



**“The more you drink,
the more you slip”**

Alcohol and HIV mass media campaign

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Goals and objectives

- The goal of this campaign was **to decrease the amount of alcohol consumed** per drinking episode
- Specific communication objectives:
 - Raise societal consciousness of alcohol's impact on HIV transmission
 - Personalize the risks of alcohol intoxication
 - Reverse the negative peer pressure that supports binge drinking



Description of target audience

- Sporadic heavy (binge) drinkers
- Frequent heavy (binge) drinkers
- Social drinkers and friends of drinkers

Creative work

- Counter marketing techniques
 - Using similar marketing techniques as those used by the alcohol industry
 - This first execution strives to match the vibrancy, fun, good-times atmosphere of a beer commercial
- The remaining three executions were based on an idea generated from an Oprah Winfrey show.

Pretesting

- Concepts were tested both qualitatively (four focus groups in Nairobi) and quantitatively (249 intercept interviews in Nairobi)
- Most respondents felt the ads effectively sensitize drinkers on the dangers of alcohol. They also felt that people who see the ad are likely to reduce their alcohol intake and be more self controlled.
- Original concepts tested did not show lots of sexual foreplay related to being in a club. The final ads were modified to show sexual foreplay (even going together upstairs to a room) in order to be explicit about the message.

Outputs and discounts achieved

- **Materials produced:** 4 TV spots, 4 radio spots, 2 print executions, 2 poster executions (1000 posters), media sponsorship
- **Time period campaign on air:**
September 2004 – March 2005
- **Total media spend:** Kenya shillings 29.1 million (\$373,000 USD)
- **Average discount achieved:**
 - 18% discount
 - 60% added value in form of bonus spots

Evaluation of campaign: methodology

- Baseline survey:
 - 2,334 adults aged 15-35
 - Both groups randomly chosen - household
 - Kenya's 13 largest towns and cities
 - Conducted in August-September 2004 by Cons Ins

- Post-test survey:
 - 2,385 adults aged 15-35
 - Conducted in the same locations using the same sampling methodology.
 - Performed in April 2005 by PSI

Evaluation: Coverage data

% Completed slogan or recognized logo	56%
% Exposed to 1 or 2 channels of campaign	40%
% Exposed to 3 or more channels of campaign	38%
% Who discussed campaign with friends/family	58%
% Who would like to continue to see more ads	98%

Evaluation: outcome results*

Variable	% Not exposed to campaign on any channel	% Exposed to campaign through 1-2 channels	% Exposed to campaign through 3+ channels	Significant results in regression analysis
<u>Among people who drink alcohol:</u> <i>Number of drinks taken during the last drinking session</i>	3.5 drinks (n=56)	4.2 drinks (n=75)	4.5 drinks (n=247)	No exposure variable signif
<i>“People are less likely to use condoms when they are drunk” (strongly agree vs. agree, disagree, strongly disagree)</i>	71% (n=512)	75% (n=922)	81% (n=898)	significant for both 1-2 channels and 3+ channels vs. no exposure

*Source: 2005 PSI Tracking Survey



Alcohol and HIV: Careful Planning

- Meeting between KBL and David Walker before campaign developed: green light given
- Meetings between KBL and SCANAD: green light given, but no interest from KBL in partnering on the campaign
- Meetings between PSI and our legal representation both before and after campaign development to make sure no laws broken.

Alcohol and HIV: EABL's Situation in 2004

- EABL is owned by the third largest alcohol company in the world (DIAGEO)
- While EABL's overall profitability improved between 2001-03, KBL's beer sales declined by 4% in 2003
- **Until 2004 they were uninterested in HIV and other deleterious health effects of alcohol as part of their corporate responsibility agenda**
- New research came out in 2003 on increased susceptibility of alcoholics to HIV infection
- Alcohol companies saw themselves as the next industry target (as with cigarettes and gun manufacturers) for class-action lawsuits brought by private law firms and governments. Diageo has been the target of several class-action lawsuits related to underage drinking in the US.
- In 2003, NACADA officials were very outspoken about the social and health problems related to alcohol and a small "prohibition" sentiment was evident across Kenya.



Alcohol and HIV: Post-campaign development reaction

- According to SCANAD, Uganda Breweries saw the produced material and raised alarms both in Kenya and in their headquarters
- Diageo executives flew in immediately from London to address the “situation”; meetings were held at KBL with SCANAD
- SCANAD not fired but charged to work with PSI to amend the campaign
- KBL contacts PSI to arrange meetings
- SCANAD refused to release any creative produced for this campaign

Alcohol and HIV: Involvement of SCANAD

- SCANAD handled both EABL and PSI advertising:
 - Ideal from the creative perspective – they are arguably one of the best advertising agencies in East Africa and were best positioned to employ anti-marketing techniques for our campaign
 - Problematic from the client service perspective – they violated their contract with EABL and were probably threatened with legal action, or at the very least, loss of business by their biggest client.
- SCANAD became strongly motivated to make sure that the campaign did not move forward and used their influential contacts to put pressure on the US Embassy and USAID to stop the campaign. They informed PSI that KBL might take legal action against PSI if we were to air the campaign as developed.

Alcohol and HIV: KBL and SCANAD's proposed changes

- Delete the first execution; it is too much like a beer commercial (the whole point)
- Get rid of the logo (HIV+ on a bottle)
- Change the tag line "Kunywa Zaidi, Teleza Zaidi" to "Chakua Control ya Maisha Yako" ...etc. or similar
- Eliminate references to AIDS, make it a general "Overconsumption leads to negative behaviors" (thus eliminating our entire campaign objectives)
- Don't show sexually explicit images – don't make bars look "bad".

PSI's reaction

- Our campaign did not in any way attack the alcohol industry in Kenya or elsewhere; we were in no way opposing moderate, responsible consumption of alcohol. We realized that we could not accommodate KBL's proposed changes and retain our communication objectives.
- In secret, we re-edited the commercials by taking the HIV+ off the bottles, and recreated the print using the original mock-ups produced by SCANAD.
- PSI aired the campaign on a Friday afternoon, and aired very heavily throughout the weekend, hoping that it would be difficult for KBL to file an injunction against PSI if the campaign was up and running.

Lessons learned

- If campaign objectives directly conflict with the core business objectives of a company their interest in collaboration will be minimal and their opposition may be great (eg alcohol manufacturers, tobacco companies, baby formula manufacturers)
- If you want to forge a public-private partnership with any private company for a public service campaign, figure out what you both have in common. For example, if most people drink traditional alcohol, this may be an area of collaboration (alcohol producer sees traditional alcohol as their main competition)