



When recruiting champions, a personal investment can make a big difference. Having shared interests other than work can help. Building a relationship with them helps ensure that they stay committed when facing competing requests for their time, contacts/networks and energy. Consider the following when brainstorming personalities who could become a champion:

- What links are already established with policy-makers?
- Who do you know who might know or have influence on one – or ideally several – of your policy-makers?
- Is the champion known and respected among them?
- What other potentially useful connections/networks does the champion bring to the campaign?
- What does the champion know about the programme and issue? Or is the champion open to learning about the programme and issue?
- How personally invested is the champion in the cause? If they have a personal connection, that is great. If they don't, are they interested in learning more, by meeting survivors of malaria or seeing health workers in action to fight malaria, etc.
- Will the champion require payment, or will their time be volunteered?

### Campaign branding

Organizations spend considerable effort and time creating a brand, which is a name, a tagline and a visual representation of who they are and what they do.

A strong brand improves recognition of the campaign and what it represents. This recognition can help you get the attention of your priority audiences and the media, and to gain access to powerful influencers and decision-makers. A good brand name can help your work and ensure that your message will be heard and remembered.

Countries are welcome to use the Zero Malaria Starts with Me name, logo, and associated materials if they think it will resonate in their language and with their target audiences. If your country already has a named campaign, however, there is no need to change the name.

If you are choosing a name for a new campaign, branding strategists suggest considering the following<sup>12</sup>:

- Make sure the name is pleasing to the ear.
- Make it easy to remember.
- Initials aren't names.

- Think multilingual.

Keep in mind that your brand reflects your messaging (see [Message development](#) guide (pg. 28)). Paint your campaign as a winning cause that others will want to join; avoid words that imply victimization, vulnerability or despair.

Logos should be recognizable and reflect your campaign's goals and values. Think about the most memorable logos used by different companies and organizations. Even without knowing that much about an organization, a good logo helps people remember who they are and what they do. Logos are also important instruments in alliances and coalitions. Displaying partners' logos on materials allow you to recognize your partners for their contributions. Always use partners' logos with consistency and care. Alternatively, the logo for your country's campaign could represent all partners involved and be a tool that they can use on their materials to show their support for zero malaria.

Logos should not be too sophisticated. The best logos are based on simple, clever ideas. Even simple designs created on your computer can work well. The most important thing is that the image may be easily recognized, remembered and understood by those who know little or nothing about you. Over-designed logos tend to make little impact, the very opposite of what they are supposed to achieve.

### Social media

Social media channels, like Facebook, Twitter and Instagram, can help your campaign reach a wider audience and interact with them in a familiar way.

Maintaining a social media presence takes consistent effort. An effective social media account is regularly updated with relevant, interesting, and engaging content.

The most popular platforms for social media advocacy are **Facebook**, **Twitter**, and **Instagram**. Note that social media trends can change quickly. Don't be afraid to experiment with a new platform if it will help you connect with your audience.

- **Facebook** allows you to create a social media page where you can share photos, text posts, videos, and external links. Users who follow your page will see your posts in their newsfeed and can interact through liking your content, sharing it with their networks, and commenting.

12 Adapted from: Jack Trout, Steven Rivkin (1996). *The New Positioning*. New York: The McGraw Hill companies. 1996.