



# Case Study

## 2014 GOLD EFFIE AWARD WINNER

### "HELP A CHILD REACH 5"

Diarrhea is the second leading cause of death among children under five worldwide. It kills more children than malaria, AIDS, and measles combined. Yet most are unaware of this fact and that this tragedy can be easily prevented by the simple act of washing hands with soap. Lifebuoy's social mission is to make a genuine impact on child deaths from diarrhea and pneumonia by changing the hand-washing habits. Lifebuoy's initiative called 'Help A Child Reach 5' proves that soap is a powerful means to save lives.

Competition:  
Asia Pacific Effie

Ran in:  
India

Category:  
Products & Services Category :  
Beauty and Wellness

Brand/Client:  
Lifebuoy/Unilever

Lead Agency:  
Lowe Lintas

Product/Service:  
Soap

Dates Effort Ran:  
February 19, 2013 –  
September 20, 2013

Credits:  
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## Market Background

### The Problem: Reducing Child Mortality Due To Diarrhea And Pneumonia

Every day, on average, more than 26,000 children under the age of five die around the world, from preventable diseases like pneumonia and diarrhea. They account for 29% of under-five child deaths (2.1 million children) worldwide and kill more children than malaria, AIDS, and measles combined.

With its 1.2 billion population, more than half of which is rural, India bears the greatest brunt of diarrhea and pneumonia cases, with the total death toll in 2010 exceeding 600,000 almost one-third of the total diarrhea and pneumonia deaths. What is both shocking and heartening to know is that these diseases can be easily prevented and lives saved.

## State of the Marketplace & Brand's Business

### Saving Lives, With Soap!

Lifebuoy since inception has always been about more than selling soap. It is about saving lives. This historical legacy also led to Lifebuoy becoming a co-founding member of Global Handwashing Day (GHD) with the main objective of raising awareness about handwashing with soap.

Over the last decade, Lifebuoy has provided hands-on education on healthy hand washing habits to 130 million people across the world. Today the mission of saving lives through the simple act of handwashing with soap is more relevant and vital as before given the staggering statistics of child deaths in Lifebuoy's priority market - India.

## Strategic Communications Challenge

### The Challenge: Establish The Role Of Handwashing As A Lifesaving Intervention

The solution to this massive problem of child mortality is so simple that its utter simplicity poses a problem! The act of hand washing with soap can reduce these deaths by 1 million each year, cutting deaths from diarrhea by 40% and deaths from acute respiratory infections by 25% – more than any other intervention alone<sup>1</sup>

However, worldwide, the observed rate of hand washing with soap at critical moments range from 0 - 34% only<sup>2</sup>. People do not know that soap washes off harmful bacteria and hence do not understand how this simple activity can make the difference between life and death of their child. **Our challenge was to convince consumers that hand washing with soap can actually save children's lives.**

<sup>1</sup> Source: WHO: Planners Guide to Handwashing  
[http://www.who.int/gpsc/events/2008/Global\\_Handwashing\\_Day\\_Planners\\_Guide.pdf](http://www.who.int/gpsc/events/2008/Global_Handwashing_Day_Planners_Guide.pdf);  
<http://www.lboro.ac.uk/well/resources/fact-sheets/fact-sheets-htm/Handwashing.htm>

<sup>2</sup> Source : UNICEF

### The Target Audience - The Unfulfilled Idealists

The target audience was defined in terms of a specific personality temperament type rather than demographic markers. The audience we identified was characterized by a global world-view, future orientation, optimism, abstract thinking and the intrinsic belief in doing good – who are on a constant quest for meaning and fulfillment.

We needed to save the lives of children below 5 years. And who better to talk to than concerned global citizens who believe that 2 million children dying every year was 2 million too many –

- o Parents who can empathize with what it means to lose children to diarrhea and
- o People from higher income segments who are currently unaware of the seriousness of the problem and have the potential to spread

the message on handwashing with soap.

## Objectives & KPIs

### Objective 1: Proving that hand washing with soap reduces the Incidence of Diarrhea

Our primary objective was to show that Hand washing with Lifebuoy actually saved lives. While we did not fix a goal for number of lives saved, we wanted to make sure there was a visible and significant impact to reduction in diarrheal incidence.

### Objective 2: Change Hand-Washing Habits.

The impact of the campaign must translate into people actually washing their hands with soap. This would be reflected in change in behavior on hand-washing by the mother and children during and after the campaign.

### Objective 3: Encourage Consumer Participation in the hand washing cause

We needed to spread the message of hand washing with soap and maximize participation from our target audience in order to increase the chances of the message spreading and lives being saved.

### Objective 4: Promoting Brand re-evaluation and ensuring Lifebuoy Brand association

Firstly to get consumers to re-evaluate the brand – that Lifebuoy is not just another soap but a proactive brand in the fight against diarrhea and saving children's lives. This would be measured through consumer tracking research.

## Insight

### The Strategic Insight: Do it for real.

Lifebuoy had a rich history of being involved in saving lives and in improving the health and hygiene of consumers across India and the globe. Our first reaction was to talk about our achievements and thereby move the consumer to think of Lifebuoy as more than a soap. This response to this route was lukewarm with consumers uninvolved and half-heartedly processing the information. It was in this cynical response that we saw the bigger consumer insight...

*Often times even the most well intentioned people feel overwhelmed and helpless about big problems like child mortality. Everyone wants to help save lives but they think it is beyond their power to do anything meaningful.*

We realized that rather than talk about what we had done, giving the consumer a chance to be part of saving lives would be much more significant and habit changing. Involving them was the key and when we further researched this strategy we found documented case studies to support and validate this:

- o Car drivers who committed to riding the bus twice a week were significantly more likely to ride the bus afterwards than those who didn't make a commitment. (Bachmana & Katzeva 1982)
- o Students who committed, to recycling paper, recycled more paper than a control group; when these commitments were removed, those students who made individual-level commitments continued to recycle more. (Wang & Katzev 1990).

That's when we decided to do it for real and give the consumers a chance to be part of Saving Lives.

**We choose the village with the highest number of diarrheal deaths in India – Thesgora – and we 'adopted it',** committing to reduce diarrhea instance thereby changing and saving the lives of children. Through this very real campaign consumers saw Lifebuoy's role in saving lives unfold for themselves and had the chance to get involved as well.

## The Big Idea

The Power to Save a Life is in Our Hands

## Bringing the Idea to Life

### Creative Strategy

'**Help a child reach 5'**. This was the creative idea that bound the whole campaign together. We decided to take the emotional angle of a child's 5th birthday and create a cause around helping the children of Thesgora reach the age of 5. This touched consumers far more as

children reaching their 5th birthday was something they could relate to in their own lives.

The campaign is unique in its approach of eschewing shock tactics and relying on a human focused positive story designed to generate response and ultimately make people act. Wanting to put a human face to the statistics, we decided to tell the world the Lifebuoy story in a real and deeply emotional way through a compelling 3m10s **Video film 'Gondappa'**. The story had to not only open people's minds to the avoidable deaths, but move them to care and share it with others.

Ours is the story of a father who is so overcome with delight that his first child has survived till the age of 5 that he decides to walk on his hands to the nearby temple and seek God's blessing. The tone and treatment of the film was to keep genuine the powerful emotions a parent feels when his child survives. This meant shooting in a real village with real people. The protagonist and the entire cast of villagers had no acting skills and never been in front of the camera before.

**Video film with Brand Ambassador Kajol** : Bollywood star Kajol put her weight behind the cause of handwashing among kids with an appeal to consumers to pledge and support the 'Help A Child Reach 5' campaign. The 39-year-old mother of two is proud to support Lifebuoy's 'Help a Child Reach 5' campaign after she was moved to tears when she watched the 'Gondappa' film about how one child dies from diarrhea or pneumonia in every 15 seconds making it two million children each year, something that can be prevented through handwashing.

#### Channel Strategy

Our integrated campaign strategy was to surround and engage our audience so that we not only raised awareness of the problem but compelled our audience to act. We grabbed their attention by harnessing the characteristic role of each media chosen.

**Engage With Digital And Social Media** – Just TV was not enough to create awareness of the problem as ours was a story told in long-form communication. The rise of digital media gave an opportunity to go from a 1-to-1 on-ground model to a 1-to-many digital model.

The key challenge for media was to drive reach of the long-format film while ensuring high video completion rates. Learnings show that 90secs was the average viewing time for long form content on the net, and beyond this the drop off rates were very high. Getting quality views was especially important, since the call to action and Lifebuoy branding was only revealed at the end of the video.

- The Gondappa video and supporting follow-up video of Brand Ambassador Kajol were housed across Lifebuoy's key owned channels (Facebook, YouTube, Website) using a consistent creative execution.
- Each piece of video content was annotated with a "Share" or "Donate" Call to Action. The experience was connected together through the 'Children Reached' progress bar that tracked all the actions collectively across channels, showing the user the scale and progress being made. This was based on the insight that people are more likely to feel connected to a cause if they can see the direct impact they are creating. This connection then drives them to advocate the cause through sharing.
- Each 'Share' enabled Lifebuoy to contribute 1 unit of local currency for the cause.
- #HelpaChildReach5 twitter hashtag was promoted to create conversations around the issue.

**Drive Reach Through TV & Radio** - To fuel the interest further, we aired a shorter version on prime time Indian TV soap, Balika Vadhu . The initiative was also promoted on radio through programming tie-ups with FM channels.

**On-ground Activation in Thesgora** – Health promoters in the village ensured mothers and children received continuous education on correct handwashing techniques. Flipcharts, Posters, Comic Books, Germ demonstration tools, Handwashing stations, games and songs etc. were used for the purpose.

**PR & Advocacy** was sought via relevant experts like pediatricians, school principals and NGOs working in health and hygiene.

## Communication Touch Points

- ✦ TV (Spots, branded content, sponsorship on TV, product placement, Interactive TV/Video on Demand)
- ✦ Radio (Spots, merchandising, program/content)
- ✦ PR
- ✦ Interactive/Online (Display ads, brand website/microsite, developed brand content for another website, mobile/tablet optimized website, digital video, video skins/bugs, podcasts, gaming, contests, search engine marketing (SEM/SEO), Geo-based ads, etc.)
- ✦ Social Networking Sites/Applications

## Paid Media Expenditures

**January 1, 2012 – September 30, 2013**

- ✦ \$250K – under \$500K

#### Budget

- ✦ More than other competitors

## Owned Media & Sponsorship

'Help A Child Reach 5' messaging was unified and linked across Lifebuoy.com, Lifebuoy Facebook and Lifebuoy 'Help A Child Reach 5' YouTube.

## Results

**Objective 1: Significant Reduction in the Incidence of Diarrhea<sup>3</sup>**

- o 75% decrease in incidence of diarrhea in Thesgora compared to 25% in the control village.
- o The incidence of diarrhea fell sharply from 42% to 11% among children aged less than 5 years.

This reduction can be directly attributed to the on-ground hand wash activation program.

NB: Adopting Thesgora is a long-term commitment and the total impact on children's health will only be available later in 2014 with the release of the annual UNICEF child mortality figures.

**Objective 2: Hand-Washing Habits Of Children Were Significantly Changed<sup>4</sup>**

More children washing hands, on more occasions and increased soap usage:

- o **14% net increase in incidence of washing hands before a meal.**
  - In Thesgora the incidence of washing hands before a meal increased by +7%, vs. -7% in control villages. Handwashing is prone to a fluctuating and discontinuous habit. Thesgora's results prove need for regular reminders to inculcate firm habits.
- o **The handwashing rate tripled:** Number of times children washing hands with soap before any meal moved from just once to 3 occasions per day

**Objective 3: Consumers Participate In Millions**

The digital and on ground activation raised awareness and engaged millions of people around the world.

**Online and Offline buzz<sup>5</sup> :**

- o Within a week, the YouTube film garnered a million views worldwide and crossed **7 million views** by April 2013. Of these, **2.4 million were from India.**
- o **2 million** people in India pledged to wash hands with soap.
- o Lifebuoy Facebook fans grew from **5,000 to 650,000 (124x growth)**
- o **1 million visits** to Lifebuoy GHD Yahoo! partnership page.
- o **100,000** school children learn healthy handwashing habits

**Objective 4: Re-Evaluating the Brand and Lifebuoy Brand Association**

**Re-Evaluating the Brand** - The campaign was evaluated by Nielsen in mid-2013. The results show that we met our objective to get consumers to re-evaluate the brand - that Lifebuoy is not just soap but a proactive brand, caring about the well-being of society.

**Lifebuoy Brand Association** - Brand association was firmly established for Lifebuoy:

- o Nielsen consumer tracking shows **56% brand linkage** for the 'Gondappa' film, and
- o **Lifebuoy sales grew almost ten times faster than the soap bar category:**

-In Q4 of 2012, the months following the launch of 'Help a child reach 5' in October 2012, Lifebuoy volume outperformed the previous quarter's sales AND outperformed the category. While the category grew by 0.2%, Lifebuoy's sales growth rate was

1.9%<sup>6</sup>.

## Other Contributing Factors

No other factors.

<sup>3</sup> Source: Unilever

<sup>4</sup> Source: Unilever

<sup>5</sup>Source: Unilever, Yahoo! & YouTube

<sup>6</sup> Sources: Nielsen Consumer Tracking and AC Nielsen Sales



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