A NATIONAL HEALTH EDUCATION CAMPAIGN TO DRIVE MALARIA PREVENTION AND TREATMENT DURING COVID IN INDIA.
A PUBLIC HEALTH CRISIS
The pandemic coincided with the monsoon season, creating a severe risk of outbreaks of mosquito-borne disease (malaria, dengue, and chikungunya).

**THE CHALLENGE**

In Spring 2020, India emerged as an epicenter of the COVID-19 pandemic.

Government-enforced lockdowns and declines in treatment seeking threatened to disrupt essential health care services.
Malaria No More and Times Bridge partnered with India’s top media and tech companies to launch an **innovative national health education campaign** from June to September 2020. “Bite Ko Mat Lo Lite” (Hinglish for “Don’t Take the Bite Lightly”) drove **urgent testing and treatment messages across 21 states**. Messages were amplified through thought-leader events with influencers from **Business, Government, and Bollywood**.
KEY OBJECTIVES

- Create compelling, research-driven content tailored to rural vs. urban, demographic, and regional audiences
- Reach a mass audience through scaled social media, print, radio, and television platforms
- Take a user-driven creative design approach adapting content to the topics and barriers most relevant to our audiences
- Rigorously measure outcomes to determine impact on targeted knowledge, attitudes, and behavioral metrics

1. Sleep under an insecticide-treated mosquito net every night
2. Remove standing water and use mosquito repellents.
3. If you have a fever, seek malaria testing within 24 hours.
4. When seeking malaria testing, wear a face mask/covering, practice social distancing and wash your hands with soap frequently.
Led by Board Member Uday Shankar, MNM India convened a “creative council” of India’s top media leaders.

WPP Ogilvy led the brand creation; Ad agency The Minimalist led content development.

More than 150 million Indians reached through scaled social media, print, radio, and television platforms.

MEDIA PARTNERS

- Madhuri Dixit
- Dr. Shriram Nene
- Kamal Haasan, Actor
- Ronnie Screwvala, Bollywood Producer
- Ajit Mohan, Facebook India
- Uday Shankar, Star Disney
- NP Singh, Sony
- Peter Chernin, The Chernin Group
- Satyan Gajwani, Times Internet
- NP Singh, Sony
- Facebook India
- Google
- Ogilvy
- THE TIMES GROUP
- Facebook India
- STAR
- Disney
Ads targeted across 21 states with high disease burden and social media penetration.

Extensive quantitative and qualitative research was used to identify key knowledge gaps and barriers to target behaviors.

Through Facebook, we worked with University of Chicago, RISC and World Bank, DIME teams to conduct initial behavioral surveys and pre- and post-impact assessments.
CONTENT CREATION
Extensive quantitative and qualitative research was used to identify key knowledge gaps and barriers to target behaviors.

7 target personas adapting the message different age groups, urban-vs-rural, demographic, and geographic targets.

More than 1,000 unique ads were created, constantly optimizing for user feedback and response “Bite Ko Mat Lo Lite” (Hinglish for “Don’t Take the Bite Lightly”) drove urgent testing and treatment messages across 22 states.
CONTENT CREATION

AUDIENCE PERSONAS

- Rural Men, Age 30+
- Rural Women, Age 30+
- Metro Men, Age 18-34
- Metro Men, Age 35+
- Metro Women, Age 18-34
- Metro Women, Age 35+
- Seniors in Target States

Campaign content was developed to appeal to each persona and then “boosted” to those audiences through Facebook and Instagram.

Maintain social distancing from mosquitoes and chill inside a bed net
Facebook users in this audience were likely married (90%) with a college education (76%), and working in community services, education, or health.

Content Focus:

Credible messengers, such as ASHAs
Facebook users in this audience persona were likely to be married (67%) and well educated (72% had a college education), and working in administrative services, sales, or transportation.

Content Focus:

- Malaria symptoms
- Protecting families
Facebook users in this audience were likely married (90%) with a college education (76%), and working in community services, education, or health.

Content focus:

Protecting families, especially grandchildren
Younger Facebook users in this audience were mostly single (58%) while users over the age of 35 were mostly married (93%), with a college education (88% and 82%, respectively), and worked in healthcare, community services, education, sciences, legal services, and business or finance.

Content focus:
- Common hobbies
- Shopping
- Peer advice
- Caring for self and family
Metro Men

Younger Facebook users in this audience were overwhelmingly single (82%) while those over 35 years were overwhelmingly married (86%), and both age groups were college educated (82% and 85% for each age category). Users in this category worked in administrative services, IT, the sciences, healthcare, management, or food and restaurants.

Content focus:
- Connecting to sports (cricket)
- Memes
- Caring for self, family
- Job
REACH & OUTCOMES
TOTAL REACH

150 MILLION PEOPLE

REACHED THROUGH:
- Facebook
- Instagram
- Twitter
- Radio
- Newspapers
- TV
- Webinars
Through Facebook, Instagram, and Twitter, the campaign reached:

- **122,879,912** people
- **79,030,105** page engagements
- **76,237,487** post engagements
- **447,957,516** impressions

Facebook users reached an average of 3.6x each
EVENTS & EARNED MEDIA

22 MEDIA PIECES

Two Webinars hosted by The Economic Times, Mirror Now, and Facebook Live

6.7m Impressions

2.3M Engagements and views
News Outlets:

- 6 outlets in 5 states

Radio Stations:

- 4 ads on 13 outlets in 11 states

TV Ads:

- 4 ads on Hotstar (online streaming service through Star India)

4.1M people reached

20,826,729 impressions with 95% of viewers watching the full ad
Partnered with Google to create a new voice-activated Google Assistant to share information about malaria, prevention, and treatment in English and Hindi, with plans to expand in more languages.

Developed a new Augmented Reality Instagram filter, with 11 Instagram Influencers sharing on their account of World Mosquito Day.
Facebook conducted a Brand Lift study to analyze the impact of the campaign:

**4.6% Lift**
4.6% increase in those who remembered seeing the ads — BKMLL was able to break through the high volume of content on FB and users remembered them.

**2.6% Lift**
2.6% increase in those more likely to seek testing and treatment after seeing the ads. With 62.5% of users already inclined to seek treatment, making a difference with such a high base brings us closer to 100%!

**10.1% Lift**
10.1% lift in users 55-64 and 8.4% lift in users 65+ sleeping under a bed net after seeing our ads. Other age groups did not have such large lifts in behavior change.
FUTURE OPPORTUNITIES
2021 MONSOON SEASON

In 2021, Malaria No More will expand the Bite Ko Mat Lo Lite campaign to reach even more people with these important, life-saving messages.

- **Microtargeting of behavior change** based on user profiles (risk and access); augment with community engagement.
- **Elevate advocacy profile and popular movement building** with Bollywood stars and social influencers.
- **Build on tech innovations** like Instagram Reels and Google Assistant.