

To Beat

Creating the brand and activating
the movement for Tuberculosis

Research + Findings Summary
June 2014

Stop TB Partnership

+ siegel
gale

simple is smart

Individuals interviewed

Partners and Stakeholders:

Aamir Khan, Founder and Executive Director, Interactive Research and Development

Joanne Carter, Executive Director, RESULTS Educational Fund

Rabab Pettitt, Senior Communications Advisor, USAID, Global Health Bureau

Evan Lee, Vice-President, Global Health Programs and Access, Eli Lilly

Jen Scroggins, Director, Global Corporate Reputation, Eli Lilly

David Marbaugh, Communications Director, Corporate Responsibility, Eli Lilly

Aaron Oxley, Executive Director, RESULTS UK

Thokozile Beatrex Nkhoma, SAVE Campaign Coordinator, Malawi Interfaith AIDS Association

Diana Weil, Coordinator of Policy, Strategy and Innovations Team, Global TB Programme, WHO

Paula Fujiwara, Senior Advisor, Department of TB and HIV, Scientific Director, The Union

Colleen Daniels, Director TB/HIV, Treatment Action Group

Blessi Kumar, Chair Global Coalition of TB Activists

John Moncrief, Policy Administrator, UK Department for International Development

Bryan Callahan, Communications Officer, Gates Foundation

Dr. Barry Bloom, Former Dean, Harvard School of Public Health

Dr Marcel de Kort, Senior Health Advisor, Ministry of Foreign Affairs, The Netherlands

Nathalie Garon, Senior Program Officer, DFATD Canada

Dr Mario Raviglione, Director, Global TB Department, World Health Organization

Dr Thomas M Shinnick, Associate Director for Global Laboratory Activities, Centers for Disease Control and Prevention

Dr Mark Perkins, Diagnostics Working Group

World Leaders and Policy Makers:

Suprotik Basu, Chief Executive Officer of the Office of the UN Secretary-General's Special Envoy for Financing the Health Millennium Development Goals (MDGs) and for Malaria

Andrew Jack, Deputy Editor, Financial Times

Materials reviewed

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Operation Strategy 2013-2015. Stop TB Partnership, 2012.

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Stop TB Partnership Secretariat Advocacy and RM SWOT Analysis.

TB brand-identity roadmap.

Transforming the conversation on Tuberculosis: Call for a TB Brand. Stop TB Partnership, 2012.

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ACG Takeaways. Stop TB Partnership, 2013.

Landscape we explored

AIDS

amfAR

Pepfar

(RED)

The Clinton Foundation

Terrence Higgins Trust

UNAIDS

Breast Cancer

Breast Cancer Action

Cancer Research UK

Susan G. Komen for the Cure

The Breast Health Global

Initiative

Malaria

Malaria No More

Novartis

Roll Back Malaria

WHO

Movements

Obama Yes We Can '08

Arab Spring

Occupy Wall Street

Gay Rights / All Out

The Girl Effect

KONY 2012

Landscape we explored

As part of our discovery process we looked into a number of causes that were relevant to TB to understand how they positioned and communicated the issue they represented.

We also explored a number of cause-led movements, ranging from political ones such as Obama's 2008 Presidential campaign, social movements such as Occupy Wall Street, branded causes such as The Girl Effect, supported by the Nike Foundation and even one-off phenomena like KONY 2012.

The purpose of this exercise was to understand how the immediate and broader landscape of causes and movements behave, what best practice we could leverage and how a brand for the TB cause could live within this world.

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KONY 2012

Who is the brand for?

- + **Everyone: direct, indirect and unexpected**
- + **People living with TB, their family and friends**
- + **Employers, local community**
- + **Doctors, scientists, public health officials**
- + **Political leaders, policy makers**
- + **Activists, donors, influential people**

Untapped Potential

Influential people who aren't yet engaged with TB but have an interest in social, economic and human development.

For example:

- + Entrepreneurs
- + Cultural influencers
- + General Public
- + National heroes



Committed Supporters



A broad spectrum of individuals within the TB community who faithfully believe in creating a better tomorrow for those living with TB.

For example:

- + Health Ministers
- + Public Health Workers
- + Researchers
- + Survivors

Unengaged Power players

Leaders who for different reasons are no longer engaged in the fight against TB but who could make a massive difference to the cause.

For example:

- + Big Pharma
- + Policy Makers
- + Health Ministers



What are we ultimately creating?

A story everyone recognises, can relate to and act upon in some way:

- + Make it a priority**
- + Give money**
- + Give time**
- + Raise some noise**
- + Get treated**
- + Pay attention**
- + Support supporters, survivors, the community**

The insights

- 1. TB is trapped in the medical world**
- 2. A scientific approach doesn't engage hearts and minds**
- 3. Complacency is stifling progress**
- 4. The impact of TB is remote**
- 5. TB has played the unconfident underdog for too long**

The opportunities

- 1. Position TB as a social issue**
- 2. Create a human connection**
- 3. Be entrepreneurial with TB**
- 4. Make impact personal**
- 5. Tell a hopeful + heroic story**

For TB this means...

A brand that doesn't speak the language of disease nor feeds the stigma with negative imagery.

A brand that doesn't get hung up on the nuances but instead focuses on the big picture.

A brand that is alive with spirit and energy – challenging the status quo and connecting with people on an emotional level.

A brand that informs, inspires and engages – playing multiple roles with a singular philosophy at its heart.

A brand that is attractive and credible.