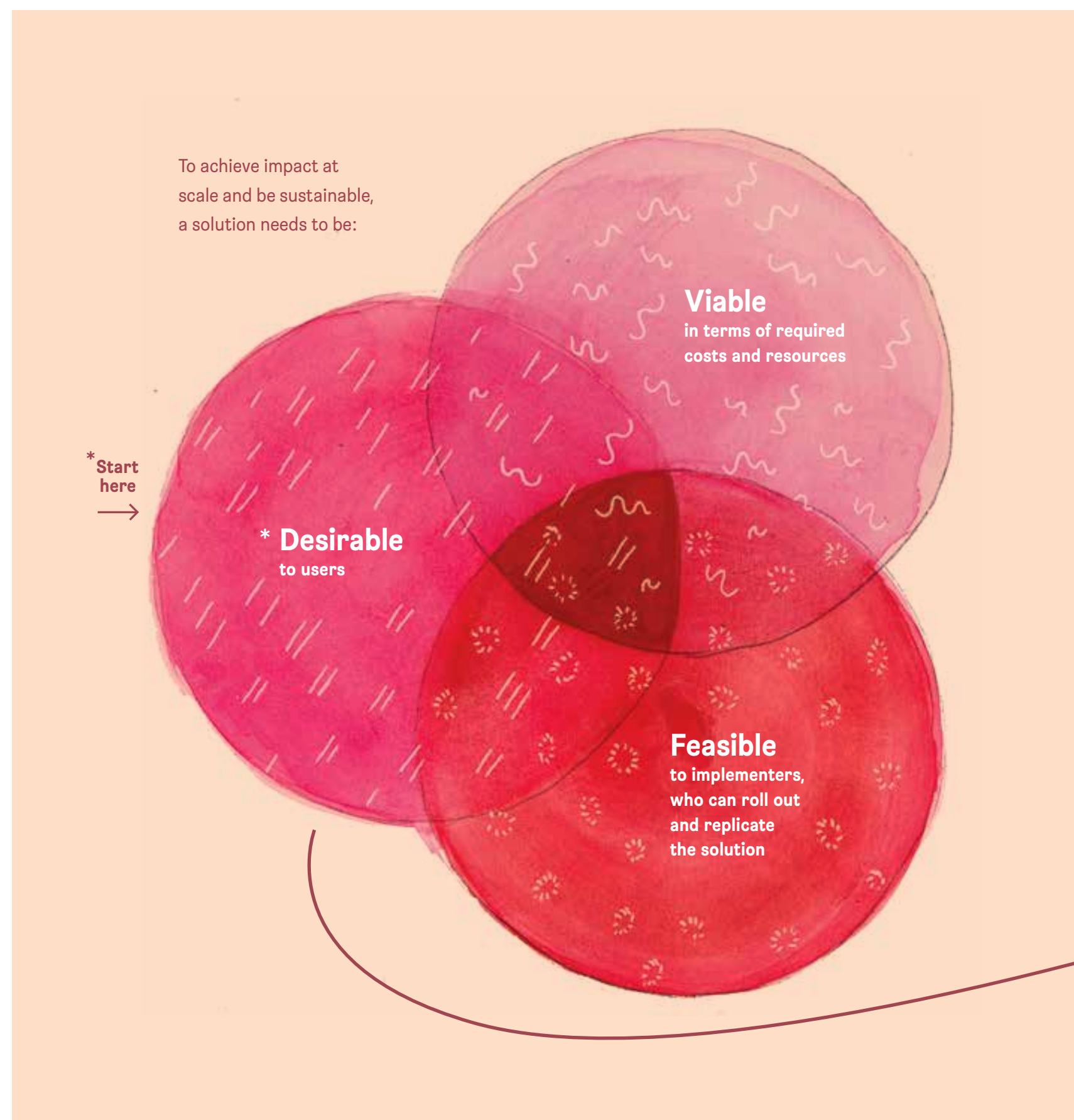


Why Brands Matter: A Makeover for AYSRH

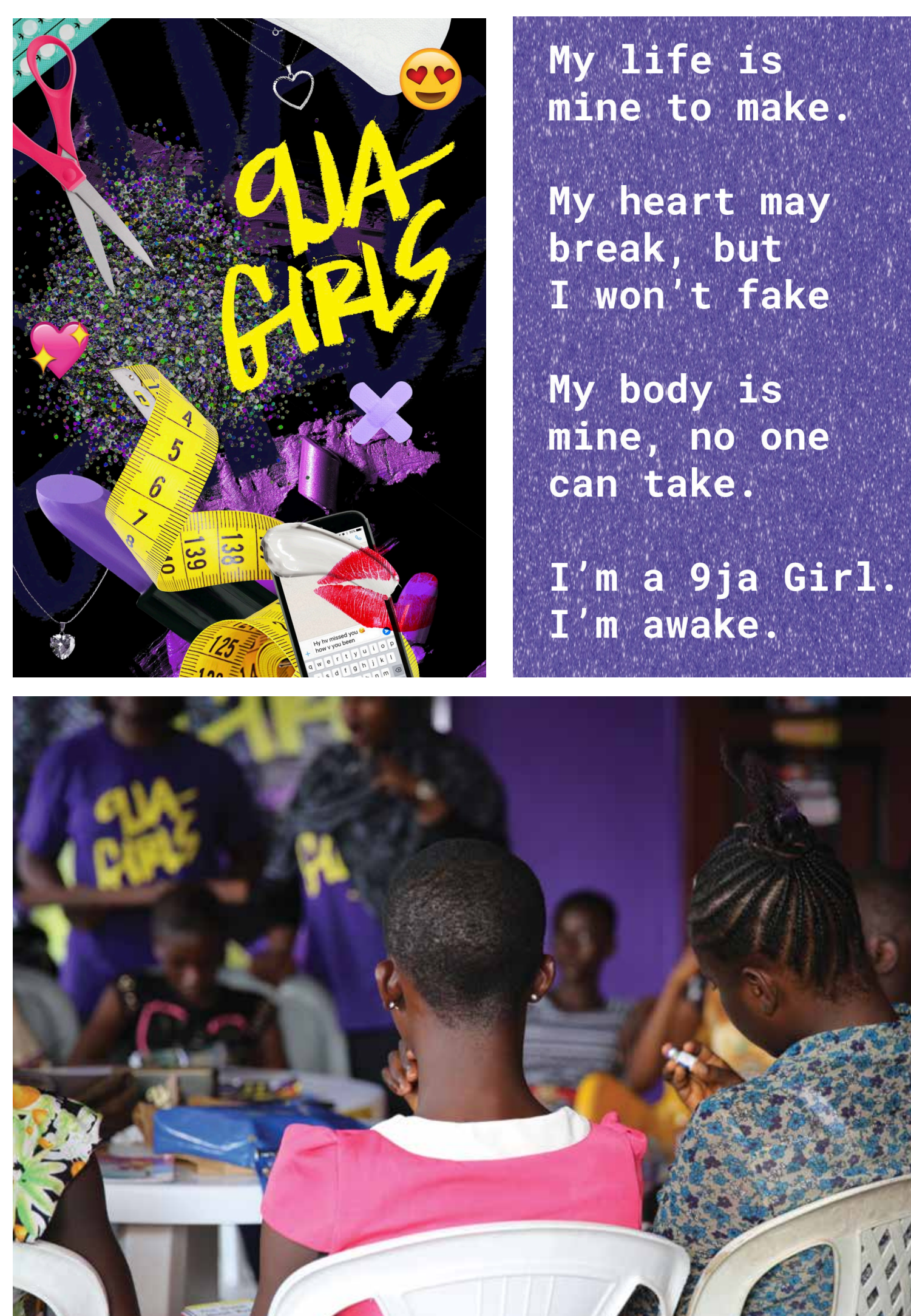
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A360's transdisciplinary approach included human-centered design.

Every program considers a girl's journey and the key touchpoints an intervention will need to address.



Nigeria: 9ja Girls



Tanzania: Kuwa Mjanja



Ethiopia: Smart Start



In Nigeria, 9ja Girls stands for love, life, and health. A vibrant lipsticker-drawn logo links to income generating skills and SRH counseling and services. Positioning contraception as a tool that gives girls control, the branded mantra, “My life is mine to make”, helps the intervention respond to critical adolescent developmental science findings: interventions must connect with youth’s cognitive and emotional decision-making.

In Tanzania’s Kuwa Mjanja, a pineapple symbolizes a branded empowerment story, using a mantra to articulate girls’ powerful self image: Stand tall (Be proud of who you are), Wear a crown (Know your worth), Be sweet (live in line with your values). Kuwa Mjanja used segmentation to ensure that all girls—regardless of their life stage—receive messages and information that resonate. Girls who are younger, less sexually experienced and still rely on their mothers for support to navigate their changing lives receive “Know Your Body” information, whereas girls who are more experienced and independent from their families, who are beginning to build self-defined plans for their lives, receive “Know your Path” information. It’s the brand, however, that ties it all together.

SmartStart in Ethiopia is carefully branded to the rural Ethiopian context: recognizing the importance of making contraception familiar and approachable, it adopts traditional colors, print patterns, and symbols of wealth—images depict young couples looking forward to a home, with shade trees and livestock. These branded images align with the intervention’s strategy: financial planning as an entrée to girls and couples’ self-defined life goals, with family planning as a tool in service of those goals.

Why do brands matter in this context?

1. RELEVANCE: From health-oriented to her-oriented.

Brands that lead with what matters to young people have allowed A360 programs to connect the value of contraception with where girls are in their lives, with girls as partners in the process.

2. EMOTIONAL RESONANCE: From technical cognition to emotional connection.

Adolescent developmental science has shown that young people make decisions that are based primarily on perceived relevance to their lives, immediacy, and emotional resonance. When done well, brands have the ability to inspire and connect with exactly these experiential elements.

3. COHESIVE + CONNECTED: From siloed interventions to an interconnected experience.

Brands are more than a logo or visual style, they also define the value, principles and experience she should have at each step in her journey. This provides implementors an invaluable tool—guidelines—for ensuring programs are scaled with consistency. Regardless of when and how she is interacting with a program—from hearing about it for the first time to taking up a method—her experience should have a similar tone, quality, and message.