Messing Healthy Behavior
The Power of Advertising, Social, Mobile and Entertainment to Influence Healthy Behavior

SPEAKER:
Amar Urhekar, President-Japan & Executive Vice President-Asia Pacific, McCann Health
MESSAGING HEALTHY BEHAVIOR
The Power Of Advertising, Social, Mobile & Entertainment
To Influence Healthy Behavior

Amar Urhekar
McCann Health
President Japan, EVP Asia Pacific
WE ARE IN THE BUSINESS OF

Influence and Drive Behavior Change
APPEAL TO THE INSTINCTS TO STIMULATE THE REPTILIAN BRAIN
SIX STIMULI

SELF-CENTERED

EMOTIONAL

CONTRAST

VISUAL

TANGIBLE

BEGINNING & END
Because you’re worth it
LOREAL
PARIS
EMOTIONAL
PATRICK RENOVISE’S 4 STEPS TO USE THESE STIMULI

1. **Diagnose the Pain**

2. **Differentiate Your Claims**

3. **Demonstrate the Gain**

4. **Deliver to the Reptilian Brain**
The WHO ORS campaign was initiated by ICICI Bank in the year 2000 under its USAID funded Program for Advancement of Commercial Technology – Child and Reproductive Health (PACT-CRH) project, to use the power of the private sector to improve reproductive and child health (RCH)
• ORS formula of the leader brands is **not** WHO Approved

• Anti Diarrheals – demonstrate solution from doctors

• Top 3 goals don’t include the most important action – **Avoid dehydration** – main cause of death in infants

Simple Idea
Mass Media
Personalized comm

**Improved WHO ORS** with lower osmolarity – easiest and most effective option as compared to preferred home remedies

• **Commercial** gain by increased Doctor Rx

• Caregivers to adapt **WHO ORS** instead of home remedies as first line of treatment

• **Redhydration**

• **Contrast**
  – Home remedies v/s WHO ORS

• **Tangible**
  – Lower osmolarity and thus more effective

• **Visual**
  – Unifying Logo used extensively as face of campaign

• **Emotional**
  – Child is the centre of emotional world in the family
KEY EXPRESSION OF THE COMMUNICATION IDEA

Amrit, Womb, Nectar
TVC – Phase 2 – Phase 1 was about Mothers ‘being in charge’
दस्त का सही विद्यालय,
बचाए आपके बच्चे की जान

**WHO ORS**
दस्त का पहला उपाय, डॉक्टर की यही सलाह

- यह बच्चे की लगते ही अपने दर्द और उन्नति होता है, उसके बाद भी शरीर के बच्चे की जान हो जाती है।
- यह स्वच्छ रूप से उपयोग किया जाना चाहिए, जब भी बच्चे संबंधी की समस्या हो रही हो।
- जैसे ही आपके बच्चे की दस्त हो, उसे
WHO ORS पेय प्राप्त करा दें।
- केवल WHO ORS ही वैज्ञानिक द्वारा अनुमानित किए गए फार्मूले के आधार पर बना है, जो इसमें मिले वायु और पोषक तत्वों की सतह के पार, आपके बच्चे को साथ बचाता है।

धार पाने:
- WHO ORS के साथ बच्चे को साथदान करने रहें।
- चावल, फलों, फल, उपयोग की कुरू साइंत्स ने बच्चों में सहायता
होती है।
- WHO ORS हर दिन पर मिलाएं।
- आप घर रहनी जानी रहती है, तो अपने डॉक्टर की सलाह से।

हर दस्त के बाद दीजिए:
- एक बच्चे के छोटे बच्चे के लिए, अपने स्वास्थ्य
- एक बच्चे के बच्चे के लिए, युवा बच्चे
- बच्चे का यह बच्चे एक साथ या सब तो वीडी वाली मात्रा में
विकसित रहे।

**WHO ORS** के सहभागी ब्रांड्स:
- Coslyte, Electrolyte, Punarjal,
- Riceital, Relyte, Ithk ors, Walyte-P,

**WHO recommended ORS**
Partner brands

**PARTNER BRANDS**
CONSUMER COMMUNICATION IN MASS MEDIA AND BELOW THE LINE

Unfortunately, diarrhea-induced dehydration kills approximately 5 lakh children under the age of 5—every year—in India. If parents administer Oral Rehydration Salts (ORS) at the first sign of diarrhea, and after every loose motion, it will prevent the child from getting dehydrated.

WHO (World Health Organization) recommended ORS is the most optimal solution of glucose and salts for children.

"We urge all parents in this country to administer WHO ORS to their children in every episode of diarrhea. ORS is the only thing that will prevent your child from diarrhea-induced dehydration by replenishing the lost body fluids."

—The Indian Academy of Pediatrics

McCANN HEALTH
TRADE AND CHEMIST ENGAGEMENT PROGRAMS
Smriti Irani, brand ambassador Direct Contact Program activity carried out in select markets – Agra, Lucknow, Bhopal, Jaipur
Soap opera promotes oral rehydration salts

By Nora Murtaza
Times News Network

Mumbai: For the past two years, Dr. Ritu Ladva, an expert on family health and nutrition, has been promoting the use of oral rehydration solution (ORS) in India. ORS is a salt solution that helps in rehydrating children suffering from diarrhoea and vomiting. It is a simple effective strategy to prevent and treat dehydration in children. According to the World Health Organization, ORS is the second most effective intervention for preventing and treating diarrhoeal diseases in children under five years of age. ORS has been found to be effective in reducing mortality rates in children suffering from diarrhoea.

What are the key causes of diarrhoea in India?

Lack of proper knowledge and awareness about the importance of hygiene and sanitation, and the need for proper nutrition, are some of the key factors that contribute to the high incidence of diarrhoea in India. Diarrhoea is a major public health problem in India, affecting millions of people every year. It is estimated that over 200 million cases of diarrhoea occur in India each year, resulting in over 150,000 deaths. ORS has been found to be effective in reducing mortality rates in children suffering from diarrhoea.

Before ORS came on the scene, what was the standard treatment for diarrhoea?

Before ORS came on the scene, the standard treatment for diarrhoea was to provide intravenous fluids, which were not always accessible and were expensive. ORS was found to be effective in treating diarrhoea and reducing mortality rates in children suffering from diarrhoea. ORS is a simple, effective and affordable solution that can be easily administered at home. ORS is a simple, effective and affordable solution that can be easily administered at home.

How important is ORS in the fight against diarrhoea?

ORS is a simple, effective and affordable solution that can be easily administered at home. ORS is a simple, effective and affordable solution that can be easily administered at home. ORS is a simple, effective and affordable solution that can be easily administered at home.

McCANN

HEALTH
SUCCESS PARAMETERS

1. Awareness of ORS as first line treatment of diarrhea reached to 90% in June from a base figure of 72% in 3 years.

2. Usage increased to 67% from a base of 29% 2 years.

3. 10% annual increase in sales of WHO ORS against target of growing market at 5%.

4. Use of ORS among children who had diarrhea increased from 28% to 48%.

5. WHO ORS brands experienced better growth than ORS.
Every year on World Hypertension Day, Novartis and Japanese Hypertension Association conduct a “Roll up your Sleeves Japan” initiative to promote blood pressure awareness.
TG - Negligent men 40-45yrs of age in the prime of their lives

Only 1in 50 know their blood pressure goal

Dislikes being preached or scolded

Unique Idea and Media
- 130/85 was communicated by erecting larger than life figures of historical bold & successful men
- Men in their 40s look upto these figures for their personal strength and ability to make big changes
- On WHD, major historical monuments were jacked and various media were used to create buzz

Make bold decisive changes in their lives to keep HT at bay

Self – Centered
- Make change in your life to keep an eye on HT

Tangible
- Achieve 135/80

Visual
- Larger than life historical figures with 130/85 band on arm

Emotional
- Looking up to historical idols and feeling like them
CHALLENGE 130/85 CASE STUDY VIDEO