

BOTE



KO MAT LO LITE

**A NATIONAL HEALTH EDUCATION CAMPAIGN TO DRIVE
MALARIA PREVENTION AND TREATMENT DURING COVID IN INDIA.**





A PUBLIC HEALTH CRISIS



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



The pandemic coincided with the
monsoon season, creating **a severe
risk of outbreaks of mosquito-
borne disease** (malaria, dengue,
and chikungunya)

THE SOLUTION

01

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

02

"Bite Ko Mat Lo Lite" (Hinglish for "Don't Take the Bite Lightly") drove **urgent testing and treatment messages across 21 states**

03

Messages were amplified through thought-leader events with influencers from **Business, Government, and Bollywood**

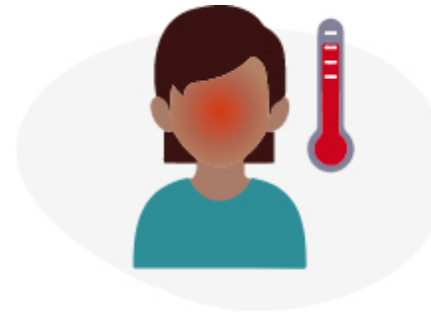
KEY OBJECTIVES

- 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



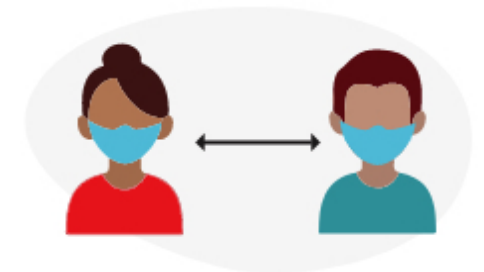
- 1.**
Sleep under an insecticide-treated mosquito net every night

- 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.



MEDIA PARTNERS

01

Led by Board Member Uday Shankar, MNM India convened a “creative council” of **India’s top media leaders**

02

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

03

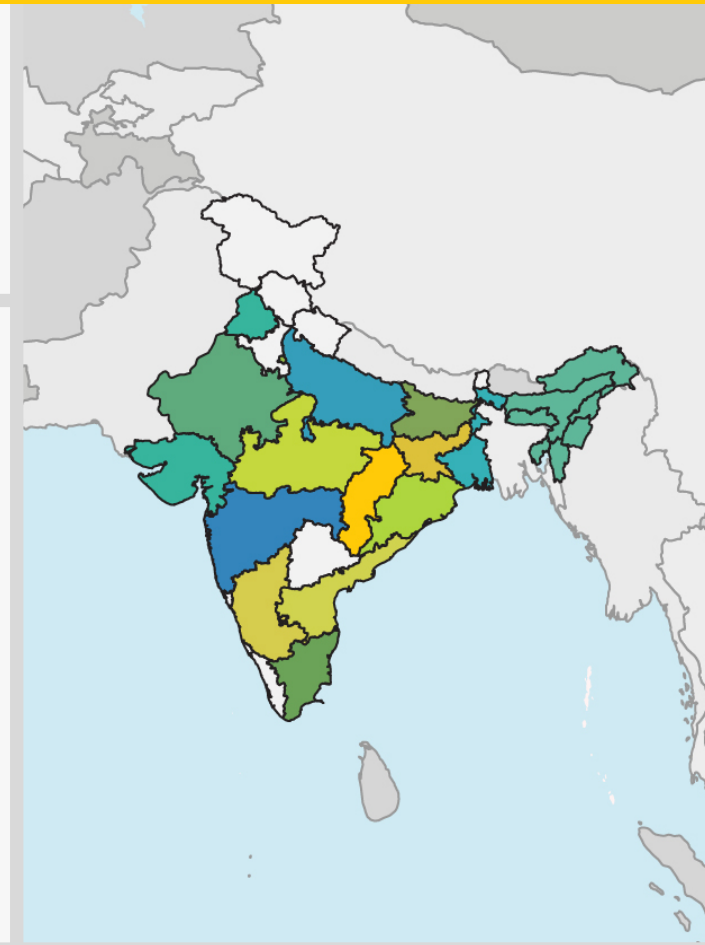
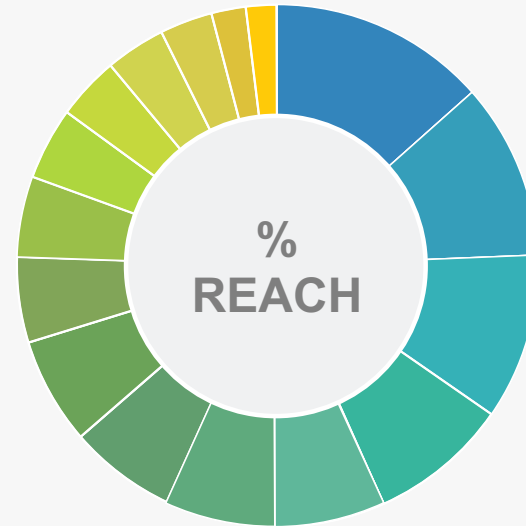
More than **150 million Indians reached** through scaled social media, print, radio, and television platforms

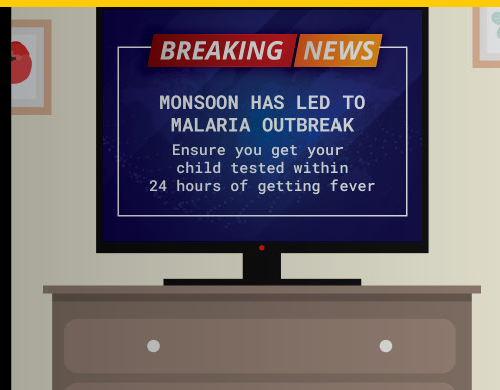
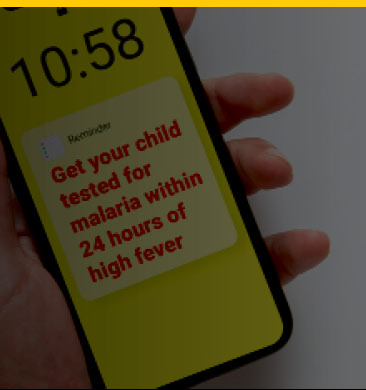


USER TARGETING

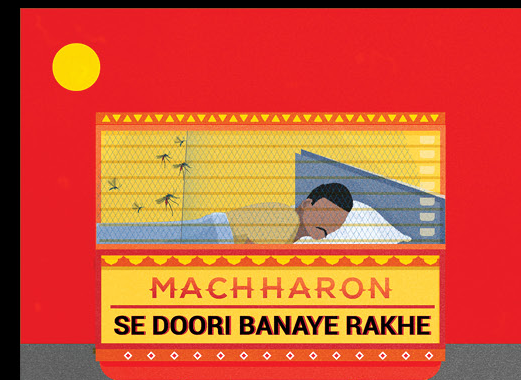
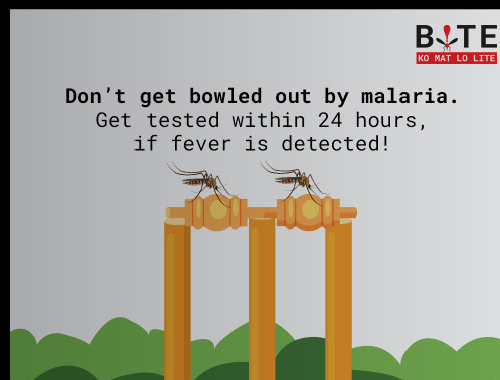
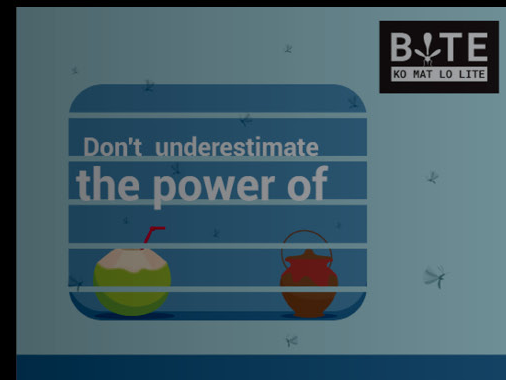
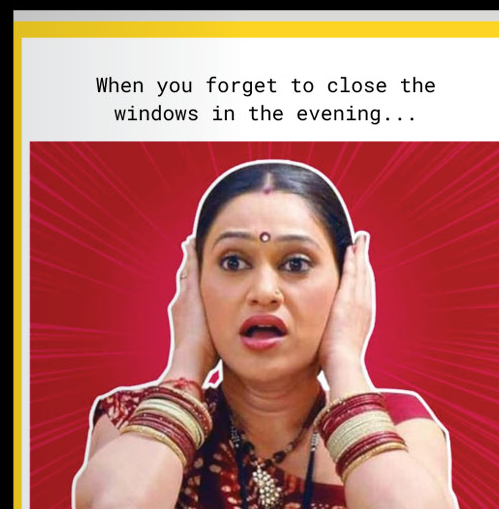
- Ads **targeted across 21 states** with high disease burden and social media penetration
- Extensive quantitative and qualitative research was used to **identify key knowledge gaps and barriers** to target behaviors.
- Through Facebook, we worked with University of Chicago, RISC and World Bank, DIME teams to **conduct initial behavioral surveys and pre- and post-impact assessments**.

FACEBOOK REACH
BY STATE





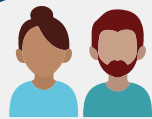
CONTENT CREATION



CONTENT CREATION STRATEGY



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.



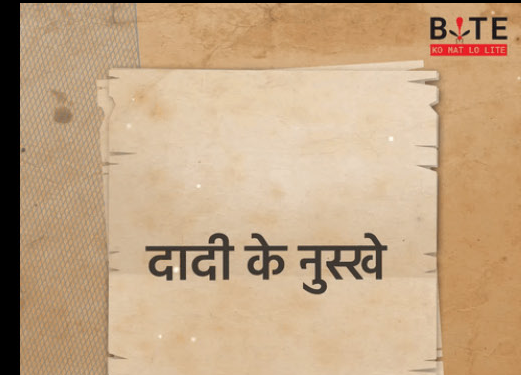
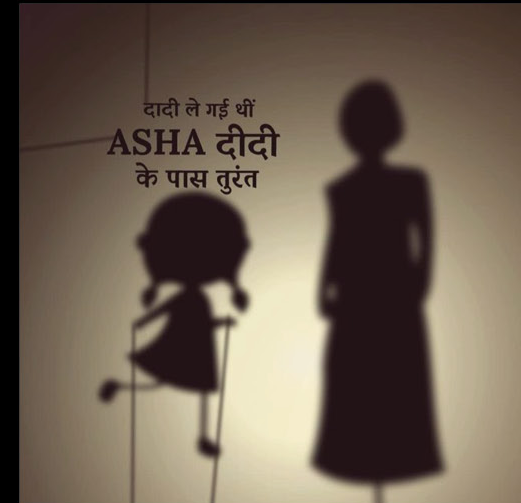
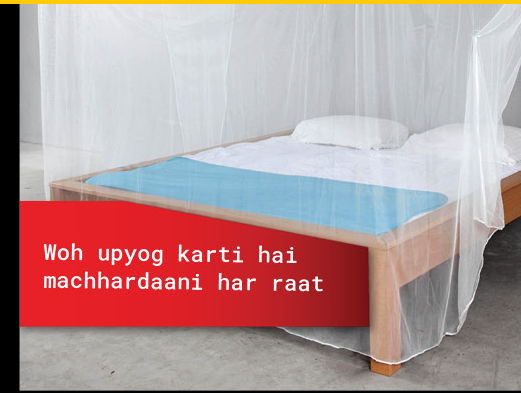
CONTENT CREATION

RURAL WOMEN

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



CONTENT CREATION

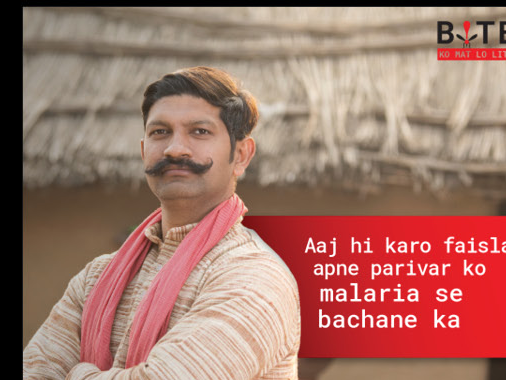
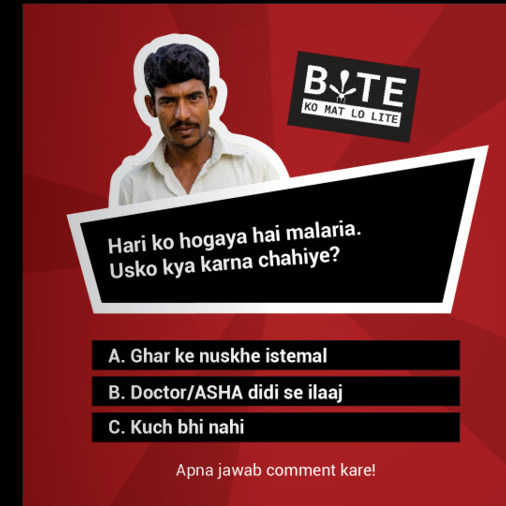
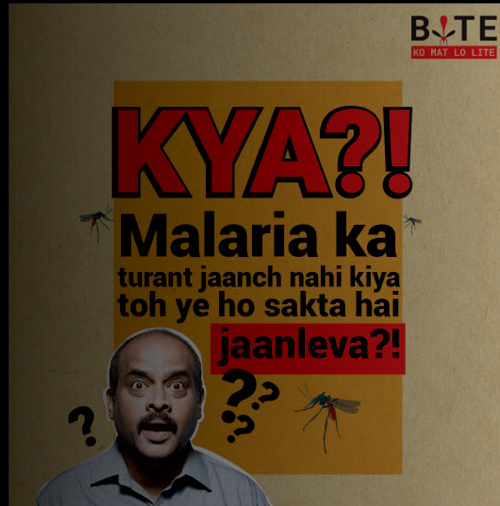
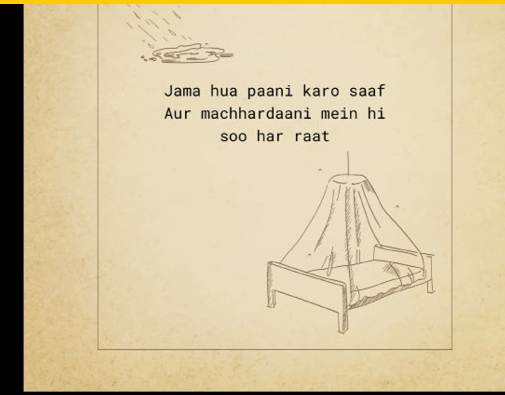
RURAL MEN

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



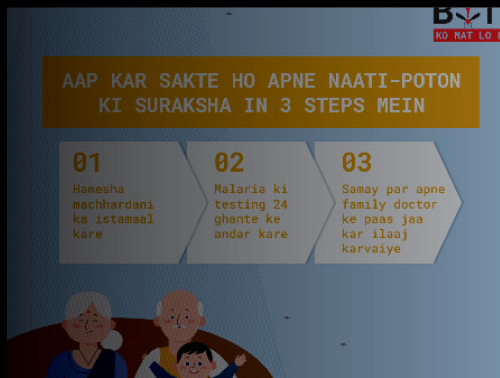
CONTENT CREATION

SENIORS

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



CONTENT CREATION

METRO WOMEN

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.

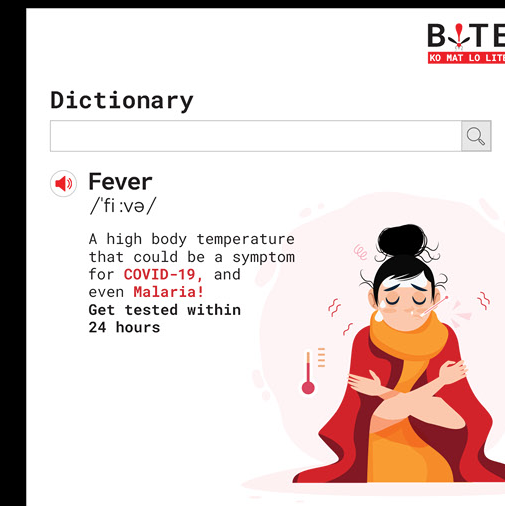
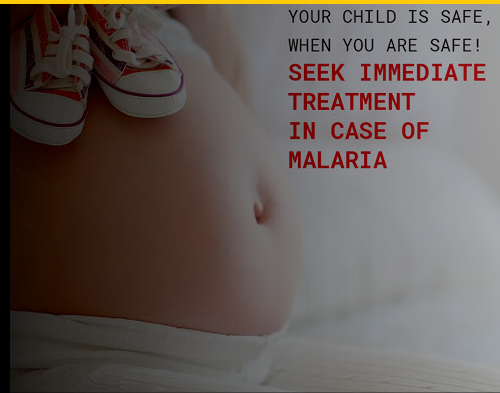
Content focus:

Common hobbies

Shopping

Peer advice

Caring for self and family



CONTENT CREATION

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

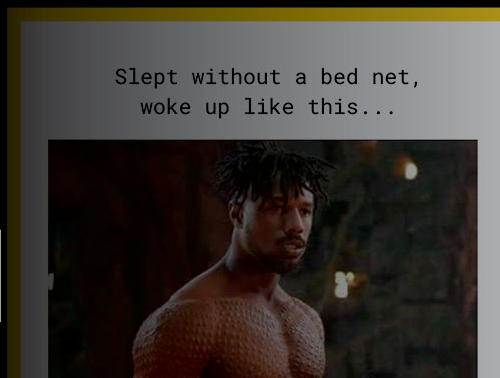
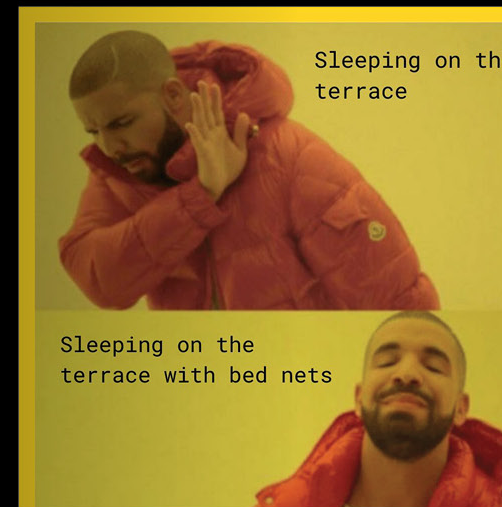
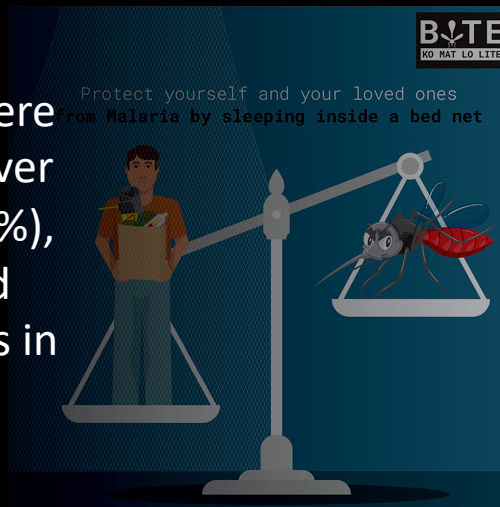
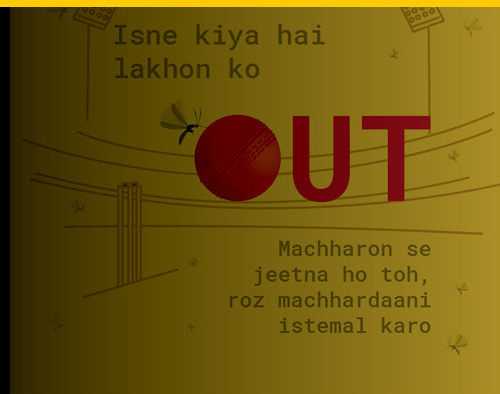
Content focus:

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

SOCIAL & DIGITAL

Through **Facebook**, **Instagram**, and **Twitter**, the campaign reached:

122,879,912
people

76,237,487
post engagements

79,030,105
page 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

World Mosquito Day: Prevalence and Facts About Malaria-Causing Mosquitoes



Every year August 20 is marked as World Mosquito Day to spread awareness about the mosquito-borne disease and how it can be prevented. The day commemorates the discovery of malaria transmitting mosquitoes by the British doctor Sir Ronald Ross in 1897.

BusinessLine

CenturyLink® Internet \$49/mo
with Price For Life

HOME NEWS MARKETS COMPANIES ECONOMY INFO-TECH OPINION SPECIALS PORTFOLIO PREMIUM MORE

LATEST NEWS | PORTFOLIO | ECONOMY | BL ON CAMPUS | MONEY & BANKING | CARTOONS | RESOURCES | MSME | KNOWLEDGE SERIES (VIDEO)

Malaria No More, The Weather Company in joint initiative in Odisha

Vinson Kurian | Thiruvananthapuram | Updated on August 12, 2020 | Published on August 12, 2020



To support national drive against mosquito-borne diseases

Malaria No More, a non-governmental organisation with

'Forecasting Healthy Futures' Initiative Kicks Off in Odisha to Curb Mosquito-Borne Diseases in India with Weather Data

August 12, 2020 204



Bhubaneswar: Malaria No More, a non-governmental organization with operations in India, (NYSE: IBM) and its subsidiary The Weather Company, today unveiled 'Forecasting Healthy Futures' initiative in Odisha, to improve health outcomes and accelerate India's progress against deadly mosquito-borne diseases.

MESNOWNEWS.COM

BUSINESS ELECTIONS INDIA LAT

BIHAR ELECTIONS 2020 243/243 (LEADS + WINS) 124 111

NDA MGB

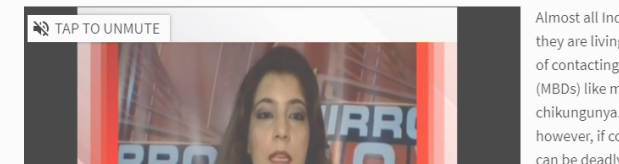
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Bite Ko Mat Lo Lite' - Keeping India's malaria elimination campaign on track

Health > 'Bite Ko Mat Lo Lite' - Keeping India's malaria elimination campaign on track
dated Aug 20, 2020 | 21:39 IST | Times Now Digital

On World Mosquito Day - August 20, 'Bite Ko Mat Lo Lite' campaign focuses on the agenda of Malaria No More, an esteemed panel that comprises some of the best minds



RADIO. TV. PRINT.

News Outlets:

6 outlets in **5** states

Radio Stations:

4 ads on **13** outlets
in **11** states

4.1M
people reached

TV Ads:

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

20,826,729
impressions with 95% of
viewers watching the full ad

'BJP memos'

S L Shanth Kumar

SPARRED ICE NOV



ak temple on Tuesday

xpressed strong
took the names
her Balasaheb
in November 2019



on
of
as it

convened by Koshiyari to take stock of
preparedness of state government to
tackle coronavirus pandemic

► CM is reluctant to submit list of
12 nominees for appointment on the
legislature council as he feels Koshiyari
will reject it on technical grounds

► CM is unhappy with governor as he
feels the latter has been entertaining
"anti-government" people

► Koshiyari in September summoned
CM's principal advisor Ajoy Mehta to
express his displeasure over MVA govt's
handling of Kangana Ranaut episode

WHAT COURTS SAID

► On Aug 14, Bombay HC
said Covid situation was
"not at all conducive" to open
places of worship and declined relief

► Relief had been sought by Jains to
allow community to offer prayers at
their places of worship for Paryushan
between Aug 15 and 23

► After a Jain trust went to SC, the apex
court on Aug 19 allowed devotees to
offer Paryushan prayers in three Jain
temples in Mumbai, limiting number
of devotees

the intemperate ed by Guv: Pawar

n believed that in a democracy, free exchange of
views between the Governor and the CM must
take place. However, the tone and tenor used
must always be in keeping with the stature of the
constitutional post occupied by the individuals.
Looking at the turn of events, the CM was
in fact left with no option but to release his reply
to the Governor to the media. I fully endorse the
decision of the CM on his issue," Pawar said.

On the Governor's plea on reopening of reli-
gious places, Pawar said he agreed that Koshiya-
ri could have independent views and opinions
on the issue, and he appreciated his prerogative
to convey his views to the CM. But he said he
was shocked and surprised to see the governor's
letter released to the media and the kind of lan-
guage used in the letter.

Pawar, at the same time, defended the CM's
decision not to open places of worship as, in vi-
ew of crowds at prominent places of worship, it
is impossible to maintain a safe distance between
people. "Keeping this in view, the state go-
vernment had decided to stagger the decision
regarding opening of places of worship. It is
planning a campaign to make people aware of
the importance of Do Gajki Doori," Pawar said.

med to stay in lock-
Despite the CM's pro-
ban on places of wor-
ship being extended again
ain, he added,
ackery wondered if it
coincidence that the
memorandums attached
governor's letter were
the BJP. "My govern-
as taken serious note of
ster and a decision will
n as early as possible af-

NCP spokesperson and the
state's skill development mini-
ster Nawab Malik alleged that
Koshiyari was indulging in pet-
ty politics. "Raj Bhavan has be-
come a hub of political activi-
ties. Let the CM do his job. He is
handling the situation in the fi-
eld as political head of the state,
and he will take a decision on
places of worship at an approp-
riate time," Malik said. A
Congress leader alleged that

sperson said. Suraj said he is
now staring at a bill of Rs
1.5 lakh at Fortis. "Who will
pay that?" he said.

Apex founder Dr Vrajesh
Shah said with electricity go-
ne for 16 hours, the hospital co-
uld do little. Dr Dilip Patil, ICU
incharge at Apex, said the pa-
tient was shifted with high
flow nasal cannula with oxy-
gen support. "He was quite
critical already," he said.

Kalwa-Padghe line 2, carrying
633 MW, tripped. The flow on
Pune-Kharghar rose up to

TIMES ascent

Looking for a job?

Want to know the latest
trends in the world of work?
Read today's Times Ascent
Pages 7-8

Please refer to the name of our company. Our company when we are insured for any claim under
such policies. Fraudulent policies will be cancelled immediately with information to
RTO and Police.
We request members of Insuring Public to:
• Verify immediately the genuineness of their Insurance Policy and policy particulars
• Scan the QR Code in the policy document using smart phone and click on the link
to verify the policy number and other details of the policy or
• Use the Policy Verification link provided in our Company website www.uli.co.in
If the policy QR code is not genuine, the link in the QR code will not fetch the policy
details and an error message would be displayed.
• Please provide your mobile number in the proposal form and check that it is captured
correctly in the policy. This will enable our SMS to reach your mobile number with policy
number and other policy particulars whenever you take a policy with us.
• Please pay premium by crossed cheque in favour of "United India Insurance Company
Limited". If premium is to be paid in cash, the same may be paid in our Company office.
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BOM Regn No. 545 CIN: U03090TN1539G0000100 Tel: Free No 1-800-425-10003 Email: customerservice@uli.co.in



Indiawalon ki pledge hai,
karke rahenge fight,
Ab iss bite ko kabhi naa lenge lite.

Paani kahi naa jamne denge,
clean rahe har site,

Mosquito net
mein hi hogi
apni har good night.

Machharon ki lobby ko
karke rahenge tight,

Ab iss bite ko kabhi
naa lenge lite.

Desh ke iss jung ka hissa bano,
Take the Pledge
www.bitekomatolight.com

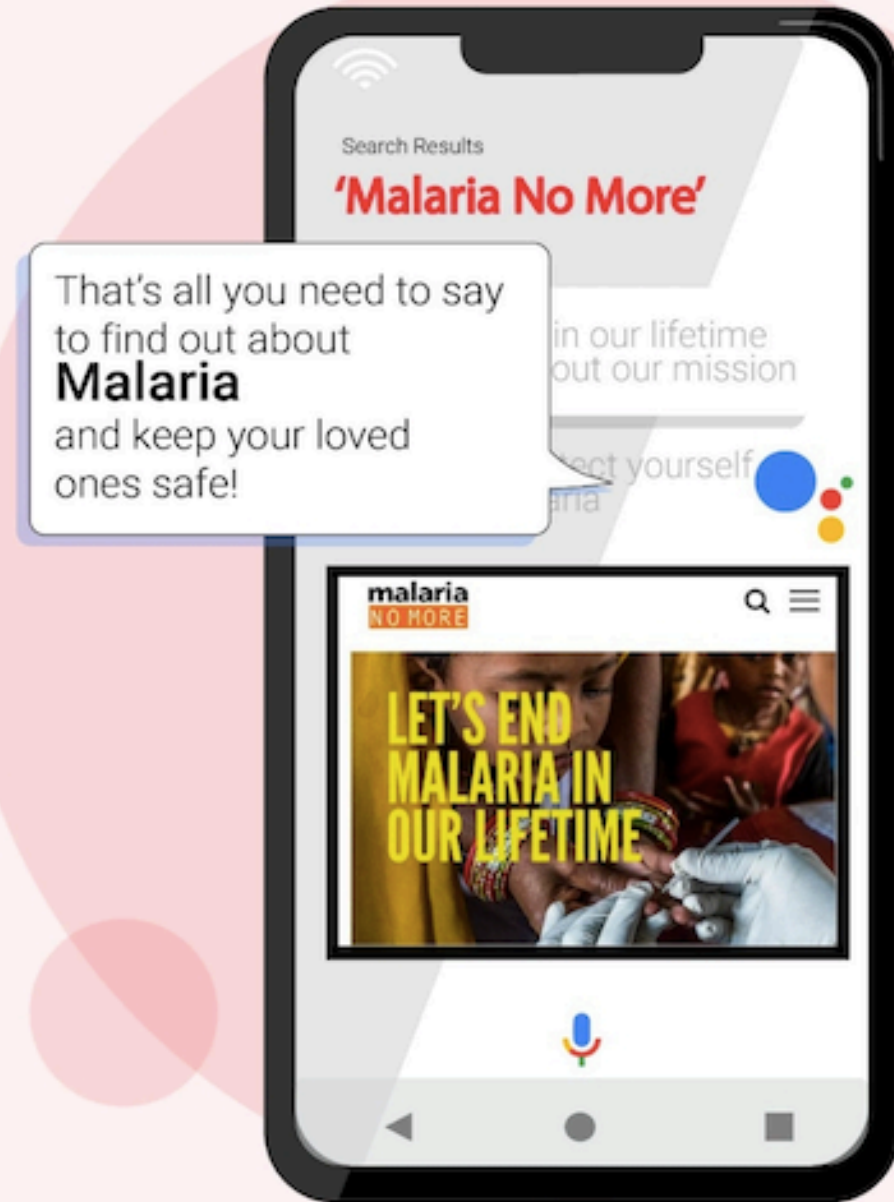


BITE
KO MAT LO LITE

TECHNOLOGY

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





HEALTH IMPACT

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