attention and the honesty of the ad

'It shows the product you should use for prevention and there are words written on what the ad is for

#### Verbatim responses (Dislikes)

'It made me feel a bit uncomfortable

'The use of condoms which in most cases people hardly think of HIV when they see them but pregnancy prevention

'There were condoms everywhere

'Might be inappropriate for children.

'The fact that it didn't make sense right away for me.

'Condoms can be used to prevent a lot of different things, do the HIV message should stand out more

'Use of exposed condoms, they should've at least displayed them in closed packets for the sake of extremely underage kids who could see it.

## Summary of learnings

- 1 From a message delivery perspective, direct messages work well in South Africa. This does not mean that a visual message is not equally important, but from a written message perspective, a more direct style is often better understood and therefore more likely to commit to memory
- 2 Using shock tactics can be highly effective, but when pushed to far, it can fall short especially when pushing the boundaries of acceptability.

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# Initial overview



Overall, Facebook and Instagram learnings indicate video edits draw the eye more easily, and garner greater attention, as was seen with "Dating App".

"Dating app" also spoke to an interesting truth. The universal desire to know the outcome of a relationship before undertaking the risk. The heavy focus on text and clear vector graphics likely also aided interest as it differs from normal facebook post feeds (usually consisting of real images).

To note, Facebook videos should:

- If possible, convey a clear message within the first 3 seconds of the edit as this is when engagement is the highest.
- Subtitles or clear written messaging is important as it draws the eye, and video edits are generally played without sound
- Have movement in the first two to three seconds to grab attention
- Inspirational videos get more shares and engagement than sales messages
- Video communicates a story better

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