

A close-up photograph of two young Black women laughing heartily. The woman on the left has voluminous curly hair and is wearing a denim jacket. The woman on the right has her hair styled in a headwrap and is also wearing a denim jacket. They are both smiling broadly, showing their teeth. The background is blurred, suggesting an outdoor setting with other people.

KANTAR

Project Oshun Campaign & AdCept Pre Link

Phase 2b

Kantar Qualitative SA
December 2020

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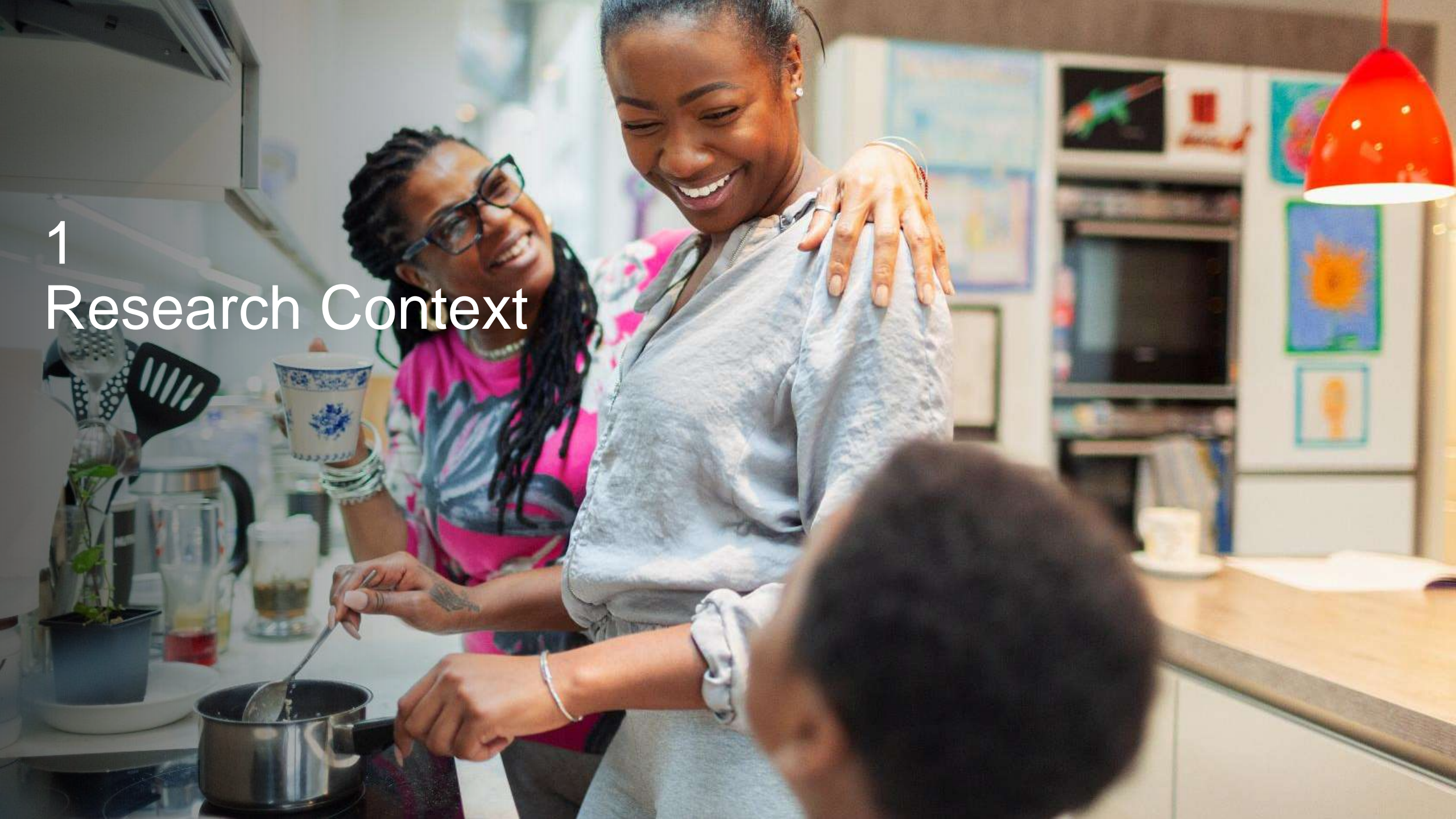
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HIV & Social media

1 Research Context



Background to the research

The NIAID aims to create positive perceptions of HIV prevention among the AGYW segments and intensify their motivation and intention to use HIV prevention products through engaging and compelling product promotion, branding messages and content.

Given this context, the central objective of this research is to identify the most effective messages and subsequently, utilize these messages on digital social media platforms to increase the uptake of HIV prevention methods in the target population.

Specific objectives:

- Explore social media behaviour needs at functional, social & emotive level & how these needs may influence category behaviour
- Evaluating and optimizing consumer ready creative concepts
- Qualitatively test two brand campaign creative routes for optimisation on the final execution
 - Evaluate the level of engagement (enjoyment, involvement, memorability and brand linkage)
 - Adding an emotive layer to communications evaluation

Kantar Qualitative Approach

Pre Link is a qualitative solution that helps with mid-stage creative development, which is post idea, but before final production of executions. Pre Link focusses on the key principles of: Engagement, Brand association, and Persuasion

Pre Link Input: Best representation of campaign creative & refined idea routes e.g. Key visuals, concept statements & mood boards

Pre Link expected Output: Areas for optimisation and sense of potential overall of 2 campaign routes



For Phase 2b we collected data using dual methodologies

1 Pre Link Online Community with Needscope

Bespoke online community of 36 participants segmented into 6 pre-determined psychographic segments

- Family Girl
- Responsible Mother
- Conservative Survivalist
- Situational Struggler
- Liberated Survivalist
- Protection Savvy

2 Pre Link Online Focus Groups

6 x online focus groups of 6 participants per group, via MS Teams. 1 x focus group per psychographic segment

- Family Girl
- Responsible Mother
- Conservative Survivalist
- Situational Struggler
- Liberated Survivalist
- Protection Savvy

Sample

RECRUITMENT CRITERIA

- **Region:** Johannesburg, Cape Town and Durban
- **Gender:** Females only
- **Age:** 16 - 25 YO
- The primary recruiting criteria for consumers was psychographics - the psychographic segments of ARGYW from Pr Sasha Fierce & Pr Oshun Phase 1 were used
- **Segments:** Family Girl, Conservative Survivalist, Liberated Survivalist, Situational Struggler, Protection Savvy, Responsible Mother
- **Usage:** Category users
- **LSM:** Recruit LSM 4 – 6, but most recruited at LSM 6 (JHB: Soweto, Alex, CPT: Khayelitsha, Guguletu, KZN: Umlazi)

Total participants	Recruited	Attended/ completed
Online Community	36	30
Online Focus Groups	48	38

Grp NO.	Date	Time	Region	Race	Segment	Age	Usage
1	9th Nov @	14:30pm	JHB	Black	Protection Savvy	19 – 21	Category user
2	9th Nov @	17:00pm	CPT	Coloured	Family Girl	16 – 18	Category user
3	10th Nov @	14:30pm	KZN	Black	C. Survivalist	22 – 25	Category user
4	10th Nov @	17:00pm	JHB	Black	Responsible Mom	19 – 21	Category user
5	11th Nov @	14:30pm	CPT	Coloured	Situational Strugglers	22 – 25	Category user
6	11th Nov @	17:00pm	KZN	Black	Lib. Survivalist	16 – 18	Category user

2

Contextualising HIV in South Africa



The topic of HIV once tugged at heart strings, but, over time it has silently become an unspoken part of daily life

There are other more topical and pressing concerns for women



*"I think that **HIV is a better virus** than others because you take medication to maintain it and not show the outcomes. It is not a deadly disease but if you don't take meds that is when you start getting sick" RM*

*"Actually, **it is kind of a taboo**. It is something you learn about and then you don't speak about it again until somebody comes to you and says oh this one has it and that one has it and then you start speaking about it." FG*

*"It was a very big concern for me because the partner I'm sleeping with might have it and that what I let them get tested every month and i get tested as well. **If someone who has HIV has to live with it**, it would be like he/she is afraid to tell their partner or are ashamed of letting them know." LS*

*"Honestly, **it's not a topic that just comes up**, I think because amongst us there is those who have lost their parents because of the disease, so **it's somewhat of a sensitive topic**.. It's just not amongst the random topics we talk about. We know it exists, we most certainly know means and ways to prevent it, we just never talk about it" PS*

Some images of how HIV makes women feel, shared by our segments. Interesting to note that one of the images are activist in nature

Gender based violence is a more salient topic currently, women are threatened and afraid, and GBV appears to get more airtime than HIV

In the context of these women's lives, GBV is a more immediate concern and hits closer to home (GBV is a challenge women are faced with daily)

It is important to note too, that *sexual protection is differentiated from 'protection from GBV'*. Thus, in communicating protection, it should be clear that the call to action implies sexual protection

"When you see the word 'protect' the first thing you think of is like violence, rape you know all of those things" (Protection Savvy)



Although women play back the HIV rules of engagement, this is learned behaviour - new information on HIV is not actively sought unless it touches you directly

HIV is common in communities. **New information is not searched for**, unless a close friend/relative is affected

HIV/sex education happens at school level and organisations that educate adults on the disease exist



While **some claim to look on internet for information on HIV**, this **behaviour is limited**

And so, it seems that **there is enough education to get by**, and most are aware of how serious the disease is

*"I do not go anywhere and rely on what I read on Facebook and what people around me say, **we have a high rate of HIV in my community and its normal** and we know how it is contracted" SS*

A wide-reaching sense of apathy about HIV exists

The fact that it is treatable, and no longer a death sentence is repeated frequently

Responsible Mom

- A **treatable** disease, although not curable, you **can live a long and productive life**
- People who are in denial and don't take their meds are more likely to die – **you need to be responsible about treatment**

Family Girl

- Slightly **naïve** about HIV unless it has touched them directly
- **Not sexually active** so it is not a big concern
- **Know enough** from LO lessons at school
- The **more socially conscious are better educated** and claim to research the topic online
- **Coloured** FG's reveal that there is **stigma** attached to HIV in their communities and it is rarely spoken about

Liberated Survivalists

- Admit that **unprotected sex is reckless** but do it anyway
- Once you have **HIV, it's for life**, but it is treatable and **no longer life threatening**
- Some concern on how your **family** may react, **stigma does still exist**
- **Sexual partners** are the ones most likely to **put them at risk**
- Believe it is necessary to **get tested frequently**, especially with a new partner

Conservative Survivalists

- Rational approach
- Thought of as a **serious, lifelong disease**, but it is **not a death sentence**
- HIV can be treated, and **one can live a normal life with HIV**
- It is a **sensitive topic** and not a conversation they have often
- Some know people who have died from HIV

Situational Struggler

- People **shouldn't be ashamed** of saying they have HIV
- **Believe there shouldn't be a stigma** around it these days
- Sometimes **they sleep around and HIV is not an immediate concern** given the more pressing **real life issues** they face

Protection Savvy

- Ensure they **do the right things to avoid having HIV** (using a condom etc)
- But HIV is not a death sentence, and **there is lifelong treatment**
- A sensitive topic, so it is **not easy to talk about it**

3

Exploring sexual risk



Women tend to blame themselves for getting into sexually risky situations

Responsible Mom

"Terrified of getting an infection or long term disease, uncomfortable with reality if I would be exposed to it, afraid and embarrassed to open up and discuss it with a doctor or nurse. confused because **I am not as educated about all the risks as I am supposed to be.**"

Family Girl

"When I see the word SEXUAL RISK, I think of **unprotected sex, underaged sex, infidelity, multiple sexual partners, prostitution, sexual activity with strangers and promiscuous behaviour.** The thoughts that come to my head are **the consequences there are**, what the chances of infection are, **if the damage is able to be undone**"

Liberated Survivalists

"The first concern would be pregnancy. 2nd one would be HIV, Aids and STI's. **Of least concern would be death and honesty/faithfulness**"

Conservative Survivalists

"The word Risk in that statement makes me think of **many negatives more than positives**, so my mind is in the line of **ending up with HIV or falling pregnant at a young age**. Having **many sexual partners**, having **infections**, **cheating**, having to go for an **abortion** because its a married mans child. **Passing HIV around** without knowing it. Maybe **getting abused** due to sleeping with the wrong person."

Situational Struggler

"I think of how **irresponsible** we as young people are. Most women **can't even speak up for themselves**. It's even hard to ask for **protection** during sex because they are **scared** of loosing their partners and the benefits they get from their partners that could be money. That is completely wrong because you have to talk and say what you don't like."

Protection Savvy

"I think about woman who go to **clubs to drink at night all alone** without friends and they might be **fooled by guys** and put **rape drug** on their drinks and maybe **rape them** or **take them home by force**. I also think of someone having **unprotected sex with a stranger** or even someone they know. **I think about HIV infection and STI's DUE TO NEGLIGENCE**"

FG

Self-blame for sexual risk has different guises

Responsible Mothers hold very traditional & conservative beliefs, placing responsibility for sexual risk squarely on themselves.

They are **afraid** of infection or long-term disease, but **too afraid or embarrassed to discuss it**

Being confused about risk because she is not as educated as she should be (self-blame rather than circumstantial)

Risk happens to you, it's not a choice you make for yourself & the consequences of risk can be life-changing (risk of losing fertility, affecting an unborn baby, an unplanned pregnancy where father does not support financially or emotionally)

Family Girls feel protected against sexual risk, but are judgemental about those aren't

They **worry about other people** contracting and spreading STD's or HIV

They worry about teenage pregnancy in their communities

The empathetic worry about the stigma society has around STD's& HIV and how those affected cope

FG's are quick to say what others "should" do, their personal line of defence is abstinence & staying out of trouble

"My concern is why to teenagers expose themselves to sexual risks. It's something that i often think about and feel motivated to continue to abstain from sexual activities." FG

For the independent **Liberated Survivalists**, placing yourself at risk is part of the hustle, you do it willingly

HIV is top of mind when it comes to sexual risk, but so is unwanted pregnancy

Honesty and faithfulness are low on their priority list when it comes to sexual risk

But they acknowledge **that the outcome of a bad decision or impulsive moment can be life-changing**

STD's are curable, and HIV is treatable – the greater concern is unwanted pregnancy, which means lifelong responsibility

Self blame is agnostic of segment

And is heightened should you be affected personally by a bad decision or traumatic experience

Situational Strugglers react with shame at behaviours that cause sexual risk and there is fear of judgement

Sexual risk is linked to lifestyle choices i.e. peer pressure, dating blessers, parties/risky behaviour

There is awareness of the stigma around sexual risk and related risks, and **blame for risky behaviour is both internalised** (blaming oneself for risky behaviour) **and externalised** (judgement from society)

For **Conservative Survivalists**, sexual risk is faced with fear and caution

Fear about sexual risk is linked to **how it impacts one's life and future – it can and should be avoided** at all costs

Concerns are not only for self, but for others i.e. infecting others through risky behaviour

Protection Savvy perceive sexual risk as the result of recklessness

Sexual risk is **the result of negligence, 'stupidity', and 'carelessness'** and there is a sense of 'no return' especially from HIV and pregnancy

"Sexual risk...I think about having sex unprotected with someone you don't know or someone you do know and you not using protection. Having unprotected sex you might fall pregnant. Teenage pregnancy is something big because of unprotected sex, and unprotected sex can lead to HIV and other sicknesses as well. Sexual risk can be very dangerous" PS

Empowering women to take control and stand up for themselves, acknowledging that blame can lie elsewhere could be game changer!



4

Route Evaluation



Route Overview

The recommended route is Route 2!

Route 2 | grabs attention and provokes discussion because it is immediately associated with female empowerment, and by extension, GBV – a current hot topic

Note: This theme has potential to serve as an entry point to the topic of HIV

Route 1 | more traditional roles illustrated and is not as empowering - women portrayed are very family orientated. This route is less dynamic, and resonance is directed at mothers and wives

Route 2.



Route 2. shows women doing “important” things, not generic female activities

These women have talents, they are empowering themselves



#Togetherwecan

#FemininityAtItsBest

#Womenofdignity

#Womenfirst

- Empowerment comes through in embracing their differences, **being who you are unapologetically**
- This board has **dynamism** to it, movement & an underlying strength & purpose
- It is a **positive expression of womanhood** – strong, resilient and capable women with no limitations

*“The board is **so inspiring** it giving women an **idea of the potential we have**, especially for myself” RM*

*“A lot of people can tell you especially with gender roles, a lady is supposed to be a stay-at-home mom and she is supposed to look after the kids and make food. Uhm... **this screams diversity and it’s limitless**” FG*

*“There is a story behind every face and every picture. **There is so much emotion in these pictures**. I never knew a picture could hold so many emotions” LS*

*“For me this is basically the **non-traditional woman**, I see there is a church, there is a woman playing tennis, there is a woman that is into art. **Like it doesn’t just have to be the conventional woman**, they are speaking about a different kind of woman here. I see someone here on the corner with tattoos” SS*

Both route titles evoke a strong call to action & powerful emotion in women

The interpretation of the first statement feels individualistic but the 2nd is affiliative, a collective conversation & call to action for the sake of self, sisterhood & family



*"I chose this title because **no one else has the power to my body but myself**. I cannot be controlled by another person for doing things that I love. I feel like nobody has the right to control **me** on how I wear my clothes and how to put on my make up. I control myself and everything that I do. No man has the power to do that, but **me**. All a man could do is to just protect **me**." RM*



*"Woman empowerment and self awareness, it's self assured, caring , strong and has **a sense of belonging**. All these **women** are strong and take charge of **their** lives from their wellbeing, health, mental state and ... **socially responsible and assured**."
#OwnIT! Be BOLD! Be YOU!*

Route 2b hints at a trendy topic (GBV) & has the power to act as a soft landing to the key topic of HIV, it is **engaging AND it's shareable**

Brand impact is greater with Route 2

Brands with a strong empowerment message strike a chord. There is a need for women to feel in control and for brands to support their cause



Route 2 inspired creativity, uploading of images to describe the types of brands that would engage with women in this way.

Association was with **brands that have a distinct call to action or robust female empowerment message.**

Unity or sisterhood was a secondary theme, further underlining the strength that an affiliative message holds

"I think they are coming from an organisation that empowers women and help to boost other women's ego. It also sounds like it comes from a very successful woman or a woman in power." RM

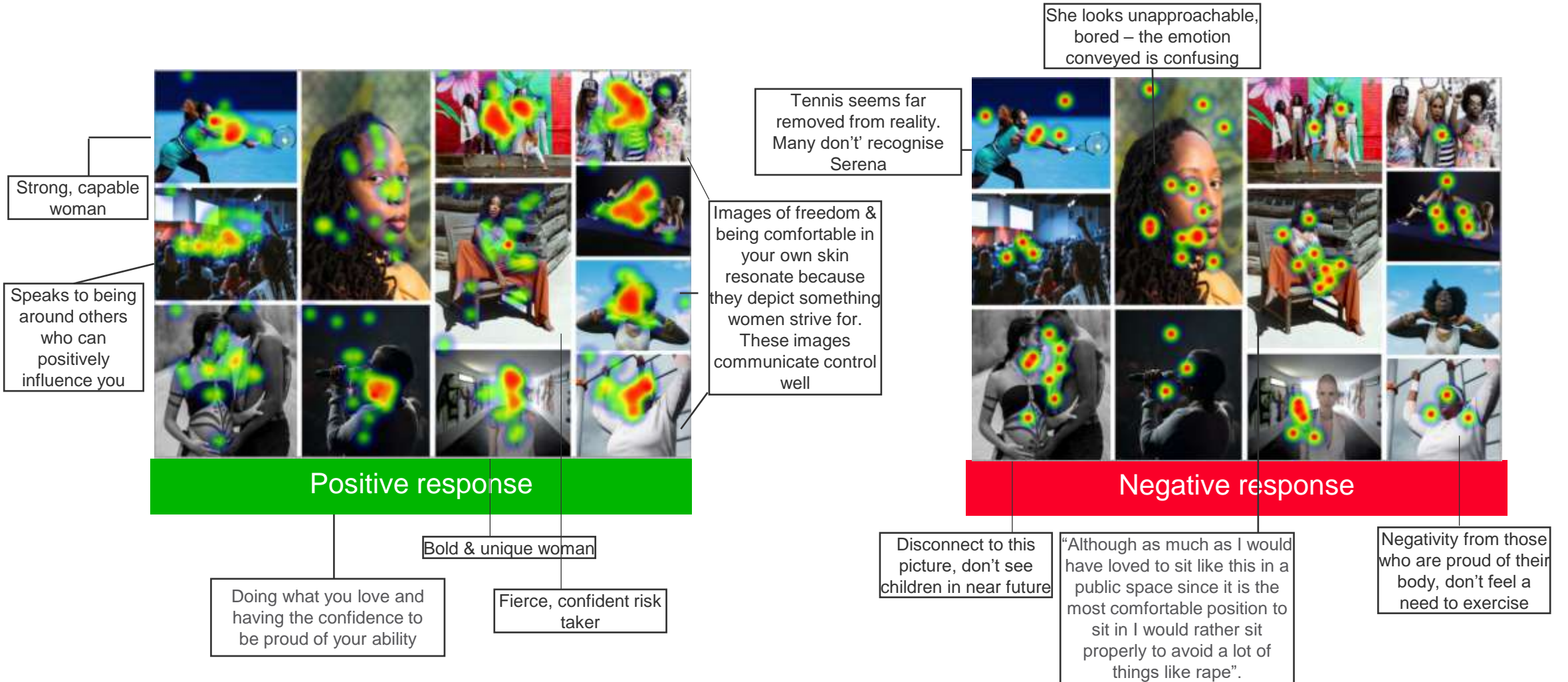
Route 1 brought generally **softer and more feminine** brands to mind

- Always (feminine hygiene & protection),
- Beauty brands with a purpose or which actively support womens' causes e.g. Mac ("your imperfections are what make you beautiful", Body Shop, Nivea
- First for Women (insurance)

But this route was also positively connected with health or HIV/contraception campaigns run by government or other organisations

Route 2 mood-board images resonate & set the tone of empowerment well

Negative response is limited to those who do not relate to specific themes



Route 1.



Life as a journey with different stages shines through as a central theme

Women interpret an underlying message of hope & potential in this board, but it feels too affiliative & more suited to those who want or have families



#Lifeisajourney #lifeisshortmakeitsweet

#SimplythebestofMe #thebestme

*“It fits with my life and **what I want to achieve as a mother and partner.**” RM*

*“I don’t think it relates to us as much because **I don’t think we have thought that far into the future yet.**” FG*

“It is trying to convey a message of love , hope and companionship whether be in sisterhood , women and mothers , caregivers” LS

*“I would say that this mood board is more **about a person’s social life** compared to the other one it was about their personal well being and **this is simpler**, as it shows more pictures with it seems like **friends** in the work-place and **family.** “ FG*

- Traditional roles illustrated, not empowering, keeping women “where they belong”, in the kitchen or the nursery
- Implying that a woman must be something to other people which disempowers her
- Very family orientated - mothers and wives – rather than. Not dynamic, empowered roles in Route 2.
- Beware of the literal interpretation - 5 pictures with children
- The copy talks of putting others first and this is associated with mothers (their own mothers), not themselves, the family images reinforce this idea

“this is for mothers, not for me, I want to be more than this”

Relevance is high & drives persuasion, women want to know what comes next

But Route 1 b & c are stronger calls to action, the words “**deserve**” and “**empower**” resonate strongly, giving a reason to believe the hope & positivity in the board

Protect has broad interpretation & few associate it with sexual risk or HIV unless prompted

ROUTE 1

**Protect the
woman you
will become.**

*“My name was **not just about women it was about the entire family...I felt more associated with my past, my present and future from the images than I do with the title.** It had a better response and impact on me from the images which helped me tap into my emotions than reading the title.” RM*

ROUTE 1b

**Protect the
woman you
deserve to be.**

*“I think children of our age especially woman growing up ...**they need to know to protect the woman you want/deserve to be** because at this age we don’t exactly know our worth” FG*

ROUTE 1c

**Empower the
woman you
will become.**

*“to **speak confidence** in the woman of today to let them know, **here are people who will help** them to be more radiant to believe more in themselves to be able to say I AM AN EMPOWERED WOMAN to put it out in the world to know that nothing is going to let her down” LS*

Route 1 Mood-board Heatmaps

Interpreted as positive & kind-hearted. Aspirational

Images of togetherness and love are meaningful



Positive response

Motivating to see women supporting each other

“A black women support group. If only these were available in SA but maybe they are ,i just do not know of them.”

Self love resonates strongly

Some struggle to relate to wanting to be married, prefer to be independent or have been affected by past hurt/broken relationships

“It hurts to say I have been hurt and broken so bad to a point where I honestly do not see myself letting anyone in my life to pretend to love me and break me further. I am numb to this”

White & male hands are confusing

Image does not tell a story, just a smiling girl



Negative response

Emotion being conveyed here is confusing. Could be troubled or a fake smile.

Some negativity around working too hard, not prioritising what is important

Image does not tell a story, lacks relevance to route



5 Social Media

Social media feels part of the family

An uplifting, informative and interactive friend or therapy when times get tough

Social media has become **an integral part of everyday life** for all segments

Whether you are a junkie, an active poster or a just background lurker, social media platforms are **engaged with daily**

Twitter, Snapchat and TikTok have their fans but **Facebook and Instagram** are most popular

Everyone uses Whatsapp!

But, we feel that **Performance Activism** or “**Slacktivism**” is **alive and well** online amongst young women

***Performative activism** is a contemptuous term referring to activism done to increase one's [social capital](#) rather than because of one's devotion to a cause. It is often associated with surface-level activism, referred to as [slacktivism](#).*

*"I post for me, pictures, hanging out with friends, or maybe I have a new hairstyle, and I have nails on, yes." **Liberated Survivalist***

*"Facebook is very therapeutic for me because of the jokes that are made they make me laugh and forget about the problems I have. I also get motivated by seeing other people becoming successful and giving us tips on how we should follow" **Responsible Mom***

*"I am not allowed to use social media during school days . On weekends i do have access to internet and my phone and so I spend a lot of time catching up on the latest celebrity news and fashion and make up . I use Whatsapp, Tik Tok and Facebook" **Family Girl***

*"I usually go on Facebook just to look for memes or for something to laugh at . It keeps me sane everyday" **Conservative Survivalist***

*"Facebook and Instagram are important to me because I get to be updated on what's going on in the country and Instagram updates about the life of celebrity and how they live so that inspires me to be a better person" **Situational Struggler***

Social Media is a useful tool to you noticed or get ahead in life

But is not always kind, and more sensitive souls become social media introverts, preferring to observe rather than participate

Social media mainly used for:

- Checking up on what is trending (fashion, makeup, celebs, influencers)
- Catch up on news from around the world
- Therapeutic – share problems, watch funny videos
- Motivate yourself - follow others successes & get tips on how to do the same
- Posts for small home businesses or side hustles e.g. selling clothes, makeup etc
- Self improvement – health, diet, makeup, fashion, lifestyle
- Gossip – chat features, eavesdropping, stalking
- Sharing life experiences
- Career paths or jobs

The internet feels like a place of cruelty and harsh judgement for some, and they will avoid posting personal images or opinions.

However, just because they aren't posting, does not mean they are not paying attention!

Responsible Moms are least likely to post daily and put themselves out there, they worry about safety, but find the draw of gossip, trends and self improvement tips irresistible

"I often feel that social media is very cruel, as a female if you upload a photo on Instagram, or wherever and you don't show off any skin or half naked you won't get much likes neither will it be seen." **Protection Savvy**

"I used to post frequently on different social media sites like Facebook, Instagram, Snapchat. But, ever since I had my son I'm terrified with viewing and been informed about so much crime and human trafficking, the fear is stopping me from interacting as much as I used to. I miss been able to post about my family and the exciting things going on in my life." **Responsible Mom**

6

Social Media Campaign Evaluation



Relevance & persuasion are driven by the copy

Our images will need to work harder to impact appeal

Being “Woke” is social currency



Showing involvement in a trending theme is “woke”, *‘I talk about pressing social matters/politics, so I am socially aware’*

Younger women admit to **interacting on social media in a performative way**, they like to appear involved

Taking part in a conversation in the comments section is enough to feel “woke”

Female empowerment is a theme which resonates with all segments currently due to high media exposure around GBV after a spate of brutal attacks on women in 2019 & 2020

Interactive posts are attractive



Posts where an individual response is called for are more engaging and shareable

- **Describe in the comments below how you see yourself in 5 years’ time. #ThisWillBeMe**
- **Write three words in the comments below that tell the world what makes you strong. #ThisIsMe**
- **Share your most empowering moment in the comments below and build up the women around you. #ThisIsMe**

Sexual protection is not engaged with on social media



Sexual protection and HIV are not topics that are commonly seen on social media feeds

Interest is not high & algorithms create the barriers

Traditional messaging around sexual protection and HIV are largely **ignored if encountered**, because it is **not engaging, it’s been seen before** - highlighting the importance of breaking the mould when it comes to engagement

To captivate our audience, an image must be a conversation starter, telling a story independent of the copy

Social Media posts are assessed on the visual



There is a feeling of “we’ve seen this before”.

Visuals will need to be selected with care for the final campaign, **stock photography is neither relatable nor unique enough**

Women using social media are bombarded with images. The use of stock photography in some cases **felt generic and not meaningful when compared to the strength of the copy**

If the visual does not appeal, most will scroll past & not bother to read the copy

Image must drive message for a VERY literal audience



Posts are taken literally, and judged to be “for me” or not based on the visual content FIRST

- If there is a **baby or child**, it’s **for me** because I am a **mother**; If there is a **young girl**, it’s **not for me** because **I am a woman not a girl**; If there is a **graduate**, it’s **for me**, because that is my **dream**

“When looking at the picture and then they are talking about reading a book, and then it has to do with the library.” LS

“I feel like they should have used another picture that will show a message that is more than this one. Maybe a lot of women who have placards, with different messages and this should be the caption that says they are talking the same thing because obviously when there are about fourteen people with placards that are written different messages.” LS

Images must be relevant and relatable – not abstract



Particular post visuals appeal to specific segments, because they are more relevant or relatable





This will work in our favour when it comes to segment specific communication, but limit us in “big idea” creative content

Examples:













































- FG’s don’t feel a family image is aimed at them, they are not tuned in to families or children yet, an image of a happy young couple may resonate more
- Older women (20+) in RM, LS segments don’t relate to the young girl reading, she looks too young, a student, something far removed from their lives. She looks like an introvert

Measures for Creative Content

APPEAL	Is the post interesting, does it draw you in?
COMPREHENSION	Understanding of the post & the message behind it?
UNIQUENESS	Is the post distinctive, will it stand out in the social media environment, or will you scroll past?
CREDIBILITY	Is the post believable, does it come from a reliable source or is it Fake News?
RELEVANCE TO CATEGORY	Is it associated with the Sexual Health category?
PERSUASION	Does the post make you want to investigate further & learn more? Is it “clickbait”?
BRAND IMPACT	If a brand were to speak like this, would it be motivating/appealing?
ASSOCIATED “STORY”	Is the associated imagery/story relevant to the post itself, does comprehension extend to the “big picture” ie. the category and the reason for the post

Rating key			
			
Doing a good job	Moderate impact, room for improvement	Not really working	Does not work well at all

Creative Content Overview

									
APPEAL									
COMPREHENSION									
UNIQUENESS									
CREDIBILITY									
RELEVANCE TO CATEGORY									
PERSUASION									
BRAND IMPACT									
ASSOCIATED "STORY"									

6.a. Route 2

"This is a narrative that needs to change in the times that we are living . Women should be empowered to study or work , a role of a women is not only in the Kitchen , and raising children it extends to running our own business, building houses , driving cars, trucks etc.." CS

*"This message will come from a woman who knows what other women struggle with on day to day basis . The struggle I am referring too is **women are constantly being undermined in their homes by their husbands and in the work environment too.** Every day we have to fight twice as much for recognition.." SS*



A conversation starter! Direct and slightly rebellious gets this post noticed, but “protection” has varying interpretations

*“It’s about **women empowerment and giving women a little bit of hope**, and what I can see from that is no matter the skin colour, the fact that we are all women, it gives us more strength together.” LS*

*“Yes, definitely, **I would click on it**. Because of what I see on this picture, **I see self-confidence first, and I see love**. I love people who love themselves.” LS*

*“**They don’t look like they are trying to please anybody** they are just being themselves and I feel like women **we are not taught to be that enough** where it’s almost like we have to **conform to this gender and be this stereotype**.” FG*

*“Contraceptive or fertility companies would post something like that. **The message in this post is you can take control of your future and you can take control of your sexual situation**.” SS*

*“Making women realise that **its okay to take control of your own body** and its okay for you to decide, ultimately, I would say the post is mainly trying to bring across that it is okay to be **Pro Choice**. I would **positively react** to this post and certainly **be interested to learn more!**” SS*

What is working well

- The “shock” factor of the picture creates interest, it is unique & insurrectionary in tone
- Women who are courageous enough to celebrate their differences (diversity) are admired
- Underlying message of protection from sexual risk is evident (for some)
- Source assumed to be an organisation or company helping women empower themselves sexually

What is not working

- The rebellious, directness of image is too much for conservative women
- The message is strong & well understood, but the link to protection against sexual risk feels tenuous (for some)
- The “fashion” image makes it more about what you wear/how you look & protecting yourself from judgement by others
- Natural looking models (less make up) may be more impactful?



*“I would have never. **I prefer clicking things that I like, I don’t see an interest, honestly**. Probably I was going to click if I saw something that I liked.” LS*

All about Women! Women standing up for themselves- easy to like and share – it feels like you are doing something worthwhile

*"I would react to this post with a heart and further share it. **This post could change the mindset of women** who see the post which impact them positively in a sense that they know their worth."* PS

*"**The #WeAreWomen would ensure women empower one another** under this hashtag, women stand by one another, women advise one another, women show and tell one another how to be the best and how to ensure they all stay protected.." CS*

*"Miss Universe has **called on all women young and old to take up space**, in all spheres of life and business."* FG

*"The message in the post basically say that **women are worthy and they need to be respected and appreciated at all times.***

*To uplift and empower women.
Indeed, positively, **I would share/forward the message** because many women has a low self-esteem."* LS

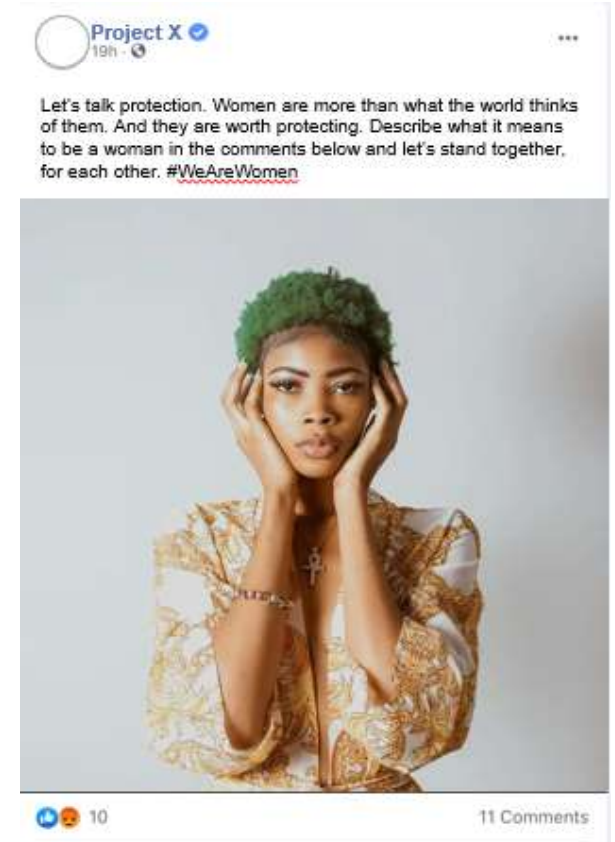
*"**Being a woman** means being able to be **powerful and assertive, yet kind at the same time.** It means being compassionate and vulnerable ... without feeling weak for doing so. ." FG*

What is working well

- Eye-catching visual, **unique but not subversive**
- A message/story that is **easy to understand and interact with** – engaging in "comment-versation" is undemanding but shows you advocate for women
- **Easy to like and share** – does not open you up to judgement
- Associated with **Zozibini Tunzi's call for women to "take up space"** (Zozibini is SA's Miss Universe 2020, she is lauded for being a natural beauty and has raised the profile of women's right to leadership)

What is not working

- Immediate association is with GBV rather than sexual protection (this could be a positive as it starts a conversation that could lead to HIV protection)



Feminism or black consciousness are currently trending socially & assumed to be the underlying themes of this post. Sexual protection is not top of mind

"The message I see in this post is to **encourage women who feel down** about them and may uplift others when feeling down" FG

"The message in the post is about **your worth and how powerful your existence is as a women**. This post is trying to achieve self-confidence and self-assurance because of the way the young lady seems to be comfortable in their skin" CS

"A **black conscious feminist** promoting self love and **natural beauty**. I think its talking about accepting yourself the way you are, being content and proud of your natural being." PS

"I would like to believe **I have a group of feminist's in my circle** and therefore any of my friends would post something like this." PS

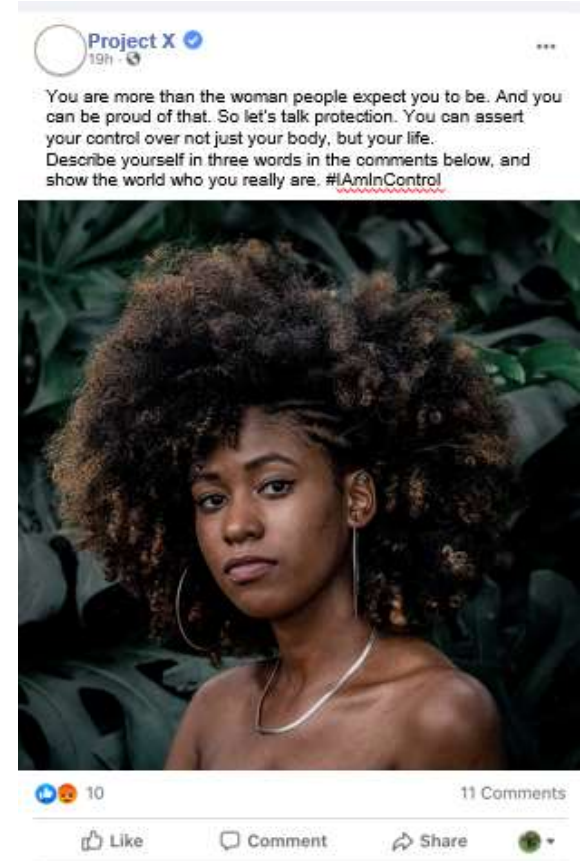
"I would say it's a good post, because **not many people see you as you are**, I'm very open-minded" RM

What is working well

- The copy is interpreted clearly and resonates strongly across segments
- Although the image feels generic, it shouts self confidence
- The model is natural, confident in her own skin and looking straight at the camera

What is not working

- The image feels generic, it could be advertising anything
- Protection is interpreted to be about feminism or black consciousness rather than sexual protection, but this could be because with #blacklivesmatter & GBV in the spotlight, these themes are top of mind for women



A nod to the collective (sisterhood) in the copy and the stark simplicity of the image get this post noticed, but the image lacks impact for shareability

*"An **influencer or an NGO company** that is in support of women safety would post this. I would have selected "love it" if the picture wasn't a **typical picture that we always see on women awareness posts.**" LS*

"I would have loved it if it had a modern lady, stylish and with no head scuff. I understand that the picture represents power (black and white, natural with no make up etc). But I just feel like all the women awareness posts and pictures are always like this" LS

*"Most definitely, **it arouses interest, as a young women it talks to me in a language I understand** . I would like the page , follow the page and participate in the discussions" FG*

*"It's asking women to take a step and **speak about protection** , I like that it **addresses the current issues affecting women**" SS*

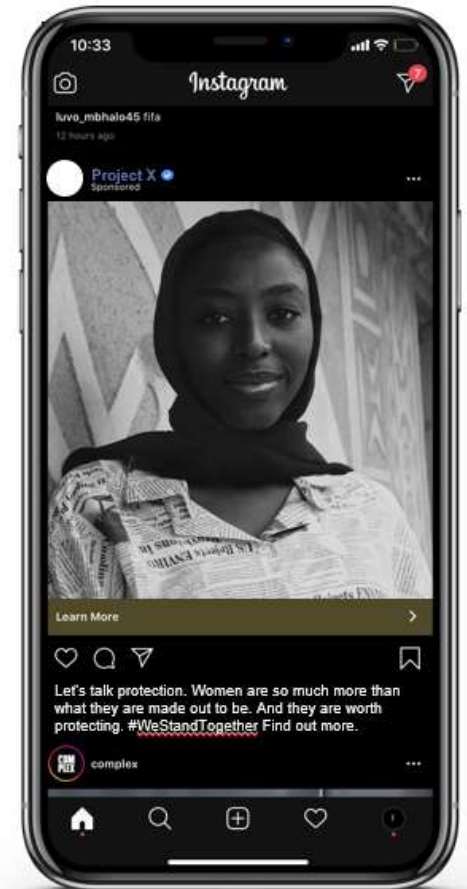
*"I love it . and the post gets a 10/10 from me , reasons for that is **women play a role in growing our communities and therefore women should feel safe and protected at all times.**" PS*

What is working well

- The **message is well understood and a powerful narrative that women are eager to address**
- The "plain-ness" of the image is unusual, it doesn't say "fashion" or "performance", which could differentiate it on a social media feed
- The image hints at a girl/woman not in control of her own destiny

What is not working

- The image is generic, it has been seen before & is associated with NGO or "awareness" posts
- **Although the copy creates a powerful emotional response, it does not create enough incentive to engage or click further**
- #WeStandTogether needs to be visually represented better to create an engagement hook for the viewer



6.b. Route 1



Protection is strongly communicated, but perhaps not in the way intended

*"I think it's not very clear because, **what are we protecting ourselves against?** To me, it screams **Gender-Based Violence.**" RM*

*"I like how **he wants to use protection** and talking about it might seem like a good idea most woman and men don't really like to use it. but yet again it can protect you from STD's and having HIV sickness." Lib Surv*

*"I had no true feelings towards this post, its difficult to read and understand to be honest. Reason being, I feel like **the caption** of the post contradicts what the image is showing." Sit. Strug*

"it says 'Let's talk about protection'. I would click on it for starters to understand what type of protection are they talking about; are they talking about your sexual protection; are they talking about your GBV protection. I would click on it to get an understanding on what the topic is about and see what, actually, it relates to, and, then, start interacting and having my own opinion. So, it is quite an interesting topic, so I wouldn't just pass by it." RM

What is working well

- The notion of protection, protecting and protective comes through strongly in this post due to the close family group
- A relatable happy scene for those with trusted partners
- The family group gives clues to a message around family planning

What is not working

- The type of protection is not clear, could be interpreted as family, GBV or individual protection (life insurance)
- Perceived to be a post from a condom company – interpreted as protection against unwanted pregnancy (rather than HIV)
- Interpreted as the male speaking (LS) rather than female, but positive that men want to protect women
- Not familiar, does not resonate for women with absent fathers, baby daddies or from broken homes



Disconnect between visual and copy stifle understanding and motivation to engage

*"As women, or as girls, we have this thing if you fall pregnant, it's the guy's fault. So, I **think this ad educates us** that we can also play a part...It means that I also made the decision to use the protection to protect myself." RM*

*"The University of the Western Cape has made a post on Facebook trying to **reach out to future and current students who might lack awareness** of how they can protect themselves and secure their future This is a post I would react to, I would even share it across other platforms because I feel like **everyone needs to see this**. I would spread the message so that it could reach as many youngsters as possible." FG*

*"On social Media it is very **rare for people to discuss or post things that has to do with protection** , also I like the fact that it uses ones imagination cause it asks you to describe your self in the next 5 years" SS*

What is working well

- Interactive, asking you to post a response
- Focus is on the youth & individual which is appealing to younger women
- It is rare to see posts about protection on social media, which makes it unique
- Mood is reflective, makes you think about the post (if you care to know more)
- She is empowering herself with knowledge (on how to protect herself?) – "Empower the woman you will become" is a better match for the image

What is not working

- Confusing, visual seems disconnected to the text
- Does not appeal to a wide age group due to literal interpretation – a younger woman, in a library is assumed to be a student
- Visual not engaging. Girl looks lonely, younger women are social, they want to see friends around her too



*"Honestly I don't see a message in this post. I just would **not react at all** but just read and move on to the next post." RM*

*"I am honestly **confused** about the post because it's not...It's very unspecific and I don't know what it's really about" FG*

Inspirational & motivating, but only to those who can relate or who find it aspirational

*"I would definitely react positively to the post, because **these are actually the posts I like to see on social media**, post that **pull up young women instead of shaming them** for the mistakes they might have done..." PS*

*"I liked that is **getting me to think** about my choices and how it affects my future" LS*

*"**My future** is something i am constantly thinking of. **I often picture myself years from now.** Questioning whether I would be where I want to be, am I going to be successful? Am I going to get that job I've always wanted? Am I going to be a homeowner? Will I be financially secured? ...I would do anything in my ability to secure a successful future for myself." FG*

What is working well

- Designed to inspire & motivate
- The notion of putting yourself first and then helping others is admirable
- Brave to put the topic "protection" out for all to see (if it is an individual who posted this)

What is not working

- Assumed to be posted by an individual who wants to help others based on learnings from their past mistakes, rather than by an organisation or brand
- Those who are past the school or college phase in their life find it irrelevant (literal understanding)



Engaging interactive copy, let down by an uninspiring visual – perhaps not enough to start a meaningful comment-versation!

"To learn how important it is to change and learn new skills to progress in this world. Someone who knows how influential another persons help can be when it is needed posted this. Yes I would react because I know what it is like to see people be turned down due to limited skills like education or experience or money. I would share the post with my friends and family so that they could also share it an convey the message this post is trying to achieve." RM

"I would relate to the post by simply loving the post n thank the person behind that post for those wise words." FG

"An individual posted this, trying to get healed people to heal others rather than have incomplete people trying to complete others" CS

"The post is trying to raise awareness with regards to always standing up and putting yourself first. yes I would react to this post by either liking and adding my comments on the timeline." SS

What is working well

- Interactive response is required – invites the viewer to engage, but only if you read the text
- Message of self love, confidence, strength, striving for a better future is understood
- Motivational copy, inclusive and encouraging kindness despite your circumstances – this resonates across segments

What is not working

- Reaction is tepid, the message is wise, but it is not a conversation starter
- Copy is stronger than the visual
- Wise words but no connection to sexual health or protection from sexual risk – protection viewed very broadly



Role of women as protectors and nurturers of children comes through strongly, but this notion is far removed from risk protection

"If you do not read the subject line and get an idea of what it is all about, one would think of a trip to the BAHAMAS. A Mother sharing a good time she spent with her daughter. Nothing says protection awareness." **RM**

"The post is trying to achieve a conversation about who we are in society and the role we play. This post makes me question myself, will i be a great mother, will my kids feel loved and protected in my presence." **CS**

"It is a protection topic, but it's broad because it doesn't specify about the type of protection" **SS**

What is working well

- Protection comes through in the smiling child and content looking mother, the child is viewed as secure & happy
- Resonates well with mothers, who aspire to a strong bond with their children
- Role of woman as mother – protector and nurturer comes through strongly

What is not working

- Image is far removed from the notion of protection
- Interpreted as a post about being a good mother or a mother's role in society.
- Too specific in interpretation (for mothers) not broad enough appeal to resonate strongly
- One would like the post if one relates to the happy scene, but lacks "clickbait" appeal



A topical theme for women currently, and an excellent platform for performative activism – very shareable!

“Yes I would post such, because it **shows women are empowered, creative and confident**. They can also do what men could do” RM

“The post is trying to achieve **ensuring that women protect themselves and empower one another** then help one another be the best and better people. I would be inspired to talk to other women about being the best people.” CS

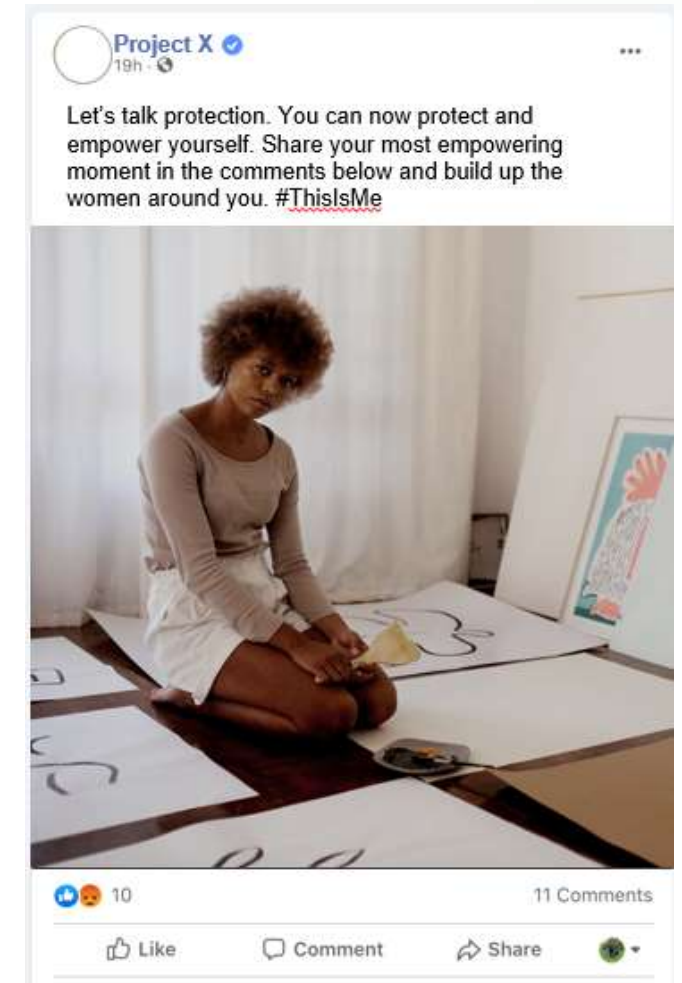
“I would react with a heart to the post and go as far as sharing it. **The post best describes the independent person I am** so I think me sharing it (with all the comments from other women with their empowering moments) **it could change the mindset of another female** who sees the post I shared. All that matters is that it **makes a difference in someone's life** and the importance of not depending on anyone.” PS

What is working well

- Empowerment is an engaging topic
- A conversation starter for the performance activist
- A woman doing something she is passionate about, perhaps making money from it which means she is independent & does not need to rely on a man
- Manifesting independence for women in a positive way
- Has the potential to make a difference in someone's life

What is not working

- Sexual health protection is not associated with the post
- Protection associated with financial independence, and self empowerment - this is not a bad thing as it is motivating & very shareable
- The idea behind the visual is appealing, but the image used is not very eye-catching & may be scrolled past



7

HIV & social media



**Does the apathy around HIV mean
that if we address HIV directly
women won't engage?**

But, women are conditioned to expect certain semiotic cues in HIV messaging

Specific cues in visuals may lead the viewer to rationalise a link to HIV

Pregnant women

If you've been pregnant you know that you are automatically tested for HIV. A picture of a pregnant woman might replace the family image.

Health / Exercise

Taking exercise is healthy, when one has HIV it is important to be more vigilant about conducting life in a healthier way.

Children

Mothers want to ensure they live to see their children grow, to protect and nurture them

Red, the HIV ribbon, raised hands/fists are semiotics used in traditional communication



Social Media is a space ARGYW go to connect – socially, business or education-wise

They are engaging in topics & conversations that matter to them

We need to ensure OUR conversation starts in trending territory

- Topics on the lips of celebrities and influencers - GBV, women empowerment & education, self confidence)
- With broad appeal to drive persuasion & credibility – and without stigma to ensure shareability

A soft landing, before getting to the crux of the matter, HIV protection

HIV posts need to engage in a unique & positive way, but retain semiotic links to the traditional when it comes to HIV

And personal stories or interactivity are key to start a conversation!

Picture disconnects with copy/message
Response is polarised.
Seen as a **reminder** about protection against HIV **NOT** a **real call to action**



Picture loses relevance to younger audience.
Resonates with RM but not with anyone else.
It **does not seem relevant for an HIV communication**



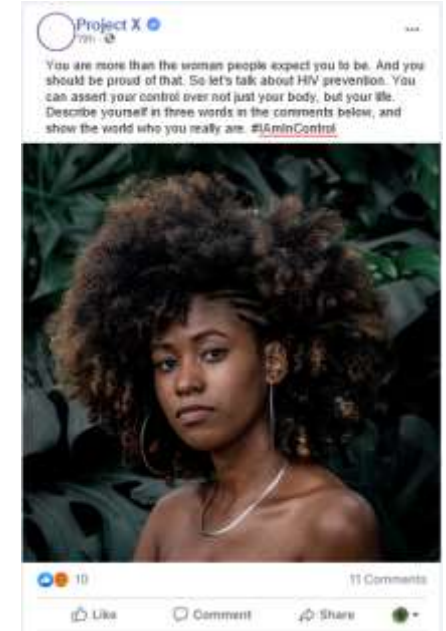
Response is luke warm.
Picture does not seem relevant to HIV, woman not looking directly at camera - **HIV is something that needs to be looked in the eye and taken head on**



Reaction seems stronger to this image, it is a conversation starter
But, only **some perceive a philanthropic organisation to have posted this**



An independent woman, she looks directly at camera, does not conform to societal norms – but **no connection to HIV** thus message is lost



8

Thank you



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