

Communicating  
a correct Lifestyle.  
Challenges and possible answers.

Milano, June 25, 2012

PREVENTION AND  
BEHAVIOUR CHANGE CAMPAIGNS

**THE TOUGHEST CHALLENGE  
IN SOCIAL COMMUNICATION?**

# WHY?

1. The promise is not founded on a visible and immediate benefit (or absence of damage).



# WHY?

2. Changing people's behaviour rooted in inertia is the single most difficult action you can ask to an advertising campaign.



# WHY?

3. It normally requires a negative approach:  
don't do that...



# SOCIAL COMMUNICATION DIFFICULTY MAP

GRATIFICATION

EMOTIONAL APPEAL

PREVENTION CAMPAIGNS

## PREVENTION TO YOUTH

- Working with young people multiplies the height of these barriers: they want to see things happening now, and are not easily bound to sacrifices.
- On top, there's an issue of language. Sensible arguments for adult targets might not work for them. Or even backlash.

# YOUR MIND ISN'T THE ONLY THING HEROIN DAMAGES.

*Skin Infections*

*Mental Problems*

*Altering Moods*

*Blood Diseases*

*Wasted Muscles*

*Liver Complaints*

*Constipation*

*It can also have some pretty nasty effects on your body. All of which you can start suffering long before you become addicted.*

*You'll probably start looking ill, losing weight and feeling like death. You'll begin to take heroin not to get high any more, but just to feel normal.*

*And, as you lose control of your body's health, you could lose control of your mind too.*

*Until one day you'll wake up knowing that, instead of you controlling heroin, it now controls you.*

*So, if a friend offers you heroin, use your brain while you still can.*

*And say no.*

**HEROIN SCREWS YOU UP**



TELL ME, WHAT DO I HAVE TO DO?



SAATCHI & SAATCHI HEALTH

## SO, WHAT CAN YOU DO?

- Make the benefit concrete, or at least approachable.

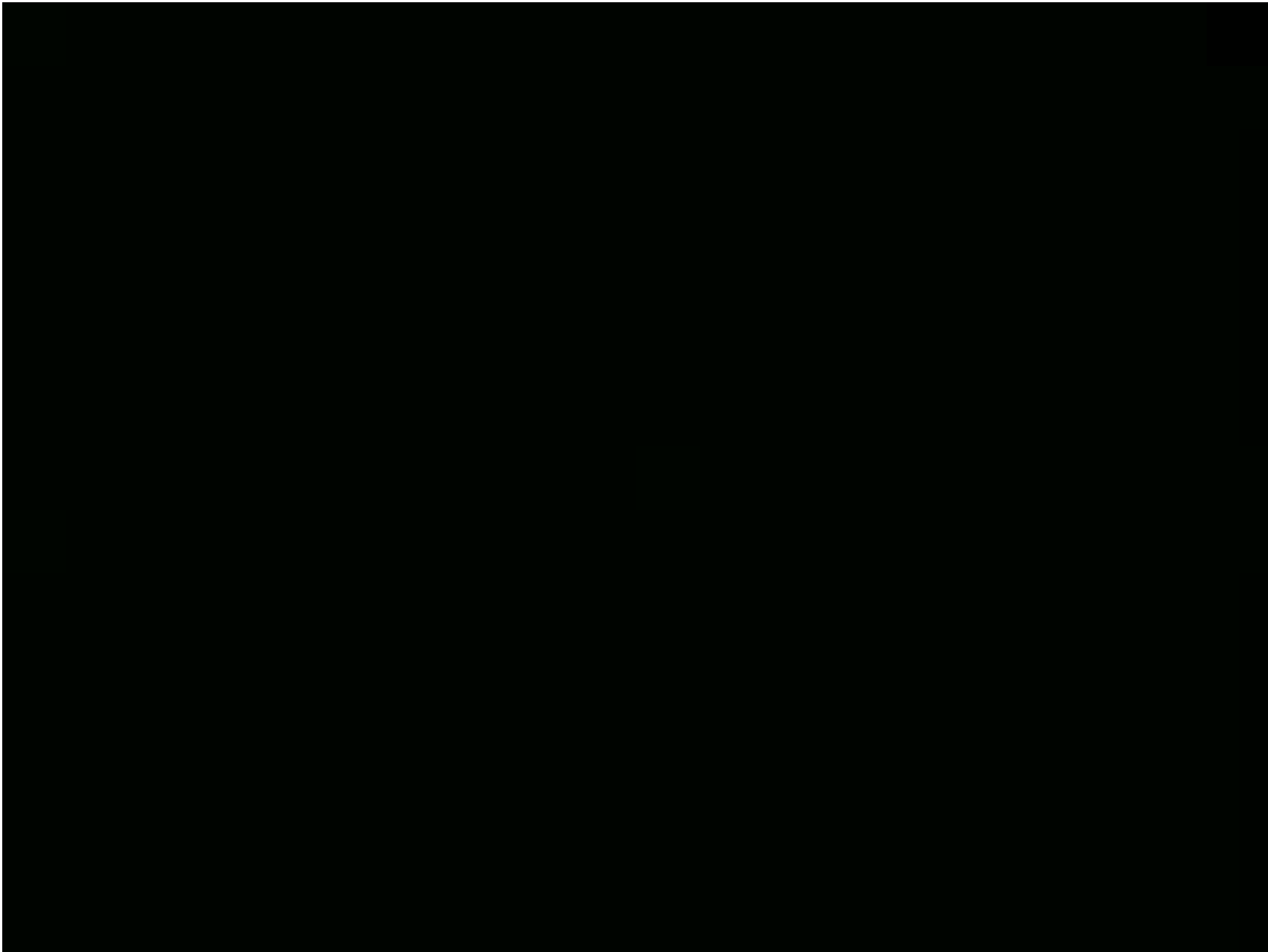
# Pastillas contra el dolor ajeno

6 caramelos  
mentol-eucalipto sin azúcar



## SO, WHAT CAN YOU DO?

- Make the benefit concrete, or at least approachable.
- Try to single out all the negative elements, and possibly turning them into rewards.



## SO, WHAT CAN YOU DO?

- Make the benefit concrete, or at least approachable.
- Try to single out all the negative elements, and possibly turning them into rewards.
- Understand your target's real and deep insights.

Richard H. Thaler  
Cass R. Sunstein

# Nudge



Improving Decisions  
About Health, Wealth,  
and Happiness



SAATCHI & SAATCHI HEALTH






**ADVERTISING  
DOESN'T WORK.**

**ADVERTISING  
DOESN'T WORK (ALONE).**

# 10 GOLDEN RULES

1. Be positive.
2. Try to give immediate, or at least short term, return.
3. Do not scare or overdramatize.
4. Be simple, be practical, get out of generic.
5. Think like your target.
6. Build experiences, rather than giving prescriptions.
7. Be multichannel: use all possible touchpoints to your target.
8. Don't be afraid to partner, with media and with companies.
9. Communicate constantly your goals and the achieved results.
10. BE CONSISTENT.

## 3 CHALLENGES / 3 ANSWERS

1. Lack of a visible benefit   
Try to make it come to life.
2. Inertia and negative approach   
Reward rather than just prescribe.
3. Language   
Know better your target's real life.