6-1-2018

Communication for development. Towards effective communication

Mona Ali Soliman

Recommended Citation

APA Citation

Soliman, M. (2018).*Communication for development. Towards effective communication* [Master's thesis, the American University in Cairo]. AUC Knowledge Fountain.
https://fount.aucegypt.edu/etds/1352

MLA Citation

Soliman, Mona Ali. *Communication for development. Towards effective communication*. 2018. American University in Cairo, Master's thesis. *AUC Knowledge Fountain*.
https://fount.aucegypt.edu/etds/1352

The American University in Cairo

Communication for Development – *Towards Effective Communication*

A Thesis Submitted to the
Department of Journalism and Mass Communication
in partial fulfillment of the requirements for the
Master of Arts

By
Mona Ali Soliman

Under the supervision of Dr. Ahmed Taher

Spring 2018

Contents

<u>Acknowledgements</u>

In the Name of Allah, the Most Beneficent, the Most Merciful

"Read. Read in the name of thy Lord who created; [He] created the human being from blood clot. Read in the name of thy Lord who taught by the pen: [He] taught the human being what he did not know." (96: 1-5).

I would like to start by thanking God for giving me the willpower and strength to go through this life changing journey. I would have never been able to finish this Master degree without His blessings.

I would also like to thank my dear family for being my main source of inspiration and determination. Every day, I try to be a better person just to make you proud of me and my achievements. To my father, Dr. Ali Soliman, who has always pushed me forward and told me that I can. He has always seen my potential and encouraged me to follow my dreams and passions. To my perfect mother, Dr. Zeinab Selim, who has always been my source of inspiration and showed me how women can be unbeatable and can do anything if they work hard and multitask.

To my brothers, Amre and Ossama, who have always supported me. Amre, you have been my source of strength each time I was about to give up. Ossama, you have always showed me that anything is achievable if we do our best. To my sister in law and twin, Sarah, you are a true warrior and an idol. Even though we are the same age, but each day, I think of you and think of how I can do much more, so thank you for that.

To my husband, Salah, who has given me endless support throughout my studies. I know that I have been too busy sometimes, but you have never made me feel like it was the wrong step to

take. You inspire me to be the woman that I am today. I may not say it much, but you are my source of empowerment, giving and care. I would have never been able to write those lines without your endless support and patience.

To my extended family, whom I have not been able to meet with in so many occasions. Thank you for loving me and tolerating my busy schedules. I love you endlessly.

I would also like to thank Dr. Ahmed Taher for being the kind soul that he is. Your encouraging words have pushed me forward. Thank you for being available whenever I had questions or doubts. It was a pleasure being your student. Finally, to all my professors at AUC and my thesis paper's readers, Dr. Nagwa El-Gazzar and Dr. Fatma El-Goully, thank you for opening our eyes to new horizons and giving us the right tools to excel in our careers.

Abstract

The purpose of this study is to understand and identify the success factors of Communication for Development endeavors. By understanding the past efforts and studying the current methodologies used in the different phases of campaigns this study aims to conceptualize the most effective ways to generate Communication for Development products.

Through the examination of foreign and local case studies in this research paper, it is anticipated to have a clear conceptualization of what makes some development campaigns succeed, in terms of message design and outreach rather than others. Meanwhile, through the expert interviews, this study aims to understand the process that marketing professionals take in order to design messages for Communication for Development. Finally, this paper strives to have a better understanding of how marketing professionals plan, design, execute and evaluate Communication for Development campaigns.

List of Acronyms

CSR: Corporate Social Responsibility

HBR: Humanity Burn-Free

HIV/AIDS: Human Immunodeficiency Virus infection and Acquired Immune Deficiency Syndrome

ICT: Information and Communications Technologies

IMC: Integrated Marketing Communications

KPIs: Key Performance Indicators

LDC: Least Developed Countries

MSCT: Most Significant Change Technique

NCW: The National Council for Women

NGO: Non-Governmental Organization

OECD: The Organization for Economic Co-operation and Development

ODA: Official Development Aid

PSA: Public Service Announcement

PR: Public Relations

RAP: Rights Advocates Program

SDGs: Sustainable Development Goals

TAM: Television Audience Measurement

UN Women: The United Nations Entity for Gender Equality and the Empowerment of Women,

UNICEF: The United Nations Children's Fund

UNIFEM: The United Nations Development Fund for Women

VAW: Violence Against Women

List of Tables

List of Figures

CHAPTER ONE: INTRODUCTION

Overview

Communication for Development, as we know it today, is an understudied field. Most studies of the field claim that it has started in the mid 1900's. It has been an essential part of development ever since, as it was seen as a multiplier of effect. According to Kasongo (1998), studies in the field of Communication for Development dated to as early as the 1950s, which suggested that the exposure to the media was related to development *"because the media widened the horizons, focused the attention and raised the aspirations of the target audiences, creating a favorable climate for innovation adoption and development."*

Different studies have mentioned that communication was instrumental to development, but after hundreds of thousands of development programs being delivered around the world, where many of them include communication activities, there is still ambiguity around the best practices and the most effective communication techniques to reach development.

With the large number of underdeveloped countries and the continuous efforts of foreign advertising agencies to improve the economic and social conditions of these countries, one would expect to find a mature formula for best practices and "effective Communication for Development" techniques presented by fellow scholars. However, during the study's period, it was realized that Communication for Development needs more theoretical materialization and experimentation to reach a better understanding of its tools and potentials.

This paper aims to understand how development agencies (and their service providers) can design and reach "effective communication" when implementing their communication campaigns.

The study also seeks to apprehend how integrated marketing communications can reach the audience effectively, efficiently, and with excellence.

The outcomes of this study would optimistically help development communication practitioners to have a clearer idea about essential criteria to take into consideration while designing communication messages and producing development campaigns.

Statement of Problem

The number of Communication for Development campaigns with the purpose to raise awareness and/or fundraising are increasing every day. However, a clear understanding of how to effectively reach the audience that we as communication practitioners target and how to design and deliver the campaigns' messages is not always the case. Also, as the competition for the audience's attention increases and with many campaigns going unnoticed, this research aims to find a conceptual framework that list the essentials of campaigns that aim to reach development goals, which was not found in former research studies.

CHAPTER TWO: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

The Beginnings of Communication for Development

Communication for Development has grown as a vital specialization in communication studies. As a field, development has been through a great shift in terms of its definition after being lengthily debated at different discourses. It has become a common priority for all countries in the past half century (Balaswamy, 2006, p. x).

According to Hornik (1988), the beginnings of Communication for Development have started earlier on: *"from Moses in front of Mount Sinai"* (Hornik, 1988, p. ix); meanwhile, Paisley (1981) postulates that communication campaigns are driven from an old democratic practice that goes back to the ancient Greeks campaigning to end slavery. The earliest mass media channel – printed transcripts – empowered people to use communication campaigns as means for social change, which included the spreading of fundamental religious scripts advocating for political freedom in the American society, in addition to a smallpox vaccination campaign at the end of 1700s (Paisely, cited in Mody, 2003, p.168). In the 1800s, campaigns for a legalized amendment of slavery, women's rights and alcohol (Miller, cited in Mody 2003, p. 168) and preaching campaigns for societal and religious restoration…By the 1900s, administrations, intermittently assisted by publicists and colleges, initiated using national campaigns for "social good". This included campaigns to fight tuberculosis, promote hygiene, political publicity, and enrollment during World War I and II (Mody, 2003, p.167).

Hornik (1988) adds that after the invention of the printing press, readability campaigns have spread faith among the public; while in the 1930s the radio was used in countries like Australia and New Zealand to educate farmers' children. The more identified beginning, as per Hornik (1988), starts after the World War II and the remarkable political change it brought the independence movements of most of the Southern Hemisphere's nations, where most of them were poor according to the criteria set by the Northern Hemisphere, their per capita income was low, they had poor health services, and nonexistent industrial plant, aside from little education and limited "modern" abilities (Hornik, 1988, p. ix).

By the end of World War II, poverty in the Southern Hemisphere was attributed to the lack of investment in entrepreneurial and modern skills, which led to slow industrial growth and economic change (Hagen, as cited in Hornik, 1988, p. ix). There was little change in social institutions as well and hence, no change in poverty levels (Hornik, 1988).

Zaid (2010) proposes that the discipline was established in the late 1950s, during the prevalent lure of the radio and television as influential channels of communication that can be used effectively in the developing countries to reach prompt social transformation and economic development (Zaid, 2010, p. 42). Also, Communication for Development originated with foreign aid programs coming to Latin America, Asia, and Africa post World War II. These countries by then were suffering from impoverishment, illiteracy, health issues, and the absence of economic, social, and political foundation. After the war was over, and after the departure of European armies from those territories in the 1950-60s, the international community faced the reality of the dreadful inequality between the First and Third World countries. The Cold War separated the globe into two opposing poles, (*i.e.* East and West), and a Third World consisted of nations that desired to

escape political coalitions and focus on the growth of their economic and social foundations (Zaid, 2010, p.3).

Balaswamy (2006) argues that Communication for Development has undergone several changes over time. In the 1950s and 60s it was thought that by following the footsteps of industrialized countries, underdeveloped countries could advance faster than the industrialized countries themselves. The developed countries were seen as successful examples of development, but this tactic did not achieve the desired outcome. The dissimilarities between industrialized and developing countries did not decrease, but rather increased. Even in the First World countries, the differences between the wealthy and the underprivileged widened. Hence, it was clear to Third World intellectuals that there was no single way for development that can be prescribed to all countries, however, each country must take its own path, taking into consideration its socio-economic, political and financial conditions. This course was followed for a few years and became identified as "*Another Development*." Though the first phase was led by First World scholars, in the second phase, the intellectuals from underdeveloped countries had a more active role. As for the field of communication, it was understood that mass media was not enough and that the use of all media, comprising of old-fashioned folk media, group communication, and personal communication channels were essential for effective communication (Balaswamy, 2006, p. v).

Mody (2003) and Thussu (2004) argue that Communication for Development tackles the use of communication and mass media to reach social and economic advancement in emerging countries. In 1964, a book written for UNESCO by Wilbur Schramm gave illustrations of how the use of mass media has substituted traditional ways of development and raised hopes for a better future in the Third World. The book, which seemed practical, stimulating and relatively easy, was

used as the bible for development practitioners and has made a quick economic and social growth (Stevenson, 1988, p.2).

According to Schramm (1964), Lerner and other scholars who have researched the field of development, a strong correlation has been established between economic growth and the increase of communication. Schramm (1964) also mentioned that the abovementioned correlation reflected on per capita income, modernization, industrialization, and readability increase, the distribution of newspapers, radio receivers, and usage of different media channels increase (Schramm, 1964, p.5).

Schramm (1964) further explained how the freedom of any country is highly dependent on the development of its mass communication. Hence, all countries, whether modern or old, developed or emerging, are attentive to the growth of their communication systems. However, there is one part of communication development that is of extraordinary importance to those countries, it is the input that effective communication can have on the economic and social growth (Schramm, 1964, p.5).

In the 1950s and 60s, development was reflected in the transfiguration of Third World countries to First World countries *(e.g.* The United States, the United Kingdom, etc.*)*, by being industrialized, urbanized and modernized. However, communication was thought to be the missing component in the transformation process as mass media were seen as the "magic multipliers" that will spread modernity into the developing countries in order to substitute these societies' old traditions (Balaswamy, 2006, p. 225). Throughout this era, the communication model that was used was the "bullet media or hypodermic needle model" with hope to reach many people in the Third World and to be able to transform their way of thinking and behavior. Hence, the used

communication strategy was implemented through experts, *"top-down, authoritative and hortatory in nature"* (Balaswamy, 2006, p. 226).

Formerly, as discussed above, replicating the western model, *"industrialization, urbanization and modernization"* was seen as the ways to reach development. The restraints of this model were identified in the 1970s (Balaswamy, 2006, p. x), where it was clear that the communication models that were followed in the two previous decades would not work for the Third World countries. Even though this dominant paradigm was used in many developing countries, the divergences between both the First and Third Worlds, and also between the wealthy and impoverished within the Third World countries have widened. Mass media failed in forcing modernization onto the poor countries and was not able to achieve the expected unified and impactful effects on the people of those countries (Balaswamy, 2006, p. 226).

In the Middle East, the radio has ended eras of seclusion and steadiness and gave societies a taste of how the future can be, instead of how it must be. The inhabitants of the village could gather around the radio to listen to new farming techniques, learn how to fight a disease, or listen to local political disputes (Stevenson, 1988, p.2).

No territory of the Third World transformed in the 1970s as the 15 Middle Eastern states. According to Stevenson (1988), if there is an illustration of the modern world economic order taking place, it is the transfer of wealth from the Western countries to the Third World. It is the few countries in the Middle East that were privileged enough to be situated over plentiful oil reserves (Stevenson, 1988, p. 109).

Until 2000, Egypt and Israel were from the top five receivers of aid ever since the Camp David Treaty (OECD, 2000, as cited in Mody, 2003, p.169). Between 2013 and 2015, Egypt was the

number one in Africa to receive aid worth 3,846 million US dollars and 7% of the total official development aid (ODA) offered to the continent. Meanwhile, Egypt was the third worldwide at 2% of total ODA offered to developing countries after The Arab Republic of Syria and Afghanistan according to the Organization for Economic Co-operation and Development (OECD) report (OECD, 2017).

2.2.7. Top 10 ODA recipients in Africa
USD million, receipts from all donors, net ODA receipts

		2013	2014	2015	3-year average	% of all recipients
1	Egypt	5 513	3 538	2 488	3 846	7%
2	Ethiopia	3 886	3 585	3 234	3 568	7%
3	Tanzania	3 434	2 649	2 580	2 888	5%
4	Kenya	3 308	2 661	2 474	2 814	5%
5	Democratic Republic of the Congo	2 584	2 400	2 599	2 528	5%
6	Nigeria	2 516	2 479	2 432	2 475	5%
7	Mozambique	2 313	2 106	1 815	2 078	4%
8	Morocco	2 009	2 240	1 369	1 873	3%
9	South Sudan	1 399	1 964	1 675	1 679	3%
10	Uganda	1 700	1 635	1 628	1 654	3%
	Other recipients	28 146	29 043	28 742	28 643	53%
	Total ODA recipients	**56 806**	**54 299**	**51 036**	**54 047**	**100%**

Table 1- Top 10 ODA recipients.in Africa. Source: OECD (2017a)

1.2.7. Top 10 ODA recipients
USD million, receipts from all donors, net ODA receipts

		2013	2014	2015	3-year average	% of all recipients
1	Afghanistan	5 153	4 945	4 239	4 779	3%
2	Syrian Arab Republic	3 638	4 198	4 882	4 239	3%
3	Egypt	5 513	3 538	2 488	3 846	2%
4	Viet Nam	4 086	4 216	3 157	3 820	2%
5	Ethiopia	3 886	3 585	3 234	3 568	2%
6	Pakistan	2 194	3 615	3 790	3 200	2%
7	Tanzania	3 434	2 649	2 580	2 888	2%
8	India	2 457	2 992	3 163	2 871	2%
9	Kenya	3 308	2 661	2 474	2 814	2%
10	Turkey	2 848	3 447	2 145	2 813	2%
	Other recipients	114 650	125 851	120 374	120 292	78%
	Total ODA recipients	**151 166**	**161 697**	**152 526**	**155 130**	**100%**

Table 2 - Top 10 ODA recipients of ODA worldwide. Source: OECD (2017b)

It is worth mentioning that in today's world, development has become a more defined field. In 2015, the United Nations' Sustainable Development Goals (SDGs) were launched to resemble the

main goals to transform and develop the world by 2030. The SDGs contain 17 different goals that cover different areas of development. These goals are:

GOAL 1: No Poverty – end poverty in all its forms.

GOAL 2: Zero Hunger – end hunger, achieve food security and improved nutrition and promote sustainable development.

GOAL 3: Good Health and Well-being – Ensure healthy lives and promote well-being for all at all ages.

GOAL 4: Quality Education – Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

GOAL 5: Gender Equality – achieve gender equality and empower all women and girls.

GOAL 6: Clean Water and Sanitation" – Ensure availability and sustainable management of water and sanitation for all.

GOAL 7: Affordable and Clean Energy – Ensure access to affordable, reliable, sustainable and modern energy for all.

GOAL 8: Decent Work and Economic Growth – Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

GOAL 9: Industry, Innovation and Infrastructure – Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

GOAL 10: Reduced Inequality – Reduce inequality with and among countries.

GOAL 11: Sustainable Cities and Communities – Make cities and human settlements inclusive, safe, resilient and sustainable.

GOAL 12: Responsible Consumption and Production – Ensure sustainable consumption and production patterns.

GOAL 13: Climate Action – Take urgent action to combat climate change and its impacts

GOAL 14: Life Below Water – Conserve and sustainably use the oceans, seas, and marine resources for sustainable development.

GOAL 15: Life on Land – Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

GOAL 16: Peace and Justice Strong Institutions – Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable, and inclusive institutions at all levels.

GOAL 17: Partnerships to achieve the Goal – Strengthen the means of implementation and revitalize the global partnership for sustainable development.

<div align="right">(United Nations, 2015)</div>

Figure 1: Sustainable development Goals (SDGs). Source: United Nations (2015b)

The Role of Mass Media

Leading development scholars argued that little development may be explained as a cause of limited knowledge and skills amongst poor populations. Meanwhile, it was seen that face-to-face communication was an unrealistic approach to target those large groups. From here came the idea of using mass media which had more potential for reaching more people, surpassing the reach of governmental resources (Hornik, 1988). Balaswamy (2006) adds that the slogan of today's world is *"think globally and act locally."* The appearance of innovative communication technologies, mainly, in the 1990s have transformed this idea of a global village into a reality. The shifting in the interpretation and essence of development also required the shift in communication strategies for development (Balaswamy, 2006, p. v).

Mass media, distinct from other fields and trades, are expected to accomplish jobs that support the prompt and ongoing welfares of the whole society, particularly in cultural and public matters (McQuail, 1992; Smith 1989; Mody, 1990 as cited in Zaid, 2010). There is a commonly shared certainty that the mass media have a significant role to play in people's life, hence the efforts of media organizations are closely related to the public sphere (Zaid, 2010, p. 8).

The public good is an idea that has an old and controversial history in the field of media studies generally and media policy specifically (Napoli, 2001). As long as the public good has been the main yardstick against which media systems are evaluated, it will remain to suggest a racecourse (Napoli, 2001 as cited in Zaid, 2010, p. 9).

Communication for Development Campaigns

In general, communication and different media have a responsibility towards eliminating poverty. Development happens when we build awareness among target groups about what different poverty elimination programs can do for them, assist and boost their self-development attempts and by creating advocacy campaigns to fight reasons of poverty (Balaswamy, 2006, p. 227).

According to Mody (2003), Communication for Development campaigns happen as part of other development endeavors. In the field of communication, there are two main types of activities that help in the social transformation: enhancing communication channels and providing information. Channel enhancements includes (1) an increase in the accessibility of communication technologies, (2) enhancing the educational and social skills of people, and (3) establishing networks between people and enhancing or generating new establishments to boost the flow of information. Information provision comprises (1) communication promotions, (2) popular culture communications, (3) educational and instruction programs, (4) advocacy with leaders, and (5) supporting development efforts among the public (Mody, 2003, p.167).

Various evidence shows the role of communication to raise awareness and reach development. For example, we learn that AIDS has no medicine, however, we learn that prevention is the only solution to avoid the virus. Knowledgeable and mindful people can take preventive measures to avoid the illness. Likewise, educated and alert people can act to avoid the environmental hazards and can take steps to ensure the safety of the environment. Thus, communication can have a significant part in development by raising awareness, enlightening the people, decoding the technical information into simple language, educating the people, and aiding people to express

themselves and interact with messages at the grassroots level (Balaswamy, 2006, p. 225). In the beginning of 2000s, the priorities of the world's major donors like the World Bank, the United Nations, and Organization for Economic Co-operation and Development (OECD) were: 1) To reduce critical poverty, 2) Ensure primary education worldwide, 3) Encourage equal opportunities in education, 4) Decrease mortality rates for infants and children, 5) Reduce mortality rates for mothers, 6) Provide access to contraceptives and reproductive health worldwide, 7) Encourage environmental restoration and sustainable development (Mody, 2003, p.170).

Even though communication campaigns have a long history, only a few studies have studied their effectiveness (Mody, 2003, p.179).

Mody (2003, p. 178) explains that communication campaigns work differently to reach different results:

1. Campaigns can deliver information that make people change their perceptive.

2. Campaign communications can offer simple positive connotations for adapting a new behavior.

3. Campaigns may help people recall inner incentives to alter their behavior.

4. Campaigns may demonstrate new skills to encourage people to change their behavior.

5. Campaigns may promote values rooted from interpersonal linkages, institutions, and traditions so that the audience would feel that the communicated values are dominant and alter their own, and ultimately transform their behaviors to be more consistent.

6. Campaigns may change ways of communication and provide legitimacy for information sources.

In the journey of understanding effective communication, the author of this paper found that it is important to be able to differentiate between effectiveness, efficiency and excellence in communication.

Excellence in Communication

Kasongo (1998) defines excellence as the diffusion of messages (frequency), and delivery of means and production with the least exertion, cost and time, irrespective of the what, when, and how it was done.

He argues that after more than four decades of scholarship on coherent models and theories of efficient communication in development, sustainable development in the Least Developed Countries (LDCs) remains unseen. Between 1968 and 1992, the sum of countries named as LDCs have almost doubled, from 28 to 42 countries (Agunga, cited in Kasongo, 1998). The 1980s were acknowledged as a 'decade of development failures' (Morna, cited in Kasongo, 1998) and a confession by the World Bank as a main pillar in development for the underdeveloped mentioned: Africans are still as poor as they were three decades ago (World Bank, cited in Kasongo, 1998). These phrases have provided a sort of confirmation that there was a failing promise for the development efforts in general and the Communication for Development efforts in particular. This failure to reach development has happened despite the increased usage of mass media in development and despite the existence of exhaustive economic policies, the presence of funds and political support. Kasongo (1998) argues that the reason behind this failure was mainly due to the misguided perception of the role of communication and the postulations around it, resulting in the

rise of *"linear, sender-receiver, monological, oligarchic models of communication"* (Kasongo, 1998).

An example of linear communication used in Communication for Development in the late 1980s was that of an illustrative HIV/AIDS awareness campaign acknowledged as 'before and after' which showed an obese person as 'before' and a skinny person as 'after', and 'AIDS' written between the two humans. Indeed, this communication campaign reached its objective since it triggered commonsense knowledge where a big body build is a symbol of good health. Almost a decade later, two evaluation studies on AIDS' awareness is more and more illuminating that people think that an obese person cannot be suffering from the disease (AIDS) or carrying the virus within his body. Thus, it can be concluded from the abovementioned example that linear communication may mislead rather than enlighten and teach knowledge. The danger of being convinced with the wrong message, before understanding is existent (Kasongo, 1998)

By using linear communication, it eliminates the beneficiaries of communication from true participation in decision-making concerned with their living situation. The spirit of participation is that it eases the representation of realism or essential needs, accelerates shared strategies for meeting those needs, safeguards legitimacy and proliferate the intervention's chances of success. On the contrary, restraining the audience, or the 'intended beneficiaries' participation to reception of communication results in the misidentification and ill-targeting of the beneficiaries' true social needs (Kasongo, 1998).

Juan Bordenave adds communication includes perceiving, broadcasting, reception and response, or else it becomes a delivery process (Bordenave, cited in Kasongo 1998). This proposes that there tend to be a crossing point between the communication practitioners (transmitters) and receivers not only through a medium but more significantly through designing contextualized

communication (linking the messages to real life) otherwise it will not succeed to stimulate reactions nor teach appropriate or encourage persistent action. Hence, the concept is not that of how well the communication practitioner is understood by the audience anymore. Rather, it is vice versa. The paradigm is now about how well the communication practitioner understands the audiences' context and how the messages and channels are relevant to it. Thus, excellence in Communication for Development should accommodate for ranges of needs, cultural and social preferences unlike the unified package offered by mass communication (Kasongo, 1998).

To conclude, Kasongo (1998) explains that excellence in communication indicates that the designed messages are targeting intended audiences, meaning, stimulating feedback and action. To reach this excellence, communication need to be contextualized, reach anticipated audiences, and involve the audience from the conception stage through the reaction stage. Additionally, Frizt Schumacker suggests that communication practitioners need to practice their work while bearing in mind that people do matter, choosing their words carefully, and believe in the people's right to know. Also, communication practitioners have a role to instruct policy and action related to them. Finally, involving the audience in communication guarantees the precise understanding of their needs and simplifies the design of effectual interferences and policies. He adds: *"The darkest thing about Africa has always been our ignorance of it. Now we know how we may illuminate it,"* (Kasongo, 1998).

Efficiency in Communication

According to Slighter (cited in Beckman, 1940) the word efficiency is defined as a ratio between the effort taking place and its results, the cost and income, the involvement and return, price and the resulting desire reflects the ratio of achieved outcomes versus the used resources (Beckman, 1940).

Efficiency is seen as the opponent of waste, and scholarship around efficiency has become the study of the terminating all wastes. In this wider sense, efficiency is related to the achievement of the highest volume of work in the top conceivable manner with the shortest period and with the least resources (Beckman, 1940). Kasongo (1998) added that efficiency in communication is reached through achieving a communication effect through minimum time, cost and effort.

Effectiveness in Communication

The focus on mass media's effects on behavior change through higher exposure rates left little attention to the content being exposed to the audience. In reality, there was an unspoken postulation that any type of exposure to mass media would cause development. Hence, the methodology of many studies on diffusion of innovations exposed a significant shortcoming. Since no effort was made to study the media messages types that the audience was exposed to, minor or zero thought was directed towards the content and value of information, learnings, and abilities originating from the messages. This inattention given to content has resulted in the absence of attempts to examine whether the messages' content was adopted by the audience, or if the messages were usable, consistent, and efficient, causing the adoption of the message (Melkote, 1991).

Melkote (1991) also adds that the majority of studies discussing the topic of diffusion of innovations asked questions such as: Were there any media effect on respondents' behavior? If that is the case, what was the nature and influence of that effect on adopting a behavior? Very infrequently did research try to explore a different dimension of media effect on the audience such as what they know or the cognitive dimension.

Mody (1991) has studied the design of Communication for Development messages and suggests a list of eleven steps to ensure the effectiveness of communication messages:

1- Study thoroughly the topic that will be communicated

Since the topic might have been picked by an international donor, a local politician, a civil servant, a community organization or anyone. Whatever is the case, all facts should be checked so the masses or public are not misinformed or misled by the communication message.

2- Understand the way of life and morals of audience segments in order to choose the communication approach

The mass reached by a certain medium will include a number of different audience groups. Deciding on the best creative strategy to mobilize the audience, the medium to approach them, the frequency and the content, and style are all dependent on the demographics and beliefs of the audience (i.e. age, gender, background, profession, education level, economic class and religion).

3- Investigate what the audience segments know, feel, and do on the topic

Indigenous knowledge is the unique meanings of a certain topic for the audience's culture and community. Unlike universal knowledge or methodological knowledge, indigenous knowledge is concerned with the distinctive ways in which societies solve their problems and intelligent communication design groups will build on what is native to the local community, instead of presenting foreign concepts.

4- Decide on the objective and required impact of communication

In order to be able to measure the communication effectiveness, a particular objective should be set based on what the media messages are trying to achieve.

5- Select the channels and exposure's frequency required to achieve the intended objective

Audience segments follow different channels depending on preferences and availability. Meanwhile, certain topics are visual, while others are not. Also, many media producers are specialized in one channel, or work in specialized organizations that focus on one medium (i.e. print, radio, television, or film). Hence, the choice of media must be grounded on research on the communication habits of the community groups and how each group relates to the targeted topic. This data then helps to plan the mixture of media.

6- Develop a creative-persuasive plan to deliver the intended messages

Development communication practitioners are often accommodated in technical departments (i.e. agriculture, health, and education). These departments are usually focused on the technical precision of what they are requested to share and do not reflect enough on the ways to communicate

it. They do not enquire about the best format that would draw attention, keep attention, and guarantee comprehension. An emotional appeal to the community may be more suitable than a rational appeal. Data collected on the media uses and information needs of an audience can guide in choosing the most suitable production style.

7- Write message's objective, content, and suggested design/style

Specify what the message will accomplish, what content will be used in this message, and in what way will this content safeguard the attention and comprehension of audience. The specs are analogous to a curriculum and lesson plans; do not start production until the specs for the series are completed, outlining how each program will build on every other to reach the lot of Communication for Development goal.

8- Conduct a pretest for the creative-persuasive plan on a sample to assess the selected approach

Experiment the concept, narrative, personas, location, first problems, rough cuts, storyboards, paste-ups, and drafts. The idea is to test the production's performance in terms of attention, comprehension, interest, value, and believability, before producing to the mass, when it will be past the point to make corrections.

9- Adapt the message based on pretest outcomes and proceed with final production

Examining the message's rough draft on a population sample can warn the designers that the goal is unattainable, the design is unsuitable, or the content is too difficult. The pretest can also point out that the addressees were unsuccessful to comprehend vital vocabularies in the script. Also, it

can show that the audience does not like the program's title, the characters' faces, or the selected set. Lastly, the pretest can illuminate that the content is not suitable for the targeted audience.

10- Observe physical exposure, attentiveness, knowledge, and execution levels after message dissemination starts

This response detects whether the decisions related to media, script, and form are succeeding in reality or not. The designer must decide whether the media channel is accessible by the receptors where they will be recited, heard, or perceived, and, if the message is being noticed, understood, and utilized.

11- Evaluate the message's ability to achieve its awareness, sentiment, and behavior goals

In communicating development campaigns, communication is the method while development is the goal. A development program may communicate impeccably; the sender and the mass audience may comprehend the message similarly, but the anticipated goal (e.g., questioning traditions and altering behaviors) may not happen. An assessment of the effect of the development program's objectives is crucial. Without this final evaluation, the development officer cannot be certain whether the campaign was the best way to achieve the development goal, another campaign should be implemented the following year, or whether mass media are the best strategy in the future or not (Mody, 1991, p.55-60).

The following conceptual framework was developed by the author, where it has created a relationship between the constructs and re-arranged the order; added the topic and target audience at the center of the framework where they were seen as the main influencers of all the decision of different stages of the framework; also, the author has conceived the framework as a full loop

starting with the topic and audience and ending with the measurement of the achievements of the objectives as an indicator of the effectiveness of the campaign.

The conceptual framework aims to summarize the key constructs that are seen to be essential to create an effective Communication for Development campaign. This conceptual framework will be studied in-depth in the following chapters and should reflect what was learned from the literature review above. It is meant to be used by marketing practitioners to lead them in the preparation, design, execution and evaluation of campaigns with development purposes.
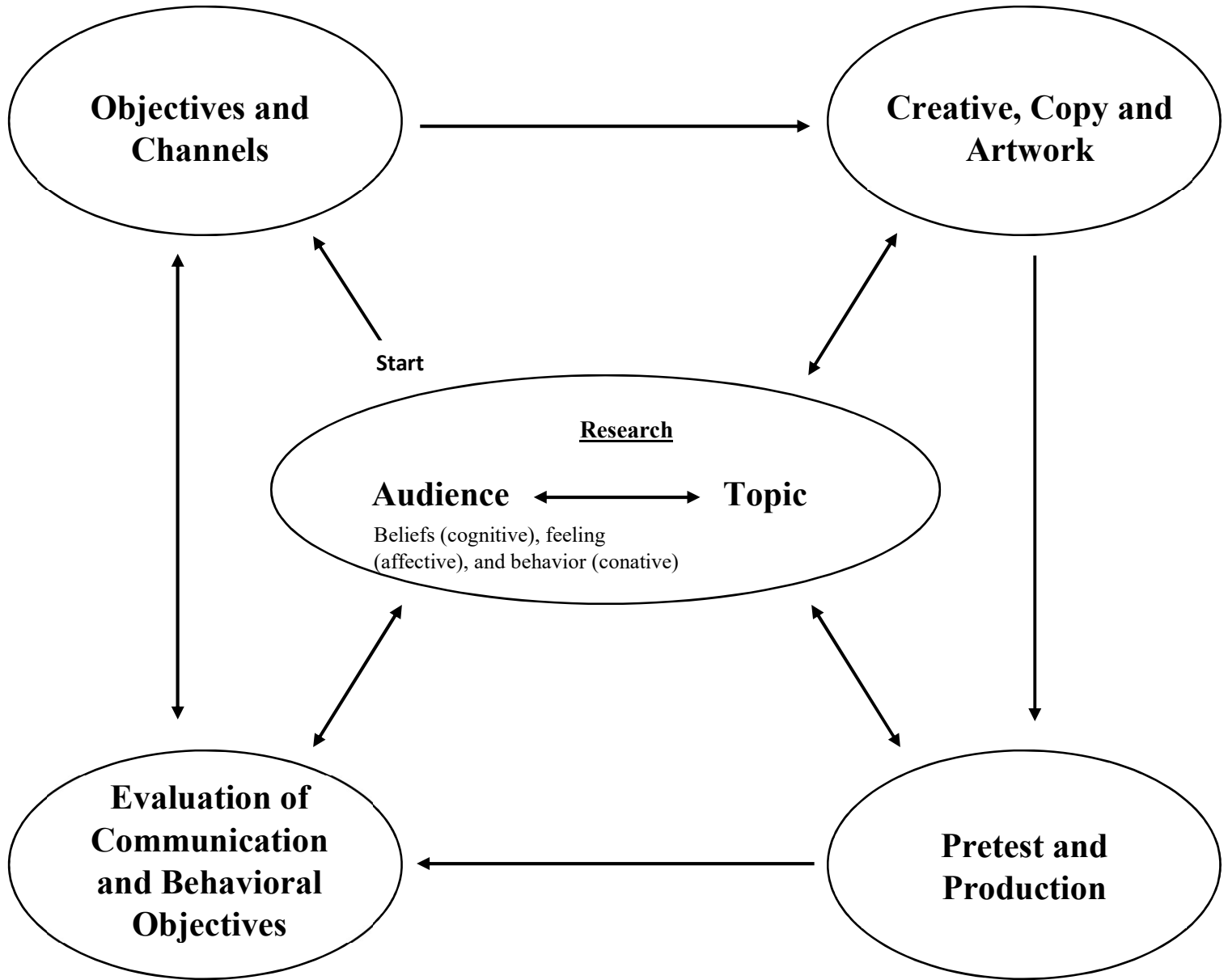
Conceptual Framework

**Figure 2: Conceptual Framework for Effective
Development Communication**

Developed by the researcher based on Mody (1991, p. 55-60).

The author of this paper has added a few steps to Mody's (1991) points mentioned above. These steps include the interrelationship between the different phases. Also, deciding on having the topic and audience at the center of the framework was an addition to Mody's work. Additionally, incorporating beliefs (cognitive), feeling (affective), and behavior (conative) are another addition that the author has fused into this framework.

According to the above framework, the center of an effective campaign is the topic and the audience. This means that in order to achieve effective Communication for Development, one must start with understanding the topic's facts thoroughly, conduct research and grasp why the topic is important? How to tackle it? What are the perceptions around it? What needs to change about it? etc. The audience includes the attitudes of the audience, which include their beliefs (cognitive), feelings (affective), and behaviors (conative). Once the communication practitioner has studied this step, he/she should focus on the target audience. How do they feel about this topic? How sensitive is it to them? Can they talk directly about it or would they prefer an indirect approach? What are their demographics, culture and beliefs like? What is their daily routine? ...etc.

By understanding the topic and audience, a communication practitioner should move forward to the objective and impact that is aimed to achieve by the communication activity. There are usually a set of objectives related to Communication for Development. They include raising awareness over a certain topic or providing information or changing perceptions (cognitive objectives), creating or changing attitudes, enhancing conviction (affective objectives) and changing or enhancing behavior (conative or behavioral objective) around a topic, or encouraging people to act.

Once the topic and objectives are clear, a communication practitioner should look at the relevant channels that are suitable for the topic, audience and objective(s) of campaign. The communication practitioner needs to select the channels carefully (i.e. television, radio, digital or social media, events, etc.). In developing countries, communication practitioners must understand which channel is most suitable for the segment of people that they are targeting. For example, one should not depend on highway billboards or magazine advertisements in a village with high illiteracy rates. Hence, the channels used to disseminate the messages are crucial to the success and effectiveness of any campaign. Additionally, after selecting the channel, it is equally important to choose the frequency of exposure along with the communication usage of the community and how each segment perceives and connects to the communicated topic.

After deciding over the channel with the advertising and/or outreach company, it is time to think of the creative, copy and artwork that will be used to send out the message. The overall idea, style, and appeal that will be used for sending out the message is an extremely important part of any campaign. Also, the dissemination plan must take into consideration the production style, where the appeal used must match the demographics and character of the targeted groups.

The choice of the message is one of the most important steps when producing a communication activity. The message, style and design should go hand-in-hand and complement each other. Following the message and artwork design, it is time to produce the content with the highest quality available. The production phase is a sensitive one where a poorly implemented concept will probably face a lot of criticism.

Later, NGO communication practitioners must not ignore the pretest phase. In the pretest, a sample of the targeted group gets the chance to review the content of the campaign and give

comments. This is usually executed in a focus group method. If the message and creative concept is not accepted by the sample, it will probably not be accepted by the larger community and vice versa.

After launching the communication message, communication practitioners should test how the message is perceived by the audience and how it is received. This could be a last chance to fix any wrong decisions that took place in previous steps. If everything is going smooth after the launch, an essential part of any campaign would be the evaluation phase. A complete study should take place to evaluate each step of the campaign and evaluate if the campaign has reached its objective(s) and developmental goal.

The conceptual framework should also offer a few sets and relationships between the different steps. At the center of the framework comes the audience and topic. As mentioned above they are the focus of any campaign and they are interlinked to all other steps. This construct should always be researched prior starting the execution phases in order to understand the audience and succeed in delivering the message to them.

Since the audience and topic are at the center, they are connected to all different steps: objectives and channels; creative, copy and artwork; pretest and production; and evaluation of communication and behavioral objectives. Thus, communication practitioners must always get back to them while taking decisions for the campaign.

The second relationship is between the objectives and channels and the creative, copy and art. This means that the creative, copy and artwork are based on the objectives of the campaign and the channels used to disseminate the message(s) of the campaign. Also, it is mutually feeding in the evaluation phase where the objectives and channels must be evaluated.

The pretest and production phases are highly dependable on the creative, copy and artwork phases and the audience and topic phases. Meanwhile, the evaluation of the communication should come after the production pretest and phases as the last step of the framework.

CHAPTER THREE: METHODOLOGY

For the purpose of studying the best practices in the field of Communication for Development, the research included both primary and secondary data based on desk research. A qualitative approach was used to have an in-depth understanding of the practices taking place in the foreign and local contexts. In efforts to reach a conceptual framework for effective messaging and outreach in the field of Communication for Development, case studies and semi-structured expert interviews will be used to test the conceptual framework used for this research paper.

The researcher aims to form a triangulation through closely testing the case studies, expert interviews, and comparing the results with the conceptual framework that was based on the literature written by Mody (1991).

The objective of the case studies is to identify the main elements that can contribute to the effectiveness of a campaign designed for development purposes. In the meantime, the purpose of conducting expert interviews is to have a closer vision on how these concluded elements interact to produce an effective communication campaign for development.

The relationship between the field of communication and the case study methodology have a long history together. According to Bonoma (1985), case investigation is mainly relevant to marketers as an educational tool, or a method of creating exploratory insights before conducting more thorough studies. In addition, case investigation offers important opportunities to marketers and the communication practitioners. First, it permits researching various marketing issues which have been neglected in analysis and theory building, due to their difficulty or ecological nature. Second, the experimental conclusion gained from case investigation may not only benefit the

research itself, but also can benefit a classroom, consulting, and other theory-testing endeavors. More broadly, case investigation and other qualitative methods can help marketing (and communication) managers, while laying an experimental basis for improving marketing know-how in innovative and central fields.

Bonoma (1985) postulated that case investigation relates to the qualitative and field-based foundation of case studies. It is led by a process model of findings which results in: 1) a set of academic generalizations from the experimental observations, 2) proven "limitation testing" of the generalizations, and ultimately 3) a marketing model that is experimentally validated.

As for the expert interviews, the researcher will use them with the aim to understand what happens on ground in terms of planning and evaluation of development campaigns. Through conversing with experts from the advertising side (service provider) and NGOs' side (client), the author aims to have a closer look at how the process of Communication for Development takes place. This process includes the planning phase, design phase, implementation phase, and evaluation phase.

Research Questions

Q1: What are the main elements that can contribute to a campaign designed for development objectives?

Q2: What makes an effective communication campaign with development objectives?

Q3: How do these elements interrelate to produce an effective communication campaign for development objectives?

Conceptual and Operational Definitions

"Many terms are used to describe this field; among them are *communication and national development, communication and development, communication for development, and development communication*" (Zaid, 2010, p. 59).

Term	Conceptual Definition	Operational Definition
Communication for Development	It encompasses the simple question of how communication, or in other words, mass media and information and communications technologies (ICT), can result in prompt social change and economic growth for developing countries (Zaid, 2010, p.3).	
Communication for Development Campaigns	They are activated with the intention of advancing a country or people. The definition of development, its objectives, the views around effective development change and the functionality and implementation of development campaigns have all been amply debated over the years (Mody, 2003, p.167).	They are communication campaigns with focus on development and aim to reach the following objectives; raise awareness on a certain development topic, advocating for change, shifting mindsets and changing behaviors around a topic, or encouraging people to act (e.g. fundraising) …etc.
Communication Campaign	It is a structured communication activity, targeted at a specific audience, for a specific period, to accomplish a specific goal (Mody, 2003, p.167).	It is used in the research as referring to Communication for Development Campaigns
Integrated Marketing Communications (IMC)	Defined by Pickton and Broderick (cited in Porcu et al, 2012) is: *"A process which involves the management and organization of all 'agents' in the analysis, planning, implementation and control of all marketing communications contacts, media, messages and promotional tools focused at selected target audiences in such way as to derive the greatest economy, efficiency,*	

	effectiveness, enhancement and coherence of marketing communications effort in achieving predetermined product and corporate marketing communications objectives."	
Effective Communication	Effective Communication is defined by Reeder et al. (cited in Sahaf, 2008) as a communication formulation where the targeted audience is the focus, the communication channel's ability to reach this audience, and the efficiency with which we can maximize the reach, frequency and continuity goals of this communication with budget limitations.	It is defined as per the conceptual model where the constructs of the framework are all present: Audience, Topic, Objectives, Channels, Creative, Copy, Art, Production, Pretest, and Evaluation
Development Agency		It is a non-governmental organization (NGO) that aim to implement projects with the objective of reaching development goals.
Outreach Company		It is a company that is specialized in the activation of on-ground activities and public awareness through direct involvement with local communities. Through one to one and one to many communications to the target audience (i.e. roadshows, design creative outreach approaches, etc.).

Research Propositions

– Effective Communication for Development campaigns should have the five constructs mentioned in the conceptual framework.

– Effective campaigns should revolve around the audience, the topic and the attitudes towards that topic.

– Effective communication campaigns should have interrelationships between its elements.

Data Collection and Sample Design

Four case studies were selected for the purpose of this study in which two of them were selected from the foreign scene, India and England, and another two were selected from Egypt. The reason behind this division was to try to explore the current status of Communication for Development efforts and the potential advancements needed for the Egyptian communication practitioners to reach effective communication in the field of development.

In addition to the case studies, four expert interviews were conducted with prominent Egyptian marketers (from the agency and clients' sides) in the field of Communication for Development to complement the discoveries concluded from the case studies and give a more thorough explanation on how experts plan, design, execute and evaluate their communication campaigns.

The sample of the case studies was a purposive sample where the cases were chosen based on availability of information and results of campaigns' outreach. The researcher also chose campaigns with different implementation techniques in order to showcase some variance in approach and results. Also, the two cases from India and England had baseline and endline studies

conducted around them, while the two cases from Egypt, the researcher had access to the campaigns' implementers.

As for the interviewees, they were selected based on a purposive sampling technique. Most of them were approached based on their experience with cause marketing and Communication for Development.

Two of the interviewees were from the agency side, meaning that they worked on the creative side or in an advertising agency. While the other two were from the client side, which means that they worked as part of a Nonprofit Organization:

- Interviewee 1: Baheya Campaign's (1 out of 8 women) Creative Director

- Interviewee 2: Misr El Kheir's Marketing Director

- Interviewee 3: 57357 Cancer Hospital's Marketing Director

- Interviewee 4: Integrated Marketing Solutions' CEO (former 57357 Cancer Hospital and Ahl Masr's management member)

For the purpose of this research paper, an Institutional Review Board (IRB) approval letter was attained from The American University in Cairo. Also, an official approval letter from the Central Agency for Public Mobilization and Statistics (CAPMAS) was received for the purpose of collecting data. The approval letters are attached in the Appendix section.

CHAPTER FOUR: ANALYSIS

Case Studies

The case studies examined in this research paper aim to shed the light on the elements of success found in development campaigns. Through having a close look on the different steps that the campaigns' creators followed in order to reach a final product, the author tries to understand how the planning, design, execution, and evaluation of those campaigns was handled. The case studies chosen were ones that the researcher had found background information on through primary and/or secondary sources.

Case Study 1: Ring the Bell! (Bell Bajao!) - India

Purpose

"Ring the Bell!" (Bell Bajao!) is a three-year multipronged global communication campaign that was first launched in India in the year 2008 with an activation component of grass root activities and a social media movement to address domestic violence and bring awareness to the topic of HIV/AIDS with the aim of reducing stigma (which was carried through on-ground activities only). However, for the purpose of this study, the researcher will focus on the media campaign only which tackles domestic violence in India.

The media campaign focused on the issue of violence against women (VAW) by men with a focus on domestic violence (carried mainly by their husbands or partners). Its primary purpose was to ask for a social intervention and advocate on the importance of the stepping in of Indian men and boys to bring domestic violence to a halt.

Since one of the basic human rights for women is not to be aggressed, living with an abusive husband or partner is considered one of the main challenges that hinders women's empowerment and development endeavors. According to UN Women:

> *"Violence against women and girls is a grave violation of human rights. Its impact ranges from immediate to long-term multiple physical, sexual and mental consequences for women and girls, including death. It negatively affects women's general well-being and prevents women from fully participating in society. Violence not only has negative consequences for women but also their families, the community and the country at large. It has tremendous costs, from greater health care and legal expenses and losses in productivity, impacting national budgets and overall development"* (UN Women).

The primary purpose of the campaign was to non-normalize the act of violence from an abusive husband or partner against women. The campaign was aiming to change men's attitudes from being passive in front of acts of violence against women and provoke their manhood and masculinity instincts as to feel that violence is not accepted in their presence and that they should take action to protect the victim. Thus, the campaign's call for action was to encourage men and boys to interrupt violence when heard by ringing the bell (doorbell), literally and metaphorically.

A secondary purpose was to become a community mobilization campaign that authorizes the audience (men and boys) to intervene when they hear or see violence taking place against a woman. Thus, the campaign worked as a cry for action for men and boys to take a step against this type of violence and to mobilize the community to mediate when they see this clear breach of women's basic human rights.

The execution of the campaign focused on showing examples of men and boys who intervene when hearing a husband or partner being violent to his wife or partner and to take action and "Ring the Bell" to ask a simple question, which naturally would interrupt the act of violence.

The campaign was developed and implemented by Breakthrough (an international human rights organization) and Ogilvy & Mather (a global advertising agency). "Ring the Bell" was supported by a number of organizations and foundations including The United Nations Development Fund for Women (UNIFEM) - now known as UN Women; the United Nations Trust Fund to End Violence Against Women; Empower Oxfam India; the Jacob & Hilda Blaustein Foundation the Asia Foundation; the Ford Foundation; the Dutch Ministry of Foreign Affairs MDG3 Fund; Government of India; the Ministry of Women and Child; and the American India Foundation.

The campaign sought to integrate the media, cultural, and organizing strategy to make the topic part of a mainstream conversation; bring awareness about the topic of domestic violence and change the community's attitudes on the topic.

The campaign was supported by on-ground activities, where capacity building activities of around 75,000 human rights advocates took place to prepare them to become agents of change. The combined efforts have increased the number of people aware of the Indian Protection of Women from Domestic Violence Act, in addition to a 15 percent growth in access to services by survivors.

In 2010, at the Clinton Global Initiative annual meeting, a decision was made to expand "Bell Bajao" to become a global campaign by 2011. Additionally, UN Secretary-General Ban Ki-Moon

has endorsed "Bell Bajao," as part of the UNiTE campaign to end violence against women (End VAW Now).

Target Audience

Primary Audience:

Men and boys from low and middle-income segments. The on-ground activities focused on two main Indian regions: Uttar Pradesh and Karnataka.

Tertiary Audience:

Since the campaign was aired on local, national, and regional channels, the whole Indian community at large was targeted. Men, boys and women were all asked to intervene when they witness domestic violence incidents.

Influencers

The campaign was accompanied with on-ground activities in the states of Karnataka and Uttar Pradesh. Through Breakthrough's Rights Advocates Program (RAP), the activities included extensive leadership trainings, mass outreach for the community, and face-to-face educational events.

The partnership between Breakthrough and Ogilvy & Mather was a win-win deal in numerous ways. Firstly, it helped to significantly cover campaign activities costs, while meeting the advertising agency's corporate social responsibility (CSR) part, it has also helped in educating Breakthrough's staff on violence against women issues.

Message testing: The message of "Ring the Bell" was tested for three diverse socio-economic classes of sample in New Delhi, depending on status of occupation and education level. Questioned

people gave positive feedback regarding the campaign's message, especially that of lower and middle-class audience. Opposite from the upper-middle class, lower and middle classes both said that they would probably intervene in case they notice domestic violence. Hence, "Ring the Bell" focused on these two segments of the Indian population.

The campaign used a number of Indian celebrities to endorse and help generate publicity for the message. These included the Bollywood actor Boman Irani, a famous lyricist named Javed Akhtar and the renowned Indian fashion designer Akki Narula to name a few.

Appeal

The appeal used in this campaign was primarily emotional. The message development of these public service advertisements (PSAs) was based on formative research and studying past campaigns. The focus of the messaging was highly dependent on the expected role of men in society as leaders of change. The campaign concentrated on their feeling of manhood and how people expect men to be a source of safety and security to women who are being abused (even if the abuse is from another man). The campaign highlights the positive role of men in taking action against violence and highlights the good example of a man as the main character, while sending a subliminal message that this is how men should be, kind instead of violent. Meanwhile, the campaign portrays the violent husband as a sinful person, who is unstable and obviously wrong.

By showcasing two types of men (a perpetrator and savior), men were portrayed as an essential part of the solution to reduce violence against women. This was based on a baseline study which showed that people seldom take action when they witness domestic violence, however, men and women are both ready to take action when they witness domestic violence, however, men are more likely to intervene. This outcome has helped in creating the final call for

action or campaign message 'Bring domestic violence to a halt. Ring the Bell,' with the main target audience being men and boys.

Media

The media dissemination strategy for "Ring the Bell" was shaped after observing media viewing habits in the baseline survey. From the study, it was concluded by Breakthrough that the most effective media outlets for this campaign would be television channels that focus on news, sports, general entertainment, and Doordarshan, a public national television network.

The campaign's approach was to integrate the use of mass media to complement the on-ground community mobilization events and leadership trainings.

These activities usually happened hand-in-hand or even overlapped, helping to strengthen their effectiveness and reinforcing the campaign message in people's minds. As the campaign's media strategy concentrated on starting community action and accountability by "interrupting" domestic violence, the community mobilization endeavors component focused on the right to have safer sex, the right to habitation, the "Protection of Women Against Domestic Violence Act of 2005," women's right to access health and legal services, and fueled the conversation and involvement amongst the community, particularly between men, on stopping violence.

"Ring the Bell!" used above the line, below the line, and on the line platforms to spread the message. A series of television, radio and print ads which were designed at no cost (pro-bono) by Ogilvy & Mather. The ads were promoted widely by the Indian Ministry of Women and Child Development.

The Public Service announcements shown on television were inspired by real stories that show men and boys hearing "men shouting, women crying and objects falling" which indicates a

domestic violence incident. They find a way to stop the violence by ringing the bell and requesting the male who opens the door for an unnecessary item or service. From the facial expressions, the audience knows that it is an excuse but the abuser does not get it at first, but his facial expressions show that he is embarrassed or regretful. A series of six different versions were filmed with around one-minute duration where they have different characters:

1. A married, middle-aged software engineer who rings the bell to ask what is the correct time; when the abuser responds, the engineer tell the abuser that his clock is three minutes behind as to let him know that there is another reason to ring the bell.

Figure 3: "Ring the Bell" - Software Engineer. Source: Breakthrough India.

2. An old bank clerk who rings the bell to claim that he received the beating husband's post card by mistake;

Figure 4: "Ring the Bell" -Bank Clerk. Source: Breakthrough India.

3. A middle-aged bus driver who claims that he has no electricity at his house and asks whether the abuser has the same problem, then he keeps ringing the doorbell even though the abuser is standing in front of him as a sign that he is against his actions;
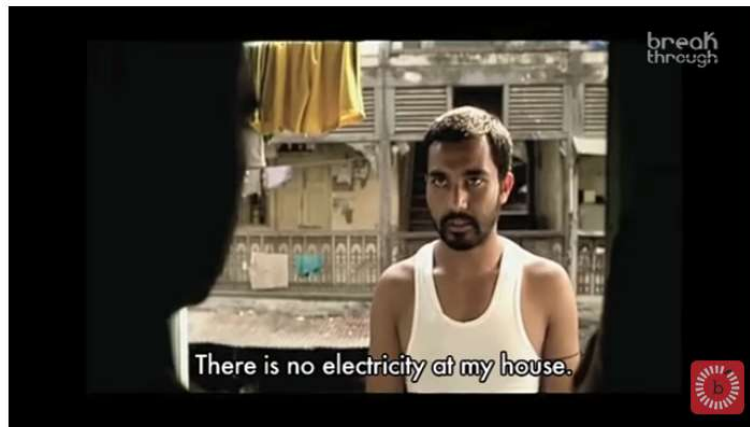
Figure 5: "Ring the Bell" - Bus Driver. Source: Breakthrough India.

4. A neighbor who is sitting to enjoy music while the screaming sounds escalate in the background, he starts hearing his neighbor beating his wife and decides to ring the bell and ask for a glass of milk. The beater comes back with the glass of milk to not find his neighbor;

Figure 6: "Ring the Bell" – Neighbor. Source: Breakthrough India.

5. A team of boys playing cricket, when they start hearing their neighbors screaming and smashing objects, they decide to take action and go upstairs to ring the bell. The violent husband opens the door and they ask him to get them their ball. He comes back to tell them that there was no ball to find them bouncing their cricket ball and staring back at him.

Figure 7: "Ring the Bell" - Boys playing Cricket. Source: Breakthrough India.

6. Finally, the sixth advertisement included the Indian prominent actor, Boman Irani. It shows a man cleaning his motorbike in a middle-class neighborhood, as he hears screaming from the neighbors. He decides to go upstairs and rings the bell to ask if he could use the phone.

As he speaks, his cellphone rings in his pockets and he responds while giving a sharp look at the husband.

As for the below the line activities, the campaign included mobile video vans that traveled 14,000 miles in 2010 alone to tour the villages broadcasting the different PSAs allowing youth advocates to have a direct contact with people and encourage them to be involved and participate in the campaign through games, theater, puppetry, dance and quizzes. In addition, a public relations (PR) campaign also took place where a small PR agency pitched editorials about violence against women and the campaign to different local and national media outlets.

The campaign also included an on the line approach where an interactive website: http://bellbajao.org/ encourage the audience to discuss the issue of domestic violence. This online platform has also provided information to raise awareness on the right of women to live a life free of violence and to mobilize women to speak out when this right is being violated, a community mobilization toolkit with videos, all campaign posters were also accessible with detailed guide to train others on domestic violence prevention. Also, a Google map was also embedded in the website to list the locations of local, national, and regional service providers. Beside the website, Breakthrough has also partnered with other partners to create an online platform with a blog and pages on social network such as Facebook and Twitter, videos on YouTube, and an interactive 3D game.

On March 8 of 2013 (International Women's Day) Breakthrough took Ring the Bell global.

> *"Ring the Bell: One million men. One million promises calls on men worldwide to promise to take concrete action to end violence against women.*

> *Men and women together have responded with outrage to recent dramatic acts of violence from Delhi to Cairo to Steubenville. We know that effective laws, courts, and cops are essential — but they are not enough. We need individual and community action to challenge the habits and norms that perpetuate violence.*

> *Men, their allies, and their actions, can create that global tipping point, today. With men as leaders and partners, we can build a world in which women are safe — and in which all of us live freely, fully, and without fear," (Bellbajao.com).*

Results of Ring the Bell

A number of evaluation studies were conducted to study the results that the campaign has reached over 130 million people and has succeeded to create a debate among the Indian society.

> *"In front of my house, there is a family that drags the woman by her hair. They drag her near the gas and say 'burn yourself'. They don't give her food. In winters I see her without warm clothes. In summers she has no fan. She stays locking a room, like a prisoner. After watching the Bell Bajao ads, we started making some noise every time we heard violence. The violence used to stop for the time being. Eventually it stopped entirely. I did feel good about helping her. Earlier I used to feel helpless around her. Now she's happy, so I am happy. It was like helping my own child. I want to thank Bell Bajao for inspiring me to take action."*

> - **Pramod Tiwari**, government worker in India
> *Interviewed by Breakthrough Rights Reporters*

"Ring the Bell's" communication tools and messages were adapted by both individuals and organizations globally, including countries like Canada, China, Pakistan and Vietnam. It received 23 awards, where one of them was 2010's Silver Lion at the Advertising Festival held at Cannes (bellbajao.com).

End VAW Now conducted a case study to examine the effectiveness of the campaign. They used the 'Most Significant Change Technique' (MSCT) to assemble stories that prove that the behavioral change was a result of specific interventions. The researchers used in-depth interviews with partners to study their commitment to the campaign and VAW. In addition, a control group technique was conducted on two groups from two districts to examine the impact of media and educational programs. One group was tested on both variables and the other group was only tested against the media variable (endvawnow.com).

The evaluation Breakthrough's campaign surveyed a sample of 1,590 adults of age between 15-49 years at the end of the campaign to search for a difference in knowledge levels, attitudinal

or behavioral change because of it. Additionally, Breakthrough used different measurement tools to have accurate statistics and demographics of the reached audience. The measurement tools incorporated figures from Google Analytics (Google's reporting engine) and Google Adwords (Google's advertising engine) to count online access to the website, Nielson ratings, the National Readership Survey, and Television Audience Measurement (TAM) to count television viewership. Online reach was also calculated based on the depth and broadness of the audience's involvement in blogs, social networks, and use of campaign materials which were disseminated and/or downloaded via internet, and used by other entities such as civil society, educational organizations and government agencies (endvawnow.com).

The evaluation of this campaign concluded that 97% of study participants stated that they gained awareness on domestic violence. Precisely, 99.5% of those who were exposed to the educational and media components of the campaign from the case group has reported an awareness, in comparison with 94.5% of those who were in the control group and were only shown the media component (endvawnow.com).

During the baseline study at the beginning of the campaign, only 3% of study participants knew the Protection of Women from Domestic Violence Act. However, at the endline study, 21% of this case group, and 8% of the control group were aware of it. Also, a noticeably higher percentage of participants expressed their awareness that domestic violence included emotional abuse, economic deprivation, threats and sexual abuse. Moreover, a noticeably lower percentage of participants recognized dowry-related harassment as a type of domestic violence (endvawnow.com).

There was a clear decrease of 9% in participants who saw that women should stay silent when undergoing domestic violence. Respectively, 90% of respondents proposed that women should seek legal action, while there was a decline in responses proposing that women should adapt and live with domestic violence or commit suicide. A clear increase in the discussions around domestic violence was also noticed during the study (endvawnow.com).

A percentage of 47% were more willing to report witnessing cases of domestic violence, mostly female respondents at 69%. This is probably due to their awareness of how domestic violence look like and can therefore simply recognize such cases. Interventions to end domestic violence were limited to 51% counseling, another 51% would mediate between involved parties, while 46% would speak to the abuser and 39% chose to speak to the survivor individually (endvawnow.com).

From the different media channels, television was the most effective channel to reach audience and disseminate the message, followed by radio and print ads which were only effective in some areas; video vans were found to be received by the public with enthusiasm, and a good approach to involve the younger generation, while maintaining community engagement for two years (endvawnow.com).

The most lesson learned from the PSAs was that "one can stop domestic violence without saying anything to the aggressor" and that "one should make efforts to stop domestic violence". What was a main lesson for many people was that an individual can interrupt domestic violence "giving any trivial reason" – this idea of 'interrupting' domestic violence echoed loudly with the targeted audience. Millions of people were reached through the campaign website which was

calculated by clicks, commenting on content, downloading material and other interactions (endvawnow.com).

Finally, around 17% of survey participants were aware of Breakthrough as an entity paralleled to only 0.2% at the commencement of the campaign (endvawnow.com).

Case Study 2: How far would you walk to find clean drinking water? – The United Kingdom (UK)

The second public service announcement that will be studied in this paper is a social experiment executed by United Nations International Children's Emergency Fund (UNICEF). The PSA used the title "How far would you walk to find clean drinking water?" part of a bigger campaign under the name "Water is a right, not a privilege" on social media.

The main character in the advertisement, and experiment, is an English man who sells water in a busy street. He stands in a stall and repeatedly calls for his merchandise, "water, water, water", and encourages people to come and buy from him. Once they approach him he starts telling them the price of the water bottle. "That one is 20 kilometers…," then he shares another bottle "this one is 10 kilometers...." He then explains "children in Somalia are having to walk 10 kilometers to get water, sometimes in drought up to 50 kilometers." He then asks the buyers to walk different distances on a treadmill to get the water bottle. Most of the participants show that they cannot waste their time on this task and choose to leave, while a few number decide to participate.

After the participants receive the awarded water bottles, the seller asks them to check the ingredients of the water bottle which enlist Cholera, Polio, Typhoid, and Hepatitis A. The buyers

become shocked and start to ask if they have just drunk contaminated water or if it is dangerous. A message appears on the video stating "2.4 million children in Somalia do not have clean water to drink." Then it asks the audience to share the video as a call for action.

The concept of the experiment came through a pitch which was won by an agency named Kindvertising and was later executed by a production company called Reelmedia.

Reelmedia mentioned on their website that they believed in the cause that UNICEF was after and that they wanted to help them provoke the feelings of the social media audience and experiment's participants by putting them in the shoes of a Somali child.

The experiment was secretly filmed by Reelmedia through several hidden cameras and was publicized through UNICEF's global social media channels. The director Tim Webster claims that the reactions of the experiment's participants exceeded the team's expectations (UNICEF, 2017).

Purpose

The advertisement's duration is 1:57 minute and aims to raise awareness on the difficulty and to have access to water in Somalia and how much Somali children should walk in order to reach a source of drinkable water that is not even clean and healthy.

Through the PSA, the audience can see that the social experiment was taking place in an English city which has tourists, shoppers, athletes and normal passers-by (UNICEF, 2017). Hence, to see someone who has easy, every day access to water in a situation where they should be in the shoes of Somali children and even do an extra effort to attain that same water bottle that they are used to buy from anywhere close by, was provocative and stimulating to both, those who were part of the experiment, and those who were watching the experiment through the lens of the hidden cameras.

Figure 10: How far would you walk to find clean drinking water? – Preparations of shooting the social experiment. Source: Reelmedia film.

Only a handful of participants were willing to finish the challenge and walk on the treadmill to get the water bottle. The distances they walked were only a percentage of what Somali children would walk (UNICEF, 2017).

Even though it was not directly mentioned, but the advertisement does encourage "donating" to the cause. The intelligence of the appeal used is in the shock element. The facial expressions seen on the participants' faces and the real reactions that the audience feel and witness are an essential part of the messaging for this advertisement. It has focused on putting the participants and video audience in the shoes of a Somali child, who should work so hard and waste his or her time in getting a mere right, water, a product that is easily found in every corner in the streets of developed countries.

Figure 11: How far would you walk to find clean drinking water? – Reading the script of the experiment. Source: Reelmedia film.

Target Audience

<u>Primary Audience:</u>

The primary target audience for this PSA is people who live in developed countries with ease of access to their daily needs from food and water in addition to having access to different facilities of the modern world.

<u>Tertiary Audience:</u>

This experiment is filmed in England, which has a strong currency compared to the African country of Somalia. Therefore, the tertiary target audience for this advertisement is potential donors who would watch the advertisement and feel the urge to donate to UNICEF's cause.

Figure 12: How far would you walk to find clean drinking water? – The finalists of the social experiment with the water stall. Source: Reelmedia film.

Influencers

The public service announcement was a somehow new mix to the regular audience. The idea of filming a social experiment as an advertisement is not common in the field of humanitarian aid. Also, the use of hidden cameras and watching true emotions being filmed in an advertisement gives it an entertainment element where the audience are curious to know what will happen next. The social experiment had a great impact on the video as the concept behind the advertisement is one of the main reasons for its uniqueness and success.

Appeal

The appeal used in this public service announcement is the fear appeal. When people put themselves in the Somali children's shoes, they start imagining how privileged they are and how they cannot survive under such dire circumstances where water, the basic right for all creatures, is not attainable. When they sense this fear, this means that the message was successfully delivered.

Media

The public service announcement was mainly filmed through three hidden cameras for social media use and was posted on Facebook and YouTube by UNICEF. However, a real-life experiment also took place in an English city which could be counted as a guerilla marketing strategy.

Results of How far would you walk to find clean drinking water?

The director shared his opinion on UNICEF blog on the results mentioning that they did not expect all this success for the experiment. Also, he was surprised with the huge outreach that the video has achieved and stated that it the numbers have far exceeded the team's expectations. He adds *"not only because the reactions of the public were more dramatic than we had hoped for, but because those that chose to follow in the footsteps of Somali children and walk for their water, showed a genuine sense of compassion and new-found understanding for their plight"* (UNICEF, 2017).

According to the director, the confusion of passers-by who wanted to buy a simple product such as a bottle of water came from the unexpected stickers stuck to the water bottles. It was uncommon to see distances in kilometers instead of price tags. *"To our surprise, a stream of people was drawn to the stall, intrigued by the peculiar pricing. Since it was a hot summer's day, many passers-by were interested in purchasing water, but not so many were keen in taking time out of their day to walk for their water, when usually it would be so easy,"* he explained (UNICEF, 2017).

He also described the use of hidden cameras as "exciting to produce" as he explained further that the use of hidden cameras can be planned, what they capture is extremely unpredictable. "How

would people react to our experiment? Would anyone take time out of their day to take up the challenge and walk for their water?" commented the director (UNICEF, 2017).

To end the experiment with a piece of reality, after participants started to drink from their much-deserved water bottles, they were asked to have a look at the ingredients written on the bottle. Several fatal diseases were written on the label. As a first reaction, some of the participants were confused, others were left wordless, while some looked frustrated over the idea of having children walk so far only to obtain possibly fatal water. Surprise and disappointment rapidly turned into compassion and gratitude of one's situation (UNICEF, 2017).

The video has exceeded 4.5 million views on UNICEF's Facebook page, and over ten million views on different social media platforms.

Case Study 3: Humanity Burn-Free (HBF) - Egypt

Globally, around 265,000 deaths are caused by burns every year. Most of the victims come from low and middle-income countries like Egypt. Non-fatal burn injuries are a principal cause of sickness including lengthy hospitalization periods, disfigurement and disability, often causing stigma and rejection.

In Egypt, above 100,000 people suffer from burns annually, where most of them are children and housewives. Half of these victims face death because of weak specialized medical care and/or absence of emergency care.

Started in 2013, Ahl Masr Foundation is a non-governmental (NGO) and social developmental organization with the objective of transforming the models of aid and healthcare development in Egypt, with a focus on burn prevention and treatment. Ahl Masr is Egypt's first non-profit burn injuries hospital. It is built to be the largest in Middle East and Africa at 24,000 sqm in the outskirts of Greater Cairo, in New Cairo district. Ahl Masr hospital is built with donations from people who believe in the importance of the cause as burnt people face a lot of difficulties to be treated let aside the stigma that they experience.

The foundation's approach is to cure existing injuries, offer prevention measures and eradicate root causes through social and urban development. The stigma that the victims face hinders their active role in society and usually ends in hiding behind closed doors as mentioned in their communications. Hence, the hospital not only treats their injuries, but also offers a wide range of services including psychiatric treatment, outreach initiatives, and social rehabilitation.

Purpose

"Humanity Burn-Free" initiative works on the local and global fronts to endorse safe surroundings and equal chances for burn victims around the world. Ahl Masr Foundation calls for eliminating limitations, abolishing discrimination and providing burn victims with equal chances and civic rights.

The initiative aimed at raising awareness about the size of the problem, its risk factors, and the effects of burn injuries around the world, within the context of other wellbeing and social issues. Additionally, the initiative worked on mobilizing the public to spread the message and make it go viral, using public figures and trendsetters from Egypt and the Arab countries.

"Humanity Burn-Free" also aimed at eradicating societal stigmas for burn victims and worked to put an end to social discrimination, particularly regarding health, education and employment requirements. Finally, the initiative worked on promoting the much-needed social inclusion through the roles and responsibilities of burn victims.

"Humanity Burn-Free" (HBF) campaign was composed of three different phases. All three of them carried the message "It's How You Choose to See Me". The campaign aimed to create awareness about burn victims and the social stigmas that they suffer from by promoting the idea that burns are only on the outside.

According to Ahl Masr Foundation, around 100,000 people are burned annually in Egypt, and only a limited number can afford getting the needed treatment to survive. "*The mortality rate of burn victims in Egypt is as high as 37%, compared to the average of 5% in other countries in the region. Moreover, the majority who do survive find it hard to carry on with their daily activities due to their physical disfigurement and physiological trauma*," (Egypt Today, 2016).

Ahl Masr had to work on bringing awareness to the cause and to fight the stigma through various campaigns. The campaign that this paper focuses on is called "Humanity Burn-Free" which was a series of advertisements featuring more than a dozen Egyptian and Arab celebrities and trendsetters.

Target Audience

Primary Audience:

Egyptian social media followers and prospect donors who may be interested to donate for the cause.

Tertiary Audience:

The general public who can learn about the stigma that burn victims face and learn how to ease the suffrage of those victims.

Influencers

The campaign used over 80 different celebrities and influencers and has developed a hand motion for the initiative, whereby participants cover half their face with their hand, palm facing out, to showcase how burn victims suffer from stigma.

It's how you choose to see me. Burns are only on the outside. Support Ahl Masr... "Humanity Burn-Free."

Appeal

The campaign used celebrity endorsement appeal to reach out to the vast majority of the public through using the faces of familiar faces from different walks of life such as actors, singers, fashion designers, athletes, writers, etc. The celebrities that were featured in the campaign included: Ahmed Hatem (Actor); Ahmed Malek (Actor); Hany Adel (Singer); Kinda Alloush (Actress); Amr Salama (Director); Sherif Ramzy (Actor); May Abdel Aziz (Singer); Ahmed Hayman (Photographer); Mostafa Atef (Sufi Chanter); Hisham Maged (Actor); Ahmed Fahmy (Actor); Hossam Hosseiny (Actor/Director); Salma Abu Deef (Fashion Blogger); Carmen Soliman (Singer); Hend Sabry (Actress); Nabil Eissa (Actor); Karem Fahmi (Writer and Actor); Hanna Sheha (Actress); Ramez Youssef (Anchor); Aly Mazhar (Trainer / Founder of BE FIT); Shady Ahmed (Musician/ Singer); Ahmed El Feshawy (Actor); Chico (Actor); Doraa Zarrok (Actress); Alaa El Sheikh (Creative Director); Omar Taher (Writer and Journalist); Cairokee (Band); Sharmoofers (Band); Asser Yassin (Actor); Yasmeen El Raees (Actress); Khaled Abo El Naga (Actor); Zap Tharwat (Rapper); Amina Khalil (Actress); Salma El Kashef (Photographer); Ahmed Helmy (Actor); Ahmed Dawood (Actor); Omar Gaber (football Player), among others.

Figure 15: Syrian Actress Kinda Alloush with Egyptian actor Hisham Maged. Source: Ahl Masr.

Figure 16: Humanity Burn Free - Actress Amina Khalil - A burned person suffers from psychological pain much more than from physical pain due to his/her rejection from the society. Source: Ahl Masr.

Figure 17: Humanity Burn Free - Actress Hind Sabry - Burns happen in a second, but take years to heal. Source: Ahl Masr.

Media

The campaign was launched through posting several short videos on social media featuring Egyptian and Arab public figures along with trendsetters who have opted in and joined the cause, while inviting more people to join the cause. A fully-fledged online and social media campaign was launched, accompanied with public relations activities to spread the awareness on the initiative.

The campaign also had an activation component where people were encouraged to take a picture with the hand motion to support the cause and purchase promotional products from the campaign's outlets.

Photography/Videography

The campaign was documented through photos and videos captured by the talented and celebrated photographer/humanitarian Ahmed Hayman who is also the co-founder of "Colorful Future," a non-profit project that aims to finance projects for the helpless and the poor through photography workshops.

Results of Humanity Burn-Free

The main achievements of the campaign were the engagement of over 80 celebrities and reaching out to their fans and followers through exposure to the campaign's messages. The campaign billboards were spread throughout Greater Cairo streets and were seen by millions of the Egyptian people. The campaign has raised awareness on the cause where it has helped in the fundraising process through educating people about the hospital and what it aims to achieve.

Results on the activation component were not very evident to the researcher as it is difficult to follow who has adopted the hand motion initiative on their social media accounts. However, the hand motion has become famous to be connected to this campaign in particular as it was provocative to the general public. Also, the message "It's How You Choose to See Me" went viral over the social media in efforts to stop the stigma against burn victims.

Around 713 posts under the hashtag #HumanityBurnFree were found on Instagram. Many of them are for the actors and influencers participating in the campaign. Other included Magda El Roumy's fundraising event and other photos. A very few number of posts belonged to non-celebrity accounts who chose to follow the trend. However, many may have followed privately within their circle of friends through their private accounts.

For the top results on Instagram, Zap Tharwat had around 7,250 likes on his campaign picture, Ahmed Hatem had 6,450 likes, Hana Shiha had 4,478 likes, Mostafa Atef had 4,201 likes, while Tamer Hashem from Cairokee had 3,218 likes. This is an indication that followers liked the concept and message, but may have not followed the trend.

For Facebook, the celebrities had similar reactions on their posts. Hana Shiha had 6,200 likes, Mostafa Atef had 3,900, Amir Eid of Cairokee had 3,000 likes, Kinda Alloush and Hany Adel had

1,400 likes, Sherif Ramzy had 1,300 likes. This may suggest that some celebrities had more interaction on Instagram than on Facebook and vice versa.

Hundreds of articles followed the celebrities trend and covered their participation in the campaign. This could be used as the main advantage of using many celebrities where the news usually follows them and want to report on their different activities.

Case Study 4: Her Future is in Education - Egypt

Various challenges prevent or hinder girls' access to education and in benefit from quality education and equal opportunities in schools as boys. In their communities, girls face the risk of early marriage, sexual harassment, and discrimination. Whereas in the schools, girls sometimes face discrimination with regards to some activities, such as wanting to join extracurricular activities, participation in the student unions or in sports, teachers often lack awareness on gender sensitive practices and there is often harassment in classrooms...etc. This is further exacerbated by the deficiencies in the education system that may face students, usually characterized with a deficient learning environment, a high student to teacher ratio, outdated teaching methods and poor physical condition of the school.

The fourth campaign discussed in this paper is from Egypt through an edutainment drama animation campaign that tackles the issues around education, early marriage, and the role of teachers to set an example for young girls and empower them at school. The campaign is a series of three videos that were launched in October 2017, with the aim to grab the attention of the Egyptian audience to the serious issues that stop girls from their real potentials across the country. It was recorded in an Upper Egyptian dialect, to reach out to those who live in less privileged areas in Upper Egypt where many girls are not allowed to finish education or work post-graduation. The campaign was implemented for an international non-governmental organization which works on education in Egypt, along with women's rights, governance and agricultural and natural resources named CARE International in Egypt.

The campaign was executed through a company named Giraffics and has taken almost a year of preparations.

Video # 1 - Benefits of Girls' Education explains: Menna, like many other young girls in Egypt, was threatened not to continue her education due to her father's desire to marry her off at a young age.

The video tells the story of Menna who is turning 14 and how she loves her school, yet, her father Awad has surprised her with a much unexpected gift for her birthday, a groom. It shows her struggle to convince her father that she is still young and that she would like to finish her studies, yet, her father insists. Just when she gave up, she found that her father has changed his mind as he heard that his niece, who is 14 as well, has gotten very sick following giving birth. Menna becomes a lawyer, a wife, and a mother at the end of the video.

Figure 18: "Her future is in Education" - Menna, 14, the main character of Benefits of Girls' Education video. Source: CARE International in Egypt.

Video # 2 – Harms of Early Marriage explains: Awad lives to make his two daughters, Menna and Mariam, happy. Yet, in his attempt to protect his daughter, Awad could have prevented Menna from reaching her goals and continuing her education.

The video tells the story of a father, Awad, who like many Egyptians thought that he could protect his girls through getting them married at a young age. The drama shows us that he was

following his brother's steps but when he saw that his niece was almost dying due to her health deterioration following her labor, he changes his mind and decides that his girls will be more protected when educated and self-fulfilled. In order to not be too controversial, the video ends with both girls married, working, and studying to their own children. This highlights that the campaign is not opposing the idea of marriage, but rather says that it can wait.

Figure 19: "Her future is in Education" - Awad, Menna's father, the main character of Harms of Early Marriage Video. Source: CARE International in Egypt.

Video # 3 - A Teacher's Dream explains: Sanaa dreamt of being a teacher since she was young. Her passion comes from a genuine belief that teachers have the power to impact students' lives to the better.

The video tells the story of a history teacher who likes to treat her students as her younger sisters and tomorrow's leaders. She tells us how she tries to inspire the girls as part of her role and dream of changing the world to a better place.

Figure 20: "Her future is in Education" - Sanaa, a teacher and the main character in A Teacher's Dream Video. Source: CARE International in Egypt.

Purpose

The main objectives of the campaign were to raise awareness of the society on the importance of girls' education, and change the mindset of those who undermine this importance. The films' main purpose is to tackle the barriers to girls' education and are part of the activities that took place in a project titled "Promoting Equitable Education for Girls" (Educated, Empowered, Enlightened), implemented by CARE International in Egypt in partnership with UN Women and the National Council for Women (NCW) and funded by the Embassy of Japan, aiming at reducing barriers to girls' education.

Target Audience

Primary Audience:

The main target audience for this campaign was both fathers and mothers of young girls living across Egypt, particularly in impoverished areas.

The main age group that was targeted through this campaign was 25 – 45 years old mothers, and 25 – 50 years old fathers coming from lower socio-economic class from all over Egypt who see that girls should not finish their education, or who are not aware of the problem, and its causes.

The videos were also targeting the general public as to raise the awareness on girls' right to education and the dangers of early marriage, which is the main reason behind taking girls out of schools.

Influencers

The campaign used Facebook ads to boost its outreach. With a budget of $200, each video was boosted over a period of two weeks. Over a period of six consecutive weeks, the videos were launched at the same timing and description through UN Women Egypt's Facebook and The National Council for Women's Facebook page, which have helped greatly in its outreach.

Media

This campaign was produced for the social media circulation through Facebook. Each video was boosted for only two weeks at its launch and was targeting all Egyptian governorates, with a focus on the age group between 20 and 50 years old to include the general Facebook users. The relationship status chosen for this campaign was married people who would either be newly married with no children (in their twenties) or already married with children.

Results of Her Future is in Education

The campaign has reached a large number of viewership in comparison to other videos that are simply raising awareness on social issues such as the importance of girls' education and harms of early marriage in Egypt. Many of the commenters mentioned that they admire how the videos have tackled those sensitive issues with simplicity and wittiness. They have also mentioned that usually videos that aim to educate the audience on such topics are not necessarily catchy and executed with high quality.

The first video, named Benefits of Girls' Education has reached out to at least 232,000 views. Meanwhile, the second video, Harms of Early Marriage, has reached out to an even larger audience at around 330,000 views. Finally, the third video, A Teacher's Dream has reached around 140,000 views. Hence, the total of all views of the campaign is around 702,000 views. The abovementioned numbers come from only four different channels, where the campaign was shared on CARE International in Egypt, UN Women Egypt, The National Council for Women, and Women of Egypt. However, the videos may have been downloaded and uploaded on other pages or online platforms that were not visible due to privacy restrictions.

The campaign has resulted in some controversial feedbacks. Among the feedback that this campaign received was plentiful of reactions on Facebook where mostly were on the positive side of reactions (likes, loves and wows). For the comments, many of the campaign's followers felt that the messages were concrete and shared it with other friends and relatives. Others working in the field of development were tagging colleagues and acquaintances either to reuse the videos in their awareness sessions or within their work. Many have started a discussion on current social issues such as the quality of education, unemployment problems and the difficulties that teachers face with almost no remunerations. Meanwhile, some religious extremism was showing resentment of

the messages of the campaign where they approve of early marriage as a form of securing the girls' lives and protecting her from sexual harassment, etc.

For the researcher, the more tangible results for this campaign show in the people who started to share their personal experiences with education and early marriage. One of the commenters says, *"you are right, but it's a bit too late now, I got married at 16 and now I am 22 with a boy child who cannot join school because he is off records."* Another one said *"The best thing about this video is the father's understanding and the support her gave his daughter. Our daughters are a treasure, Egyptian men, with love and listening to her point of view and supporting her goals and dreams you give her a sense of security. The relationship between a father and his daughter is the most beautiful and kind of relationships. Be kind to her, you never know how her husband and in-laws would treat her. Let her say her opinion and live in under your arms before she faces reality. A father is a blessing, especially when he treats his daughters with kindness instead of shouting at them and being violent."*

Even though the campaign did not have a call for action, the messages have reached the audience deeply. Their responses reflected how the issues tackled in the videos have touched them and how they felt that they need to respond or give feedback. The interaction that they have shown in the messages shows how they felt that the characters were close to them and relevant. Hence, using drama that is emotional and a storytelling style have shown success with the Egyptian audience.

Each case study has added to the knowledge of the researcher and showed real-life examples of successful cases that can be used as a guide to nonprofit marketers who work on campaigns that raise awareness and fundraise for development purposes. The cases were different in terms of

creative, target audience, topic, and artwork. This has enriched the understanding of how NGOs

choose to work and what phases do they take to produce successful communication campaigns.

Also, each cases' abidance to the conceptual framework has been analyzed thoroughly in Chapter

Four.

Expert Interviews

This section will include the views of marketing experts who are either clients (NGO staff) or service providers working in service providers (creative directors or expert marketers) on producing effective communication campaigns. The listing of the answers will be based on the conceptual framework's elements and can be found in the discussion guide in the appendix.

Research on Topic and Audience

The following views were shared by the interviewees on how they collect data on their campaigns'' audience and topic:

> AB & Partners' Creative Director shared: *"We do research before the design of the brief. We ask people who are closer to the topic. We dig deeper to reach for similar insights. We do our research but the client does more research before and after the campaign is released. They usually conduct focus groups and share results with us."* Meanwhile Misr El Kheir's Marketing Director mentioned: *"We do baseline studies with big campaigns."* As for 57357 Hospital's Marketing Director stated: *"We conduct our market research through different methods. We ask our donors and visitors about their motives to donate or visit. Also, we hire research companies to study the market."* Finally, CEO of IMS concluded: *"We did a positioning research for Ahl Masr."* She also added: *"We bought a research on the personality and character attributes of donors. Also, TNS used to send us a profile of different target audience to choose our channels."*

Defining the objectives and choosing the channel

The interviewees also shared how they define their campaign objectives and choose their channels as suggested by the conceptual framework. The interviewee from IMS mentioned: *"The campaign should be complemented with another media channel (i.e. SMS, outdoor ads, TV ad, radio ad, Facebook ads, WhatsApp ads, PR campaign)."*

Formulation of creative, copy, and artwork

They also share how they design the creative, copy, and artwork, where AB & Partners' Creative Director shared: *"We discovered that for people to listen, the message needed to be personal. People had to feel that breast cancer is close and this is how we formulated the message. This was the concept that clicked with everyone (the client and the advertising agency). This is the only way people would listen to this message."* She added: *"There are generic elements for all ads that ensure success. Celebrity endorsement, charity causes use children, which makes their advertisements emotional and reach people easily. Also, it depends on the idea, the brief, mostly it is the message."* In the meantime, Misr El Kheir's Marketing Director mentioned: *"In my opinion, the success elements include the emotional cause and topic."* In the meantime, 57357 Hospital's Marketing Director commented: *"The key to campaigns' success is that we use real messages which engage people and are easily felt and believed. We also use children who were cured through 57357."* She added: *"The essential elements of a PSA are call for action, positive message and the sustainability of the message."*

Production and Pretesting

They also shared how they work on their production and pretesting. For the production phase, 57357 Hospital's Marketing Director mentioned: *"We have an in-house media and creative team*

of around 30 staff members to launch cost effective campaigns, own the copies and allows flexibility and bargaining in airing costs.”

As for the pretesting phase, they all mentioned that they do pretesting but not all the time. Misr El Kheir's Marketing Director shared: *“We do baseline studies and we do content testing in big campaigns.”* The CEO of IMS added: *“It is important to have 3-4 focus groups to test the message.”*

Evaluation of Campaigns' Results

Finally, they commented on how they evaluate their campaigns. AB & Partners' Creative Director stated: *“Baheya was a bit scared of the feedback they received. People seemed not like the fear appeal behind the message. We followed with another positive campaign in the second half of Ramadan. The awareness was very high for sure.”* She then added: *“Many people on social media were on the negative side and attacked the campaign. However, on air results were not clear as I heard many positive feedbacks. This may have needed more studying.”* Also, Misr El Kheir's Marketing Director mentioned: *“Our KPIs are the donations. All our campaigns reach their KPIs and can be used as case studies. We have an agency that does research on the results of the campaigns. Research is on hold (TV) but we gather the information informally.”* She further explained: *“We do content testing with big campaigns. We do qualitative and quantitative annual studies. We also do focus groups. We do research on all nonprofit sector and then zoom in on Misr El Kheir. We also do qualitative research in Ramadan.”* As for 57357 Hospital, she added: *“We analyze our social media platforms to understand the reactions around us and our campaigns. These activities help us adapt our strategy and decision making. We also track media mentions daily to retarget.”* Finally, IMS Expert shared: *“We did a research after the campaign asking*

people if they watched our ads and asked them to specify which ads. We asked 400-500 people if they donated based on this ad. 75% of the sample said that they have donated due to the Fatwa ad."

Following the conceptual framework, the case studies and interviews will be analyzed based on the different elements that need to exist in order to reach effective Communication for Development.

Analysis of Case Studies

The first two case studies were a sample chosen from foreign countries to understand how advertising agencies and NGOs work in other countries. The two campaigns were mainly dependent in terms of research and design on outreach companies rather than advertising or media production companies. There were studies and a handful of information found on the campaigns through either researchers or the documentation of the two experiments. The two campaigns from India and England (*Ring the Bell* and *How far would you walk to find clean drinking water?*) had either a dedicated campaign website in the case of the first or online blogs from the production team for the latter campaign to document and share their experience with others.

"Ring the Bell's" approach was found to be highly controlled and effective according to the conceptual framework created above. The campaign has gone through most of the mentioned steps for reaching effective Communication for Development purposes. It had a strong understanding of the topic and audience, clear objective and suitable channels for dissemination. It also had a strong message with a simple creative concept of ringing the neighbor's bell. The message design was well-thought as well as the execution. Also, it had a quite detailed evaluation process. The topic of domestic violence, although very sensitive, was handled cautiously and innovatively with

a simple call for action to ring the bell which is achievable by anyone. The only element that was not clearly mentioned in in the literature of the campaign was the pretest step.

UNICEF's campaign "How far would you walk to find clean drinking water?" was also a well-planned campaign. Through Kindvertising, the campaign's outreach company, a substantial research was conducted before the design of the social experiment. The campaign showed how they have worked hard to make the idea of water scarcity relevant to a population like England, which does not experiment hardships when it comes to access to clean water. Aside from understanding the topic, it was clear that the company understood the attitudes of the audience and knew how to stimulate their curiosity. The channel used, social media, was appropriate for this social experiment. Many people were intrigued by the concept and the irony of the situation that the participants were put through. The whole experiment was attracting the audience's attention until the final message appeared "2.4 million children in Somalia do not have clean water to drink," which becomes shocking after putting ourselves in their shoes. A pretest step was not found in the literature; however, the production and the use of hidden cameras was done with a lot of thought and intelligence. The campaign's evaluation or KPIs was through the fundraising targets that it has achieved. Also, awareness raising was reached through the video's viewership, which exceeded 14 million views on different social media platforms, showing its massive success. However, finding an accurate number for the funds collected because of this campaign was quite challenging.

For "Humanity Burn-Free" campaign, there was not much information found online on the different phases of the campaign. Hence, the researcher had to depend on primary sources and information from direct contacts who have worked on the campaign. The overall reach of the campaign was a success due to the large number of celebrities contributing voluntarily in the

campaign. Through checking Instagram and Facebook, there were many interactions to the campaign's posts. However, the activation component of the hand gesture was very limited on online search results. The campaign's message was on the positive side and full of empowerment to the survivors. Also, there was a lot of acceptance to the message from the audience and people were open to the idea of removing the stigma against burnt people. The results of the campaign show that awareness raising was achieved and donations have started to reflect into the hospital's bank accounts. The creative and art was quite unique and the use of a famous photographer with many followers, Ahmed Hayman, to shoot the photos and videos was also a good step in terms of production. An evaluation was done at the end of the campaign but was not in-depth. Hence, the researcher depended on the interaction rates on social media and the media coverage around the campaign, and both were found to be successful in terms of meeting the campaign's communication and behavioral objectives.

Finally, for "Education is Her Future" campaign, there was no online documentation except for the videos themselves, hence, primary resources were also the main source of information. The researcher, who happened to take part in the execution team of the campaign, have searched for the material through primary resources and personal network. There was a research conducted before the planning of the campaign which highlighted the problem, the audience that should be targeted and the messages that need to be delivered. However, there was no research conducted after the campaign was launched except for monitoring the social media links and reactions around the campaign which showed mainly positive reactions from the followers.

Analysis of Expert Interviews

The first interview with the creative director of AB & Partners, an advertising agency, showed that the client (Baheya Hospital) was the entity that worked on the research and understood the topic most. This was mentioned when the creative director shared: "*we do our research but the client does more research before and after the campaign is released. They usually conduct focus groups and share results with us.*" This may hint that usually the service provider depends on the client to give them ready-made material. Unlike with "Ring the Bell" and Kindvertising, were it was found that outreach companies' role was crucial in terms of research, planning, message design, execution and evaluation of the campaigns. As for understanding the audience, the negative reactions that were mentioned in the interview where "*people seem not like the fear appeal*," showed that in the pretesting phase, the sample of the focus groups needed to be larger and more diversified. The evaluation of the television copy's reactions was not studied, however, the advertising agency's team depended on informal feedback from their personal networks, which according to the conceptual framework was not effective enough. The focus of the agency was on the artwork, copy and creative elements. However, creativity is not enough to measure the success of a campaign as suggested by the conceptual framework. Additionally, the interview showed that the communication objective of shocking people with the fact that 1 in 8 women may face breast cancer was met, where the message was understood and received high viewership rates, yet, the behavioral objectives faced some pushing back as many people did not want to accept the fact that breast cancer can reach their own families. Thus, research on the audience and topic needed to be more in-depth and a proper pretesting step was essential for this campaign to become effective.

For the second interview, it was clear that the topic was well comprehended by the Marketing Director of Misr El Kheir. She understood their activities and interventions in the field. The

objectives of their campaigns were mainly fundraising and they used different channels to send their messages across such as television, radio, social media and outdoors. Their creative, copy and artwork vary depending on the cause that they are communicating but it was worth noting that they do not use their beneficiaries in their creative to stir the audience's emotions. Unlike the first case, Misr El Kheir conducts its own research, but not in all campaigns. Also, they do not pretest for all their campaigns as suggested by the conceptual framework. For the creative, copy and artwork, they focus on giving the audience a positive, emotional message. Their main evaluation criterion is the fundraising volumes, which helps them evaluate the communication's objective. However, the behavioral objective is not always studied as they mainly do research on big campaigns, but not all as suggested by the conceptual framework.

The third interview with 57357 Hospital's Marketing Director, showed some similarities with Misr El Kheir's. There was the same passion found for the cause that they were after, curing children with cancer for free. Also, they both conducted research, but not on all campaigns and both NGOs used fundraising volumes as their main KPIs. However, the main differences between the two NGOs was that 57357 Hospital produced most of their campaigns and that they used their own beneficiaries in their advertisements. With a communication team of around 30 members, they had much more flexibility and control over their campaigns' production. This reflects in the understanding of the in-house agency of the topic, audience, objectives, channels, messages, etc. In addition, having real cancer survivors in their advertisements added a lot of authenticity and emotions to the creative, copy and artwork aspects of their campaigns. The research and evaluation of social media platforms are also made in-house. Contrasting to Misr El Kheir, 57357 seemed to care about the competition and had high targets for their fundraising KPIs. Hence, the focus of their research is around what made people donate, which advertisement stirred their emotions

most, etc. For 57357 and Misr El Kheir, there seem to be little time for pretests with their speedy production frequency. The evaluation of campaigns was also left for big campaigns while regular surveys were asked to donors to understand their motivation to donate.

The fourth interview showed a broader view in the field of marketing. The interviewee was a former management member of two big NGOs (Ahl Masr and 57357). In the interviewee's view, the essential elements of a PSA were the call for action, positive message and the sustainability of the message. Additionally, in her view, campaigns had to be complemented with other media channels (i.e. SMS, outdoor ads, TV and radio ads, Facebook ads, WhatsApp ads, PR campaign). She views that pretesting is also very important but mentioned that it was not always easy to conduct, especially at tight deadlines. Also, it was shown that while holding her position in both posts, research was not conducted for smaller campaigns, which is similar to the cases mentioned above.

There were a few similarities that were shown in the interviews, where most communication objectives were mainly for fundraising rather than awareness raising or any of the other objectives mentioned in the literature. The channels used were quite similar, and the frequency of exposure was also heavy in seasons like Ramadan, where everybody is competing to get people's Zakat money. Also, there is usually no pretesting nor proper evaluation for smaller campaigns. Meanwhile, there were variances in the approach of 57357 which chose to have an in-house production team to save money and have a dedicated team that is ready to shoot and edit videos of celebrities that come to visit the hospital. This has given them some control over the creative, copy and artwork and have facilitated the process of research on audience and the topic as the information is already collected by the production team. Also, the celebrity endorsement was the main approach used by most NGOs except for Baheya hospital which focused on using a fear

appeal. For the appeals, they also shared the emotional or spiritual appeals to motivate people to fundraise.

The mainly awareness campaign mentioned by all four interviewees that had no fundraising intentions was that of 57357 Hospital which consisted of a television cartoon targeting children. Its main objective was to educate children on the wrong doings and unhealthy food that causes cancer. This series was focusing on awareness raising and encouraging children to take agency and decide for themselves what is unhealthy and therefore should be avoided. It was said in the interview with 57357 Hospital's Marketing Director that children started advising their parents against unhealthy actions and food, and they have complemented this television series with social media posts.

CHAPTER FIVE: FINDINGS AND CONCLUSION

The findings will be built in reference to the conceptual framework created for the purpose of this research paper. There were many commonalities found across the interviews. Firstly, many of the campaigns were found to be produced without enough research whether before the launch or after it.

On the positive side, there was an overall agreement that the elements mentioned in the conceptual framework were important to the communication process. However, the interviews showed that the process of planning, designing, executing and evaluating campaigns were usually missing one or two steps. This can lead to a conclusion that many of the campaigns that we watch on different media channels are a result of trial and error rather than based on concrete process defined in the conceptual framework. Hence, a main finding in this paper is that in most cases NGOs and their service providers do not use the whole abovementioned conceptual framework, however, they choose what is convenient and a shortcut to the longer process. They were found to skip one or more steps which they may observe as secondary to the main elements. For example, research on topic, audience and a final evaluation were treated as not necessarily important for each campaign.

The target audience in the case studies seemed to be more narrowed down than that in the interviews. The interviewees mainly mentioned targeting a generic audience (all Egyptians, all donors, etc.) while the case studies had a more defined audience with certain demographics. Also, most interviews showed high dependency on emotional appeals, leaving facts and figures aside and focusing on stirring emotions and donations rather than awareness raising. Also, evaluation of

campaigns was saved for the bigger campaigns which left the marketers clueless on the real reasons why people chose to take actions with certain messages rather than others.

The research has also highlighted that the focus of the biggest local NGOs and civil society in Egypt was on fundraising rather than awareness raising. As mentioned in the interviews, this comes from a belief that their role is mainly on-ground and is more charity based. However, raising the awareness of the population on certain development issues is seen of less importance or secondary, which reflects in the ratio between fundraising and awareness raising campaigns. Another point that came to the attention of the researcher was that there was a concern that the airing of most PSAs or fundraising campaigns during Ramadan has created a sentiment of competition rather than focusing on development objectives. This could be also a result of generalizing the audience and not focusing on certain demographics who can be reached through advanced technologies and innovative ways rather than focusing on TV and radio.

Finally, half of the case studies and all of the interviews have shown that the documentation of the campaigns was very weak, if not absent. Communication practitioners working on development campaigns seem to not give much attention to the documentation of their successes and lessons learned during producing Communication for Development campaigns. This could be due to the absence of the research and evaluation processes. However, the documentation of different experiences in the field of development is extremely important in order to educate the new practitioners, for scholarship purposes, or even to hold a history of what campaigns have achieved. It is again part of their social responsibility and transparency to share those experiences for future learnings. This can be done through the publishing of their lessons learned through their websites or academic journals.

Conclusion

Through the examination of different case studies and expert interviews, it has become clear to the researcher that most of the local campaigns studied in the sample were not following the proposed conceptual framework for effective communication. The results show that zero to limited research is being done before and after the launch of Communication for Development campaigns. The same proposition can be said on the pretesting and evaluation phases.

When comparing between the case studies and actual campaigns produced for development purposes, there is a clear missing role of development outreach companies whose role is to focus on understanding the audience, their attitudes and create innovative ways to reach out to them. Also, the activation component of campaigns was found to be highly important and yet infrequent in the development sector's endeavors to raise awareness, change behaviors and in reaching out to the targeted audience.

Another point that was clear through the interviews was that there is a sentiment that NGOs' focus is on people's donations rather than using mass media to educate and develop the society. As a result of this priority, it was obvious that the biggest percentage of their communication budgets and focus was headed towards fundraising messaging, which unlike what the literature suggests, limits their role in the society and hinders the mass effect of development communication in awareness raising.

Limitations

The limitations of this research paper were mainly coming from the perceptions of marketers around fundraising and charity campaigns vis-à-vis awareness (and Communication for Development) campaigns. This could entail that a big proportion of the focus of NGOs' communication activities is towards fundraising rather than awareness raising, which they have all the knowledge and expertise to produce.

Due to the small sample, this research's results cannot be generalized on other countries nor on all NGOs and advertising agencies. Also, the NGOs included in the sample were mainly local NGOs, which may have affected the results. Adding UN agencies or international NGOs to the sample may have changed the findings and priorities as by law, they are not allowed to raise funds in Egypt and hence they choose to focus on awareness raising, changing mindsets and advocacy campaigns. However, in reference to the literature, this may result in foreign definitions of development, which would not be the most relevant to the needs of the country. Thus, a local communication practitioner is needed to localize content.

The case studies were also chosen based on the availability of information. Hence, this may have affected the understanding of other campaigns that were found but had limited background information on their different stages of planning, design, execution and evaluation.

Recommendations

To be able to generalize the results of this research, the author suggests that a larger sample would be used in future researches. Also, the sample should include representatives from international NGOs, development and governmental agencies (i.e. UN agencies, Save the Children, Plan International, Médecins Sans Frontières, GIZ and USAID etc.). Additionally, a larger sample from the advertising agencies working on Communication for Development campaigns would also enhance the understanding of how media agencies understand the field of development and how they pretest their messages and conduct their research before and after launching campaigns.

Aside from including a bigger sample, this paper would recommend that communication practitioners would highly consider starting outreach or Communication for Development (with a focus of development issues) companies to leverage the field of development communication and focus on pure awareness campaigns and development goals rather than fundraising only. For advertising agencies, development campaigns are not always aligned with their business models or commercial mindsets. Hence, this leaves a great chance for outreach and Communication for Development companies to have an edge and to focus on raising awareness and cause marketing, while having development as their upmost priority.

Managerial Implications

This research showed that many communication practitioners tend to use a trial and error approach when implementing Communication for Development activities. The success of their

activities is never guaranteed due to their unlikeliness to go through pre- and post-testing and research phases. The author of this paper would highly recommend that marketers and communication practitioners would start to use the conceptual framework of this paper to have a better understanding of the audience and topic and hence, design campaigns that achieve their objectives. Also, spending on research and evaluation would not harm as much as an understudied campaign that can harm an organization's reputation. Using the abovementioned conceptual framework would help marketing practitioners to not miss on important steps such as they do today and become more organized when executing campaigns for development purposes.

Hence, the trial and error method need to be abandoned, and more scientific approaches need to be taken into consideration. Finally, adding the number of awareness raising campaigns for each NGO would add to its brand equity and people will still have that organization on top of their minds if they feel that this NGO is teaching them something new or raising their awareness on important developmental matters, which may result in donating to its awareness raising efforts all the same.

References

Ahl Masr Foundation. Retrieved from http://www.ahl-masr.org/humanity-burn-free.

Balaswamy, B. (2006). *Communication for sustainable development*. New Delhi: Concept Publishing Company.

Baseline survey on domestic violence and HIV/AIDS. Retrieved from http://bellbajao.org/wp-content/uploads/2011/01/Baseline_Findings_Complete_Report.pdf.

Beckman, T. (1940). Criteria of Marketing Efficiency. *The Annals of the American Academy of Political and Social Science, 209*, 133-140. Retrieved from http://www.jstor.org/stable/1020942.

Bell Bajao! Bring Domestic Violence to Halt. Retrieved from http://www.bellbajao.org/home/about/.

Bonoma, T. (1985). Case Research in Marketing: Opportunities, Problems, and a Process. *Journal of Marketing Research, 22*(2), 199-208. Doi: 10.2307/3151365.

Breakthrough India. Ring the bell – Cricket (2013, January 17). Retrieved from https://www.youtube.com/watch?v=UcL7nxlsV5I.

Breakthrough India. Ring the bell – Boman Irani (2010, July 1). Retrieved from https://www.youtube.com/watch?v=zmNz0cTcxFU.

Breakthrough India. Ring the bell – software engineer (2010a, June 17). Retrieved from https://www.youtube.com/watch?v=1DWK2115LI4.

Breakthrough India. Ring the bell – Bank Clerk (2010b, June 17). Retrieved from https://www.youtube.com/watch?v=qAYDmZ19nG4.

Breakthrough India. Ring the bell – Bus Driver (2010c, June 17). Retrieved from https://www.youtube.com/watch?v=o1h_UaPJlhY.

Breakthrough India. Ring the bell – Neighbor (2008, December 5). Retrieved from https://www.youtube.com/watch?v=9t3BPv8tBP4.

Case Study: Breakthrough campaign Bell Bajao! Retrieved from http://www.endvawnow.org/uploads/browser/files/bell_bajao_case_study_english.pdf.

CARE International in Egypt c. Education is her future, part 3 – A Teacher's Dream. (2017c, November 9). Retrieved from https://www.facebook.com/careegypt/videos/1791297547548334/.

CARE International in Egypt b. Education is her future, part 2 – Harms of Early Marriage. (2017b, October 25). Retrieved from https://www.facebook.com/careegypt/videos/1791177854226970/.

CARE International in Egypt. Education is her future, part 1 – Benefits of Girls' Education. (2017a, October 10). Retrieved from https://www.facebook.com/careegypt/videos/1776300355714720/.

Ending violence against women. Retrieved from http://www.unwomen.org/en/what-we-do/ending-violence-against-women.

Going viral – the making of, the real price of water. Retrieved from http://www.reelmediafilm.com/making-real-price-water/.

Gurp, M. (2017) How far would you walk to find clean drinking water? Osocio. Retrieved from http://osocio.org/message/how-far-would-you-walk-to-find-clean-drinking-water/.

Hornik, R. C. (1988). *Development communication: Information, agriculture, and nutrition in the third world*. New York: Longman.

How far would you walk to find clean drinking water? UNICEF. Retrieved from https://www.facebook.com/unicef/videos/10155864338724002/.

Kasongo, E. (1998). Communication or information: excellence in which one? *South African Journal for Communication Theory and Research. 24*(2), 83-88.

Mansour, A. (2016, August). Ahl Masr Set to Open Egypt's First Burn Injuries Hospital. *Egypt Today*. Retrieved from http://www.egypttoday.com/Article/10/3128/Ahl-Masr-Set-To-Open-Egypt-s-First-Burn-Injuries.

Melkote, S. R. (1991). *Communication for development in the third world: Theory and practice*. Newbury Park, Calif; New Delhi: Sage Publications.

Mody, B. (2003). *International and development communication: A 21st-century perspective*. Thousand Oaks [Calif.]: Sage Publications.

Mody, B. (1991). *Designing messages for development communication: An audience participation-based approach*. New Delhi; Newbury Park; Sage Publications.

OECD (2017a). Development aid at a glance. Statistics by region: Developing Countries. Retrieved from http://www.oecd.org/dac/financing-sustainable-development/development-finance-data/World-Development-Aid-at-a-Glance.pdf.

OECD (2017b). Development aid at a glance. Statistics by region: Africa. Retrieved from http://www.oecd.org/dac/financing-sustainable-development/development-finance-data/Africa-Development-Aid-at-a-Glance.pdf.

Riley, A. H., Sood, S., & Robichaud, M. (2017). Participatory Methods for Entertainment–Education: Analysis of Best Practices. *Journal of Creative Communications*, *12*(1), 62-76.

Sahaf, M. A. (2008). *Strategic marketing: making decisions for strategic advantage*. PHI Learning Pvt. Ltd.

Schramm, W. (1964). *Mass media and national development: The role of information in the developing countries*. Stanford, CA: Stanford University Press.

Silliman, J. M. (2011). *Breakthrough's Bell Bajao!: A Campaign to Bring Domestic Violence to a Halt*. Breakthrough.

Stevenson, R. L. (1988). *Communication, development, and the third world: The global politics of information*. New York: Longman.

Porcu, L., Barrio-García, S. d., & Kitchen, P. J. (2012). How integrated marketing communications (IMC) works? A theoretical review and an analysis of its main drivers and effects/¿Cómo funciona la comunicación integrada de marketing (CIM)? una revisión teórica y un análisis de sus antecedentes y efectos. *Comunicación y Sociedad, 25*(1), 313.

United Nations (2015a). Transforming our World: the 2030 Agenda for Sustainable Development. Retrieved from https://sustainabledevelopment.un.org/post2015/transformingourworld.

United Nations (2015b). Sustainable Development Goals. Retrieved from https://sustainabledevelopment.un.org/sdgs.

Webster, T. (2017). Filming a social experiment about Somalia. Retrieved from https://blogs.unicef.org/blog/filming-a-social-experiment-about-somalia./.

Zaid, B. (2010). *Public service television policy and national development in morocco: Contents, production, and audiences*. Saarbrücken: VDM Verlag Dr. Muller.

Appendix:

1. **<u>IRB Consent Form</u>**

THE AMERICAN UNIVERSITY IN CAIRO
INSTITUTIONAL REVIEW BOARD

Documentation of Informed Consent for Participation in Research Study

Project Title: [*Communication for Development – Towards Effective Communication*]

Principal Investigator: [*Mona Soliman – monasoliman@aucegypt.edu*]

*You are being asked to participate in a research study. The purpose of the research is [*to understand the best practices in the field of development communication*], and the findings may be [*published online to share its outcomes with fellow scholars and practitioners*]. The expected duration of your participation is [*One hour*].

The procedures of the research will be as follows [*a thesis paper on the best practices in the field of communication for development based on case studies and expert interviews*]. [*There will be no experiments involved in this study.*]

*There [*will not be*] certain risks or discomforts associated with this research.

*There [*will be*] benefits to you from this research. [*The key findings from this research will be shared widely with scholars and practitioners*.]

*The information you provide for purposes of this research [*is confidential*]. [*It will be safe kept*.]

*[*An explanation of whom to contact for answers to pertinent questions about the research and research subject's rights, and whom to contact in the event of a research-related injury to the subject; for example: "Questions about the research, my rights, or research-related injuries should be directed to (Mona Soliman) at (01222345552)."*]

*Participation in this study is voluntary. Refusal to participate will involve no penalty or loss of benefits to which you are otherwise entitled. You may discontinue participation at any time without penalty or the loss of benefits to which you are otherwise entitled.

Signature   _____

Printed Name   _____

Date   _____

2. IRB Approval Letter

THE AMERICAN UNIVERSITY IN CAIRO
INSTITUTIONAL REVIEW BOARD

To: Mona Soliman

Cc: Nesrine Azmy

From: Atta Gebril, Chair of the IRB

Date: April 2, 2018

Re: Approval of study

This is to inform you that I reviewed your revised research proposal entitled "**Communication for Development - Towards Effective Communication**" and determined that it required consultation with the IRB under the "expedited" category. As you are aware, the members of the IRB suggested certain revisions to the original proposal, but your new version addresses these concerns successfully. The revised proposal used appropriate procedures to minimize risks to human subjects and that adequate provision was made for confidentiality and data anonymity of participants in any published record. I believe you will also make adequate provision for obtaining informed consent of the participants.

This approval letter was issued under the assumption that you have not started data collection for your research project. Any data collected before receiving this letter could not be used since this is a violation of the IRB policy.

Please note that IRB approval does not automatically ensure approval by CAPMAS, an Egyptian government agency responsible for approving some types of off-campus research. CAPMAS issues are handled at AUC by the office of the University Counsellor, Dr. Ashraf Hatem. The IRB is not in a position to offer any opinion on CAPMAS issues, and takes no responsibility for obtaining CAPMAS approval.

This approval is valid for only one year. In case you have not finished data collection within a year, you need to apply for an extension.

Thank you and good luck.

Dr. Atta Gebril
IRB chair, The American University in Cairo
2046 HUSS Building
T: 02-26151919
Email: agebril@aucegypt.edu

Institutional Review Board
The American University in Cairo
AUC Avenue, P.O. Box 74
New Cairo 11835, Egypt.
tel 20.2.2615.1000
fax 20.2.27957565
Email: **aucirb@aucegypt.edu**

3. **CAPMAS Approval Letters**

قرار رئيس الجهاز المركزي للتعبئة العامة والإحصاء

بالتفويض

رقم (١٨٥٢) لسنة ٢٠١٨

في شأن قيام الباحثة / منى على عبد العزيز سليمان - المسجلة لدرجة الماجستير فـى الإعـلام قسم الصحافة والاعلام / كلية الشئون الدولية والسياسات العامة / الجامعة الامريكيـة بالقاهرة - بإجـراء دراسـة ميدانيـة بعنـوان: (الاتصال من أجل التنمية - نحو اتصال فعال).

رئيس الجهاز

- بعد الإطلاع على القرار الجمهوري رقم (٢٩١٥) لسنة ١٩٦٤ بشأن إنشاء وتنظيم الجهاز المركزي للتعبئة العامة والإحصاء
- وعلى قرار رئيس الجهاز رقم (٢٣١) لسنة ١٩٦٨ في شأن إجراء الإحصاءات والتعدادات والاستفتاءات والاستقصاءات.
- وعلي قرار رئيس الجهاز رقم (١٣١٤) لسنه ٢٠٠٧ بشأن التفويض في بعض الاختصاصات.
- وعلى كتاب الجامعة الامريكية بالقاهرة – الوارد للجهاز في ٢٠١٨/٤/٢٦.

قــــرر

مادة ١: تقـوم الباحثـة / منى على عبد العزيز سليمـان - المسجلـة لـدرجـة المـاجستير فـى الإعـلام قسم الصحافة والاعلام / كليـة الشئون الدوليـة والسياسات العامة / الجامعة الامريكيـة بالقاهرة بإجراء الدراسة الميدانية المشار اليها عاليه.

مادة ٢: تجري الدراسـة على عينـة حجمها (١٠) عشر مفـردات من مسئولى الدعاية فى شركات الاعلان بمحافظة القاهرة.

مادة ٣: تجمع البيانات اللازمة لهذه الدراسة بموجب الأستمارة المعدة لذلك(باللغة العربية والانجليزية) وعدد صفحاتها صفحة واحدة والمعتمدة بخاتم الجهاز المركزي للتعبئة العامة والإحصاء.

مادة ٤: تقـوم شركـات الاعلان المستهدفـة/ وتحت اشراف ادارة الامن بكل منها - بتيسير إجراء هذه الدراسـة الميدانيـة - مع مراعاة الضوابط الخاصة بتقييم درجة سرية البيانات والمعلومات المتداولة مسبقا بمعرفة كل جهة طبقـا لما جاء بخطة الأمن بها.

مادة ٥: يراعى موافقة مفردات العينة - مع مراعاة سرية البيانات الفردية طبقا لقانون الجهاز رقم (٣٥) لسنة ١٩٦٠ والمعدل بالقانون رقم (٢٨) لسنة ١٩٨٢ وعدم استخدام البيانات التي يتم جمعها لأغراض أخري غير أغراض هذه الدراسة.

مادة ٦: يجري العمل الميداني خلال ثلاثة اشهر من تاريخ صدور هذا القرار.

مادة ٧: يوافى الجهاز المركزي للتعبئة العامة والإحصاء بنسخة من النتائج النهائية لهذه الدراسة.

مادة ٨: ينفذ هذا القرار من تاريخ صدوره.

صدر في: ٢٠١٨ / ٤ /٢٩.

محمد ممدوح محمد

مدير عام الإدارة العامة للامن

القيـــد : ١٠٧٧٢	الموضوع : ....
التاريــخ : ٢٠١٨/ ٥ /٢	المرفقات : ....

السيد الاستاذ الدكتور/ مستشار الجامعة الامريكية بالقاهرة

تحيــة طيبــة وبعـد ،،،

بالإشارة لكتاب سيادتكم ومرفقاتــه الوارد للجهاز فـــى ٢٠١٨/٤/٢٦ بشـأن طلب الموافقة على قيام الباحثة/منى على عبد العزيز سليمان ـ المسجلــة لدرجــة الماجستير فى الإعلام قسم الصحافة والاعلام / كلية الشئون الدولية والسياسات العامة / الجامعة الامريكيــة بالقـاهــرة بإجـراء دراسة ميدانية بعنــوان: (الاتصال من أجل التنمية ـ نحو اتصال فعال). وذلك وفقا للإطار المعد لهذا الغرض.

يــرجى التكرم بالإحاطــة بـأن الجهـاز المـركزي للتعبئـة العامـة والإحصـاء يوافـق علـى قيام الباحثة/ منى على عبد العزيز سليمان ـ بباجراء الدراسة الميدانية المشار إليهـا بعاليـة وفقا للقـرار رقـم (١٨٧٣) لسنة ٢٠١٨ اللازم في هذا الشأن وعلـي أن يوافي الجهاز بنسخة من النتائج النهائيــة كاملــة فـور الانتهـاء مـن إعـدادها طبقا للمادة رقم (٧) من القرار.

وتفضلوا بقبول فائق الاحترام ،،

محمد ممدوح محمد

مدير عام الادارة العامة للأمن

4. Discussion Guide

Expert Interviews

1. Introduction (5 minutes)

    a. Interviewer introduction
    b. General rules

- Objective / How information will be used
- Open discussion; no right or wrong answers
- Complete confidentiality

- What is your name?
- What is your job title?
- How long have you been in the current position?
- How long have you been in the marketing/fundraising field?

2. Assessment of Exposure to Public Service Announcements (10 minutes)

- Do you follow different public service announcements (PSAs) globally?
- What were the favorite foreign PSA in your opinion? **Probe:** which one? What did you like about it?
- What was your favorite Egyptian PSA? **Probe:** which one? What did you like about it?
- Why do you think that they are the best PSAs? **Probe:** What are the main elements that you like about it?

3. Assessment of Work Process (10 minutes)

● Do you think that there is a guaranteed success formula for PSAs? **Probe:** Do you think that there is a certain process to follow for success?

● What is it? What are the most important elements in PSAs? **Probe:** What makes them important?

4. Assessment of Effectiveness of Campaigns (10 minutes)

● In your career, what was the most successful PSA that you have done? **Probe:** Can you describe it?

● What do you think made it successful? **Probe:** Which elements were there in the PSA that made it successful?

● Did you conduct a baseline study before your start planning for the campaign? **Probe:** Do you do research before you start working on a campaign?

● Did you conduct an endline study after the campaign was over? **Probe:** Do you do research after airing a campaign?

5. Understanding Results (10 minutes)

● What did the campaign achieve? **Probe:** How do you measure its success and what did it reach?

● Did it meet its objectives? **Probe:** Did the results surprise you?

5. <u>Interviews Transcripts:</u>

Interview 1 - Creative Director at AB & Partners (advertising agency)– Baheya campaign (1 in 8 women will get breast cancer):

Assessment of Exposure to Public Service Announcements

- *I follow other campaigns and we do a research with each brief. As part of the research, I watch other campaigns including those of the competition and how the field tackle the topic of breast cancer. With Baheya's campaign, I checked what they do abroad and how they tackle the topic of breast cancer. It was mainly awareness campaigns that I found.*
- *One of the campaigns that I really liked "I am the last one" which focuses on women in different stages in breast cancer.*
- *If we raise awareness, we can beat breast cancer.*
- *Taa Marbouta was my favorite Egyptian PSA. Its creative was symbolic and simple in the same time. People could relate to it. They started to take different situations, work and education, which are all relevant to us.*

Assessment of Work Process

- *There are generic elements for all ads that ensure success. Celebrity endorsement, charity causes use children, which makes their advertisements emotional and reach people easily. Also, it depends on the idea, the brief, mostly it is the message.*
- *Message design depends on the brief. For Baheya, we used to say the same information, but it did not catch people's attention in the past.*
- *We discovered that for people to listen, the message needed to be personal. People had to feel that breast cancer is close and this is how we formulated the message. This was the concept that clicked with everyone. This is the only way people would listen to this message.*
- *The problem with charity is that they all advertise in Ramadan. If the message is not strong enough, we will not get people's attention and be on top of their mind.*

Assessment of Effectiveness of Campaigns

- *I'm very proud of Baheya, it is not very often that we get opportunities for charity marketing.*
- *It was paid but we took half the price off for every element to allow them to spend on airing. We tried to cut as much cost as possible.*
- *We do research before the design of the brief. We ask people who are closer to the topic. We dig deeper to reach for similar insights. We do this all the time.*
- *We do our research but the client does more research before and after the campaign is released. They usually conduct focus groups and share results with us.*

Results

- *Baheya was a bit scared of the feedback they received. People seemed not like the fear appeal behind the message. We followed with another positive campaign in the second half of Ramadan. The awareness was very high for sure.*
- *Our channels included social media (Facebook ads, YouTube and Facebook page) and on air. Many people on social media were on the negative side and attacked the campaign. However, on air results were not clear as I heard many positive feedbacks. This may have needed more studying.*
- *Given it was in Ramadan, people were very critical and saturated with ads.*
- *People have started to divert to social media in Ramadan due to the crowdedness of advertisements during the month.*
- *Ramadan is the highest season for cause marketing and charity, hence, most organizations choose this time of year to advertise as the culture encourages donations at this time.*
- *Perhaps there should be a PSA on how people should donate all year long and not only in Ramadan.*

Interview 2 - Marketing Director of Misr el Kheir (NGO):

Assessment of Exposure to Public Service Announcements

- *I do not follow PSAs abroad.*
- *I follow Egyptian PSAs.*
- *I would not call other NGOs as competition as we do not compete we all serve people.*
- *My favorites are Magdi Yacoub's song Ersem Alb w Dehka (draw a heart and a smile) and 57357 campaigns as both causes are children related and are very emotional.*

Assessment of Work Process

- *In my opinion, the success elements include the emotional cause and topic, Magdi Yacoub is a love mark and idol.*
- *On-ground work is the main success factor, the person handling the job should understand it. Are you really helping people? This is essential. You should have a good team who understands the cause and is dedicated to it. And have passion and belief in what we do. I would not trade my job for the world. Also, one must put clear KPIs and objectives.*

Assessment of Effectiveness of Campaigns

- *Launching a new cause is different than an established cause. Brand equity is different than fundraising.*
- *For niche products, such as scientific research and we do a lot of it, it is not the best medium/tool to promote on TV.*
- *The market is changing. It depends on the cause, what are the messages that I am going to develop and what are the tools that I will use to publicize them. But when it comes to the campaign, you should own all the tools.*
- *My favorite PSA is the Iftar campaign (Mohamed Heneedy) last year. It was very successful starting from the Product development. It was the heaviest box in Egypt. It was 22 kilos and it was full of products of good quality because this is how we treat our beneficiaries. It was also the cheapest as we subsidized it a little bit. We had it in our 23 branches and the donor had the option to distribute the box himself. We started the communication before everyone, in the beginning of the month of Shaaban. We had a target of 5 million Iftar.*

- *It is against our policy to show our beneficiaries in advertisements but we use success stories. We used Heneedy (a famous Egyptian Actor), everybody loves him. There is no stigma around him of any kind. I do not work with any celebrity.*

Results

- *We entered Ramadan selling all boxes and we had to double our target.*
- *Also, the community schools' campaign was very favorable to me. We reached 7% increase in donations after being only 1% and after only one year and that's mainly attributed to our marketing efforts.*
- *We do baseline studies and we do content testing in big campaigns. We do qualitative and quantitative annual studies. We also do focus groups. We do research on all nonprofit sector and then zoom in on Misr El Kheir. We also do qualitative research in Ramadan.*
- *Our KPIs are the donations. All our campaigns reach their KPIs and can be used as case studies. We have an agency that does research on the results of the campaigns. Research is on hold (TV) but we gather the information informally.*

Interview 3 - Marketing Director of 57357 Cancer Hospital (NGO):

Assessment of Exposure to Public Service Announcements

- *We follow global campaigns as to know what is happening around the world. We monitor Saint Jude Hospital's PSAs in specific as they work with the same model that we do (a children's cancer hospital built on fundraising).*
- *When we first started, we used to only advertise in Ramadan. But since 2010, we changed our strategy and started advertising all year round. We have campaigns during back to school period, Christmas, Mother's Day, children's cancer month and general campaigns.*
- *Our PSAs address all segments of society. With various copies and campaign types.*
- *Our planning process begins with the communication messages which we plan at the beginning of the year.*

Assessment of Work Process

- *We have an in-house media and creative team of around 30 staff members to launch cost effective campaigns, own the copies and allows flexibility and bargaining in airing costs.*

Assessment of Effectiveness of Campaigns

- *We conduct our market research through different methods. We ask our donors and visitors about their motives to donate or visit. Also, we hire research companies to study the market. We also analyze our social media platforms to understand the reactions around us and our campaigns. These activities help us adapt our strategy and decision making.*
- *We also track media mentions daily to retarget.*
- *My favorite PSAs were Samira El Saieed's Wesh el Kheir song and the children in the boat.*
- *The key to its success is that we use real messages which engage people and are easily felt and believed. We also use children who were cured through 57357.*
- *All the celebrities that participate in our PSAs are volunteers.*

Results

- *As for the awareness campaign that we have produced, was an animation cartoon on cancer prevention from learning and development. The cartoon targeted children to raise their awareness on unhealthy foods and was very successful among children.*
- *Children started to guide their parents on wrong norms and started to prefer healthy food.*

Interview 4 - CEO of Integrated Marketing Solutions (former Director of Development and Fundraising of 57357 and CEO of Ahl Masr):

Assessment of Exposure to Public Service Announcements

- *My favorite global PSA was on Obesity "Eat your heart out". The message was very clear. They showed the result of eating junk food right away. It has a few versions to raise awareness on obesity in the UK.*
- *From Egypt, my favorite is Magdi Yacoub's song, Ersem Alb. It was a positive campaign and has delivered the message in the meantime.*

Assessment of Work Process

- *The essential elements of a PSA are call for action, positive message and the sustainability of the message. The campaign should be complemented with another media channel (i.e. SMS, outdoor ads, TV ad, radio ad, Facebook ads, WhatsApp ads, PR campaign).*
- *We did Ahl Masr's positioning research.*
- *It is important to have 3-4 focus groups to test the message.*

Assessment of Effectiveness of Campaigns

- *My most successful campaign that I have launched was in Ramadan in 57357. We were asked to produce a campaign on scientific research, which was not very successful. I had to change the strategy and we filmed a spiritual PSA overnight with a woman praying for her child to heal from cancer accompanied with another PSA with a Fatwa from Azhar that donations to 57357 were considered Zakat. This campaign tripled our previous year's donations.*

Results

- *We did a research after the campaign asking people if they watched our ads and asked them to specify which ads. We asked 400-500 people if they donated based on this ad. 75% of the sample said that they have donated due to the Fatwa ad.*
- *We bought a research from Epsos on the personality and character attributes of donors. Also, TNS used to send us a profile of different target audience to choose our channels.*

6. <u>Case Studies' Description</u>

<u>Ring the Bell – Software Engineer</u>

As a software engineer was leaving his small office, his female colleague reminded him that he forgot his watch and presented it to him.

   – Female colleague: your watch

They overhear a loud dialogue coming out of another apartment

   – Yelling man: I want my tea hot …got it?
   – Woman: heat it yourself then

Sound of stuff breaking

   – Yelling man: what did you say?

The woman screams in agony

   – Woman: what are you doing!!
   – Yelling man: how dare you talk back to me like that?

The software engineer climbs the stairs

   – Yelling man: how dare you talk to me like that, how do I make people like you understand

Woman cries in pain

The engineer rings the door bell

Yelling man opens the door

   – Yelling man: yes?
   – Software engineer: can you tell me the correct time?

The yelling man responds

- Yelling man: eight twenty

- Software engineer: your clock is three minutes behind

The yelling man understands what happened and looks ashamed

The screen reads:

In 2008 ring the bell became a nationwide movement

This film is inspired by a software engineer who rang the bell

Have you?

Bring domestic violence to a halt. Ring the bell.

Ring the Bell – Bank Clerk

While climbing the stairs an old man overhears this dialogue between a couple that we do not see

- Man yells: Sapna Sapna, where were you?

- Sapna: I was cutting vegetables

- Man: what is this? What is this?

- Sapna: what?

- Man: cannot you see what it is? Do not you know how to wash clothes properly? Why is there a mark on my shirt?

The Bank Clerk hears the woman crying

- Sapna: please do not hit me, I'll wash it again

- Man: you think I do not have anything better to do than to wait for you?

The Bank Clerk rings the door and for the first time we see the young man who opens the door

- Man: uncle?

- Bank Clerk: I think your post card came to my house by mistake.

The ashamed young man examines the postcard and realizes the whole situation

The screen reads

Bring domestic violence to a halt. Ring the bell.

Ring the Bell – Bus Driver

A young man overhears this dialogue between a couple

- Woman: stop drinking, at least stop during the day
- Man (yelling): I'll do whatever I want, come on give me the money, I'll do what I want, you nag me throughout the day, who do you think you are?

The woman cries

Their bus driver rings the door …and the yelling man opens the door.

- Bus driver: there is no electricity in my house, what about yours?

The husband goes to check inside the house and finds electricity. When he is back, the bus driver rings the bell repeatedly while looking at the husband

- Bus driver: ah you have electricity

The screen reads:

Bring domestic violence to a halt. Ring the bell.

Ring the Bell – Neighbor

While a man is trying to read the newspapers, he overhears a loud dialogue:

Yelling Man: what have you broken now?

Woman: I did not break it on purpose

Yelling man: answering back huh? How dare you, you hag, I cannot take this, you have made my life hell

Our hero tries to turn the radio on to cover the fight noises …but he hears the woman screaming so he gets up and move towards the couple's little room.

The woman keeps screaming louder as she is getting beat up.

The hero rings the door and seconds later a man opens the door so our hero improvises

Neighbor: milk?! Can I get some milk?

The man nods his head, gets into the room to get the milk and he returns with a glass of milk to find that his neighbor was gone.

The screen reads:

Bring domestic violence to a halt. Ring the bell.

Ring the Bell – Cricket

While a group of kids are playing cricket in a simple neighborhood they over hear a dialogue coming from one of the houses.

- Yelling man: answer me, where were you?
- Woman: I was at work
- Yelling man: to work or to have fun?

Sound of something breaking

- Yelling man: come on, give me the money!
- Woman: I do not have any money
- Yelling man: you are lying again!!!

The kids approach the building

- Woman: why should I give you money, to get drunk!?

More stuff breaks

- Yelling man: what if I get drunk, it is none of your business …give me the money

Kids walk towards the door and ring the bell

- Yelling man: what?
- Boy: ball!

The guy gets into his house and when he returns he replies

- Yelling man: there is no ball

The kid daringly show that he has the ball

- Kid: I know that

The screen reads:

Bring domestic violence to a halt. Ring the bell.

Ring the Bell – Boman Irani

(Indian Actor)

We see a man (Indian celebrity) cleaning his motorcycle.

He starts hearing noise coming from the neighbors accompanied with beating, screaming and crushing glass…

He starts moving towards the noise and nervously goes upstairs of a neighboring building.

We can still hear beating and screaming…

He rings the bell..

We hear sudden silence and then the husband opens…

- Man: May I use your phone?

Husband looks hesitant but starts heading inside to bring a phone.

The stranger's phone rings in his pocket.

- Man: Alo? Yes, I called

He stares at the violent husband as he leaves

The husband gets the message and looks ashamed of himself.

The screen reads:

Bring domestic violence to a halt. Ring the bell.

For Information Call 1091. National helpline for women

www.bellbajao.org

How far would you walk to find clean drinking water?

In a busy hot morning a young salesman is trying to sell water to different passersby's

- Water guy: water, would you like to get some water? Really good prices, water?
- Excuse me, are you interested in some water? Madam? Sir?

A teenage girl stops

- Teen age girl: hi there?
- Water guy: this is water from Somalia
- Interested man: how much is this one?
- Water guy: this one is 20 km

Points to another customer

- Water guy: this one is 10 km, children in Somalia are having to walk 10km to get water, sometimes in drought up to 50 km
- A perplexed girl answers: okay?!
- Water guy: so, you need to walk 30 km for this water are you interested?
- Teen age girl: no, I'm not

Water guy looking for potential customers

- Water guy: so, are you interested?
- Black woman: no, I'm not
- Water guy: it does not look like I'm selling any water today

He finally finds a customer

- Water guy: this is my first customer; would you like to go 1km for water?
- Teenage girl: okay

Different people are getting on the treadmill while the water guy explains

- Water guy: he's got 2 km to travel

- Water guy: 200 meters so far, unfortunately you have not travelled far enough

- Young woman: I'm so dying for this water

After a moment

- Young woman: I finished!!!!

- Latin woman: yessss!!!

- Water guy: so now you can have the water

- Young woman: aww thank you so much

The water guy points to a teen age boy

- Water guy: well done for getting it

They open the bottle and drink, so the water guy points out

- Water guy: you should always check the ingredients

So, they do …

- Different people Reading the label: Cholera, Polio, Typhoid, Hepatitis A

- Latin woman: not good?

- Water guy: those are all deadly diseases

They are shocked

- Teen age boy: is this dangerous?

- Water guy: are you happy drinking this water?

- Young woman: ummm no!!!!!!

Terrified potential customers walk away

Water guy still trying to push his deadly merchandise

- Water guy: water?

On the screen we read:

2.4 million children in Somalia do not have clean water to drink - Share this video

Girls Education in Egypt- Student

- My name is Menna.

- I've always loved going to school.

- Despite the difficulty of the trip to school, I have a strength inside of me that empowers every step.

- This is Ms. Sanaa, the history teacher and my role model.

- She always encouraged me to read and be positive and I learned from her that whenever something wrong happens and it's in my hands to change it, then I have to do something about it.

- She once told me that my passion for helping others will enable me to become a good lawyer one day. Ever since then, I dream of the day I join law school to be able to protect the rights of people.

- On my 14th birthday, Ms. Sanaa gave me a new book. When I returned home, my father also had a surprise for me that I will never forget.

- He got me a marriage proposal and said *"Congratulations, now I feel that you're safe"*

- But marriage now means no school. I have to convince him…but how?

- There was only one solution. I thought that if Ms. Sanaa showed him how clever I am at school; he might delay the marriage.

- But he did not and he said that I do not know what's good for me.

- I kept reading to him the dangers of early marriage; like the inability of children to get birth certificates or vaccines. I thought that he was finally convinced but I realized that he was not and still insisted on my marriage.

- Exactly two days before the wedding, he cancelled the marriage.

- Later on, I found out that my cousin who just gave birth got anemia and the big shock is that her son was seriously ill due to malnutrition and that no hospital is accepting him. This scared my father as I was the same age as her.

- He sent me and my sister back to school and every day I got closer to my dream.

- Years have passed and today, I became a wife, a mother, a lawyer and a daughter of a proud father.

- And today my father is the one who encourages my children to complete their education after seeing how my sister and I are sharing responsibilities with our husbands and our living standards are very well, thank God.
- And now our message to every family is that every girl has the right to choose her life and that the society should benefit from her impact and success.

Girls Education in Egypt – Father

- I'm the eldest among my siblings and I held their responsibility at a very young age. For this reason, they called me "Father Awad".

- Today, I'm a father for real and for two girls and this is a much harder responsibility.

- This photo was taken in my niece's wedding.

- How wise! My brother protected her by marrying her off early.

- Also, she brought him a grandchild two months ago. Oh, how I wish the same for my daughters.

- This is Mariam. She is 17 and I was not able to find her a husband yet. But of course, I stopped her from going to school! In the morning she sells grocery with her mother and in the evening, she helps her sister with her studies.

- Menna is 14, she still goes to school, but this is definitely her last year!

- Today, I met a man who wanted to marry Menna. I wish it was my older daughter first but that's ok, I accepted.

- I told Menna the good news and instead of thanking me she said NO. She claims she wants to complete her education and become a lawyer and that marriage will stop her from achieving her dream.

- She stopped talking to me and she does not even come out of her room anymore.

- Of course I want her to be happy but she does not know what's good for her.

- Two days before Menna's wedding, I was chatting with my brother, telling him that I feel bad because Menna is trying hard to delay her marriage. She even sent me her teacher to show me how clever she is at school.

- He was feeling upset as well. He was told that marriage under 18 is illegal which means neither his daughter nor his grandchild have legal rights.

- Suddenly, he received a phone call that changed everything: his first grandchild is between life and death.

- We desperately searched for a hospital that can accept him and his mother who also got anemia from the pregnancy due to her young age. Young age? She is as old as my daughter, Menna.

- I cannot believe it. I thought that her marriage would protect her. But the truth is I was harming her!

- I cancelled the wedding. No marriage.
- And for the first time I really listened to my daughters. They were right. Menna dreamed of becoming a lawyer and Mariam wanted to be a teacher.
- I sent them back to school, they have to live their age.
- This photo was taken in my daughter Mariam's wedding. She married a teacher that works with her at school. Menna also got married after graduating from law school and she is now a very successful lawyer.
- For the first time, I feel that my daughters are really safe because education has empowered them. Their living standards are very well, thank God, due to their ability to share responsibility with their husbands.
- Today, I'm the one who encourages their children to complete their education because it is the only thing that will protect them for real.

Girls Education in Egypt - Teacher

– Many people want to make a difference in the world.

– And they dream of the day on which they leave their fingerprints in life.

– Now, I have the chance to make a difference every day, as I'm a teacher.

– To the children, I'm not only Ms. Sanaa. I'm their older sister. They listen to me and take my advice.

– Once, when we were chatting during break, they asked me "Why did you become a teacher?"

– Oh, my thoughts brought me back to when I was a student myself and I remembered the difficulties I used to face;

– For example, playing sports was not acceptable; neither was engaging in the school activities. Only because I was a girl.

– I was too shy to express myself or my opinions. But then my life changed because of Mr. Farouk; who helped me take part in different activities that usually never included girls.

– He used to listen to me and encourage me to improve and learn my lessons.

– And this boosted my self-confidence and inspired me to dream.

– Dream of becoming a teacher, to impact the lives of others and make a difference in the next generations just like he made a difference in my life.

– Our role is to encourage girls to go to school and in case they face any problems, we should listen to them and offer solutions. We should not let anything or anyone deprive them of their right to learn.

– I realized that I still have not answered the children's question, "why did I become a teacher". So my answer was: "A person's life is affected by their education, imagine how many lives I can make a difference to".