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Master's Thesis

Academic Year 2020

Humanitarian Branding:

CPG Product Packaging as an Educational Medium to Improve Good
Health Practices among Hard-To-Reach Communities.

Keio University Graduate School of Media Design

Catalina Lotero

A Master's Thesis

submitted to Keio University Graduate School of Media Design in partial fulfillment of the requirements for the degree of MASTER of Media Design

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Abstract of Master's Thesis of Academic Year 2020

Humanitarian Branding:

CPG Product Packaging as an Educational Medium to Improve Good Health Practices among

Hard-To-Reach Communities.

Category: Design Research

Summary

The start of 2020 brought the beginning of a deadly Corona Virus outbreak, emerging from Wuhan, China, spreading around the world like wildfire. The COVID-19 declared a 'pandemic' on January 30, 2020, by the WHO raised concerns for developed countries, but for developing countries like Colombia, the situation was dire. SDG Goal #3, which was modified due to the Corona Virus situation, vows to ensure the health and promote well-being for all, and to achieve this goal, education on health preventive measures is essential and a lot of this education occurs through information access. In developing countries like Colombia, where only 26% of the population has access to the internet it hinders spreading educational and prevention content.

With the fear factor, almost every aspect of life got disturbed; however, FMGC and CGP are cheap, hence, sell in large volumes and reach places where utilities usually don't' get to, even during the pandemic. This presents an opportunity for FMCG to contribute towards developing country's populations, and gain through social causes. The main objective is to provide towards the health prevention education of 'hard to reach' communities through design modifications on the packaging of FMCG product packaging. The medium selection is focused on FMGC and CGP, due to the broad reach not only in Latin America but worldwide.

The literature review for Humanitarian Branding revealed that Social Marketing is a concept around for ages and is different from a health campaign only in terms of accomplishment, i.e., philanthropy Vs. Commercial gain. The literature recognizes the idea of Message Repetition and Brand Loyalty. Cause-Related Marketing, as in The Pink Ribbon, has been known to be more effective and efficient in creating brand loyalty, as it did for Campbell Soup, Fruit N Fibre, and Camel Filters. Information Graphics are the future of communication; no matter its Procedural, Reference, or Pictograms, if used wisely, it can instigate emotional contact through language, color,

and size. The research focuses on raising awareness on proper hygiene and practices that can potentially lead to preventing the spread of infection.

The design process is aimed at placing valuable educational and prevention content on the packaging of FMGC products with a 100% chance to reach targeted audiences such as rice, milk, sugar, beverages, and cooking oil. The Humanitarian Branding key features included; message relevancy, icon and graphics selection, layout flexibility, color branding, graphics placement. The field research was conducted on two hard-to-reach communities with an approximate population between ten and twenty thousand, located on the Northern coast of Colombia. The results reveal that respondents relax in the company, with alcohol, less inclined towards news, but the common factor is packaged food. Surveys show that literacy rate is low, (36.8% High School, 28.1% Elementary School), job security is uncertain with day-to-day payments (25% Housekeepers, 17.3% Farmers, and 15.4% whatever is available), with rice, cooking oil, margarine, carbonated drinks, body soap and washing soap as the highly consumed products, with most popular brands of Postobón (a local brand of carbonated drinks), Covanta (milk cartons) and Coca Cola. The design needs are to balance the information on the base of a relaxed and stressed state of mind. The target persona is average, motivated, 35-year older woman, hence creating Humanitarian Branding for products used in; shower, kitchen, and outing places. The conceptualization is based on Sketching, Prototyping, Understanding, and Finalization, by keeping in mind branding, adaptability, and iconography.

The design evaluation on the prototyping reveals that 92.9% of the communities had knowledge of COVID19, whereas 7.1% were not informed. 96.1% of the participants did not have access to mask, where 79.2% believed to have known the procedure for using the mask. The final prototype evaluation suggested that people were trying to avoid COVID19 educational content on account of deteriorating mental health, and there is a need to find a better approach without creating mental stress. Further work is needed in terms of creating brand trust and better appeal via design progression.

Keywords:

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Chapter 1

1 Introduction

1.1 Background

At the beginning of January 2020 Chinese citizens started communicating the stressful situation one of their cities was going through, an unknown virus was rapidly infecting the citizens from Wuhhan, a city with 11 million people located on the eastern part of China. The then unknown virus was causing respiratory complications, pneumonia and in some cases death. Videos and photos of the measures being taken by the Chinese government in public spaces, hospitals and homes such as isolation and extreme disinfection, to contain the virus in Wuhan were quickly distributed in social media reaching millions of scared viewers around the world. Despite their best efforts the virus had already managed to spread worldwide.

The WHO declared the coronavirus or COVID19 outbreak a global emergency on January 30th of 2020 [1] and The UN Sustainable Development Goals updated their 3rd Goal goal which is to "Ensure healthy lives and promote well-being for all at all ages" and declared the Covid19 situation as a global risk [2]. Both organizations called for scientists, makers and researchers to

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[1] WHO, "Statement on the Second Meeting of the International Health Regulations (2005) Emergency Committee Regarding the Outbreak of Novel Coronavirus (2019-NCoV) 30 January 2020 Statement Geneva, Switzerland."

[2] Barredo et al., "Ensure Healthy Lives and Promote Well-Being for All at All Ages."

urgently redirect their efforts to understand and develop measures and tools that could not only stop the spread of the current virus but also aid in future outbreaks of similar diseases. By mid-February, many hospitals were already collapsing in developed countries and one of the World Health Organization's biggest concerns was what could happen when the virus reached developing countries.

"If you think it is really terrifying to face the prospect of COVID-19 in an advanced industrialized country, if you're worried about ventilators in New York City, if you're concerned about the health system in Italy, just imagine what it's like to face the prospect of a virus where there isn't running water, where there isn't a proper health system," David Miliband, former British foreign secretary said.

Developing countries have inadequate medical facilities, overcrowded cities and some of the world's most vulnerable communities due the quality of their nutrition and water. Because these countries can rely on their healthcare systems to overcome the pandemic, they must take alternative measures such as preventive quarantines, population isolation and good hygiene practice education. But since most of the population in these countries can't practice isolation measures or stay at home because most of their income rely on day to day basis informal jobs and since isolation is the most effective prevention measure, the fact that people are not willing to fully comply with quarantine measures and stay at home could lead to outrageous numbers of deaths just like what we are seeing in countries like Perú and Brazil.

All these constraints in developing countries to protect the people from the virus puts education as one of the only measures to be taken in countries like Colombia, but education within itself holds many limitations in developing countries. Some people cannot read, others do not have access to internet and in some cases not even to television or even a radio.

SDG Goal 3: Ensure Healthy Lives and Promote Well-Being for All

Good health and well-being is the third aspect of the United Nation's (UN) Sustainable Development Goal (SDG) project. Good health is an important pillar of the SDG because, without good health, no goal will be achieved. In addition, good health and well-being are crucial as it helps a nation to achieve growth and development and attain a prosperous life for its population. Thus, the central aim of this goal is to ensure healthy living and promote well-being for people of all ages across the globe. [3] It also seeks to "strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction, and management of national and global health risks." [4]

While the UN has recorded tremendous achievements in the health sector, the Covid-19 pandemic that began this year has posed serious challenges to healthy lives and well-being of the people. From the First World to Third World countries, Coronavirus has shattered lives, disrupted economies, and caused havoc to global health. [5] This is a big problem, but the UN is coming up with strategies to control this global pandemic. Some of these strategies include awareness for good hygiene practices to avoid infections.

However, the strategies put forward by the UN to achieve sustainable health in particular and attain the Sustainable Development Goal, in general, will not be possible without the support of policymakers, researchers, makers, creatives and health practitioners. This is because people do

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[3] Cooper and De Lannoy, "Good Health and Well-Being: Why It Matters."

[4] David and Amey, "United Nations Sustainable Development Goals."

[5] David and Amey.

not always comply with the directives set out by the authorities. For example, in developing countries, wearing face masks is somewhat rejected by the majority of the general public, and it is the task of policy-makers and researchers to contribute their knowledge by designing solutions that will change people's attitude towards compliance with better hygiene practices in the wake of the Covid-19 pandemic.

Coronavirus in Colombia

Since March 1st government health officials communicated its intentions to take precautionary measures as a way to prevent the virus from getting into the country. Implemented measures included testing at airports, keeping the elderly population over 60 years of age quarantined at home and the development of sanitizing cabins. None of these efforts were effective and the virus rapidly spread within the country. On March 6th of 2020 Colombia's first coronavirus was announced by Colombia's Ministry of Health [6].

Lack of Access to Information

In April 2020 Colombia ministry of technology and communications informed the public that thanks to the efforts done in the past 4 years around 26% of the population or 6,7 million people now had access to stable internet to their homes [7] (Figure 1).

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[6] Ministerio Salud y Protección Social, "Colombia Confirma Su Primer Caso de COVID-19."

[7] Ministerio de Tecnologías de la información y las comunicaciones. "Boletín trimestral de las TIC" *Republica de Colombia* (2020).

Gráfico 1. Accesos fijos a Internet (millones)
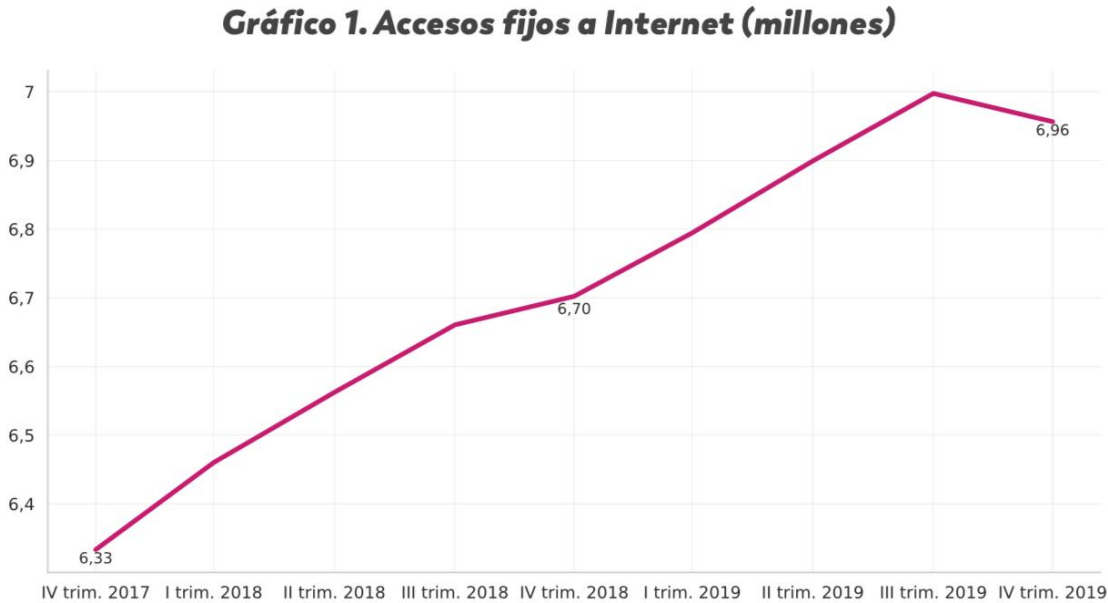
Figure 1 Population of Colombia with access to internet in millions

The number of mobile users is of 60% of the population, however many of those users have intermittent access to the web because they pay as they go or they are limited to plans that allow them a certain number of hours of access to apps like Facebook and WhatsApp every month.

The problem of access to web services isn't centered to Colombia, this is the case for most the countries in "The Americas" and consequently it is a global issue. According to the 2019

Global digital development report only 4.1 billion people in the world have access to internet[8] (Figure 2) that means that 30% of the world has no access to online content.

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[8] ITUPublications "Measuring digital development Facts and figures 2019" (2019) https://www.itu.int/en/ITU-D/Statistics/Documents/facts/FactsFigures2019.pdf
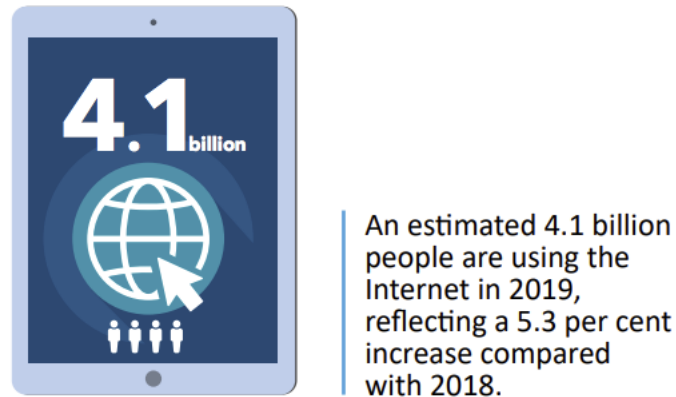
Figure 2 Number of people with access to internet usage globally (image source: https://www.itu.int/en/ITU-D/Statistics/Documents/facts/FactsFigures2019.pdf)

This very limited access to information is a big obstacle for educational COVID19 information to reach populations since many of the available resources designed to reach "hard to reach" communities live online. A good example is the "Wordless, globally scalable COVID-19 prevention animation for rapid public health communication"[9]

released by Stanford University during the beginning of the pandemic (Figure 3). The video very successfully conveys important educational messages that can reach people of various regions,

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[9] Adam Maya, Barnihausen Till, Shannon A McMahon "Design for extreme scalability: A wordless, globally scalable COVID-19 prevention animation for rapid public health communication" *Stanford School of Medicine, Department of Pediatrics, Stanford University, Stanford, California, USA*. 2020

ethnicities and cultural background, however the fact that the video is designed to live online

already makes it only available for half the population.

Figure 3 A still from the Wordless, Globally scalable Covid19 prevention animation (image source: https://www.youtube.com/watch?v=rAj38E7vrS8)

Coronavirus Preventive Measures

To understand the important messages to get across to hard to reach populations in Latin America we organized a collaboration with Med Students from Harvard University. Through a series of online interviews, they gave us important messages and indications that had to be passed to communities in order to protect them and those around them from Coronavirus. The indications were as follows:

1. To be able to make a non-toxic but effective mask at home.

2. To know how to properly wash the mask with hot water and soap.

3. To indicate proper use of masks.

4. To keep social distancing of at least one meter.

5. To wash hand every time possible with soap and water for at least 40 seconds.

Figure 4 Interview with Harvard med student

This information is vital for everyone not only to know but to practice to protect themselves from the virus.

FMCG or CPG Products

Fast Moving Consumer Goods (FMCG), which are often also called Consumer packaged goods or CPG are relatively cheap products that are consumed very fast. The business model of FMCG products is to sell in large volumes because their profit from each individual sale is low. Most FMCG products are mass consumer products that people use on a regular basis such as hygiene products, domestic cleaning products, batteries and packaged food like milk, rice, carbonated drinks, cooking oil and beer. Pepsi Co., Procter & Gamble, Johnson & Johnson, Nestle, Unilever, JBS, L'Oréal and Coca Cola, are some of the most well-known FMCG owner product companies in the world[10].

FMCG satisfy very basic consumer needs and are consumed by all socio-economic levels. FMCG in Colombia reach places where even basic public services (such as water and sewer systems and electricity) are not available. What generally varies in the offer from one socio-economic group to another is the presentation and/or the size that FMCG purchasers have available to buy. For example, in households with higher incomes items like toilet paper, shampoo and cleaners are bought in multi-unit packages because they have space to store these larger packages and income to plan ahead and buy supplies for one month or more. In lower income (poor) communities across Latin America FMCG brands have developed a smaller packaging called a sachet to minimize the amount of money spent at a time per purchase[11]. Lower income communities buy their cleaning, beauty and hygiene products in the smallest possible presentation.

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[10] "Top 10 Best Cosmetic Companies in the World."

[11] Rugman, "Reg. Multinatl."

However, they buy items like cooking products in bigger presentations since their kitchens tend to have bigger storage facilities than other parts of their homes

For the first time in many years during the first quarter of 2019, FMCG products declared a drop-in sales in Latin America. In Q1 of 2019 FMCG products dropped 1.7% in sales in countries like Argentina, Brazil and Mexico [12]. One of the reasons suggested by Kantar's marketing director during the Kantar World Panel was the gradual change of consumer consciousness towards sustainability and health and the increasing consumer interest in sustainable and social added value: "We've reached an important turning point in the LATAM region, where the FMCG market is no longer growing," said Virnigia Gagavlia [13]. These results are a great opportunity to get FMCG companies interested in social causes and sustainability.

1.2   Personal Motivation

What drew me to KMD was the importance that it gives to the SDG's or Sustainable Development Goals, in the execution of every project that students do. I figured I wanted to study at a program where the though purpose was more important than anything else when creating. Before studying design, I completed half a program of political science. I wanted to change the world but I quickly learned that in my country the only way to really have a positive impact is to completely avoid politics, so I decided to join design instead.

I came to Japan with the personal objective/purpose of coming closer to making a positive impact in the world. I believe that I found what I was looking for. In the past two years I became

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[12] "Top 10 Best Cosmetic Companies in the World."

[13] Kacey Culliney, "First Drop in Decade for Latin American Consumer Goods Consumption."

involved in a number of projects both personally and with my lab team, looking for my new identity as a designer. I got involved with the following three key policy issue projects: "the negative mental health issues among women in regards to their body image", "the need of new energy sources for communities that live off the grid" and "how to improve sale of sustainable products".

To work with this purpose, I decided to join three coronavirus design. I joined the Dubai Global Grad Show and designed a new product in 24 hours; HandL a product that is now in negotiations to be manufactured in Dubai. The second contest was The MITCOVID19, where next to a team of other contributors at a global level, we developed and presented an idea that could save thousands in Colombia. The idea was validated by MIT and was one of the contest winners which led it to be published in international media such as Forbes and informed/disseminated by a number of national Colombian radio stations and publications.

I found in Covid19 what I had been looking for in my research for the past two years: a real purpose and an opportunity to positively impact people's lives through design.

1.3   Objective and Hypothesis

The objective of this project is to design an adjustable educational icon set that can leverage on existing distribution networks of FMCG products to disseminate instructions on COVID19 preventive measures to under-resourced (vulnerable) communities in Latin America. FMCG products were given priority for the project since FMCG products are the ones that have access to areas where not even electricity and water is available. Latin America was chosen as a target audience since it is one of the areas of the world were COVID19 cases keep rising and the expectations are for these numbers to keep rising unless new measures are applied (such as a new vaccine). The hypotheses proposed here is that COVID19 prevention related information graphics

placed on FMCG product packaging can improve behavioral intent toward health-related practices in impoverished areas of Latin America.

1.4   Research Structure

- CHAPTER ONE (INTRODUCTION) introduces the coronavirus situation in Colombia and the country's population lack of access to information.

- CHAPTER TWO (RELATED WORKS) presents the literature review and related works about the effectiveness of health communication campaigns on behavior change, the results of combining non-profits and for-profit organization on cause marketing and information graphics good practices.

- CHAPTER THREE (DESIGN PROCESS) explains the design concept, including the target persona, user scenarios and concept sketches.

- CHAPTER FOUR (IMPLEMENTATION AND EVALUATION) describes the prototyping process and analyzes the data using evaluation method.

- CHAPTER FIVE (CONCLUSION) concludes the result of the evaluation and discusses its limitations and future works.

Chapter 2

2 Literature Review

To stablish a framework to design the first application of Humanitarian Branding, the review of relevant information such as websites, books, articles, research studies was conducted to understand how traditional media marketing influences behavior, to demonstrate the benefits of a similar activity called *cause related marketing* and the comprehension of information graphics and information graphics good practices.

Keywords used to search for the literature included behavioral science, iconography system design, marketing persuasion, incentivization, brand trust, alternative media, test design, graphic effects on habit change, perspective change, adult learning, instructional graphics, graphics, visual communication design, public health communications, health behavior change, information graphics, social cognitive theory, behavioral patterns

2.1   Social Marketing and Health Campaigns

Social marketing is geared toward achieving behavioral change as well as to attain social goals. Formally, the concept of social marketing has been defined in the literature as the "adaptation" and "adoption" of commercial marketing activities; the goal of which is to "induce behavioral change in a targeted audience on a temporary or permanent basis to achieve a social goal." [14] Social marketing is similar to health campaigns. Whereas the objectives of social

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[14] Dann, "Redefining Social Marketing with Contemporary Commercial Marketing Definitions."

marketing are to promote a social cause and foster society's wellbeing, [15] the health campaign's objectives are also aimed at promoting healthy living. For example, in the 1940s, when the subject of social marketing was introduced in the United States, media researchers applied the marketing strategies to promote anti-smoking campaigns. They also used health campaigns to raise awareness against cardiovascular diseases, HIV/AIDS campaigns, illicit drug abuse, and many more. [16]

It is important to note, at this juncture, the differences between social marketing and other conventional marketing campaigns. Whereas social marketing's main goal is the accomplishment of socially desirable goals, conventional marketing's purpose is to achieve commercial gains. [17] Nonetheless, both social marketing and health campaigns aim to change people's behaviors: They both communicate messages that will be effective in motivating people to adopt new behaviors, take precautionary measures that will protect their health, or change an attitude that will provide benefits for the social goods of the people, community, and society at large. But to achieve all these, both social marketers and health campaign advocates should leverage the advantage of early precaution to the target audiences; demonstrate to them how they can adopt this new behavior without undue effort, and show them the favorable outcomes of the behavior adoption. To effectively motivate an intended healthy behavior through marketing campaigns.

Changing HIV/AIDS-Related Behavior

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[15] Domegan et al., "Systems-Thinking Social Marketing: Conceptual Extensions and Empirical Investigations."

[16] Petersen, "Social Marketing and Public Health."

[17] Wiener, L., & Wood, "(2013).Positive Living. Third Edition: Sub-Saharan Africa.Editedby Edward Pettitt. Arlington, VA: USAID's AIDS Support and Technical Assistance Resources, AIDSTAROne,Task Order 1."

The term 'HIV' stands for Human Immunodeficiency Virus, a virus that attacks the body's immune system (the system that helps keep the human system healthy). Individuals that are infected with this virus fall sick—they usually develop severe infections like pneumonia and tuberculosis, which, of course, make them ill and unable to carry on their daily social roles. Moreover, HIV is also the virus that causes AIDS (Acquired Immune Deficiency Syndrome) and can be diagnosed when a person develops certain kinds of infections and is also HIV-positive. [18] While HIV is prevalent across the world, the virus is even more prevalent in developing countries, especially the sub-Saharan Africa, which accounts for more than two-thirds of the world's HIV infections, [19] and women remain the most affected, with young women infected almost ten years earlier compared to their male counterparts. [20]

Throughout the years, since its inception, many mass communication programs have been adopted to change HIV/AIDS-related behaviors in developing countries. Raising awareness was the foremost among these programs, and it was aimed at sensitizing people on the existence of the HIV disease, its modes of transmission, and its means of prevention. [21] In recent times, the programs have shifted from raising awareness to changing behaviors. These programs were introduced in order to sensitize people on important measures, such as abstinence, limiting one's number of sexual partners, and using condoms. Of particular interest in this section is the use of communication in changing the behavior of condom use in Africa. For instance, several social

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[18] Ramjee, G. and Daniels, "Women and HIV in Sub-Saharan Africa | AIDS Research and Therapy | Full Text."

[19] Ramjee, G. and Daniels, "Women and HIV in Sub-Saharan Africa, AIDS Research and Therapy."

[20] Bertrand, J. T., O'Reilly, K., Denison, J., Anhang, R., and Sweat, "Systematic Review of the Effectiveness of Masscommunication Programs to Change HIV/AIDS-Relatedbehaviors in Developing Countries."

[21] Bertrand, J. T., O'Reilly, K., Denison, J., Anhang, R., and Sweat.

campaigns on TVs, radio, the Internet, and on the use of instructional graphics have been adopted to promote condom use as precautionary measures against the spread of HIV/AIDS.

Such messages were decided to be communicated to women after realizing that women were more likely to change their behavior than men. Another related study later found that women not only are more likely to change their behavior when exposed to healthcare education but will actually be willing to change even more if that message is communicating that by changing a behavior they are more likely. To protect their families from harm. [22]

Effects of Message Repetition and Brand Loyalty

Changing people's behavior or attitude about a brand is not an easy task nor a one-time-off activity. In order to appeal more to consumers and achieve brand loyalty, brands need to do a lot of repetitive communication, which is an essential element of marketing communication. Repetitive communication is a recurring communication—a brand continuously and consistently communicates its message to its targeted audience over and over again to not only capture its customer's interest but also change their behavior. Effective repetitive communication, therefore, is the one that leverages various communication channels and continuously conveys the same message—repetitively—over a long period of time. [23]

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[22] Finucane, Melissa & Slovic, Paul & C.K, Mertz & Flynn, James & Satterfield, "Gender, Race, and Perceived Risk: The 'white Male' Effect. Health, Risk & Society," 2000.

[23] Campbell and Keller, "Brand Familiarity and Advertising Repetition Effects."

Repetition has two strong effects in marketing communication based on Berlyne's (1970) two-factor theory of repetition effects. [24] The first is known as the "wearing" effect. In this case, repetitive communication is said to have resulted in "positive habituation" as it decreases negative responses towards a repetitive marketing message. The second effect is known as the "wear out," and it is referred to as a situation where repetitive communication may lead to a decline in the power or effectiveness of a brand's message. But how can brands tap into the power of repetitive communication to achieve strong brand loyalty? Research has shown that repetitive communication has its "greatest effect at a moderate level." [25] This is where brands will win their customer's trust and loyalty.

It is equally important to note that familiarity is also important when it comes to brand loyalty. Brand familiarity is about the experiences and knowledge that customers have about a particular brand. Familiarity is important as it reflects people's experiences and previous knowledge about a brand. [26] If consumers are familiar with a particular brand, that means that the brand will yield a positive outcome with less efforts on repetition of a message. When it comes to "processing," familiar brands receive positive results because as customers become familiar with a brand, there is every tendency for the customers to trust their messages. This is important because it means that relevant messages can leverage on the trust that brands have built with their customers. Social or health related messages could piggy back on the brand's influence over its consumers making campaigns cheaper since they would need less exposure to successfully change behaviors.

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[24] Berlyne, "Novelty, Complexity, and Hedonic Value," Perception and Psychophysics."

[25] Cacioppo, "Effects of Message Repetition and Position on Cognitive Response, Recall, a...: EBSCOhost."

[26] Kent and Allen, "Competitive Interference Effects in Consumer Memory for Advertising: The Role of Brand Familiarity."

2.2   Cause Related Marketing (CRM)

According to Jocelyne Daw "Cause marketing" is the collaboration between for-profit and non-profits to create value exchange [27]. Both organizations benefit when collaborating; the non-profits can potentially generate revenue to contribute to its cause and generate cause awareness by appealing the private corporation's already curated and trustful audience. On the other hand, companies gain an increase in sells due to the improvement of their brand's credibility and greatly motivates their employees.

In her book Cause marketing for nonprofits [28], Jocelyne lists core principles for companies and non-profits to have in mind when deciding to mix cause and marketing;

1. To have well defined brand values and to make sure the chosen partner aligns with those values.

2. Have clarity of the boundaries of the brand identity guidelines. For example, some private companies don't allow their logos and colors to be altered under any circumstance, if this company finds itself trying to collaborate with a non-profit that is the same too much effort and time will be spent on trying to see who will give in instead of moving forward.

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[27] Daw, "Cause Marketing for Nonprofits: Partner for Purpose, Passion, and Profits (AFP Fund Development Series."

[28] Daw.

3. Align your public. Not only should brand values align but those interested in the brand and the case should too. Both parts will gain new followers so making sure the audience is interested in the message is important.

4. Agree from the beginning who will do what. To set things in motion a lot of work must be done which will inherently increase costs, agree on who will pay for what and who will do what.

5. Have clear goals and celebrate them. It's important for both parts to have expectations but have in mind these should be realistic and communicate the success publicly to incentivize more companies and non-profits to join.

6. Do it more than once. The first time both sides will learn enough to improve significantly the second time around. A long-term partnership should be considered from the start so that bigger benefits can be witnessed.

Cause related marketing or CRM has been successful since the 1983 when American Express joined efforts with the statue of liberty's restoration project. That's when businesses started advocating for humanitarian causes by joining marketing efforts instead of just directly donating money to the organizations and communicating it [29]. Within all the applications of CRM some of them have innovated within the genre shredding great insight for future applications and innovations.

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[29] Steckel, "Filthy Rich: And Other Non-Profit Fantasies."

The Pink Ribbon

The Pink Ribbon campaign is one of the successful examples of cause marketing. Nancy Brinker started was the pioneer of this campaign. She started the campaign in the memory of her sister Susan G. Komen who died of cancer in 1980; the movement has since grown to become one of the most successful campaigns against breast cancer disease in the United States.[30] Initiated during difficult times—when the public attitudes toward cancer patients were socially injurious, Susan G. Komen's Network strived to achieve three things: (1) Change that negative attitude, (2) raise awareness, and (3) work tirelessly to cure the disease, which the Komen Network referred to as the number one health concern of women. [31] Susan G. Komen, through her Pink Ribbon campaign, endeavors to cure breast cancer through a successful branding and marketing activism.

For example, through its *The Komen for the Cure* website, the Network design marketing logo and a pink ribbon to create a brand for its marketing cause and ran annual events through its *The Race for the Cure,* held in different cities around the country, advocating for breast cancer funding, embracing the cancer patients, and effectively promoting awareness-raising campaigns through corporate partnerships. One of such successful corporate partnership was with Campbell Soup. The Komen's Network and Campbell Soup joined hands to fight breast cancer, and in doing so, the former leverage its audience to market the latter. The idea was for both organizations to

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[30] David and Amey, "United Nations Sustainable Development Goals."

[31] Brinker, "Pretty in Pink: The Susan G. Komen Network and the Branding of the Breast Cancer Cause."

achieve their goals. [32] By marketing the Campbell Soup brand, the Pink Ribbon campaign receives huge funding from the company. Similarly, by partnering with Pink Ribbon, Campbell Soup received a boost in their revenue. The company sells 7 million cans of its soup products in October 2006 alone up from its normal sell—3.5 million. [33] The result is a win-win situation between the two organizations, because what Campbell Soup contributed to Komen, when the company rebranded to pink from red, amounted to $250, 000 (about 3.5 cents a can).[34]

Figure 2 Campbell Soup brand; Pink Ribbon Campaign [35] (imagine source: http://cpgbranding.com/campbells-soup-time-tested-4/)

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[32] Thompson, "Qouted in Selleck, L. G. (n.d). Pretty in Pink: The Susan G. Komen Network and the Branding of the Breast Cancer Cause."

[33] Buchanan, "Cause Marketing—Campbells Soup.‖ Marketing to Women."

[34] Kees, Burton, and Andrews, "Understanding How Graphic Pictorial Warnings Work on Cigarette Packaging ."

[35] Gilmore, "Campbell's Soup, Time-Tested #4."

National Parks and Cereals

The Post Cereal Fruit and Fiber campaign is another campaign that was meant to promote Canada's National Park. Launched in 1991 in Canada, the cause marketing campaign was created to target outdoor enthusiasts and Canadians that are looking for a healthy lifestyle.[36] The program includes a number of components, such as information about national parks, opportunities to make donations, and contest to win five trips to national parks in various regions of Canada. The Post Cereal Fruit and Fiber campaign was created in line with the cause marketing spirit; it was a collaboration between cereals producing companies and a nonprofit Canadian National Park organization with a view to engaging company stakeholders (employees, suppliers, and consumers) to achieve value exchanges. Figure 1 illustrates the image of the campaign.

But was this cause marketing collaboration a success? How has the partnership resulted in value exchanges between these two organizations? For one thing, the relationships that exist between these two organizations had led to the promotion of National Park at the back of over 2 million cereal boxes within three months. This was a success, and it is attributed to the link between the product line and campaign goal of the marketing campaign, reaching Canadians with interests in national parks.[37]

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[36] O'Hegarty et al., "Young Adults' Perceptions of Cigarette Warning Labels in the United States and Canada."

[37] Morgan, "Design and Analysis: A Researcher's Handbook."

Figure 3 Fruit N Fibre [38] (image source: Cause marketing for non-profits by Daw)

In addition, the winner of the National Park promotion contest supports the campaign through the word-of-mouth advertisement, asking his guests to support National Parks in Canada. However, the entire success of this campaign was attributed to its consistent promotion over a period of time. It was not a one-time off promotion.

The Post Cereal Fruit and Fiber campaign is unique for it is the first time that product packaging was used to communicate and promote a social cause. This is very relevant to my project, which also seeks to examine the power of instructional graphics and its impact in changing behavior. However, unlike the National Park campaign, which intends to raise funds and promotes a social cause, the current study's aim is to tap into the power of instructional graphics to change people's attitude and behavior towards wearing a face-mask in the Covid-19 times.

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[38] Daw, "Cause Marketing for Nonprofits: Partner for Purpose, Passion, and Profits (AFP Fund Development Series."

Smoking Warning Campaigns

Cigarette smoking is a serious social problem. People who smoke are not only plummeting their finances; they are also putting their lives in danger, as smokers are liable to die young due to the health issues of tobacco. It is within this context that, in 2009, the Family Smoking Prevention and Tobacco Control Act suggest that cigarette packages should contain stronger warnings. The Act requires that tobacco packs should rebrand their logos, colors, and messages, and include emotionally-charged graphics that depict the negative health consequences of smoking. It was a cause marketing campaign aimed at using cigarette packaging to change human behavior. [39] Figure 1 illustrates the pictorial warning images of the study.

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[39] Kees, Burton, and Andrews, "Understanding How Graphic Pictorial Warnings Work on Cigarette Packaging ."
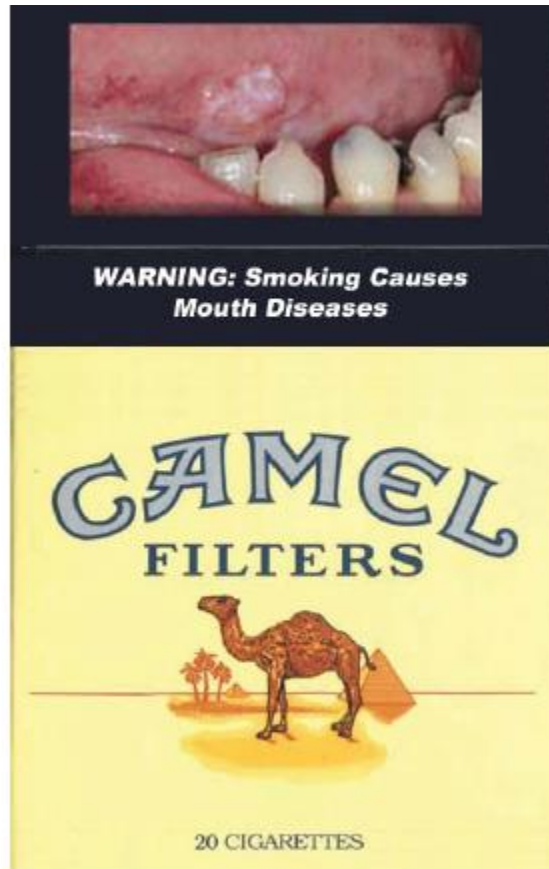
Figure 4 Smoking warning on Camel Filters packing. Image: Kees et al (2010) [40]

Through graphic pictorial warning, [41] the campaign employed experimental research involving over 500 smokers with a goal to testing the effectiveness of the graphic warning images as well as the possible consequences and/or underlying mechanism that may drive potential effects of the manipulation of the graphic depiction. The result of the campaign revealed that more graphic pictorial warning depictions strengthen smokers' intentions to quit smoking. The graphic warnings, communicated in images, evoked fear. Smokers, in turn, have seen the graphic images and warning messages are more prone to save their health and wellbeing. Thus, the overall findings conclude

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[40] Kees, Burton, and Andrews.

[41] Markowitz, "Image-Based Instructions."

that unlike Keppel's study, [42] high level graphics are more effective and often resulted in increased intentions to quit smoking compared with the moderately and less graphic conditions. Similarly, the moderate graphic packages often produced "stronger intentions to quit than the low level or the no-picture control." [43]

Reviewing this material made it clear that an application of cause related marketing with the intention of educating and changing health hygiene behaviors has not been conducted. It also made clear that applying this type of education through cause marketing campaigns will affect behavior but not if it is the only effort. In conventional marketing practices, cross-sectional efforts are made to alter consumer habits [44], sand in cause-marketing, it is no different. It serves as a supportive medium, but actions like radio, pamphlets, or other campaign efforts have to be happening simultaneously, for it to work. A review analyzed various studies that aimed to understand the effectiveness of mass media campaigns to change health behavior [45] and found helpful insights for cases similar to the COVID19 prevention campaign. They found that for the prevention of transmittable viruses like AIDS by encouraging the public to use protective gear like condoms, it is essential to have more than one platform advocating for the same change at the same time. For example, a mass media campaign featured in soap operas increased the use of condoms among women in Africa by 13% [46] because another contraceptive educational campaign was

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[42] Finucane, Melissa & Slovic, Paul & C.K, Mertz & Flynn, James & Satterfield, "Gender, Race, and Perceived Risk: The 'white Male' Effect. Health, Risk & Society," 2000.

[43] Kees, Burton, and Andrews, "Understanding How Graphic Pictorial Warnings Work on Cigarette Packaging ."

[44] Kotler P, Armstrong G, Saunders J, "Principles of Marketing. 9th European Ed. Harlow: Prentice Hall."

[45] Wakefield, Loken, and Hornik, "Use of Mass Media Campaigns to Change Health Behaviour."

[46] Hornik R, McAnany E. Mass media and fertility change. In: Casterline J, "Diffus. Process. Fertil. Transit."

happening at the same time within the community. So, the campaign was an influential factor for people to change their behavior but not the only one.

2.3   Information Graphics

Icons, pictograms, pictographs and signs seem to be terms that are interchanged to refer to the same type of graphic; a graphic designed to communicate a message often related to an object, a concept, a function, a safety procedure or a product information [47]. There are different types or information graphics depending on its intention, context, shape or whether or not it's accompanied by text. Information graphics are only successful if they in fact transfer the correct information to the receiver and there are certain good practices that help the designer do so effectively.

Types of Information Graphics

The central philosophy behind information graphics is the idea of explaining an object or concept that otherwise requires so many words with few visual images. Text-based instructions are becoming less effective since people's attention span has declined in today's information-overload, internet-empowered world. "The way to make instructions more immediate to users is to use more pictures" [48] There are four types of information graphics.

Procedural

Organizations use procedural instructions to communicate information in place where texts are not effective enough to explain an idea, describe a concept, or review a product. Figure 1 illustrates this type of information graphics. Procedural type of information graphics is very

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[47] Ng and Chan, "What Makes an Icon Effective?"

[48] Markowitz, "Image-Based Instructions."

popular: They are visible on food packaging and serve the purpose of providing consumers with clear instructions.
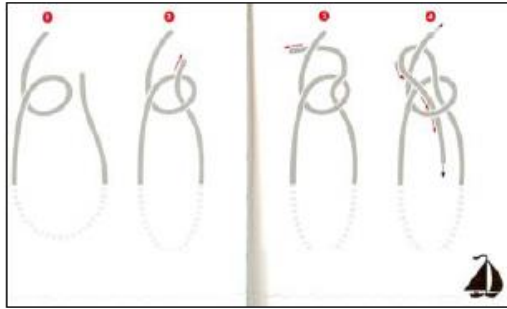
Figure 5 How to Tie a Bowline Knot? (Holmes 2006, 62)[49]

Reference Graphic

Reference graphics are used to communicate complex messages or data. The goal of reference marketing is to clarify or complicated ideas more accessible to consumers. Figure 2 illustrates this type of information graphics.

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[49] Holmes and Wiley InterScience (Online service), "Gendered Talk at Work : Constructing Gender Identity through Workplace Discourse."
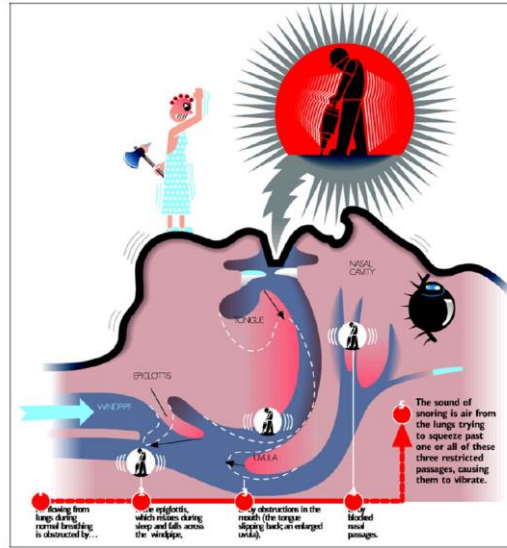
Figure 6 How Snoring Happens (Nigel Holmes/Explanation Graphics)

Pictograms

Simply put, signage entails the use of a sign to communicate a message. The goal of sign instruction graphics is to clarify information in a very clear, simple way. There are two types of signage information graphics: Warning pictograms and information pictograms. Warning signs provide instructions of personal protection advising people of the dangers of using or tampering of something [50]. Usually, this form of signage use tricks or appeal to emotion to ensure that the user heeds the message, as figure 3 illustrates.

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[50] Abdullah Rayan, "Pictograms, Icons & Signs: A Guide to Information Graphics."

Figure 7 Beware of Falling Rocks (wesleyowns)

Information signs, on the other hand, are a type of information graphics that intended to provide information, not warn individuals about any danger. Figure 4 provided a graphical image of information-based instructional graphics.

Figure 8 Düsseldorf Airport Signs (Abdullah & Hübner 2006, 130–35)[51]

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[51] Mathukumalli et al., "Prediction of Helicoverpa Armigera Hubner on Pigeonpea during Future Climate Change Periods Using MarkSim Multimodel Data."

Imaged-Based Instructions Embedded in Products

This type of information graphics attempts to provide image-based instructions to people or consumers on how to use a product or piece of technology. Figure 5 illustrates this information graphic typology.

Figure 9 Induction Stovetop Controls One set of controls from a 2009 Electrolux induction stovetop (Electrolux, 2008)

Pictograms

Information graphics are important in conveying messages for a simple reason: Images are easier to discern, recall, and imitate. That is one of the reasons why people and brands use graphics and visual images to cause marketing campaigns. No doubt, people will do what they are shown how to do (through pictures) more quickly than what they are told how (through texts).

Informational Graphics best practices

Icons, Pictograms and other types of information graphics seem to be simple and an everyday object, but when observed closer these images can be very important in our everyday lives. An icon that doesn't communicate its message effectively can be the cause of someone's death like in the case of roads and pool signs [52] or can make someone lose money like in the case of airports where a person can miss its flight. According to Rayan Abdullah, [53] sthere are universal guidelines to consider when designing pictograms:

Language

Avoid the use of text as much as possible when designing pictograms or icons, n today's globalized world a lot of the icons will be perceived by people who do not speak a certain language or people that may not know how to read. If the sign depends on the receiver's previous knowledge of a certain language, the sign's efficacy will decrease. When using type or fonts make sure the words are either internationally known or are there just to support the message already communicate graphically.

Color

Icons need to effectively transmit its message an there's usually not a lot of time for the receiver to analyze what the icon is trying to transmit so leveraging on context, previous education

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[52] Cian, Krishna, and Elder, "A Sign of Things to Come: Behavioral Change through Dynamic Iconography."

[53] Abdullah Rayan, "Pictograms, Icons & Signs: A Guide to Information Graphics."

and icon familiarity is a good way to decide the color. Regarding context, different colors mean different things and those assumptions can be worked into each icon. For example, red is usually associated with prohibition in most Spanish speaking countries but in countries like Japan red meant hazardous [54]. Pictograms with either a white or a yellow background figure with a white or blue background demonstrated better performance to those with black or blue figure with a black or yellow background. Overall for colors high contrast combined with an understanding of the context assures a high level of understanding of it.

Size

Defining the size, the icon or pictogram will be used is essential for its design. If an icon will use a bigger format more detail can be included in it, however if the icon will be used in very small scales, only the features that suffice to transmit the message should remain. When it comes to background to figure ratio, studies show that figures that cover 70% of the entire image since are more effective than those that cover 90% , meaning that the figure should not cover most of the background, except for prohibitions which should cover around 75% of the image for it to be effective [55].

Prohibition

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[54] Ng and Chan, "What Makes an Icon Effective?"

[55] Ng and Chan.

To communicate prohibition there are general rules that receivers are more used to therefore if applied it is easier for the receiver to understand something is prohibited. Crossing out is the general consensus for a ban, either an X or a diagonal line. The prohibition's general shape comes from an abstraction of the word "NO" [56]:
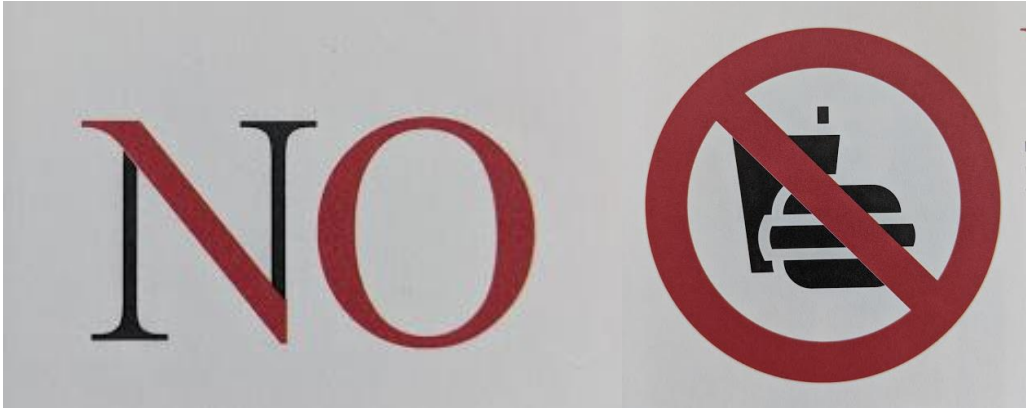
Figure 10 Abstraction of the word "NO" Image [57] (Thames &Hudson)

To indicate that something isn't allowed it is as simple as to cross a diagonal 45-degree line preferably from top left to bottom right to assure the semiotics of the sign are very clearly understood as prohibited. If the line is done vertically or horizontally there is a risk of mis communication due to the fact that these lines often suggest division.

Color and shape are other important factors when it comes to effectively communicating prohibition. Red is a universal color for warning when it comes to prohibition, it corresponds to

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[56] Abdullah Rayan, "Pictograms, Icons & Signs: A Guide to Information Graphics."

[57] Abdullah Rayan.

consequences. As shape goes, round is the most common shape for a sign that communicates prohibition but this applies to street signage more often. [58]

Multiple Messages

It is advised against trying to convey more than one message per symbol. For example, if at a store you want to communicate both food and photos are prohibited it is best to separate both messages in to two. [59]

Movement

It has been demonstrated that icons that contain movement within their communication are more likely to change the receiver's behavior [60]. This is specially the case when the icons are placed in contexts where the viewer doesn't have a lot of time to react but needs to 1. Realize the sign is there and 2. Act upon its message. Icons that can be observed by longer can sometimes

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[58] Abdullah Rayan.

[59] Abdullah Rayan.

[60] Cian, Krishna, and Elder, "A Sign of Things to Come: Behavioral Change through Dynamic Iconography."

have the same effect on the viewer as one with movement but as most icons are viewed for 5
seconds when noticed at all a symbol displaying a higher-level dynamism will aid in its intention.

Figure 11 Movement to change the receiver's behavior (Thames &Hudson)

2.4   Contribution of this Research

This research addresses the issue of bad hygiene practices for the protection against the infection
of COVID19 among people living in hard to reach communities in Colombia by educating them,
leveraging on the distribution channels and the trust FMCG brands already have. Humanitarian
Branding combines the concepts of cause marketing, health marketing and educational graphics to
offer a new solution to contribute to the increase in behavior change that the UN is calling for to
reduce cases of Covid19. Humanitarian Branding will not only leverage on the distribution
channels of FMCG brands but will educate taking into account the local needs, the local context
and applying best practices for effective messaging through icons and messaging. Hence, the
success of this research can contribute further research in the field of health marketing, cause
marketing and cognitive theory by opening a new communication platform between health experts

and the members of communities that don't have easy access to expert's information. The design

concept and process will be further explained in the next chapter.

Chapter 3

3 Design Process

The aim of this research is to take relevant covid19 health care information to hard-to-reach communities to ultimately decrease the amount of covid19 cases in these regions. The target audience will be able to be reached with vital information through the packaging of the daily use products. By information placed on the packaging of FMCG products such as rice, milk, sugary beverages, rice and cooking oil that target user will be exposed to vital information that will improve his/her intent to practice preventive measures that will decrease the chances for this person (and most probably his/her family) of becoming infected with the COVID19 virus. The final goal of this research is to help vulnerable communities decrease the chances of becoming infected. Therefore, it is very important to focus on how the design process is focused in our target audience, in understanding their limitations, needs, context and behavior. In this chapter, the design concept, user research, process and implementation will be introduced. The first section will focuson the concept and the initial idea. The second part will focus on the user understanding and the overall design process. The final section will mainly focus on the design limitations and the selected alternative (s) implementation.

3.1 Design Elements

Humanitarian branding is the iconographic intervention of an a FMCG product label aimed for people living in remote areas of Latin America who have limited access to covid19 prevention

information. By placing educational graphics on product labels of familiar brands we contribute

to the growth of educational message exposure, thus increasing the chances of changing behavior

and consequently lowering the number of infected people. The icons are the graphic representation

of healthcare messages that Harvard Medical Students chose based on medical studies conducted

by them, on the research we did on the target audience and their needs and on Covid19 medical

research analysis. The design of Humanitarian branding consists of the following key features:

1. A set of relevant healthcare messages that will contribute to lowering the number of
   infected people in the chosen communities.

2. A set of icons that will effectively communicate the messages graphically.

3. When the educational graphics are designed to be placed on the labels of a large variety of
   products it has to have layout flexibility.

4. The color of the humanitarian branding communication has to be carefully chosen by the
   project team to grab the attention of the costumer/consumer regardless of the product where
   it is placed.

5. The placing of the graphics has to be carefully chosen to best advise the FMCG companies
   to the best places to place these messages on their packaging/product labels.

FMCG Product Label: Daily Graphic

Packaging Labels

Bags in general are easy to carry around and they are considered as an extra attachment to person's

body. Like kangaroos have a marsupium (pouch) to carry their babies, humans use bags to carry

their personal belongings. In the early development of human civilization, bags were used to carry seeds and fruits. [61] In the modern days, bags serve different purposes and usage such as:

Practical usage: People carry bags to go to work, school, travelling, grocery shopping etc.

Status symbol: Many men and women use bags to show their social status, style and individual identity. [62]

Bags also come in different shapes and materials. There is a wide selection of bags depending on the user's purpose. Backpacks in the case of this research, are mainly used to carry numerous objects or heavier loads. Backpacks are generally considered safer to carry around since they are secured with two straps that go over the persons shoulders. (Figure 3.1)

3.2   Fieldwork Research

The fieldwork research started with the aim of creating an effective medium through which relevant COVID19 information can be communicated to hard-to-reach communities. To understand how these communities are currently receiving health information related to COVID19, two virtual fieldwork interviews were conducted among hard to reach location residents and a Covid19 knowledge pre-survey were conducted.

To choose the subjects for the first two interviews we chose two hard-to-reach communities, each having approximately between 10,000 and 20,000 people. Both communities are located in the northern coast of Colombia, where the cases of corona virus were increasing the fastest at the time of the interview.

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[61] Daw, "Cause Marketing for Nonprofits: Partner for Purpose, Passion, and Profits (AFP Fund Development Series."

[62] Kacey Culliney, "First Drop in Decade for Latin American Consumer Goods Consumption."

Virtual Fieldwork Research 1

This first fieldwork interview was conducted on May 28th to Norelis Torres. Norelis is a 29 year-old Colombian woman with three kids who was born in Isla Grande, Bolivar, Colombia and then moved to Cicuco when she was 15 where she currently lives. She Studied until grade 6th (or the school) equivalent)when she had to leave to start working as a cleaning lady for a family in a nearby city. She got pregnant with her first kid at age 18 and married the father. During a one-to-one online interview, she was asked to describe a day in her life. She currently wakes up at around 5am and showers with shampoo and bar soap every day before getting her kids ready for home schooling. She currently doesn't have access to internet at home so she pays her neighbor for the days when her kids need WIFI at home for homework (currently virtual home schooling is prevalent since most schools are closed due to the pandemic).

Figure 12 Virtual Fieldwork with Norelis Torres

After waking up her kids she cooks breakfast (generally cooking/frying with sunflower cooking oil) that consists of, chocolate milk, fruit flavored drink, eggs, coffee and bread. She comes back to the house at midday to prepare lunch for her kids which usually consists of beans, rice, meat (cooked/fried withsunflower cooking oil).

Figure 13 Kitchen of Norelis Torres

On Thursdays she takes turns with her neighbor to watch over the kids for a while because they have to pick up water from a supplier who is a truck that drops the water bottles a couple of blocks from her house since her house is not on a paved road and only motorcycles like the one her family owns can access.

Figure 14 (Image by Norelis Torres)

She feels overwhelmed every day with worries about money, specially now days when the work her husband does which is working at agriculture is in lower demand due to the virus. Previously they had not worried about the virus until this week when three cases of coronavirus were detected in her 11,000 people town that only has a small medical center, so this situation upset the community. However, their number one priority is finding money to eat every day and pay for the rent. She avoids listening to news on the radio and prefers tuning into religious or only music radio stations because news make her feel stressed.

In the evening she and and her husband usually send the kids to bed as early as they can and they

will sit around the main room of the house to enjoy a local beer and listen to the radio.

Table 1 Norelis's Mental Model

Task	Mental Model
Prepares Breakfast	Feels busy
Talks to her mom	Feels at ease
Pays bills	Feels anxious
Listens to radio	Feels stressed
Drinks with husband	Feels relaxed

Virtual Fieldwork Research 2

Figure 15 Virtual Fieldwork Research with Leonardo Hernandez (Imagine source; Leonardo

Hernandez)

Leonardo Hernandez Hernandez is a 36-year-old man living with his partner and about tos tart doing his PhD in Zootecnology at the University of Antioquia, he lives in Sincelejo and, a mid-size town close to the Colombian Atlantic coastline. He lives with his daughter, his mother, pregnant wife and son. Leonardo is one of the community leaders of the "picotero" movement in Sincelejo. "Picotero" is the person in charge of painting traditional large scaled sound systems

(Pickup Music Boxes) and he is in one of the persons responsible for preserving this aesthetic and

protecting the group of artists that also practice this job.

Figure 16 "Picoteros" [63] (image source: Leonardo Hernandez)

Leonardo's business is directly related to the party business which is completely closed in his

town during the pandemic. He has been out of a job since the virus arrived to Colombia so now he

is helping a cousin to watch over his cattle farms around the area. He uses a motorcycle to move

around and he is usually out of his house since early in the morning. Most of the day he spends by

himself in his motorcycle riding almost 4 hours every day, going from farm to farm. He talks to

the people in the farms and generally has to pick up or leave something. There are places where

he goes that have no cellphone signal so he carries a notebook to places where he can't even access

electric plugs/boxes to charge his phone.

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[63] Aldia, "Picoteros Say That the Police Code Would Be Ending the Picotera Industry."

He takes several breaks a day when he stops at gas stations to use the bathroom and he generally eats lunch standing up. His lunch consists of packaged goods like chips, packaged plantains and carbonated drinks like "Postobón" (a local brand) and Pepsi.

He accesses information through his radio (using an earphone which he has attached to his ear almost all day) while riding the bike. He doesn't watch the news but he is constantly reminded to wear a mask in every stop between towns by the local police. He wears a face masks because if he doesn't he is not allowed to enter the towns he needs to access but he doesn't really understand the reason why he has to wear the mask. He lives in constant fear of rumors on the virus since he expresses concern about not being able to afford any medical services for him or his family.

At night he will get together with friends to play domino and drink canned local beer generally "Poker", after that he heads home, showers and goes to bed.

Table 2 Leonardo Hernandez Mental Model

Task	Mental Model
Drives Motorcycle	Feels fulfilled
Meets police men	Feels anxious
Gets paid	Feels accomplished
Sees friends	Feels relaxed
Eats snacks	Feels satisfied
Showers	Feels tired

Conclusion

Throughout the two fieldworks conducted in Cicuco and Sincelejo, it is possible to analyze and determine a few main key points that the two potential users mentioned about:

- They both relax with alcohol and company.

- Avoiding the news is a way to feel less stressed however this also means they are not up to date with current events in the country let alone the world.

- They both come in contact with several local and internationally known packaged food brands throughout the day.

After analyzing and observing those two potential receivers' flow and mental models, a bigger survey was designed and conducted to understand in more depth the use of FMCG products and to find out the existing knowledge or lack of, of COVID19 protective measures.

The final research conducted to define the target person was a 7-question pre-survey conducted on 58 persons both female and male aged between 10 and 70 years old, who live in three small hard to reach communities in Colombia; Las Palmas, Sincelejo (Sucre), Cicuco (Bolivar) and Quibdo (Choco).

Coincidentally, they are all regions close to the Pacific and the Atlantic Colombian coasts where weather, economic and critical conditions related to the virus are similar even though they are geographically far from each other. The surveys were conducted in two modalities;

1. Locals with cellphones with internet provided by contacts in each city.

Figure 17 Filling the answers of survey manually (Image source: Norelis Torres)

2. Printed out surveys filled by hand by participants and later scanned and digitized
   manually in areas where cellphone data is out of reach. Even though these surveys were
   intended to be filled by the participants, we found that some of the survey participants
   did not know how to read or write (illiterate) so our volunteer had to ask the questions
   verbally and filled in the answers manually.

3.
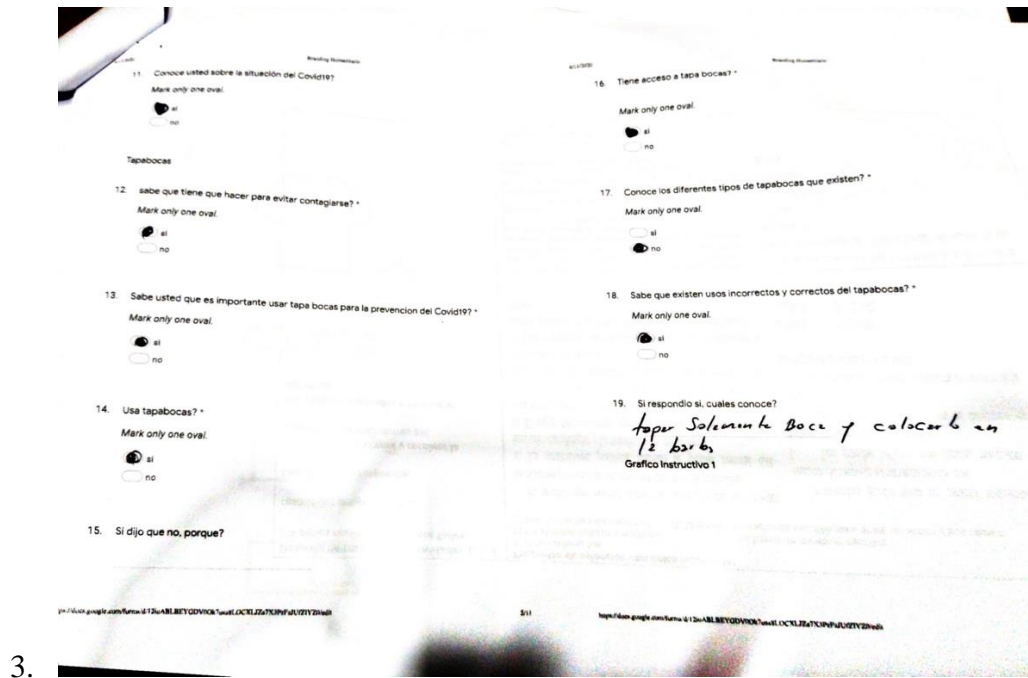
Figure 18 Survey sheets

From the survey we learned that:

- Our target audience had formal school education between 0 to 12 years. With only 36.8% having completed or almost completed high school and 28.1% of them not successfully completing the equivalent of elementary school.
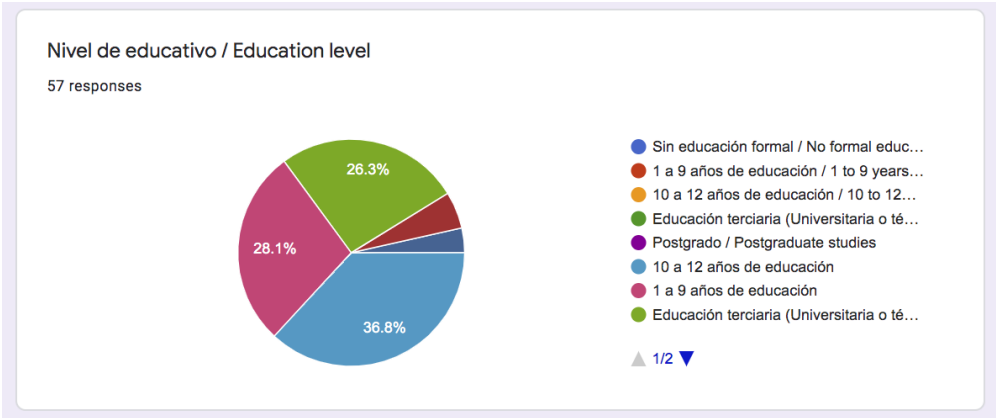
Figure 19 Results of the survey

- Most of the surveyed audience are informal workers that live for day to day payments, they are not affiliated to a pension programs nor do they have job security. 26% of them were housekeepers, 17.3% farmers and 15.4% described their jobs as "whatever is available" or "unemployed".
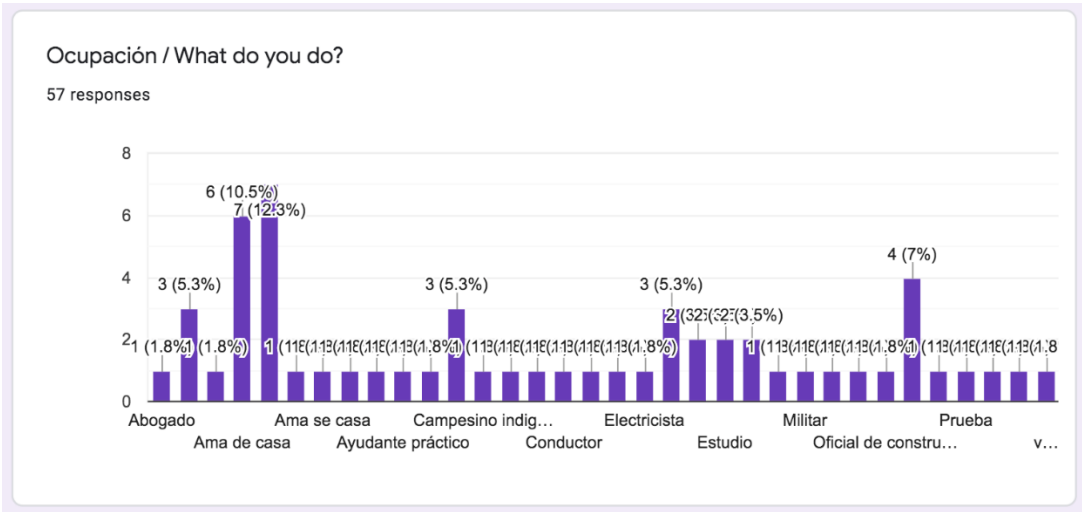
Figure 20 Responses of question; What do you do?

- The type of FMCG they consume the most are rice, cooking oil and margarine, carbonated drinks, body soap and dish washing soap.

De los siguientes productos cuales compra por lo menos una vez a la semana? / Which of the
following products do you buy at least once a week?
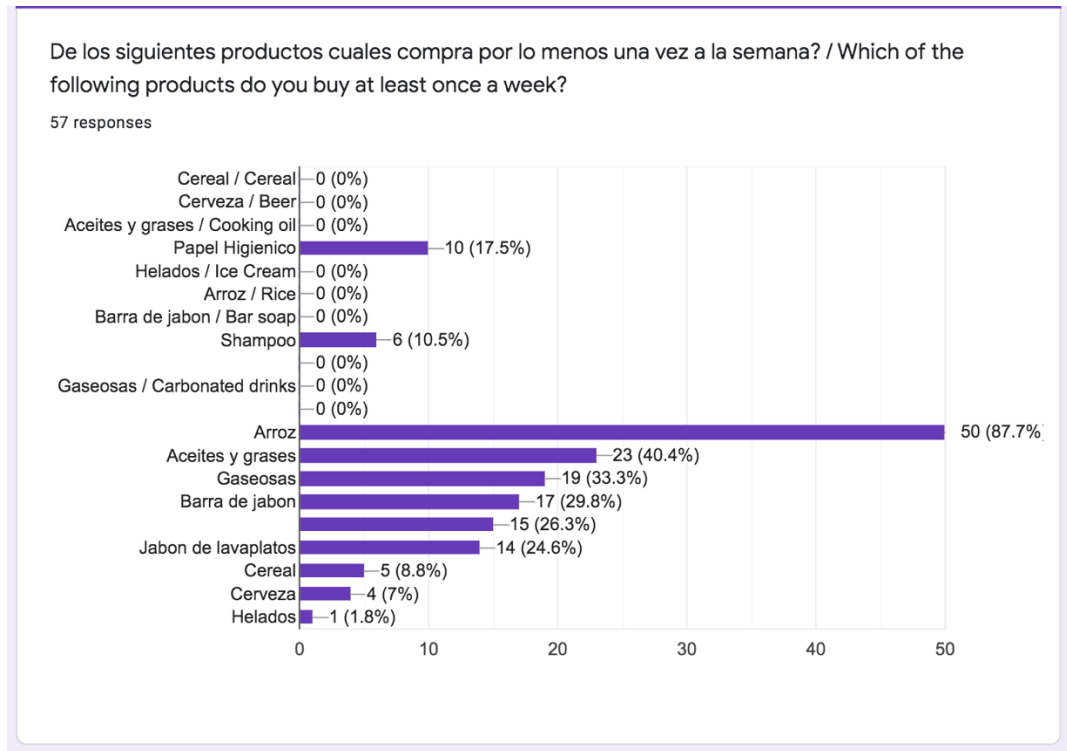
57 responses

Figure 21 Responses of question; which products do you buy in a week?

- The FMCG brands they consume the most are Postobón (a local brand of carbonated
  drinks), Colanta (milk cartons) and Coca Cola.

De las siguientes marcas cuales compra por lo menos una vez a la semana? / Which of the following brands do you buy at least once a week?

57 responses

Brand	Count
Pepsico	4 (7%)
Alpina	7 (12.3%)
Postobón	30 (52.6%)
Jamones Rico	1 (1.8%)
Bimbo	8 (14%)
Productos Ramo	3 (5.3%)
Alqueria	7 (12.3%)
Coca Cola	16 (28.1%)
Bavaria	7 (12.3%)
Colanta	21 (36.8%)
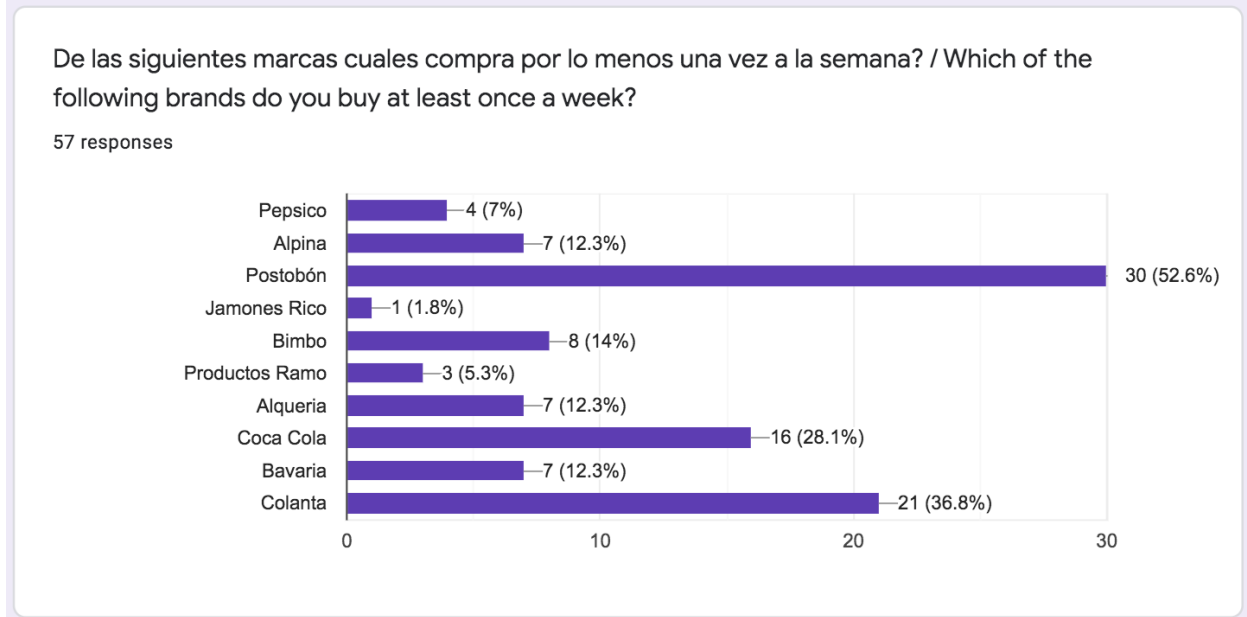
Figure 22 Responses to the question; which brand do you buy at least once a week?

Various conclusions can be drawn from the interviews and surveys done:

- People are avoiding the news and other governmental platforms to avoid getting stressed.

- Most of the people surveyed cannot stay at home since most of them live on a daily pay basis, therefore social isolation as a prevention measure to avoid getting infected of corona virus is not an option for them.

- Because the academic/schooling knowledge level is low, we have to design considering that our target audience does not necessarily know how to read, write, has knowledge of measurement units or have any previous scientific knowledge on viruses and general healthcare.

- Humanitarian branding would be most effective in these communities if the information was placed in labels of brands that sell rice, carbonated drinks or cooking oils and margarines, milk?.

- Consider that our target audience comes into contact with FMCG in two different mental states. We could separate two categories of FMCG products depending on the mental state the person is in when coming in contact with them:

    o **Relaxed**: In the case of beers, snacks and shower they are usually at ease when consuming these products.

    o **Stressed** or busy: In the case of cleaning and cooking products the receiver is usually under stress when using them.

These two separate categories mean that it's important to consider that maybe one state of mind is more open to receiving new information than the other or that maybe two different communications should be designed depending on the state of the mind the receiver is in when in contact with the FMCG brand.

Humanitarian Branding will be designed in accordance to the understanding of these final observations.

3.3   Target Persona

Based on the previous observations and results, the ideal target persona was created to understand the receiver's profile to better design the humanitarian branding solution. Among the potential receivers of the information:

,Yenifer Cordoba was selected to represent the target persona.

Figure 23 Yenifer Cordoba; selected for target persona (Image source: Norelis Torres)

Yenifer Cordoba is a 35-year-old, mother of two children originally from Magangué, Bolivar who moved to Cicuco 10 years ago with her husband to find better work/financial opportunities for her family. She was in school until she was 9 years old and then quit to help her family raise funds to pay rent and pay for food. Her aspiration is to help her two kids stay in school for longer a longer period than she did so that they can look for better job opportunities in bigger cities of Colombia. To achieve this, she and her husband work long hours of the day in agriculture, cleaning and any other available miscellaneous jobs.

Yenifer is worried that the virus she has been hearing rumors about for months now has finally reached her community. A friend of a friend told her that someone tested positive a couple of blocks away from her house and she is worried for her mother and children. Yenifer's biggest

worry is that the community's biggest medical facility is a basic nursery with 30 beds and no sophisticated medical equipment, on top of that she or her family has no private insurance.

The only information Yenifer has regarding Covid19 is that she should be more careful than with a normal flu and that most people are advising her to wear a mask. She gets her information from advertisement on the radio and some governmental cars that pass by warning everyone to stay at home and wear a mask. In Yenifer's case it is impossible to stay at home with her family's current critical financial situation, so she tries to wear a mask but isn't sure why she has to wear it, how to wear it and what else she can do to protect herself and her family.

3.4   User Scenarios

Three user scenarios were created to describe the occasions where the users will come in contact with Humanitarian Branding and how they will interact with it.

In the shower

In this first scenario the receivers can be bathing at night or early in the morning. When they reach for their either bottled or a shampoo sachet they stare at the packaging where the humanitarian branding is on since they have nothing else to do and they enjoy spending longer time in the shower because it is quieter and feel more realized than in other parts of the house.

In the Kitchen

This is the scenario where the product that has the Humanitarian Branding doesn't have to be picked up or held to have an effect on the receiver. Most cooking products are located on the counter tops and table when the target audience is in the kitchen. While cooking and eating the FMCG's these products are usually the only information source available to read or to look at in. homes where there is no TV or access to internet. In this scenario the user has time to look at the

information provided in detail and share it with the other persons (usually family members) +eating

or cooking with them. Kitchen products are the biggest in size of the FMCG products bought by

the target audience, which means the same product will be looked at more than once by the same

user.

Figure 24 Women cooking [64] (imagine source: https://cedetrabajo.org/mujeres-trabajan-cuatro-horas-mas-que-los-hombres-en-el-hogar/)

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[64] Cedetrabajo, "Women Work Four Hours More than Men at Home."

While Snacking

Figure 25 Woman drinking Coca-Cola [65] (image source: https://www.xataka.com.mx/otros-1/chiapas-toman-dos-litros-al-dia-coca-cola-no-solo-su-sabor-sino-porque-alimento-sus-dioses-mayas)

In this scenario, the users will be exposed to Humanitarian Branding graphics while outside their homes. This moment can be a break from very tiring situations like hard labor or chores. The Humanitarian Branding graphics will be looked at in either small local convenient stores or in street informal businesses ran by street vendors. The label will act as a distractor during leisure time when the person has some time to look at the information while consuming the products. In this case the amount of time that the user has to look at the packaging is just one since most of the packaging for these products are disposed immediately.

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[65] "The Population Already Said: 'Get the Coca Cola out of San Cristóbal de Las Casas.'"

Figure 26 Street vendor [66] (image source:

https://www.vice.com/es_latam/article/8xydvx/entrevistamos-vendedores-empanadas-alcaldia-bogota-lleno-clorox)

3.5   Ideation

To come up with the first concept, four steps have been taken into consideration.

1. First Sketches

2. Rough Prototyping

3. User Understanding

4. Final Sketches

Based upon this design process, the initial concept was realized by analyzing the scientific information provided by interviews, the pre-survey, The CDC, The WHO and the med students at Harvard. We brain stormed and drew different initial sketches, creating a rough first prototype and

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[66] Serrano, "Being a Street Vendor Is as Screwed up as It Sounds."

conducting a user understanding session to analyze their opinions and reactions towards the overall idea.

First Sketches

The first sketches represent the overall idea of Humanitarian Branding.

- This first sketch (Figure 3.13) shows the different important messages to consider when designing the first set of icons. The Harvard Med students were very emphatic on giving a lot of importance to the use of masks, mask cleaning and hand washing among our target audience who cannot practice social isolation.
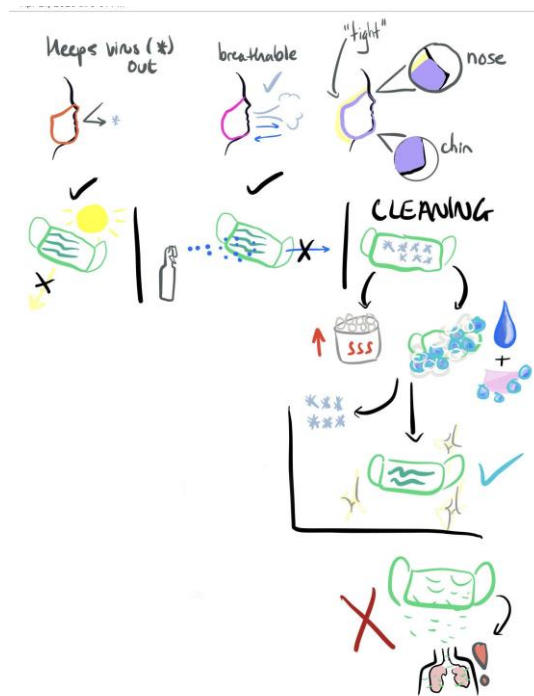

Figure 27 Mask good hygiene practices

- During the first process of ideation our target users didn't have any access to masks so we decided to include the instructions provided by the CDC on how to make a mask at home.
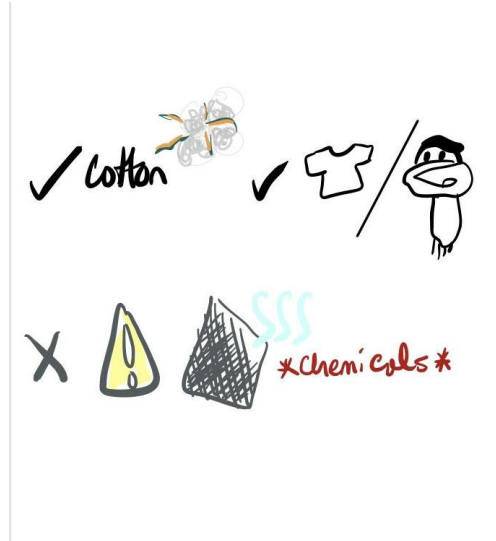
Figure 28 Making a mask at home first sketch
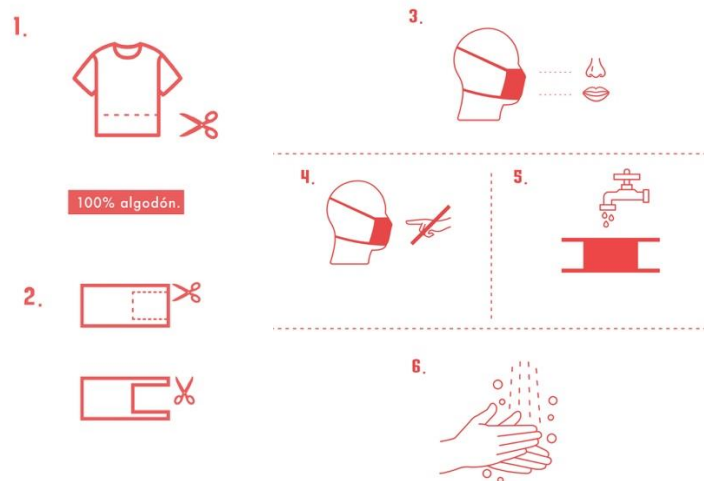
Rough Prototyping

Figure 29 First rough prototype of the humanitarian branding graphics

User Understanding

The rough prototype was initially tested with 4 participants from 3 different communities in Colombia (Quibdo, Sincelejo and Cicuco). The overall concept was fully understood and all of them expressed a positive reaction towards the idea. They were asked to look at the graphics without any text and describe back to us what they thought the graphic was communicating. The results were promising; all the users understood the general idea of the graphics. However, they were not sure about not having any text, some of them were able to read and expressed some text could have helped them with details like numbers.

Final Sketches

Based on the initial sketches and the user understanding of the first rough prototype, the final first prototype was accomplished.

- As shown in Figure 3.17, this is how the icons of Humanitarian Branding will look like on the CPG packaging:

- The first set of icons aim to instruct users on how to build the CDC's approved DO-IT-YOURSELF (DIY) mask, which we tested internally to make sure it was easy to build at home with available tools and verified the information.

Figure 30 DO-IT-YOURSELF (DIY) mask

- The next icon indicates the right way of wearing the mask. It was very important to communicate that the mask should cover both nose and mouth since the name of the mask in Spanish is called "tapa bocas" which means "mouth cover" and makes people wear it only over their mouth.

Figure 31 Final first prototype

- The final two icons indicate that the masks should be washed daily and that hands should be washed after manipulating the mask for at least 20 seconds.

3.6   Design Summary

In this chapter, the concept of Humanitarian Branding was first defined, then fieldwork and ethnography research were analyzed to understand the potential target users. Sketches and ideation of a rough prototype were then conducted. e Detailed sketches and two working prototypes will be developed after back and forth reviews from potential users. To summarize, the Humanitarian Branding graphics are a set of icons to be placed on the labels of CPG product brands that aim to contribute to the education of COVID19 preventive measures among hard to reach populations in Colombia.

- The graphic will be placed in a space that the brand usually uses for branding in their labels like logos, brand messages or white space.

- The label should be adaptable to different shapes and sizes without losing its meaning since packaging varies so much in size.

- The iconography should be clear for our target audience without having to read the texts.

The experiment and evaluation results of the prototype will be further discussed in the next chapter

Chapter 4

4 Implementation and Evaluation

This section provides an overview of how the data was collected, transcribed, and analyzed. Online surveys were collected via a Google form survey method including three 3 sets of images and each section was shown in order to measure the results accurately. Humanitarian Branding is leveraging the trust and distribution channels of CPG brands to educate hard to reach communities in Colombia about measures they can

take to protect themselves from COVID19. Based on best-practices from diverse fields, including health and social marketing, cause marketing, and educational graphics reliable health messages can be presented in compelling, easy to understand ways that reach sub-populations that need them the most.

Humanitarian Branding approaches the goal of this research through (1) increasing the chances of our target population to see the information because it is attached to products they use everyday (2) engages their attention and serves as content during leisure time (3) helps users reduce their chances of getting infected by the virus by following easy to follow and cheap instructions. Two working prototypes were developed to test the feasibility with the above focus points. The two working prototypes will be first analyzed and two evaluation methods will be further defined. Results will list in detail the two evaluations. Discussion will then be analyzed as validation and proof of concept

4.1   Implementation:

In the implementation process, two prototypes were designed in order to gather more information and opinion towards the concept and design of Humanitarian Branding. The first prototype was based on the information provided by the Med students, the WHO and the CDC during the months of April and May. Following the first prototype, the second and final prototype was made based on the results of the first round of evaluation and analysis and based on the changes of health recommendations given by the Med students, the CDC and the WHO. The details of each prototype and its evaluation process are explained in this chapter.

4.2   First Prototype:

Based on the user understanding and analysis of the rough prototype, the first prototype was developed. In this prototype the attention was focused on the design wording and the information distribution since the icons were already designed during the rough prototype stage. This first prototype was designed in Illustrator; the colors and shapes were designed based on the educational graphics best practices. Red and white colors were chosen because they communicate a warning color to the receiver.

Figure 32 Humanitarian branding first prototype with application

As we can see from Figure 32, the Humanitarian Branding is planned to be applied in a visible part of the product's packaging. The idea is that the brand will print the graphic in a space typically designated for brand information like slogans, non-legally required messaging or in an empty space. The example in the figure is placed in a product that is abundant in the desired communities, is bought in big sizes and usually has a lot of free space on its packaging to include the humanitarian branding label.

For legibility, in this first prototype the attention was mainly focused on the amount of detail the graphics had because not all products will be big and have a lot of space like a sack of rice the graphics have to be legible even if they are placed in very small sizes. At the initial stage, many different sizes of the graphic where printed until we could still understand the icons even when

printed for a bottle of Listerine. After printing the label many times, we decided to remove as many details as we could and leave the graphics very simple.

Figure 33 Listerine bottle

Methodology

The following list describes the flow of the test design for each participant:

1.   Cover letter and permission request,

2.   General questions for background information.

3.   Questionnaire about the audience's relation to CPG products,

4.   Questionnaire about the audience's knowledge of COVID19 protective measures,

5.   Questionnaire about the use of Masks.

6.   Looking at the first graphic on how to make a mask at home.

7.   Questionnaire on what the first graphic communicates to the participant.

8.   Looking at the second graphic on how to take care of the mask.

9.   Questionnaire on what the second graphic communicates to the participant.

10. Questionnaire about the brand's trust and the ability to make changes.11. Open space for improvement suggestions or additional information

Seven days after the first survey, 35% of the participants of the first survey were contacted. For a second round of surveys, the following list describes the flow of the second test design for each participant:

12.   Questionnaire to survey participants on information recollection from the two graphics.

13.   Questionnaire on information distribution.

Evaluation

The age of subjects participating in the product experiment ranged from 10 to 70 years old. All individuals were living in towns with a population smaller than 500,000 people located in the Colombian coast. The users were selected based on their location and lack of access to a stable internet connection and a TV at home. In accordance with the evaluation method, each user was required to participate in the 15-minute process, which consisted of the completion of a 4 part survey, 30 seconds to analyze each graphic and after seven days each participant was contacted for a follow-up survey to understand information retention and information distribution within

their community. The surveys were conducted by three volunteers located in the three towns:; Sincelejo, Quibdo and Cicuco.

First Interviewees Information

An initial user survey was conducted (with a smaller group of participants) in order to gather more detailed information and understanding with regards to the user's relation to different CPG and the brands. This would later guide us when contacting brands that could impact these communities directly. The overall objective was to prove or disprove the theory that when health information is placed in FMCG products people will trust the information, understand the information even if they can't read and not only remember it but also share it and educate other peers. The test was conducted over the final week of May 2020, with 57 participants, 27 females and 30 males. The majority of them live in small towns in the coast of Colombia. The table below lists the overall demographics and essential information associated with each person who took part in this initial user study.

Table 3 First Interviewees Information

Name	Location	Gender	Age
Yenifer Cordoba	Antioquia	Femenino	30 - 39
Leimar Fernando Mosquera García	Bogotá	Masculino	10 - 20
Freiser david mosquera ramirez	Bogotá	Masculino	20 - 29
Gissell	Bogotá	Femenino	20 - 29

Yulisa Ramírez Moreno	Bogotá	Femenino	30 - 39
Alexon	Bogotá	Masculino	40 - 49
Ricardo Andres Mosquera Palacios	Bogotá	Masculino	10 - 20
Ricardo Andres Mosquera Palacios	Bogotá	Masculino	10 - 20
Leidy Rodriguiguez	Calle larga, sampues	Femenino	20 - 29
Maria Angelica Arroyo	Calle larga, sampues	Femenino	30 - 39
Jose vergara	Calle larga, sampues	Masculino	50 - 59
Yeferson	Caucasia	Masculino	40 - 49
Hugo Ferley Mosquera Tello	Certegui - choco	Masculino	20 - 29
Yucelis Galvis Reyes	Cicuco	Femenino	30 - 39
Asmairo Conde Torres	Cicuco bolivar	Masculino	20 - 29
Anygys paola ruz payares	Cicucó Bolívar	Femenino	10 - 20
Yelis Sierra de la Peña	Cicucó Bolívar	Femenino	10 - 20
María Angélica Nieto Cuello	Cicucó Bolívar	Femenino	10 - 20
Yair Antonio Castro García	Cicucó Bolívar	Masculino	20 - 29
Alvaro Iván Azuero Castro	Cicucó Bolívar	Masculino	20 - 29
Yenifer Paola Chávez	Cicucó Bolívar	Femenino	20 - 29
Orangel Artiaga	Cicucó Bolívar	Masculino	20 - 29
Aldair Castro	Cicucó Bolívar	Masculino	20 - 29
Viviana Paso	Cicucó Bolívar	Femenino	20 - 29
Yesica Castro	Cicucó Bolívar	Femenino	20 - 29
Elsi CastroOolivero	Cicucó Bolívar	Femenino	30 - 39
Hugo Alberto Bastida Hormechea	Cicucó Bolívar	Masculino	30 - 39

Gleris del Carmen Torres Baena	Cicucó Bolívar	Femenino	30 - 39
Eliana Nuñez Ortiz	Cicucó Bolívar	Femenino	30 - 39
Yulis Martínez Vásquez	Cicucó Bolívar	Femenino	30 - 39
Albey Matute Benavides	Cicucó Bolívar	Masculino	30 - 39
Deisy Castro Olivero	Cicucó Bolívar	Femenino	30 - 39
Martha Castro Olivero	Cicucó Bolívar	Femenino	40 - 49
Deobeht Trespalacios Nuñez	Cicucó Bolívar	Masculino	40 - 49
Perceberanda Moya	Cicucó Bolívar	Femenino	60 - 70
Antonio Arteaga	Cicucó Bolívar	Masculino	70 - 80
Luis Oyola	El guaimaro, sampues , sucre	Masculino	30 - 39
Henry David c p	El guaimaro, sampues, sucre	Masculino	20 - 29
Francia Amanda Mosquera Cossio	Florencia, Caquetá	Femenino	40 - 49
Luz Erneda hernandez	Las delicias sincelejo , sucre	Femenino	70 - 80
Felipe Perez	Las palmas, corregimiento de sincelejo	Masculino	40 - 49
Luis Andres Vergara	Las palmas, sincelejo	Masculino	30 - 39
Edith Perez Tapia	Las palmas, sincelejo	Femenino	50 - 59
Nelcy Isabel Vergara Tapia	Las palmas, sincelejo	Femenino	50 - 59
Prueba	Prueba	Masculino	30 - 39
Yurleydy Mosquera Cossio	Quibdó	Femenino	10 - 20
Yulibeth Sierra Brun	Sincelejo	Femenino	30 - 39
LEONARDO HERNANDEZ	Sincelejo	Masculino	30 - 39
Luis Eduardo Andrade Novoa	Sincelejo	Masculino	40 - 49
Jorge Ospina Paternina	Sincelejo	Masculino	40 - 49

Luis Morelos Zarza	Sincelejo	Masculino	50 - 59
Jorge Rivera Bervel	Vereda buenavista , sincelejo	Masculino	50 - 59
Luis Carlos Villaba	Vereda el paki, sampues	Masculino	80 - 90
Victor villalba	Vereda el paki, sampues , sucre	Masculino	60 - 70
Katya kanoles	Vereda el paky, sampues, sucre	Femenino	30 - 39
Gregorio diaz	Vereda panseñor, Sampues , sucre	Masculino	40 - 49
Martha isabel romero	Vereda panseñor, sampues , sucre	Femenino	40 - 49

Figure 34 Photographs of some interviewees in the data group (Image sources: Leonardo Hernando and Norelis Torres)

Evaluation of First User Study

Based on the evaluation method, the first experiment took place over the last week of May 2020. Fifty-Seven persons (both genders, different ages and education levels), participated on this experiment. What they had in common was their presence in the sites selected to do the testing. As explained on the Method of Evaluation, two surveys were used as a way to measure the level of previous knowledge that people had about Covid19 best practices. Each user was asked to fill or answer both surveys, before and after looking at the graphics to find out if the graphics were communicating what we intended to and to measure how much more trustable did the public perceive the brand now that it was communicating reliable health information.

Data Analysis and Findings of First User Study

First, we asked questions regarding the knowledge of the virus situation, the amount of knowledge of preventive measures and the access to protective gear.
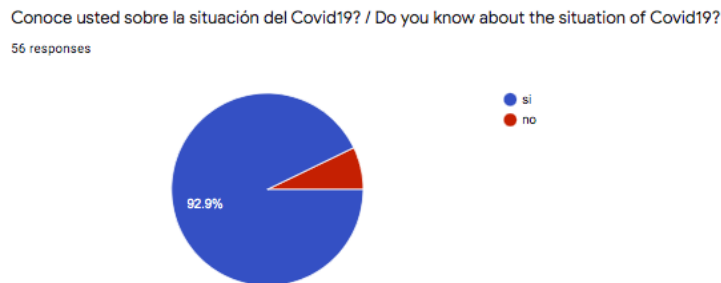
Figure 35 Results of participant's knowledge of the existing COVID19 risk

We found that 92.9% of the people surveyed knew or had heard of COVID19, the remaining 7.1% that did not were all indigenous communities that are normally very secluded from society.

Tiene acceso a tapa bocas? / Do you have access to masks?

53 responses
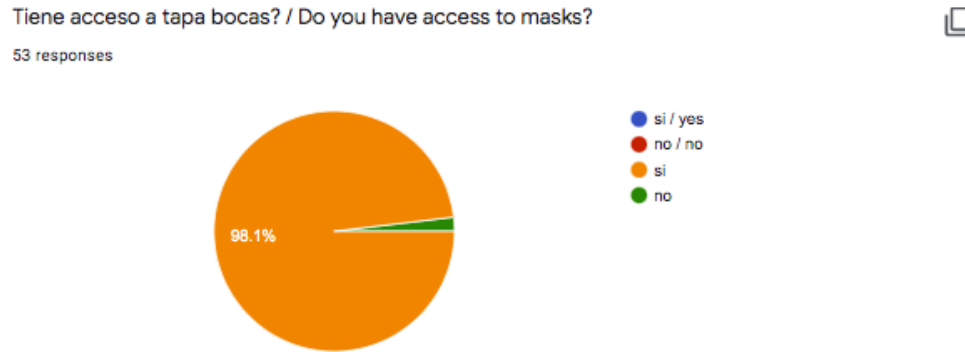
si / yes
no / no
si
no

98.1%

Figure 36 Results of participant's access to a mask

Opposite to what we and health experts assumed to be true, 96.1% of the participants did have access to a mask.
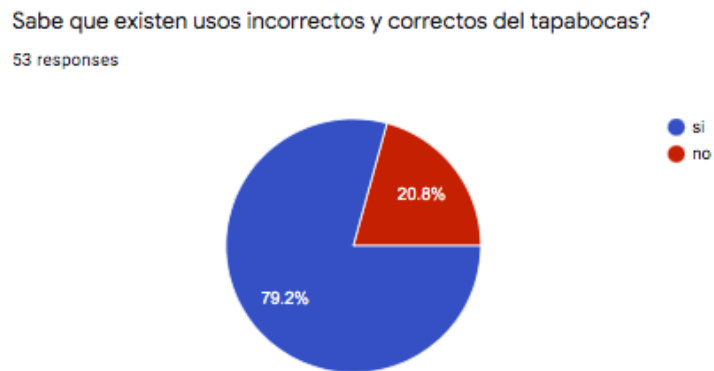
Sabe que existen usos incorrectos y correctos del tapabocas?

53 responses

si
no

20.8%

79.2%

Figure 37 Results of participant's knowledge of correct mask wearing practices

We noticed that 79.2% of the people surveyed believed that they knew how to correctly use a mask to avoid getting infected: however, this was an important finding because what we found in the next part of the survey is that almost 14% didn't really know all the correct measures (As shown in Figure 38).

In the next part of the survey we asked the participants to observe each set of graphics for 30 seconds and then immediately describe what each graphic was describing to them.

The responses regarding the first graphic were very positive, people described the process of doing a mask completely and mentioned that the material used during the process had to be 100% cotton which was an important message to get across for us.

In the second graphic people understood that they had to cover nose and mouth; however, very few people mentioned not touching the front of the mask and the icon that communicated washing the hands generated confusion.

We asked the participants to compare the previous information they had with the information they had learned and understood if they had now learned a new measure and a scale of understanding of how the perception of the brand's trust may change if they had this information on their label.

Figure 38 Results of participants knowledge of the information recently showed to them

As mentioned above, 34.7% of the participants mentioned they didn't have knowledge of the information showed on the graphics.
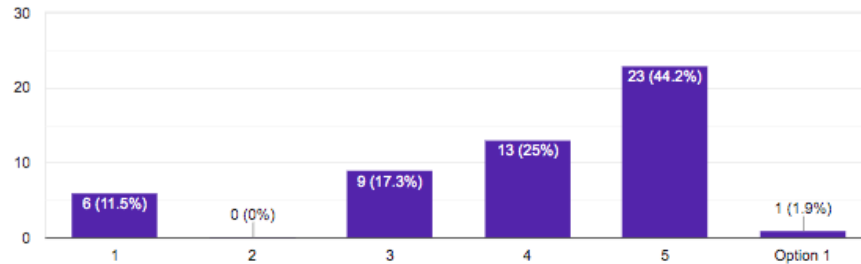
Figure 39 Participants change in perception of trust of the brand

44.2% of the participants felt that if they saw this type of messaging on a branded product they would perceive the brand as more trusting and 11% mentioned they would be indifferent.

Evaluation of Second User Study

After a week, 30% of the survey population (those we were able to reach by phone) were called to answer a third survey to understand if they had information recollection and to know if the information had been spread/communicated beyond the person participating on the survey.

Data Analysis and Findings of Second User Study
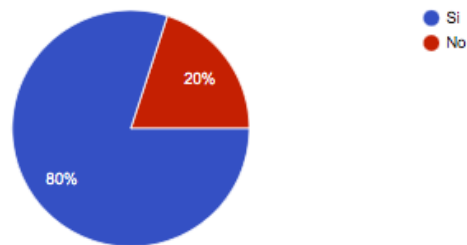
Figure 40 Results of data recollection

80% of participants expressed that they remembered the information they had seen a week ago. When asked to describe what they remembered, most of them remembered the proper use of the mask and that the DIY mask had to be 100% cotton.
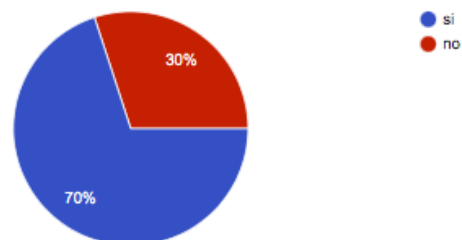

Figure 41 Results of data sharing

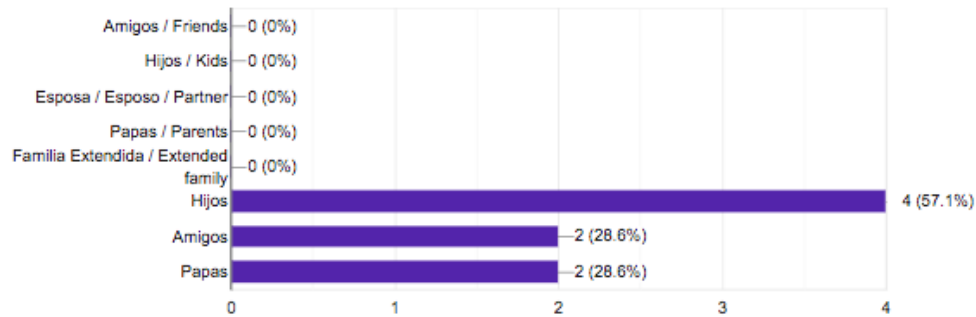70% of the participants said they had shared the information with at least one person since they saw it.

Figure 42 Results of who they shared with

And when asked to tell us who they had shared that information with we found that most people shared these measures with their kids, followed by their parents and friends.

At the end of the survey we opened a space to listen to the participant's opinion on the graphic and the idea behind it. The most frequent suggestions were:

- To add more details to the washing of the mask
- To improve the shape of the mask on the icons
- To make them clearer for kids to understand
- To make them even more simple
- To add glasses to the steps

Conclusions of Evaluation of first Prototype

Analyzing the results of the evaluation, a first conclusion is that we gathered useful information to understand how to continue with the second prototype:

- Most importantly, we realized that the main objectives, which were to communicate good practices through icons among populations that can't read or have no access to information and convert those initial information receivers into educators/multipliers was successful but can be improved.
- We have to improve on the icon that indicates that people should not touch the front of the mask.
- People didn't understand the scissors, where they had to cut so we should add clearer indications.

- Add context relevant indications instead of measurements.
- Change the color since the message is not catching the eye of the audience when placed on products.
- Add a graphic tittle, that indicates what the instructions are about. Example; COVID19 and an X on it or
- Consider adding tools at the beginning to understand what you will need like IKEA does (ex; t-shirt + scissors)
- Put the 100% cotton sign coming out of the shirt with a magnifying glass on it to understand you have to look for that sign before using the shirt to assemble a mask.
- Add a cutting line to cut the strings of the mask when you cut it out.
- Indicate to cut beyond half of the piece of shirt so that ears are uncovered when finishing the mask.
- Add more foam not bubbles to the hands that are washing to indicate soap.
- Add a watch beside the hands that are being washed to indicate they need to be washed at least during 20 seconds.

We also had a meeting with some of the FMCG companies that are interested in the label and they gave us some comments to improve on:

1. Have a neutral look for the symbols so it won't interfere with the already crowded icon.
2. Limit the design to the least amount of colors. This will avoid a cost increase of product packaging that have fewer. Colors when applying the graphic.
3. Some companies mentioned they print their packages almost 3 months in advance but that they wanted to use these labels right away so they decided to print them and paste them to their products, creating a sticker instead of a graphic that has to be placed in the original packaging design.

4. We noticed the types of FMCG's interested in using our label were very varied in type and their packaging ranged from small tooth pastes to big bags so we noticed the need for different shaped labels that can adapt to different types of packaging.

We gathered relevant insight from the first test. We understood our target audience more specifically; we understood they in fact they had access to masks despite our assumptions and research and we found technical aspects of the design that could be improved. However, the most important driver for the design of the most recent prototype was the changes in the information provided by our health reliable sources; The CDC, The WHO and the Harvard Med students. New research of COVID19 preventive measures appears every day so the Humanitarian Branding graphics have to be easy to update and adapt.

The new available information now indicated that the most important preventive measure to take for people who can't stay at home was to keep distance from each other [67], wear masks and to wash their hands frequently during the day.

4.3   Final Prototype

The final prototype was developed after conducting the first experiment and user test of the first prototype. In this final prototype the attention was focused both on all the insights we got from the first testing and the change in information provided by our trusted health sources. Concerning the design, a new label with three variations was designed with the following health messages curated by the Harvard Med Students based on their own research and the communication the CDC and the WHO have published:

1. Keep at least 1-meter distance from other people.

2. Always use a mask

3. Make sure the mask covers nose and mouth

4. No touching of the front part of the mask

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[67] Wiener and Wood, ."Positive Living. Third Edition: Sub-Saharan Africa.Editedby Edward Pettitt."

5. Indications to wash reusable masks daily with soap and water

6. Indications to wash hands for at least 40 seconds.

Figure 42 Final prototype

The new organization of the information allows the brand to choose from different shapes of the graph itself.

Figure 43 Graphic in different sizes

Regarding the graphical part, a lot of new improvements were also implemented. After conducting the first experiment with the second prototype, a number of ideas for new upgrades came up. Users and companies suggested different graphic improvements that might have been more effective in order to effectively get the information across. First of all, information that required certain level of studies or knowledge were replaced with local context friendly references. (Figure 44). In this case, the. Instruction to stay away from other people for at least 1 meter was replaced with the image of a cow so that people can easily visualize the amount of distance they have to keep between each other.

Figure 44 Distance reference

One of the common suggestions was that the graphic itself didn't get people's attention enough to be noticed when placed on products. A white background with dark red letter didn't generate enough contrast and the messaging at the beginning of the graphic didn't get their attention either. To assure this we inverted the colors, the red-orange that was chosen for its warning properties was placed as the background and the white was left for just the lines (Figure 45). When placed in one of the company's packaging the color stood out. (Figure 46)

Figure 45 Color Pallet

Figure 46 La Buena Margarine mock up

The messaging was changed to "Protect you and your family from Covid19" so we could speak directly to women as we learned during the research. Women are the members of the family more willing to change their behavior specially when the messages are directed to protect their families. (Figure 47)

Figure 47 Graph messaging "Protect your family from Covid19"

Evaluation of Final Prototype

For the final prototype we wanted to understand if some FMCG product categories could work better than others to work a vehicle of Covid19 educational information. Based on previous research our hypothesis was that:

1. People would prefer not to see the icons anywhere in their products due to Covid19 information fatigue.

2. People would prefer to see Covid19 information in products that are not related to healthcare or that already have health information on them.

3. People would not trust a packaging that contains too much information on, for example when combining not only brand elements, but also product special features with covid19 information.

Methodology

The following list describes the flow of the test design for each participant:

1.   Cover letter and permission request.

2.   General questions for background information.

3.   Questionnaire with images testing product perceived trust.

4.   Questionnaire with images testing product perceived health level.

5.   Questionnaire with images testing product purchase intention.

6.   Questionnaire with images testing product category preference.

First Interviewees Information

A user survey was conducted with a group of 10 participants most of them located in the United States who were volunteers to fill the survey (Appendix G) online through google forms, the participants were found through the platform Reddit so most of them where University students. The test was conducted over the final week of July 2020, with 10 participants, 6 females and 4 males.

Data Analysis and Findings of First User Study

First, we showed them a mockup of a generic packaging of butter (Figure 48) (a popularly global FMCG product) and asked them to choose which one of the four versions was perceived as more trustworthy.

Figure 48 Four versions of a generic butter packaging

- 33.3% of people surveyed chose the #2 package with highlights the type of product and a product feature as the most trusthworthy.

- The second question was related to Health perception, to which most people chose the packaging with the most amount of information #3. This package has product features and covid19 related information. (Figure 49)

Which product do you think is healthier?

9 responses
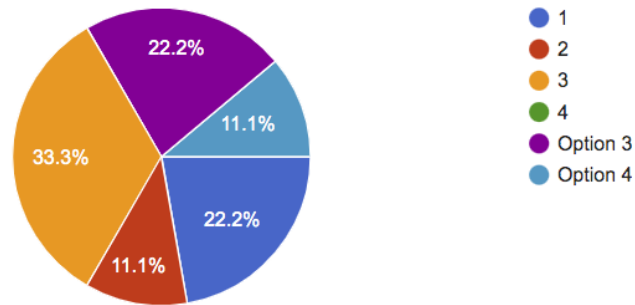
Figure 49 Product Health perception

- The third question regarding Figure 49 was related to buying intention. 25% of the public chose #2 and 25% chose #3 which are very different products visually.
- The final question was done by asking people to look at 6 products (Figure 50) that had the Covid19 good practice instructions on them, they then had to check those that they would have preference of seeing the information on them.

In which of these product categories would you find useful to see coronavirus educational information in?   ___ / 0

☐ Pet care

☐ Personal Care

☐ Cooking oils and butters

☑ Healthcare

☐ Snacks
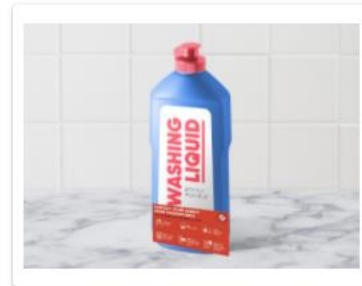
☐ Household care

Figure 50 Generic Product categories with covid19 information.

In which of these product categories would you find useful to see coronavirus educational information in?

9 responses
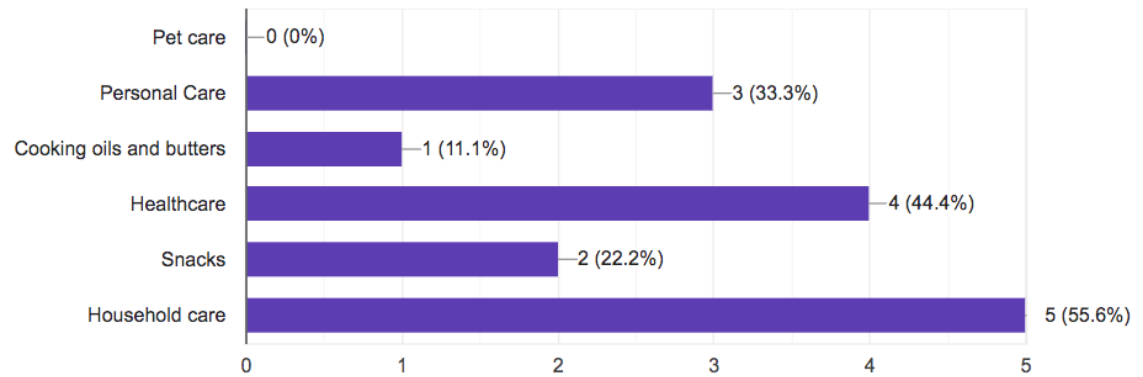
Figure 51 Product category preference to combine with Covid19 health information with

- To this question the most popular category was Household care contrary to our initial hypothesis.
- The second most popular was Healthcare also contrary to our research which concluded that people don't want to see more health information on already health related products.
- Finally snacks, which we though would be very popular was one of the least popular ones.

Chapter 5

5 Conclusion

The present research and assessment material were conducted with a focus on the design and effectiveness of the Humanitarian Brand project application. However, the Covid19 situation is just one example of how effective this new medium can be implemented, contributing to behavioral change related to health. The Humanitarian Branding project not only provides a cheaper way to reach communities that sometimes even governments have difficulty in reaching them effectively but also it gives the end user a trusting source of information in the middle of so much disinformation on health-related subjects.

Apart from the positive insight received from testing until now, there is real interest to continue working on this project after seeing how media and companies have received the project. The proposal was featured in Forbes and 87 other publications/media stations in Colombia and other Latin America countries: (Apendix H).

5.1   Design Approach

To complete the design concept of Humanitarian Branding, various fieldwork activities were conducted in order to receive and analyze feedback from potential target users. The approach to targeting a specific persona and problem like COVID19 was decided due to the emergency of the matter. The first interviews were conducted to understand the target's living situation, their activities and their worries for us to understand better when they would come into contact with the humanitarian branding labels and make sure that the icons were designed for that context. The preliminary prototype was created in order to explore how the users felt about the application, how they felt about the brand that used it and what kind of interactions they expected to receive. The first prototype was designed, mainly focusing on the understanding of the icons, since this was considered to be one of the most essential aspects of the design for fast action against the virus. The first prototype was developed and implemented onto a more advanced design offering and

more realistic interactions for a final evaluation and feedback. During the evaluation stage of the Humanitarian Branding project, surveys, interactions and interviews were conducted. The evaluation was performed on a total of 57 individuals interviewed about the first intention and the first two rounds showed very promising results. These first tests were focused on icons because brands wanted to be able to apply these designs as soon as possible, like the margarine and cooking oil brand Alianza *Team* who now have printed the Humanitarian Branding label is more than 2,000,000 of their products (Figure 52).

Figure 52 Products of the Alianza Team company (image source: https://alianzateam.com/team-foods/marcas-en-el-hogar/)

During testing of the final prototype, we learned that even further had to be conducted since the results were in some case inconclusive and sometimes very different to our initial hypothesis. We did however understand that as suspected people are trying to avoid being exposed to even more information educating them on Covid19 practices which means that with even more reason efforts to place this information where people can't avoid it is necessary to assure exposure.

However, since we do need people to be exposed to more educational information to assure better health practices we do need to consider the user's mental health when designing these solutions. One important reason people are trying to avoid more Covid19 information is because mental wellbeing is deteriorating as Covid19 cases increase so a good approach would be to find ways to inform them without contributing to the worsening of their mental health stat

5.2   Limitations

The aim of the investigation is to understand if placing health information on CPG or FMCG product packaging can in fact be beneficial to both the health condition of the end receiver and the brand itself. Because Covid-19 is calling for such urgency a lot of the testing was focused on the covid-19 elements themselves which limited us to testing and comparing it to other potential health information.

Furthermore, we were limited to test only through online surveys during the final testing since by July Colombia was completely shut down and our main target has no access to internet so we were only able to test on a population very different to our desired one. The results can still be used for a more global approach of the project however in person testing with eye tracking would be advised to repeat the final test once it is possible to do so.

5.3   Future Related Work

Based on the feedback and results gathered during the evaluation process, there are two main features of Humanitarian Branding that can be further developed: (1) Explore the possibility of making it into a certification or improving the brand's trust (2) the design of the graphics. By exploring the possibility of making it into a certification the label would generate a lot more trust from both the brands and the receivers of the information on the label and the project could become sustainable financially. When discussing the project with various big corporations they demonstrated interest; however, they needed input from experts? to assure them the information provided was validated. Basically, we need to build trust around the project. We imagine Humanitarian Branding to be a project that helps improve the world's health by leveraging on trust and creating trust like the B corporations' certificate does. We will continue working on (1) Opening new opportunities with companies like Proctor and Gamble and Justo y Bueno, both of which have expressed interest in helping us develop the project fully and (2) improve the design language of the project to assure that it has a personalized language of the brand (3) Design informative yet not stressful iconography.

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Appendices

Harvard Med student Casey Poore Interview transcript

Why do you think it's important for everyone to use a mask?

I think it's important for everyone teams in the US because corona virus can be spread asymptomatic means that even if a person is feeling OK they're not feeling sick they can still infect someone else with the corona virus because the virus at the most early stages of the disease is less in your throat and when you talk when you cough when you sneeze you can release respiratory droplets from your mouth that contain the corona virus and the corona virus can be there whether you know it or not. And so for that reason even if someone is going to the grocery store and they feel fine wearing a mask both helps protect themselves and others.

Norelis Torres Baena Interview Video translated and original transcript

Norelis Interview.mp4 in Spanish

[00:00:00] Mi nombre es María Torres Baena. Tengo 29 años, nací en Isla Grande Bolívar, corregimiento de Mangue Bolívar. Actualmente vivo en сколько Bolívar? Pues les voy a contar un poco de mi recorrido del día a día, pues me paro a las 5 de la mañana, preparo desayuno a mis huevos, ingrediente que utilizo son chocolate, leche, pan, queso, huevo.

Les preparo el desayuno, estudian por la mañana ya que estamos viviendo la situación de la pandemia.

[00:00:35] No estás asistiendo a clase, están trabajando con talleres.

[00:00:41] Pues yo salgo a las 6 de la mañana de aquí, de mi casa. Ya trabajo en casa de familia. Regreso a las 12 del mediodía.

[00:00:51] Vengo. Les preparo el almuerzo. Pueden. Ingrediente que utilizo de arroz, frijoles, carne, aceite. Pues son normalmente tengo tres hijos que me preocupa. Me preocupa la situación que estamos viviendo con el Coit 19, ya que vivimos en un corregimiento y nuestro hospital es un centro de salud. No está preparado para una emergencia como la que estamos viviendo hoy en día con el coronÃ Virus me da.

[00:01:32] La preocupación es que ya hay tres casos, no sabemos hasta donde va a llegar. Cómo lo iremos a tomar? Pues durante el día me encuentro con mi mamá, con mis hermanos, con mi esposo, mis hijos, los ratos que tengo libre.

[00:01:56] Así hablo con mi vecino amigo y pues eso es un poco de lo que yo hago día a día.

[00:02:08] No soy una persona estudiada, solo llegué a Secundaria que fue.

Norelis Interview.mp4 (English translation)

[00:00:00] My name is María Torres Baena. I am 29 years old, I was born in Isla Grande Bolívar, district of Mangue Bolívar. I currently live in сколько Bolívar? Well, I'm going to tell you a little about my day-to-day journey, because I stop at 5 in the morning, prepare breakfast for my eggs, an ingredient that I use are chocolate, milk, bread, cheese, and

egg. I prepare breakfast for them, they study in the morning since we are experiencing the situation of the pandemic.

[00:00:35] You are not attending class, they are working with workshops.

[00:00:41] Well, I leave at 6 in the morning from here, from my house. I already work in a family home. Return at 12 noon.

[00:00:51] I come. I prepare lunch for you. They can. Ingredient that I use from rice, beans, meat, oil. Well, normally I have three children that worry me. I am concerned about the situation we are experiencing with Coit 19, since we live in a township and our hospital is a health center. He is not prepared for an emergency like the one we are experiencing today with the coronÃ Virus gives me.

[00:01:32] The concern is that there are already three cases, we don't know how far it will go. How are we going to take it? Well, during the day I meet my mom, my brothers, my husband, my children, my free time.

[00:01:56] That's how I talk to my neighbor friend and well that's a little bit of what I do every day.

[00:02:08] I'm not a studied person, I just got to high school that was.

Leonardo Hernandez Interview Video translated and original transcript

Interview with Leonardo Hernandez.mp4 Transcript in Spanish

[00:00:01] Bueno, muy buenas tardes. Mi nombre es Leonardo Hernández Hernández. Yo vivo, soy originario de la ciudad Lego. Actualmente estoy viviendo en Sincelejo. Tengo 36 años de edad.

[00:00:20] Vivo en Union Libre. Tengo una niña de 7 años.

[00:00:31] Soy una tenista de profesión con estudios de posgrado en Clínica Veterinaria del Trópico. Recuerdo que tuve la oportunidad de estudiar en la Universidad de Córdoba.

[00:00:48] Esa fue una maestría eterna. Actualmente me preparo para estudiar un doctorado en la Universidad de Antioquia.

[00:01:00] Vengo laborando por prestación de servicio con el con el Sena en el programa Ser Emprende Rural.

[00:01:13] Pues ahora mismo estoy laborando desde que de mi casa por motivos de cuarentena y pues acá convivo con mi mamá de una señora de 70 años de edad. Vivo con mi compañera, la cual tiene 7 meses de embarazo y con mi hija que tiene 7 años.

[00:01:41] Un día normal en la cuarentena para mí fue está representado en que me levanto entre 6 y 7 de la mañana. Sea cual sea la hora en que me acueste, ya es una costumbre. No sé si es por la temperatura que a las 7 en punto me estoy levantando.

[00:02:06] En un momento pues entra al baño, me ducho malito y cuando no tengo mayor compromiso pues llego hasta el patio.

[00:02:17] Hoy hago 30 minutos a una hora de ejercicio.

[00:02:23] Luego nuevamente me baño. Gracias. Ya acá disponemos. Fue Veneta en este barrio el que vivo. Disponer de agua 24 horas.

[00:02:36] Entonces alisto y. Y pues aquí en mi casa tenemos un negocio de variedades.

[00:02:45] Ahí vendemos artículos como papelería, juguetería, piña, teoría y pues normalmente estoy ahí en horas de la mañana, en un negocio que regularmente lo atiende mi compañera.

[00:02:58] Pero pues debido a las circunstancias de cuarentena y como ella está embarazada, yo la ayudo con ella por. Por lo tanto se despide también a esa hora a las 7 de la mañana y pues a esa hora preparé el desayuno, habitualmente en un desayuno compuesto por huevos, por leche de bolsa, ya sea yuca, tajadas de plátano o papa. Pues la leche que habitualmente se compra acá es la de colarla. Había una que se llama Agro, que se llama Lauti, que también puede reconcilié en el nivel de uno, aquí a 100 metros de mi casa y un de uno al frente de mi casa, pues hay dos tiendas de barrio.

[00:03:46] Entonces habitualmente compro ahí mientras cuché la mañana y atiendo ese negocio haciendo, prestando servicios, impresiones o impresiones, sobretodo ya en hora de mediodía, pues almuerzo el almuerzo, pues a veces lo preparamos aquí en la casa o normalmente porque cocina mi amado, cocina mi compañera. Si no, a veces es más habitual comprar con uno restaurante que hay por aquí cerca lo que es la sopas y acá se prepara un CECO que está compuesto por arroz, ensalada, grano como lentejas, frijoles y jugo, ya fuese guarapo, panela, solti o de fruta como guayaba agria, guayaba dulce.

[00:04:41] Después de que almorzamos por ahí entre uno y dos, yo acostumbro porque era una costumbre, toda una vida puede hacer siesta.

[00:04:49] Ahora que comencé contrato, pues habitualmente tengo clases virtuales de 2 a 4, lo hago por plataforma, ya sea por Facebook o por Sol.

[00:05:02] Y cuando terminó, pues nuevamente salgo al local. Ayudar en las tardes, ya después de 5 o 6 de la tarde. Me siento en la terraza de mi casa, allí, pues, hago cualquier trabajo en el computador que tengo pendiente.

[00:05:20] Yo me he acostumbrado a trabajar en la parte de denial, pues actualmente estoy en una asociación de comerciantes y entonces al final labore que toca hacer allí, me las hago como son, preparar documentos.

[00:05:39] En realidad también a veces trabajo en cuanto a la parte de investigación, lo que tiene que ver con mi carrera profesional.

[00:05:50] Ahora mismo por lo menos estoy revisando dos artículos. También me gasto una que otras dos horitas allí, cuando en realidad me da el ánimo para eso.

[00:06:01] Normalmente acostumbro a como entretenimiento, pues el hobby mío, la música y el fútbol.

[00:06:10] Actualmente no se puede jugar fútbol, entonces.

[00:06:14] Tengo una una controladora.

[00:06:17] Tengo una nube развития y soy muy amante de la música africana. Entonces estoy en unos grupos de WhatsApp con unos compañeros de Barranquilla y pues ellos comparten mucha música.

[00:06:34] Y habitualmente, cuando ya me voy a acostar después de diez de la noche, pues abro el whatsapp y entre esos grupos y descargando música y escuchando y conociendo, pues también me demoro un buen tiempo.

[00:06:48] Entonces principalmente me dedico a eso. Fritz. Ahora con las redes sociales, pues hablo mucho con los compañeros por WhatsApp.

[00:07:01] Cuanto a la vida social, pues ya muy poca, pero sí cuando tengo la posibilidad de pronto estos últimos meses, los días especiales que por ejemplo día la madre del padre. Si tuve la suerte de encontrarme con unos compañeros, no mucho por la cuestión del aislamiento, apenas con dos o tres y si fue compartido con una cerveza y un asado anteriormente, cuando no había cuarentena, pues se acostumbra una querría y un campeonato de fútbol, pues los domingos nos integramos y después de cada partido, pues si acostumbramos de pronto a compartir con más.

[00:07:39] En cuanto a los amigos y tengo muchos, muchísimos amigos, siempre he contado como con cierto grado de popularidad. Aquí en mi barrio y también en gran parte de Sincelejo. Entonces digamos, eso es como que lo que habitualmente comparto, hermano.

[00:08:00] Tengo uno de ocho años mayor que yo, es decir, por ahí 1:42 43 años. Él no está viviendo con nosotros y en realidad no es que tenga o que no tenga mayor relación con él.

[00:08:16] Entonces principalmente es así como que la principal rutina, a grosso modo en cuanto a los ingredientes con que se preparan los alimentos, pues sí se compra el azúcar, sal y verduras.

[00:08:37] La apertura, si puede, se compran en la tienda. Ahora, con la cuarentena, pues la canción se eleva hacia algo muy caótico y en el transcurso del día pasan alrededor de 50 carretillero personas con una carreta donde al subproducto uno a veces puede ver algunas buenas ofertas, no de la tentación y compra allí, pero regularmente.

[00:09:05] Esas son como que lo principal es el arroz.

[00:09:09] Si se está trabajando, se compra mucho el arroz gana el arroz, no wila.

[00:09:14] El arroz sabrosón. Uno que vende la olimpica muy buen precio y de muy buena calidad.

APPENDICES

[00:09:22] Y en realidad gran parte, por lo menos aquí, como digamos la compadre vivo con tres compañeras, mi mamá de 70 años, mi compañera embarazada y mi hija que es una niña. A mí como que dice me toca hacer el mercado, entonces que si salgo. Y cuando estaba la plaza de mercado abierta yo asistía, pero resulta y pasa pues que ahora mismo la plaza está cerrada indefinidamente y entonces voy al de uno o voy y a la Olímpica o a la tienda de barrio. En cuanto al lavado de dientes, si la gente acostumbra hacerlo tres veces al día, cuando me levanto, si voy para el centro, me cepillo. Después de desayuno, si no, pues a veces se me pasa. Después de almuerzo, cuando nuevo, antes de hacer la cena, también me cepillo la marca que más usamos acá en la Colgate.

[00:10:19] La tripulación la compro y acostumbra comprarla, preferiblemente donde uno de las naciones donde sultó el local.

[00:10:30] Pues ahí me la dan a precio de negoc.

[00:10:32] Mucho más económica y me cepillo nuevamente. Antes de dormir.

[00:10:43] Últimamente. Pues en cuanto a los artículos que estoy tratando me ha tocado comprar mucho.

[00:10:52] A través de Internet. Entonces eso.

[00:11:00] Así hago a groso modo. Es lo que les puedo contar en cuanto cocino. Pues yo en realidad no cocino muy bien. Sí me gusta, pero a veces en realidad no ocupo ese haciendo mucho tiempo. Pero bueno, no pierdo mucho tiempo, gasto mucho tiempo en el computador. Entonces, por eso mi compañera, que por cierto ya cocinaba bastante bien, yo prefiero que sean los domingos, los domingos.

[00:11:26] Así pues, ahora en cuarentena cada 15 días, un asado aquí en mi casa y si tengo la oportunidad la acompaño con una cerveza, con las famosas teñidas de retreta pequeña verde que se comercializa regularmente acá en la costa y así.

[00:11:43] Bueno, yo espero que esto cumpla con de pronto con los requeridos y si necesitan de pronto otra otra información, no duden en preguntarme que apenas pueda se las hago llegar. Espero no tener inconveniente con este video porque demora 12 minutos. Entonces vamos a intentar a ver qué pasa. Hasta luego.

Interview with Leonardo Hernandez.mp4 Transcript translated to English

[00:00:01] Well, very good afternoon. My name is Leonardo Hernandez Hernandez. I live, I'm originally from the Lego city. I am currently living in Sincelejo. I'm 36 years old.

[00:00:20]   I   live   in   Union   Libre.   I   have   a   7-year-old   girl.

[00:00:31] I am a tennis player by profession with postgraduate studies at the Tropic Veterinary Clinic. I remember I had the opportunity to study at the University of Córdoba.

[00:00:48] That was an eternal mastery. I am currently preparing to study My PhD.

[00:01:00] I have been working for the provision of service with him with the Seine in the Ser Emprende Rural program.
[00:01:13] Well, right now I have been working since I left my house for quarantine reasons and here I live with my mother of a 70-year-old lady. I live with my partner, who is 7 months pregnant and with my daughter who is 7 years old.

[00:01:41] A normal day in quarantine for me was represented when I wake up between 6 and 7 in the morning. Whatever time I go to bed, it is a habit. I don't know if it's because of the temperature that I'm getting up at 7 o'clock.

[00:02:06] At one point, as he enters the bathroom, I shower badly and when I have no further commitment, I reach the patio.

APPENDICES

[00:02:17] Today I do 30 minutes to an hour of exercise.

[00:02:23] Then I bathe again. Thank you. We already have here. It was Veneta in this neighborhood who lived. Have water 24 hours.

[00:02:36] Then I get ready and. And well, here in my house we have a variety business.

[00:02:45] There we sell items such as stationery, toys, pineapple, theory and well, I'm usually there in the morning, in a business that is regularly attended by my partner.

[00:02:58] But because of the quarantine circumstances and since she is pregnant, I help her with it. Therefore he also says goodbye at that time at 7 in the morning and then at that time I prepared breakfast, usually a breakfast consisting of eggs, bag milk, either cassava, banana slices or potatoes. Well, the milk that is usually bought here is to strain it. There was one called Agro, which is called Lauti, which I can also reconcile on the level of one, here 100 meters from my house and one of one in front of my house, since there are two neighborhood stores.

[00:03:46] So I usually buy there while I cover the morning and take care of that business doing, rendering services, impressions or impressions, especially at noon, since I eat lunch, because sometimes we prepare it here at home or normally because my beloved cooks, my partner cooks. If not, sometimes it is more common to buy with a restaurant that is around here what is soups and here a CECO is prepared that is composed of rice, salad, grain such as lentils, beans and juice, whether it is guarapo, panela, Solti or fruit like sour guava, sweet guava.

[00:04:41] After we have lunch around between one and two, I get used to it because it was a habit, a lifetime can take a nap.

[00:04:49] Now that I started a contract, since I usually have virtual classes from 2 to 4, I do it on a platform, either on Facebook or on Sol.

[00:05:02] And when it was over, well again I go out to the premises. Help in the afternoons, after 5 or 6 in the afternoon. I sit on the terrace of my house, there, well, I do any work on the computer that I have pending.

[00:05:20] I have gotten used to working in the denial area, since I am currently in a merchants' association and then at the end I worked out what to do there, I made them as they are, preparing documents.

[00:05:39] Actually I also sometimes work on the research side, which has to do with my professional career.

[00:05:50] Right now I'm at least reviewing two articles. I also spend one or two other hours there, when in fact it gives me the encouragement for that.

[00:06:01] I usually get used to entertainment, as my hobby, music and soccer.

[00:06:10] You can't currently play soccer, then.

[00:06:14] I have a controller.

[00:06:17] I have a развития cloud and I am very fond of African music. So I am in some WhatsApp groups with some colleagues from Barranquilla and they share a lot of music.

[00:06:34] And usually, when I'm going to bed after ten at night, well, I open WhatsApp and between those groups and downloading music and listening and getting to know, well, it also takes me a long time.

[00:06:48] So I mainly do that. Fritz. Now with social networks, I talk a lot with my colleagues on WhatsApp.

[00:07:01] As for social life, well, very little, but when I have the possibility of suddenly these last months, the special days that for example the father's mother day. If I was lucky enough to meet some colleagues, not much due to the isolation issue, just two or three, and if it was shared with a beer and a roast before, when there was no quarantine, because it is customary to want and a soccer championship, because on Sundays we integrate and after each game, because if we get used to sharing with more suddenly.

[00:07:39] As for friends and I have many, many friends, I have always counted as having a certain degree of popularity. Here in my neighborhood and also in much of Sincelejo. So, let's say, that's like what I usually share, brother.

[00:08:00] I have one eight years older than me, that is, around 1:42 43 years. He is not living with us and it is not really that he has or does not have a greater relationship with him.

[00:08:16] So that's mainly how the main routine, roughly in terms of the ingredients with which food is prepared, does buy sugar, salt and vegetables.

[00:08:37] The opening, if you can, is bought in the store. Now, with the quarantine, because the song rises to something very chaotic and in the course of the day around 50 truck drivers pass

people with a cart where byproduct one can sometimes see some good offers, not from the temptation and buy there, but regularly.

[00:09:05] Those are like the main thing is rice.

[00:09:09] If you work, you buy a lot of rice, earn rice, not wila.

[00:09:14] Savory rice. One that sells the olympic at a very good price and of very good quality.

[00:09:22] And actually a large part, at least here, as we say the compadre I live with three companions, my 70-year-old mother, my pregnant companion and my daughter who is a girl. As it says I have to do the market, so what if I go out. And when the market square was open I attended, but it turns out and happens that right now the square is closed indefinitely and then I go to your own or I go to the Olympic or to the neighborhood store. As for teeth brushing, if people use to do it three times a day, when I get up, if I go to the center, I brush. After breakfast, if not, well sometimes it happens. After lunch, when new, before making dinner, I also brush the brand we use the most here at Colgate. [00:10:19] The crew bought it and used to buy it, preferably from one of the nations where the place was found.

[00:10:30] Well, they give it to me there at bargain prices.

[00:10:32] Much cheaper and I brush again. Before sleep.

[00:10:43] Lately. Well, as for the items I am dealing with, I have had to buy a lot.

[00:10:52] Through the Internet. So that.

[00:11:00] That's how I do it roughly. It's what I can tell you as soon as I cook. Well I don't really cook very well. I do like it, but sometimes I don't really occupy that for a long time. But hey, I

don't waste much time, I spend a lot of time on the computer. So that's why my partner, who by the way already cooked quite well, I prefer that they be on Sundays, Sundays.

[00:11:26] So, now in quarantine every 15 days, a roast here at my house and if I have the opportunity, I accompany it with a beer, with the famous tinged small green toilets that are regularly sold here on the coast and so.

[00:11:43] Well, I hope that this will suddenly meet the requirements and if you suddenly need other information, do not hesitate to ask me that I can hardly send it to you. I hope I have no problem with this video because it takes 12 minutes. So let's try to see what happens. Bye.

The Participant's Permission

Questionnaire about wearing masks

Dear Sir/ Madam,

My name is Catalina Lotero and I am currently working on a university research project about wearing masks during COVID19. Your help and assistance in completing the enclosed questionnaire will be invaluable for the study. If you agree to participate, all the information you provide will be completely anonymous and confidential. The questionnaire starts by asking you about a range of issues that may affect you, your thoughts and feelings about them, and then you will continue to look at three instructional graphics. After looking at the graphics, the second part of the questionnaire will ask you how you feel about wearing a mask during COVID19 will be asked. If you don't want to answer all of the questions, you don't have to please just do what you can. It shouldn't take long to complete, and I hope you 'll enjoy it. Once you 've completed the questionnaire, please could you return it to me. At the end of the project, key findings from the survey will be presented to the faculty members of Keio University. This survey will provide a valuable in- sight into my research work. Should you have any queries or concerns about the survey, please do not hesitate to contact me. Thank you very much for your help.

Yours faithfully, Catalina Lotero catalotero@gmail.com

Pre-survey

Branding Humanitario

Cuestionario sobre el uso de máscaras

Querido señor, señora,

Mi nombre es Catalina Lotero y actualmente estoy trabajando en un proyecto de investigación de la universidad sobre el uso de tapa bocas durante COVID19. Su ayuda y asistencia para completar el cuestionario adjunto será invaluable para el estudio. Si acepta participar, toda la información que proporcione será completamente anónima y confidencial. El cuestionario comienza preguntándole sobre una variedad de problemas que pueden afectarlo, sus pensamientos y sentimientos sobre ello, luego continuará viendo dos gráficos instructivos. Después de mirar los gráficos, la segunda parte del cuestionario le preguntará cómo se siente al usar un tapabocas durante COVID19. No debería tardar mucho en completarse, y espero que lo disfruten. Una vez que haya completado el cuestionario no tiene que hacer mas nada, los hallazgos clave de la encuesta se presentarán a los miembros de la facultad de la Universidad de Keio. Esta encuesta proporcionará una información valiosa sobre mi trabajo de investigación y aportara para diseñar mejores medidas de prevecion para bajar el numero de casos en el país. Si tiene alguna consulta o inquietud sobre la encuesta, no dude en ponerse en contacto conmigo. Muchas gracias por su ayuda.

Atentamente, Catalina Lotero catalotero@gmail.com
* Required

1.   Nombre / Name *

_____

2.   Numero de Telefono / Phone Number *

_____

APPENDICES

3. Indique el rango de edad en el que se encuentra /Age Range

Mark only one oval.

( ) 10 - 20

( ) 20 - 29

( ) 30 - 39

( ) 40 - 49

( ) 50 - 59

( ) 59 - 60

( ) 60 - 70

( ) 70 - 80

( ) 80 - 90

( ) 90 - 100

( ) Other: _____

4. 2. Indique su genero / Gender *

Mark only one oval.

( ) Femenino / Female

( ) Masculino / Male

( ) Otro / Other

5. Nivel de educativo *

Mark only one oval.

- Sin educación formal / No formal education
- 1 a 9 años de educación / 1 to 9 years of education
- 10 a 12 años de educación / 10 to 12 years of education
- Educación terciaria (Universitaria o técnica) / Undergrad or Technical
- Postgrado / Postgraduate studies

6. En donde vive actualmente? / Where do you live? *

_____

7. Ocupación / What do you do? *

_____

Productos / Products

8. De los siguientes productos cuales compra por lo menos una vez a la semana? / Which of the following products do you buy at least once a week?

Check all that apply.

- ☐ Cereal / Cereal
- ☐ Cerveza / Beer
- ☐ Aceites y grases / Cooking oil
- ☐ Papel Higienico
- ☐ Helados / Ice Cream
- ☐ Arroz / Rice
- ☐ Barra de jabon / Bar soap
- ☐ Shampoo
- ☐ Jabon de lavaplatos / Dishwashing soap
- ☐ Gaseosas / Carbonated drinks
- ☐ Carnes Frias (Jamones, salchichas, hamburguesas) / Cold Meats

9. De las siguientes marcas cuales compra por lo menos una vez a la semana? / Which of the following brands do you buy at least once a week?

Check all that apply.

- [ ] Pepsico
- [ ] Alpina
- [ ] Postobón
- [ ] Jamones Rico
- [ ] Bimbo
- [ ] Productos Ramo
- [ ] Alqueria
- [ ] Coca Cola
- [ ] Bavaria
- [ ] Colanta

10. Donde compra por lo menos una vez a la semana? / Where do you buy at least once a week?

Mark only one oval.

- ( ) Tienda de barrio local
- ( ) Tiendas D1
- ( ) Justo y Bueno
- ( ) Almacenes Exito
- ( ) Olimpica
- ( ) SAO
- ( ) Ara
- ( ) Alkosto
- ( ) Other: _____

Survey

11. Conoce usted sobre la situación del Covid19? / Do you know about the situation of Covid19?

Mark only one oval.

◯ si

◯ no

Tapabocas / Masks

12. Sabe que tiene que hacer para evitar contagiarse? / Do you know what to do to avoid getting infected? *

Mark only one oval.

◯ si / yes

◯ no / no

13. Sabe usted que es importante usar tapa bocas para la prevencion del Covid19? / Do you know that it is important to use a mask for the prevention of Covid19? *

Mark only one oval.

◯ si / yes

◯ no / no

14. Usa tapabocas? Do you use a mask? *

Mark only one oval.

◯ si / yes

◯ no / no

APPENDICES

15. Si dijo que no, porque? If not, why?

_____

16. Tiene acceso a tapa bocas? / Do you have access to masks? *

Mark only one oval.

◯ si / yes
◯ no / no

17. Conoce los diferentes tipos de tapabocas que existen? *

Mark only one oval.

◯ si
◯ no

18. Sabe que existen usos incorrectos y correctos del tapabocas? *

Mark only one oval.

◯ si
◯ no

19. Si respondio si, cuales conoce?

_____

Grafico Instructivo 1

1.

100% algodón.

2.
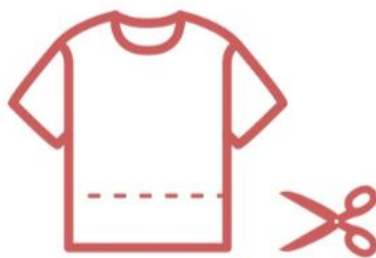
20. Que le comunica este grafico? / What do you think this graphics are communicating?

_____

_____

_____

_____

_____

Grafico instructivo 2

APPENDICES
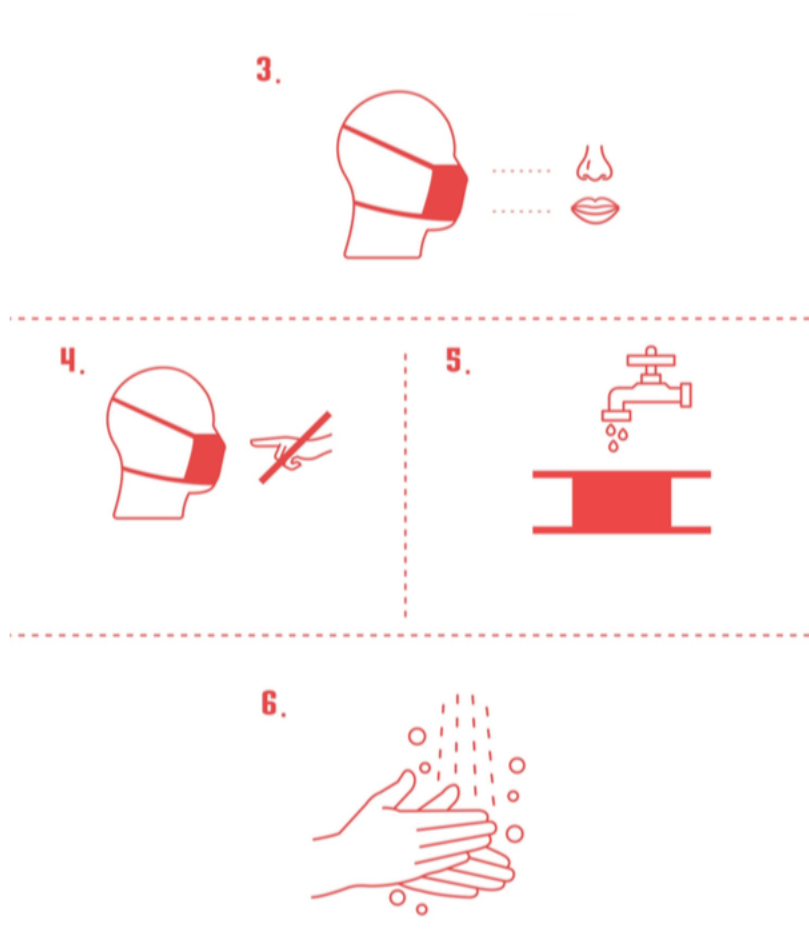
21. Que entiende con este gráfico? What do you think this graphics are communicating?

_____

_____

_____

_____

despues de ver los graficos

22. Ya tenia conocimiento de la información explicada en las graficas? Did you already know everything shown in these graphics?

Mark only one oval.

◯ si

◯ no

23. El grafico le generó preocupación? / Did this graph make you feel anxious?

Mark only one oval.

◯ Si / Yes

◯ No / No

24. Si viera estos gráficos en el empaque de un producto pensaría que ese producto es más confiable? / If you saw these graphics on a product packaging, would you think that product is more reliable?

Mark only one oval.

	1	2	3	4	5	
No / No	◯	◯	◯	◯	◯	Si / Yes

APPENDICES

25. Como mejoraria los graficos? / How would you improve the graphics?

_____

_____

_____

_____

_____

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Google Forms

2ⁿᵈ Survey

Humanitarian Branding

Brand trust and Covid19 Educational information

I am currently working on a university research project at Keio University on the use of mouth covers during COVID19. Your help and assistance in completing the attached questionnaire will be invaluable to the study. If you agree to participate, all the information you provide will be completely anonymous and confidential. The quiz begins by asking you about a variety of problems that may affect you, your thoughts and feelings about it, then you will continue to see two instructional charts. After looking at the charts, the second part of the questionnaire will ask you how it feels to wear a mask during COVID19. It shouldn't take long to complete, and I hope you enjoy it. Once you have completed the questionnaire you don't have to do anything else, the key findings from the survey will be presented to members of the Keio University faculty. This survey will provide valuable information about my research work and will contribute to design better preventive measures to lower the number of cases in the country. If you have any questions or concerns about the survey, do not hesitate to contact me. Thank you very much for your help.

1. Age Range

⊙ Multiple choice ⌄

○ 10 - 20 ✕

○ 20 - 29 ✕

○ 30 - 39 ✕

○ 40 - 49 ✕

○ 50 - 59 ✕

○ 59 - 60 ✕

○ 60 - 70 ✕

○ 70 - 80 ✕

○ 80 - 90 ✕

○ 90 - 100 ✕

○ Other... ✕

○ Add option

2. Gender *

○ Femenino / Female

○ Masculino / Male

○ Otro / Other

Educational level *

○ No Formal education

○ 1 to 9 years of education

○ 10 to 12 years of education

○ Undergrad or Technical

○ Postgraduate studies

Which product do you think is most trustworthy?

○ 1

○ 2
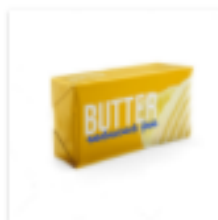
○ 3

○ 4

Which product do you think is healthier?

○ 1

○ 2
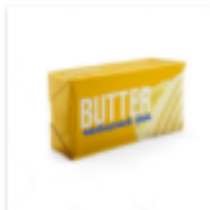
○ 3

○ 4

Which product would you buy?

○ 1

○ 2
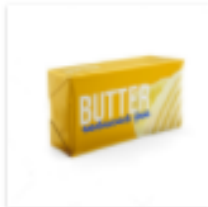
○ 3

○ 4

In which of these product categories would you find useful to see coronavirus educational information in?

☐ Pet care

☐ Personal Care

☐ Cooking oils and butters

☐ Healthcare

☐ Snacks

☐ Household care

Humanitarian Branding in the press

Web	Forbes.co	https://forbes.co/2020/05/27/emprendedores/colombianos-ganan-reto-de-mit-con-su-propuesta-de-prevencion-del-coronavirus/
Web	Revista P&M - FB Live	https://www.facebook.com/revistapym/videos/264696361514519/
Web	wradio.com.co	https://www.wradio.com.co/noticias/actualidad/campana-social-de-dos-colombianos-fue-ganadora-del-mit-challenge-de-la-covid19/20200602/nota/4043330.aspx
Web	bluradio.com	https://www.bluradio.com/salud/colombianos-ganan-mit-challenge-covid-19-con-proyecto-de-branding-humanitario-253144-ie435/
Web	bluradio.com	https://www.bluradio.com/noticias/28-de-mayo-de-2020-mananas-blu-con-camila-zuluaga-programa-completo-253158-ie435/
Impreso	Dinero	NA
Web	caracoltv.com	https://noticias.caracoltv.com/colombia/con-ingeniosa-propuesta-para-prevenir-el-covid-19-estos-colombianos-ganaron-concurso-mundial
Web	RCN TV	https://noticias.canalrcn.com/internacional/la-idea-con-la-que-disenadores-colombianos-ganaron-un-concurso-en-japon-357854?fbclid=IwAR3Hvs_u9Q2Yr6690hHVSkW8WXd-z7Kp_Hg2GXqswwySbBx2xm9Rz0hO5Ns
Radio	Blu Radio - Mesa Blu	NA
Web	Dinero.com	https://www.dinero.com/economia/articulo/por-estrategia-anticovid-ganan-premio-dos-colombianos/286953
Web	Revista P&M	https://revistapym.com.co/comunicacion/branding-humanitario-la-propuesta-de-dos-colombianos-que-gano-reconocimiento-del-mit
Web	caracoltv.com - youtube	https://www.youtube.com/watch?v=u2S1sSFOlKs
Radio	Blu Radio - Mañanas Blu	NA
Web	portafolio.co	https://www.portafolio.co/innovacion/campana-social-de-colombianos-ganadora-en-mit-541292
Web	ADN Bogotá	https://issuu.com/diarioadn.co/docs/adn_bogota_-_20200601

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Web	ADN Medellín	https://issuu.com/diarioadn.co/docs/adn_medellin_-_20200601
Web	ADN Bucaramanga	https://issuu.com/diarioadn.co/docs/adn_bucaramanga_-_20200601
Radio	Caracol Radio	NA
Web	ADN Barranquilla	https://issuu.com/diarioadn.co/docs/adn_barranquilla_-_20200601
Web	ADN Cali	https://issuu.com/diarioadn.co/docs/adn_cali_-_20200601
Web	RCN TV	https://www.youtube.com/watch?v=sWwe8BgK410
Radio	Rcn Radio - Al fin de Semana	
Radio	La W Radio	https://www.wradio.com.co/noticias/actualidad/campana-social-de-dos-colombianos-fue-ganadora-del-mit-challenge-de-la-covid19/20200602/nota/4043330.aspx
Web	Dinero.com - Facebook	https://www.facebook.com/plugins/post.php?href=https%3A%2F%2Fwww.facebook.com%2FRevistaDineroCol%2Fposts%2F10158308506339593
Web	MSN.com	https://www.msn.com/es-co/noticias/otras/campa%C3%B1a-social-de-dos-colombianos-fue-ganadora-del-mit-challenge-de-la-covid-19/ar-BB14WdMM
Web	MSN.com	https://www.msn.com/es-co/noticias/otras/proyecto-de-colombianos-para-prevenir-el-virus-en-zonas-rurales-gana-premio-mundial/ar-BB1583F4
Web	wradio.com.co	https://twitter.com/WRadioColombia/status/1267926882365947905
Web	wradio.com.co	https://www.facebook.com/plugins/post.php?href=https%3A%2F%2Fwww.facebook.com%2FWRadioCo%2Fposts%2F3458477754186307&width=500
Web	RCN TV - FB	https://www.facebook.com/plugins/post.php?href=https%3A%2F%2Fwww.facebook.com%2FNoticiasRCN%2Fposts%2F3415711045107022
Web	RCN TV - FB	https://www.facebook.com/plugins/post.php?href=https%3A%2F%2Fwww.facebook.com%2FNoticiasRCN%2Fposts%2F3415729398438520&width
Web	Pulzo.com	https://www.pulzo.com/nacion/mensaje-etiquetas-como-usar-tapabocas-gana-premio-japon-PP912589
Web	Revistaexclama.com	https://revistaexclama.com/la-prevencion-del-coronavirus-por-whatever-works/
Web	Forbes.co - IG	https://www.instagram.com/p/CAtjgQPpuEY/

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Radio	RCN Radio - La Tertulia	https://player.fm/series/la-tertulia-rcn-radio/la-tertulia-junio-02-de-2020
Web	wradio.com.co	https://play.wradio.com.co/audio/4043330/
Web	Revistaexclama.com	https://www.instagram.com/p/CBDklgdhPXK/
Web	bluradio.com	https://twitter.com/ZuluagaCamila/status/1266041279298838528
Web	caracoltv.com	https://noticias.caracoltv.com/colombia/estudiante-colombiana-logra-millonaria-donacion-en-favor-de-familias-vulnerables-de-soacha
Web	caracoltv.com - Youtube	https://www.youtube.com/watch?v=DBIeFQ1dpCg
Web	domiplay	https://es.domiplay.net/video/colombianos-ganaron-concurso-mundial-al-04-06-20-noticias-u2slks
Web	RCN TV - Youtube	https://www.youtube.com/watch?v=1vrqhq6w8aU
Web	RCN TV - Youtube	https://www.youtube.com/watch?v=sWwe8BqK410
Web	Investinbogota.org	https://es.investinbogota.org/bogota-responde-al-covid-19/noticias-positivas-del-coronavirus
Web	Colombiamegusta.com	https://www.colombiamegusta.com/colombianos-ganaron-concurso-mundial-en-japon-con-una-idea-para-prevenir-el-covid-19/
Television	Caracol TV	NA
Web	headtopics.com	https://headtopics.com/co/proyecto-de-colombianos-para-prevenir-el-virus-en-zonas-rurales-gana-premio-mundial-pulzo-com-13504192
Web	lanotapositiva.com	https://lanotapositiva.com/los-buenos-somos/colombianos-concurso-prevenir-coronavirus_39325
Television	CM&	NA
Web	zonacaptiva.com	https://zonacaptiva.com/jovenes-colombianos-ganar-premio-mundial-por-ensenar-el-buen-uso-de-tapabocas-en-zonas-rurales/
Web	somospartedelasolucion.com	https://www.somospartedelasolucion.com.co/colombianos-ganan-mit-challenge-con-soluciones-anticovid/

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Web	abcpolitica.com	https://www.abcpolitica.com/colombianos-ganan-premio-mundial-con-proyecto-para-prevenir-virus-en-zonas-rurales/
Web	larepublica.pe	https://larepublica.pe/mundo/2020/06/04/coronavirus-colombia-en-vivo-y-en-directo-hoy-4-de-junio-2020-casos-de-infectados-muertes-cifras-medidas-y-ultimas-noticias-del-covid-19-atmp/
Impreso	Portafolio	NA
Television	Caracol TV	NA
Web	Revista P&M - FB	https://www.facebook.com/revistapym/photos/fpp.322480117052/10158659465197053/?type=3&theater
Web	bluradio.com	https://twitter.com/BluRadioCo/status/1266040979951357952
Web	Revista P&M - IG	NA
Web	Revista P&M - FB	NA
Radio	RCN Radio - Noticiero de la mañana	NA
Web	RCN Radio - Noticiero de la mañana	https://www.rcnradio.com/colombia/dos-colombianos-ganan-premio-global-sobre-prevencion-y-cuidado-de-covid-19
Web	RCN Radio - La Tertulia - podcast apple	https://podcasts.apple.com/us/podcast/la-tertulia-junio-02-de-2020/id1146069072?i=1000476557843
Web	RCN Radio - La Tertulia - player FM	https://player.fm/series/la-tertulia-rcn-radio/la-tertulia-junio-02-de-2020
Television	RCN TV	https://www.youtube.com/watch?v=1vrqhq6w8aU

Web	RCN Radio - La Tertulia - spreaker	https://www.spreaker.com/user/rcnradiocolombia/la-tertulia-junio-02-de-2020
Web	RCN Radio - La Tertulia - podbay	https://podbay.fm/podcast/1487256812/e/1591119986
Web	RCN Radio - La Tertulia - emisaoras colombianas	http://www.emisorascolombianas.co/podcasts/la-tertulia-rcn-radio
Web	RCN Radio - La Tertulia - listen notes	listennotes.com/podcasts/la-tertulia-rcn/la-tertulia-junio-02-de-2020-9fcs1Maz3ht/
Web	RCN Radio - La Tertulia - podtail	https://podtail.com/podcast/la-tertulia-rcn-radio/la-tertulia-junio-02-de-2020/
Web	RCN Radio - La Tertulia - ivox	https://www.ivoox.com/tertulia-junio-02-2020-audios-mp3_rf_51686746_1.html
Web	RCN Radio - La Tertulia - podcastapp	https://podcast.app/la-tertulia-junio-de-e99042849/
Web	RCN Radio - La Tertulia - podparadise	https://www.podparadise.com/Podcast/1487256812/Listen/1591119986/0
Web	RCN Radio - RCN Digital - IG	NA
Web	RCN Radio - RCN Digital - Apple podcast	https://podcasts.apple.com/co/podcast/rcn-digital-junio-04-de-2020/id1187653778?i=1000476840931
Web	RCN Radio - RCN Digital - player FM	https://player.fm/series/rcn-digital/rcn-digital-junio-04-de-2020

Web	RCN Radio - RCN Digital - spreaker	https://www.spreaker.com/user/rcnradiocolombia/prog-rcn-digital-jun-04
Web	RCN Radio - RCN Digital - podbay	https://podbay.fm/podcast/1187653778/e/1591306348
Web	RCN Radio - RCN Digital - emisaoras colombianas	http://www.emisorascolombianas.co/podcasts/rcn-digital
Web	RCN Radio - RCN Digital - listen notes	https://www.listennotes.com/podcasts/rcn-digital/rcn-digital-junio-04-de-2020-q1ta6Dn7OxE/
Web	RCN Radio - RCN Digital - podcastapp	https://podcast.app/rcn-digital-junio-de-e99314412/
Web	RCN Radio - RCN Digital - ivox	https://www.ivoox.com/rcn-digital-junio-04-2020-audios-mp3_rf_51760964_1.html
Web	RCN Radio - RCN Digital - podparadise	https://www.podparadise.com/Podcast/1187653778/Listen/1591306348/0
Radio	Rcn Radio - RCN Digital	NA
Web	Publimetro online	https://www.publimetro.co/co/noticias/2020/06/17/branding-humanitario-prevenir-la-covid-19-rincones-alejados-las-ciudades.html
Web	Publimetro periodico online	https://www.readmetro.com/es/colombia/bogota/20200618/2/#book/6
Web	Publimetro - Facebook	https://www.facebook.com/plugins/post.php?href=https%3A%2F%2Fwww.facebook.com%2Fpublimetrocolombia%2Fposts%2F3357606644283884
Web	Publimetro - Twitter	https://www.facebook.com/plugins/post.php?href=https%3A%2F%2Fwww.facebook.com%2Fpublimetrocolombia%2Fposts%2F3357606644283884

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| Web | headtopics.com | https://headtopics.com/co/branding-humanitario-para-prevenir-la-covid-19-en-rincones-alejados-de-las-ciudades-13739704 |