





## COMPANY PROFILE

### Fieldstone Helms

One of the best things about us is our strategic community. This family of strategic thinkers and doers. Creators and makers. Truth-sayers and provocateurs. We span geographies, disciplines, brands and culture, which gives us the opportunity and responsibility to ensure that we, as a company, create ideas that are strategically brilliant and creatively rich.

Fieldstone Helms (FH) is a high-octane, collaborative agency with some of the most creatively intelligent and hardworking people in existence, and we know our competitors may have something to say about that. Our office is filled with wisecracking copywriters, designers who don't believe in writing emails, account management who sometimes get emotional about the deadlines we get from our clients, media people who sometimes share free things with the rest of us and digital people who say things like "GDNS".

Regardless of our peculiarities, we are all problem solvers motivated by challenges and the opportunity to influence people. We are not neurosurgeons with critical life-saving abilities, but we put in countless hours because we want to put in countless hours to get work done. And no other industry allows us to do that quite like advertising. We love it, and we will do whatever it takes to get your brand the attention it deserves.

Our ambition for the best creative leads all of us. We care about the quality and integrity of our work above all else. That means everything we do is strategically driven because we believe the path to world-class work is through a rigorous creative strategy that has clear and measurable objectives and is rooted in brand purpose.

We are systems thinkers, and our approach is anchored in user-centred design. We believe all our work needs to work in concert to connect every element at every phase of your customer's journey, from product innovation to performance marketing.

## COMPANY PROFILE



**Brand Strategy**  
**Advertising**  
**Brand Developmet**

FIELDSTONE HELMS



**O1**

**SAMPLE CAMPAIGN**

**VOLUNTARY MEDICAL  
MALE CIRCUMCISION  
(VMMC) ZIMBABWE**

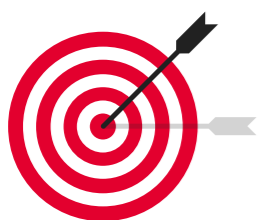
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# CASE STUDY 1

## VOLUNTARY MEDICAL MALE CIRCUMCISION (VMMC) ZIMBABWE

In 2021, we worked on an advocacy and social mobilisation campaign using health care professionals as key influencers in Zimbabwe's Voluntary Medical Male Circumcision programme (VMMC). VMMC was adapted as part of a comprehensive HIV prevention program in 2009.

The country has circumcised 1.3 million men; however, the program still lags in achieving the epidemiological impact in the 15 to 29 age group that HIV primarily impacts.



Our task was to help create an enabling marketing environment that would use Health Care Professionals as crucial influencers in communicating the benefits of VMMC to men in Zimbabwe.

This was not easy to do because when we looked at the totality of all the insights, it was clear that men in Zimbabwe don't care about circumcision and its benefits. A challenge the programme called lack of benefit relevance. So telling men who don't care about circumcision; that circumcision could help them last longer in bed, protect their partner from cervical cancer, or that it's more hygienic for them, or that circumcision could lower their risk of getting HIV wouldn't make a difference because uncircumcised men think all those benefits are accessible even if they don't get circumcised.

Those benefits were taking a back seat to something else that was factoring into their decision-making process. And we found out that the most significant barrier was fear of a painful procedure. But we also realised that these men had gone through far more painful emotional and physical experiences in their lives. That led us to an important discovery.



Zimbabwean men did not see any relevant benefit in getting circumcised because they didn't need a benefit; they needed a purpose for the pain. They needed to believe in a purpose and set of values greater than any pain you could inflict on them physically or mentally.

So we saw an opportunity to reboot what being a man is for the modern era. Where the term being a man can operate as shorthand for a purpose and set of values that a generation of men is lacking in Zimbabwe, so we coined the creative proposition, VMMC is the **Good in Men**. And deployed a communication strategy that used Health Care Professionals to mobilise the uptake of VMMC and communicate its benefits to men.

The Good in Men became a platform promise that we used as an umbrella to encompass all things related to men's health; their complete physical, mental, and social well being as experienced by men, and not merely the absence of disease or infirmity.

# PHASE 1

## ENGLISH



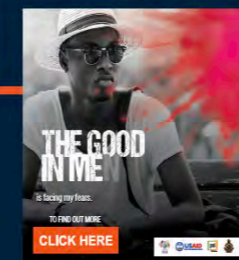
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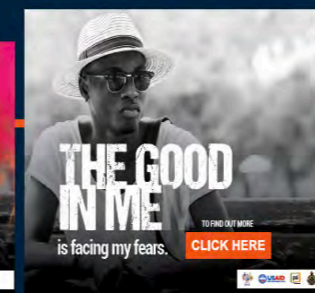
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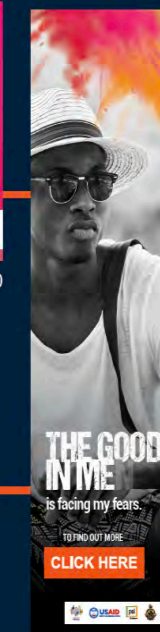
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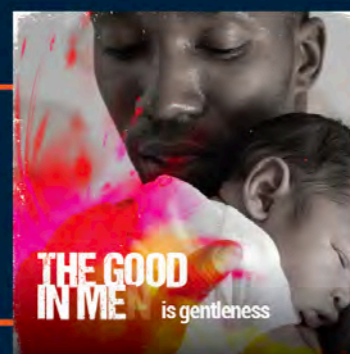
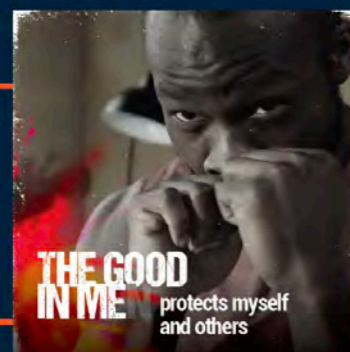
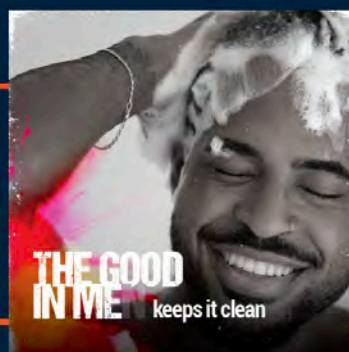


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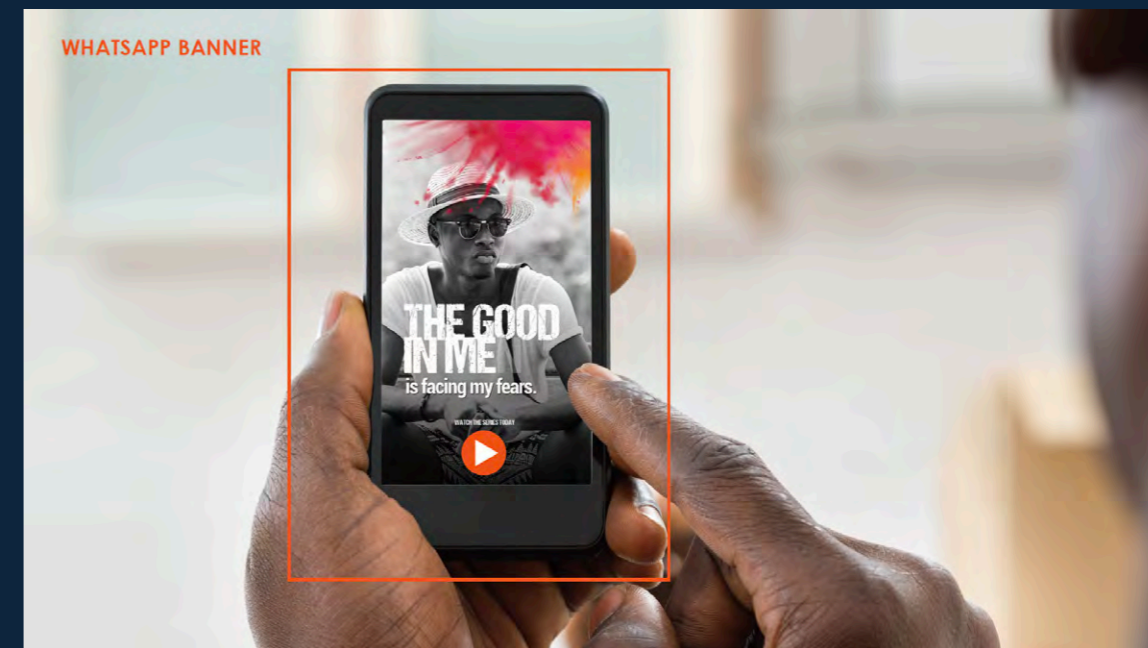


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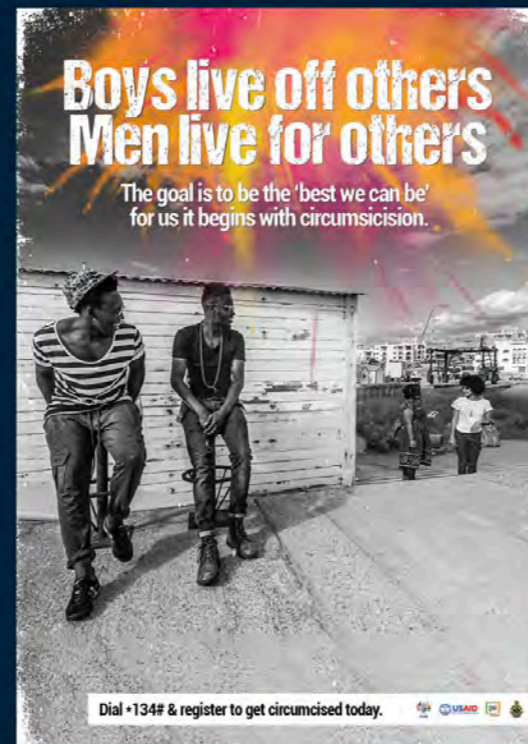
## SOCIAL POSTS



## WHATSAPP BANNER



## PHASE 2



## INTERPERSONAL COMMUNICATION MATERIAL

### Z CARDS



### ORGANISED INTERFAITH DIALOGUE



## INTERPERSONAL COMMUNICATION MATERIAL

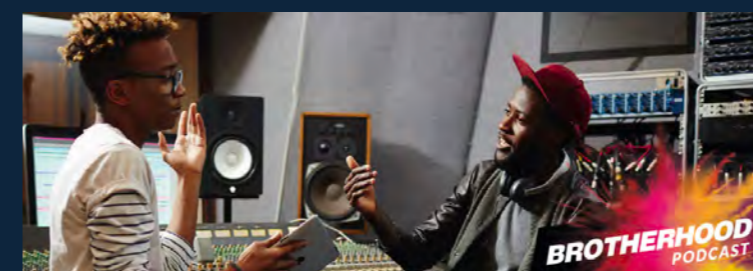


### MINI SOCCER GAMES {MABHUZA}



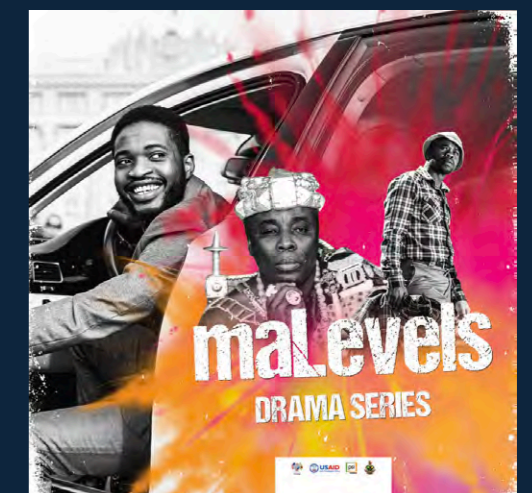
Mabhuza soccer games were organized in the rural areas. They are quite popular and huge crowd pullers especially for our target audience. Teams were ready on standby to start the circumcision conversation in between the game and afterwards.

### PODCAST ONLINE



Back in the day men used to meet at a place called Dare/Idale where they would freely discuss their issues in a safe environment with their peers or mentors. Our podcast, The Brotherhood is the modern day Dare/Idale where males aged 29-21 will discuss issues around sex and masculinity. Sex is a big and exciting subject which usually gets people hooked. To get different perspectives on the various topics, the panel used 4 guys representing each of the archetypes in the brief.

### DRAMA SERIES



Flyers for community games



O2

**SAMPLE CAMPAIGN**

**HIV TREATMENT**

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# CASE STUDY 2

## HIV TREATMENT

### FLIP THE SCRIPT (FTS)- ZIMBABWE AND MALAWI

PSI, together with Fieldstone Helms, Ipsos Mori and Su Balasubramanian and in collaboration with the Bill & Melinda Gates Foundation (BMGF), The President's Emergency Plan For AIDS Relief through the Office of the U.S Global AIDS Coordinator (PEPFAR/OGAC), and Johnson & Johnson (J&J), developed a model campaign on the benefits of treatment to «Flip the Script» on HIV treatment in Zimbabwe and Malawi.

Many people living with HIV do not start, stay on or get back on antiretroviral treatment (ART). This lifesaving once-daily medication keeps the virus level so low in their bodies that it becomes undetectable. This treatment keeps them alive and allows them to live virtually “normal” lives.

Awareness of ART is high in Zimbabwe and Malawi, but there has been a long-held association with HIV and death – the death of life, death of their past lives as they once knew them and death of the freedoms they used to have. The benefits of ART are not fully understood or accepted, including an understanding of U=U, which health care workers are reluctant to share with PLHIV.

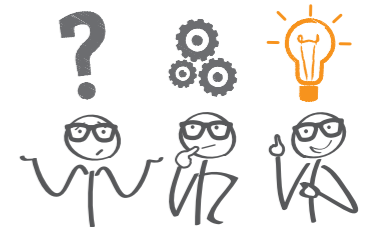
Flip the Script aimed to rebrand HIV treatment - reframing it from being about death and dying to be aspirational - all about life and reclaiming all of the freedoms of which they thought their HIV diagnosis had robbed them.

The team built on rich insights built from work already conducted in South Africa as well as new insights from Malawi and Zimbabwe. The branded campaign we developed employed a marketing and brand strategy including a core set of messages that powerfully convey the benefits of antiretroviral therapy (ART) to people living with HIV (PLHIV), the healthcare system, and the broader community.

The Team adapted approaches from human-centred design (HCD) to find both the right language and the right messenger for this message, leveraging the power of everyday people to guide solutions. Since HIV stigma is a sensitive issue and national stakeholders are a critical factor in the success of any public health campaign, the Team took a “co-design” approach, putting host country governments in a leadership role, and engaging members of the target audiences, key stakeholders, and influencers into the process from the outset in the two countries.

The team followed the phased approach from insights generation, conceptualization to execution below:

- 1 Kick-Off, Insights, and Client Group Framework;
- 2 Development Campaign Strategy and Plan;
- 3 Design Assets and Prototype; and
- 4 Pilot, Execute, and Measure.

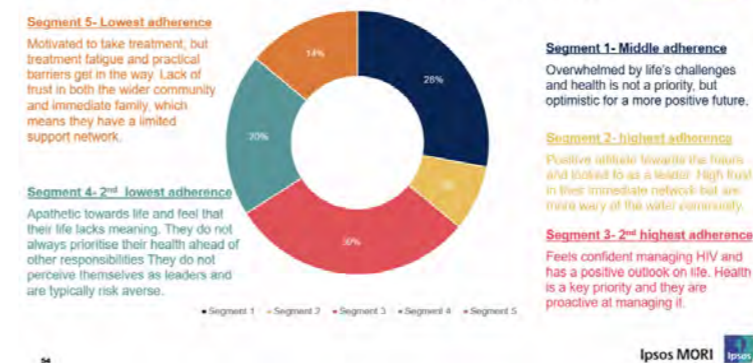


The root of the creative idea we developed is breaking free. IT encourages people living with HIV to break free of the limitations they felt after their diagnosis. When they break free, they will continue living life as they please, doing what they love most.

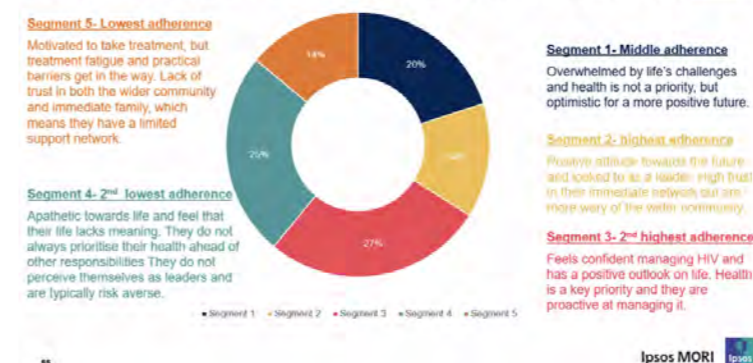
Nothing has to change after being diagnosed with HIV. One can choose to live long because HIV is a manageable illness as long as one adheres to the medication plan. You Can; We Can, I can

### Deliverables Phase 1 Segmentation

#### Overview of PLHIV Segments- Malawi



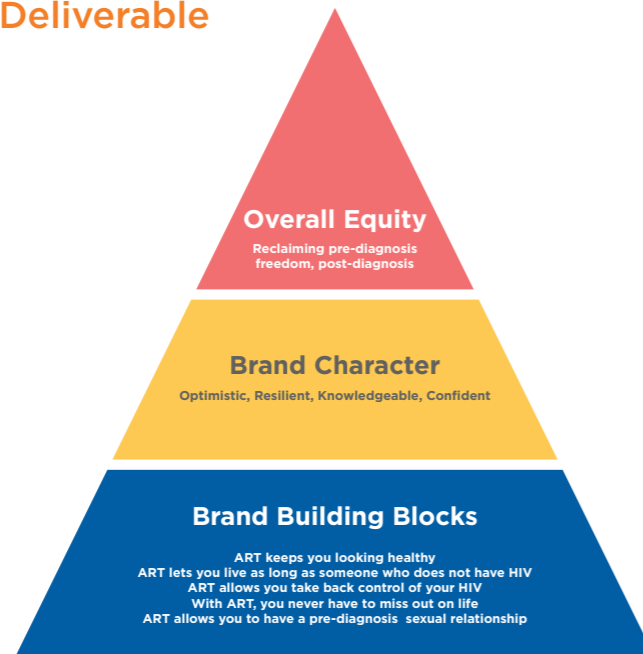
#### Overview of PLHIV Segments- Zimbabwe



# CASE STUDY 2 HIV TREATMENT

Brand Strategy Deliverable

Phase 2



Deliverables Phase 3  
Creative Execution

#Icanlive

With HIV treatment  
**I CAN LOVE**

Visit your local healthcare center for further assistance.

Tizimbo lochepe = thanzi labwino

#Icanlive

With HIV treatment  
**I CAN MARRY**

Visit your local healthcare center for further assistance.

Tizimbo lochepe = thanzi labwino

#Icanlive

With HIV treatment  
**I CAN HAVE KIDS**

Visit your local healthcare center for further assistance.

Tizimbo lochepe = thanzi labwino

#Icanlive

With HIV treatment  
**I CAN PLAY**

Visit your local healthcare center for further assistance.

Tizimbo lochepe = thanzi labwino

#Icanlive

With HIV treatment  
**I CAN RUN**

Visit your local healthcare center for further assistance.

Tizimbo lochepe = thanzi labwino

#Icanlive

With HIV treatment  
**I CAN AGE WELL**

Visit your local healthcare center for further assistance.

Tizimbo lochepe = thanzi labwino

With HIV treatment **I CAN**

Do I still need to use other HIV prevention methods?

What do I need to do to maintain my undetectable viral load?

Which ART side effects should I be on the lookout for?

How long does it take for HIV to be undetectable?

Risk of HIV transmission with Undetectable Viral Load by Transmission Category

Can I have HIV? I have been diagnosed HIV positive but I look and feel fine. What should I do next?

How does HIV treatment work?

What is viral load?

Why is it important for me to know about my viral load?

What does it mean when I have a high viral load?

Answers to questions you have about HIV treatment

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Tizimbo lochepe = thanzi labwino

What is undetectable viral load and what's my benefit?

Does an undetectable viral load mean I am cured?

Can I have unprotected sex and not infect my partner once my viral load is undetectable?

Can I have HIV test babies when my viral load is undetectable?

Can I breast feed my baby with undetectable viral load?

Does everyone on HIV medicine become undetectable?

I'm protected from other STIs when my viral load is undetectable?

Visit your local healthcare center for further assistance.

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O3

SAMPLE CAMPAIGN

CONTRACEPTION

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# CASE STUDY 3

## CONTRACEPTION

### DELIVERING INNOVATION IN SELFCARE (DISC)- INCREASING ACCESS TO, UPTAKE AND ADVOCACY FOR SELF INJECTION IN NIGERIA AND UGANDA

For the past 45 years, Population Services International (PSI) has been working in over 60 countries, as a leading non-profit social marketing organization. PSI's mission is to reimagine healthcare by putting the consumer at the centre, and wherever possible - bringing care to the front door.

The object of DISC is to demonstrate the attractiveness and feasibility of self-care (initially) through a focus on self-injection - (DMPA-SC). Self-care is a big opportunity for increasing access to family planning. Contraceptive self-injection is more effective and lasts longer to prevent unintended pregnancy than other woman-controlled options. Therefore, self-injection - and other self-care approaches - are game-changing, enabling women to take greater control over their ability to plan for & prevent pregnancy, to achieve their life goals.

Fieldstone Helms, in collaboration with PSI, worked to develop & launch a consumer engagement program equipped our target consumers with the user knowledge, motivation, and agency necessary to take up and sustain use of self-injection, increasing their ability to control their fertility while also encouraging their advocacy to advance self-care and self-inject in Nigeria and Uganda.

DISC utilizes PSI's Keystone approach to project design. The Four Keystone Phases are Diagnose, Decide, Design, and Deliver; DISC's priorities by phase included:

- Diagnose: Gain insight into consumer behavior and market performance based on research findings from early adopters, SRH providers, and target consumer segments.
- Decide: Set strategic priorities to achieve sustainability and determine who is best positioned to deliver on the intervention objectives.
- Design: Develop intervention through bringing user insights into the design process and leveraging best practices.
- Deliver: Implement activities and gather further insights through systematized learning approach.



### The Challenge:

Self-inject is an innovative method of contraceptive that offers discretion and convenience, along with the confidence of 3 months of protection against unintended pregnancy. Awareness and uptake & continuation are currently low because of limited promotion, inconsistent access to supply/ training and other social norm barriers that prevent women from choosing contraceptives. Currently, self-injection is new to many markets, and effective demand generation lags behind efforts to train and supervise providers. In addition, many pharmacy staff at the time were wary of stocking the product as they did not have clients coming in and asking for it.

We aimed to catalyse mass adoption amongst our target segments by using both traditional media channels & innovative digital tools to increase awareness, empower women with information, support and tools to enable them to successfully self-inject, support them in continued use of the product and empower them to advocate for self-injection and themselves.

### YOU CAN'T HAVE A SELF

From a creative standpoint, the concept of Self Care as a gateway to introduce Self-Inject encapsulated a big challenge because in the African context, "you can't have a self". That's the tension. From everything, we know about our African sisters, wives and mothers.

You can't have a self.

This is what fascinates us about what we are doing. Today, this woman that is the focus of our attention, is focused on many things. Regardless of how old she is, she is so busy taking care of everything and everyone around her that her SELF is often neglected. Often, she can't have a self because she is a "woman in the middle" sitting on a two-legged stool that consists of work and home responsibilities; she is constantly trying to strike a balance to keep from falling.

But this tension also provided us with an opportunity for Self-Inject to play a meaningful role in our audience's life by making the concept of self-care emotionally and rationally acceptable.

Therefore, our communication task was a combination of perceptual and behavioural goals: -

**Help her care about self-care - Increasing preference for self-care and drive consideration as part of her priorities (perceptual shift)**

1

**Help her decide - help her conclude that contraception helps her in achieving her priorities (behavioural shift)**

2

**Help her share - she becomes an advocate for SI (behavioural shift) - increase loyalty and advocacy (behavioural shift).**

3

Insights generated from the research phase revealed to us that Self-Inject gave women a sense of power. As you know, power is the ability to do something in a particular way. And so, we used the concept of power and positioned it as a woman's capacity to make her own choices. And so she says yes to the things she wants and no to the things she doesn't like. For family planning, this means no to unwanted pregnancy and yes to self-inject.

# CASE STUDY 3 CONTRACEPTION

