

Field Guide

HPV Vaccination Branding

About This Guide

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The purpose of this guide is to provide guidance on how to conceptualize and develop a branding concept to represent the aspirational qualities of the HPV vaccination campaign. A well-designed and executed brand encapsulates the ideals of good health, happiness, longevity and hope which play a huge role in the emotional motivation to seek a service, in this case, vaccination. Goal 3 in the UN Sustainable Development Goals is to ensure healthy lives and promote well-being for all ages, and the work of promoting the use of and access to the HPV vaccine contributes towards the attainment of SDG Goal 3, through the reduction of the disease burden caused by cervical cancer. The guide helps to lay out the process for developing a brand for your campaign.

Development of this field guide is the result of an extensive collaboration between UNICEF, American Cancer Society, Bill and Melinda Gates Foundation, CDC, CHAI, Gavi, the Vaccine Alliance, Girl Effect, JHPIEGO, JSI, PATH, WHO, UNFPA & PCI Media. UNICEF wishes to recognize their contributions to this important initiative and expresses gratitude to all those who supported the development of the package through their time and expertise.

UNICEF also thanks the following staff members and consultants from the Country and Regional Offices, and the Headquarters who substantially contributed to the development of these Guidelines, and their input and support is gratefully acknowledged: Elnur Aliyev, Indrani Chakma, Chancy Mauluka, Titus Bonie Moetsabi, Jennifer Barak, Fikiri Mazige, Karl Spence, Vololomanitra Belalahy, Tesfaye Simireta, Miriam Lwanga, Gianluca Flamigni, Marcelline Ntakibirora, Halima Dao, Omar Habib, Awa Diallo Bathily, Raabi Diouf, Grev Hunt, Jonathan Shadid, Johary Randimbivololona, Violeta Cojocar, Deepa Pokharel, Iwan Hassan, Helena Ballester Bon, Flint Zulu, Nasir Yusuf, Natalie Fol, Chikondi Khangamwa, Attiya Qazi, Azhar Abid Raza, Celina Hanson, Oya Zeren Afsar, Willibald Zeck, Diane Summers, Robin Nandy and Stefan Peterson.

Project lead, Suleman Malik, C4D Specialist UNICEF HQs.

These field guides have been developed to support country teams and partners in their HPV communication planning, rollout and monitoring. These guides are available online/offline for use and adaptation in line with local context and requirements.

To access and download the HPV Communication Field Guides, other related resources and examples, please visit <http://globalhpv.com/>

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Guide Users

This guide is intended for use by communication specialists and program implementation staff who need information and ideas about how to design an effective brand that represents the images and values for the HPV vaccination as per the country context. The guide provides detailed steps and actions for developing and implementing a brand, including ideas about naming, brand personality and visual identity.

What's in This Guide

In this guide you will find the following:

- Step-by-step guidance on how to effectively go about developing a brand.
- A set of brand tools and specific ideas used in branding to provide guidance on how a brand can be developed within a specific context.
- Key concepts in branding that are relevant in promoting HPV vaccination, including relevant examples.

What Is Branding and Why Is It Important?

Branding is the act of creating an identity and differentiating characteristics for an organization, product, or service. Brands are often understood to be the identifying marks of an organization—a name, tagline, design, symbol, etc.—but they’re also defined by the personality, values, and goals of the organization.

When branding an HPV vaccination program, you’re working to push forward a product—the HPV vaccine—but you’re also selling an idea: Vaccinating against HPV protects the health and well-being of girls and women (and sometimes men) and securing a healthy future. That said, it’s not all about “Push.” Think of your brand as a force that pulls people in, something that makes the act of securing a vaccine. Often, the pull factor of branding is about shaping an individual or community and creating an aspiration; it’s about helping people aspire to a state of good health which also leads to a happy life.

Going through a branding process will help your organization develop the personality you want to project in your campaign and

help shape how people perceive your message. Your brand will inform all public-facing (and many non-public facing) elements of your campaign, including printed materials, video content, website, social media, giveaways, banners, and posters.

Branding can help any campaign in four critical ways: 1) to establish consistency, 2) to raise awareness, 3) to define and maintain values, and 4) to guarantee integrity. Why do these four themes matter to your campaign? By staying true to your values, maintaining your integrity, and effectively communicating these values within your message, it helps to build trust between your organization, the girls and women you’re trying to reach, and the other stakeholders your work will inevitably touch. You’ll also be able to more easily motivate colleagues, partners, and communities, as well as help galvanize other stakeholders around those values and goals that you share. Finally, you’ll be able to differentiate your organization and work from other groups or services, which will help distinguish your campaign to professionals, partners, those in the field, and policymakers.



Overarching Actions and Guidance



Step 1: Ask brand questions

In building your brand, it is helpful to start by asking yourself a set of questions that will help define your goals. You may have asked some of these questions already when starting to build your program, but revisiting them will help keep you focused, and ensure your messaging and communications align with the ultimate end goals of your work.

Let's start by looking at four main questions that can help push your work forward:

Who is your audience?

You will likely have more than one audience, but for an HPV vaccination campaign, it's likely that young girls are your primary audience.

In addition to these young girls, you may want to reach people who influence and help raise them, including parents, teachers, caretakers, and others they look up to like celebrities or community leaders.

Tertiary audiences may include other stakeholders in the rollout of HPV vaccination programs, such as local governments or the Ministry of Health (MoH), as well as health care providers and donors.

Remember that your audience is a hierarchy. Though it can be absolutely essential to align stakeholders like parents, MoH, and healthcare providers, it is helpful to keep the primary audience in mind, and ensure that any messaging to reach other stakeholders doesn't come at the expense of reaching young girls.

What actions are you seeking from your audience?

The goals you're trying to achieve may vary a bit by audience, but, again, it is important to remember that the ultimate goal is to provide access to HPV vaccination for young girls. Mapping out what you need from each audience in order to reach more girls can be a helpful way to ensure your various sub-goals are working in tandem.

What motivates your audience?

Once you know what you need from each stakeholder, you'll want to understand what will motivate them to get you there. This is one of the most critical steps in branding. Highly resonant motivations will often vary dramatically depending on who your audience is (where they live, how old they are, what gender they are, etc.), but an example of a simple motivation might be a father wanting to keep his daughter healthy, or a mother motivated by the advice of a trusted friend or respected doctor. Sometimes a motivation may be surprising at first glance—for example, in some parts of the world vaccinations are required for school attendance. That could be highly motivating for a family that values education.

Understanding motivations can be difficult, so it is helpful to rely on research for this phase of branding. We'll talk more about what that research can look like in the following sections of this guide.

Are there cultural or other barriers to providing HPV vaccine that can be helped with messaging?

In understanding motivations of your audience and stakeholders, it is essential that you understand the cultural context that you're working in. For example, in some regions where you work, chastity might be a deeply held cultural value. You'll need to be sensitive to that and understand if there's a way to talk about the value of the HPV vaccine without disrespecting the local cultural values around chastity.



Step 2: Conduct research

There are multiple forms of research that may be helpful in informing your branding process. Often, the research process is most helpful in understanding the motivations and cultural context of the audience you're trying to reach.

Research can be time consuming and costly. In order to be more efficient with your resources, it is helpful to start by seeing what research already exists by asking yourself the following: Are there other groups in your region that have experience working with your target audience? Is there academic research you can look into on

your region or audience? Are there other HPV programs that have been rolled out in your region that you may be able to learn from? It may also help to look at research or existing programs in other regions that may share similar cultural contexts. However, you need to exercise a lot of caution—no two places are exactly the same.

If you're able to invest more in research—which is ideal—there are a few different ways you can go about it. Focus group discussions are a really effective way to gain insights from your audience. Your focus group should be made up of members of your audience. A good rule to use for size is between six and twelve people per group.

Start by asking general questions of your focus group about their lifestyles, motivations, and challenges. Your vaccination program needs to fit into their lifestyle, so the more you understand about it, the better you can be at understanding their lives. You may also want to present your focus group with some branded options to choose from. Plot out your questions in advance: How does this branding make them feel? Do they like the colors, the images, the style? Is it clear and informative? Are they likely to recommend it to their friends? It often helps to start focus groups with broader, high level information about your audience, and end with specifics like colors and wording.

If your resources allow for it, you may want to consider working with a professional research group that can help inform your work. Experts on ethnography, qualitative, and quantitative research can be highly impactful at designing effective research methods. If it's not financially feasible to hire an outside research group, that's okay. Just remember, the more you do to understand your audience, the more effective you will be.



Step 3: Testing

Research is just one step in the process. It informs your brand and communications, but research can be difficult, and finding the exact right branding tools can be complex. Before rolling out a brand campaign, it can be helpful to test your work with your key audience to see how they respond to it. This could be as simple as doing focus groups with stakeholders and key audience members to see how they respond to the

brand tools you've created. In some cases, testing may look something like trying out a branded campaign in one smaller region before rolling it out nationally.



Step 4: Your brand in action

Good brands are living entities. They must adapt if the campaign goals are not being reached, or if the objectives of the program change. You may choose to convene a new focus group, once the program is running and the brand is established, to ask your audience if the brand is resonating with them. Ask them how they perceive the brand, if it is trusted, and if it has motivated them to get vaccinated. You may also want to use the relationships you've built with community members or providers to keep a pulse on how effective your messaging is. Ideally, you'll be collecting data on uptake rates of the HPV vaccine. It may be helpful to start monitoring vaccination rates both before the campaign and after, to see if the brand is helpful in achieving your ultimate goal of growing those numbers. That said, brands grow stronger with time—the longer a brand is on the market, the more power there is in the brand. Allow for a little bit of time for your brand recognition to grow before you start expecting programmatic results directly linked to your brand.

Should you feel that your brand needs revision in order to better meet the needs of the program, use the same process and ideas as you did when defining the brand in the first place. You don't need to go back to the drawing board—sometimes, a small fix is all that is needed. But beware of brand dilution. If you start changing your brand too often, or too radically, it will lose its power.



Step 5: Identify brand tools

The process of brand development will help you land on a set of brand tools to assist and strengthen your communications strategy. The following section of the guide gives context into some of the most commonly used brand tools.

These brand tools will be most impactful if you are able to use the research you've conducted in the first section and the insights you've uncovered to inform the development of these tools.



Step 6: Develop your brand's personality and style

When building out your brand tools, it can be helpful to start with your brand personality. Another term that often gets used in place of personality is archetype. After doing your research, consider a personality or archetype of a person that your brand should represent. For example, in the case of HPV vaccination, the archetype for your brand might be a mother, an older sister, a nurse, a doctor, or a community leader. The archetype can be anything that gives you a clear sense of your brand's personality.

Use the archetype you've chosen to think of your brand as a living entity. Whenever creating a new brand tool or representing the brand, consider whether that person would actually talk this way, or actually present him/herself this way. How would a nurse present him/herself, as opposed to a doctor? How might a mother act, as opposed to an older sister? These differences can be helpful in determining which direction you want to take your brand.

Communicate with your colleagues about the writing style and the vocabulary you'll use to match this archetype. Like any piece of your brand, your brand personality will vary depending on your key audience. Medical professionals will require a different type of language to rural youth, for example. The reality is that in a campaign you may need to adjust the language when you have multiple audiences but try to stay as true as possible to the brand personality.

A glossary of key terms can help avoid future confusion. For example, do you say vaccination, inoculation, or immunization? You should also consider words to be avoided in your messaging. If, for example, you feel your target audience would respond negatively to slang like "shot" or "jab," you should use "injection" in your communications, and ensure colleagues do likewise.



Step 7: Choose a name

There are a number of different types of names you can consider when branding your program. The most basic kind is a generic name, which simply describes what the product is in its nature. The name "Human

Papillomavirus Vaccine" is an example of a generic name—it very simply and directly describes the vaccine.

Alternatively, you may want to use a name that is more descriptive or suggestive, one which gets more at some of the emotion or motivation behind the program. For example, think of UNICEF's #EarlyMomentsMatter campaign, which aims to improve Early Childhood Development. This campaign is named in a way that doesn't just describe the what of the work (ECD), but instead starts to point at the how and the why of the campaign (because early moments do matter). Another example of this kind of name is Medecins Sans Frontieres (Doctors Without Borders), which evokes an image of the work.

There are a category of names called fanciful names. Fanciful names are those which have no existing connection to the product or service. Fanciful names can be made up of words or phrases (like Oxfam or Greenpeace), or they can be names that mean something in another context, but doesn't directly relate to the goods or services being provided. That second type of fanciful name is often used with companies, like Apple or Delta.

A final consideration with naming is a legal one. You may need to ensure that there aren't any existing trademarks or registrations on the names you're trying to use. Trademarks and registrations typically exist at a national level, so you may need to look into whether any already exist for the name you want to use in your region.



Step 8: Decide on a tagline

Sometimes it can be hard to communicate everything you need to in a name. If you're finding it difficult to find the perfect name, remember that you can always create a tagline or slogan. A tagline can be a helpful way to supplement the name you're using and add color to your program identity.

Is the approach to your campaign to be nurturing and warm? Then make sure your tagline reflects that sentiment. In that case, the tagline might be words you'd hear from a caring mother or trusted friend. Or, perhaps your campaign is authoritative, in which case it might have stronger worded language, like that you might hear from a doctor or minister of health.

The wording and feeling of your tagline should match your brand personality.



Step 9: Create a logo/visual identity

Often when people think of branding, the first thing they think of is the logo. A logo is an important part of the brand, but it's also important to remember it's just one component. Your logo won't do the whole work of your campaign on its own, but it is helping to tell a story along with all your other brand tools. The term visual identity helps to describe all parts of how your campaign comes across visually—including your logo, but also your color palette, your font, and everything visual.

It is often helpful to think of a person or archetype in understanding visual identity. A silly example might be a cowboy. Think of the cowboy hat as a logo. A cowboy hat definitely conjures up a cowboy, but it's much more believable and trustworthy that someone is a cowboy if they also have the rugged denim, lasso, and boots to match. Think of your brand this same way, all parts of it should be working in tandem to be believable.

If the resources are available, it may be useful to work with a professional designer, design firm, or design consultant to help make branding decisions around visual identity markers like logo, color, and typeface.



Step 10: Choose a color palette and style

In addition to your logo, your visual identity can be defined by specific color. Think about having one main color which you can use in elements of your design on any material you produce: website, covers of leaflets, stickers, giveaways, banners and posters, for example. Sometimes, a set of multiple colors that work together can be helpful, though you don't want to go overboard. An example of single color branding is the UNICEF blue. Another example of color branding is CARE, which uses a combination of yellow and orange.

Be careful to ensure that the color you choose does not have an unwitting cultural

meaning or significance. Green and orange, for example, are the colors generally ascribed to two different communities in Northern Ireland, so a campaign there would probably choose to avoid those colors to dispel impressions of favoring a particular social group.

It's also important to remember that colors can also carry multiple meanings in the same culture. For example, in the United States, a yellow ribbon often signals a support of military troops. At the same time, it can also be a symbol of support for adoptive parents or finding a cure for bone cancer. Having an overlapping color with another cause can be okay, but it may be helpful to understand what existing connotations there are with that color in your region.



You can choose a secondary color which complements your first. A 'color wheel' shows colors which work together, and those that clash. Choose a color as far apart from your main color.



Step 11: Choose an appropriate typeface

In defining your brand, you may want to choose a typeface (or font), or set of typefaces, to use. As with other parts of your visual identity, having particular type that you use can be helpful for building consistency.

One of the simplest distinctions between typefaces is serif versus sans serif. Serifs are fonts with small lines at the end of the letters, like Times New Roman or Courier. These are the kinds of fonts you would have traditionally seen with typewriters, or in newspapers. Sans serifs are simpler fonts without the accentuating lines on the ends, like Arial (the font you see here) or Helvetica. In general, serif fonts are seen as more traditional and conservative. Sans serifs are typically seen as more modern and cleaner.

No single font or type of font is better than any other. Rather, the important thing is to pick a font that fits better, personality wise, with the brand you're creating and the audience you're trying to reach. Use your intuition when picking a font. What font feels like it fits your campaign? You may also look at fonts that you see every day in the location you're working. What styles of fonts are more popular? Could that be a good font for your campaign, or do you want something more distinct that will stand out?

There's no right or wrong answers when it comes to things like typeface, but make sure you have intention behind what you pick.

Branding Options Based on Local Context and Needs

Emotional Branding vs. Rational Branding

One of the basic distinctions in branding we haven't touched on yet is emotional branding vs. rational branding. This distinction is a helpful one to think of when you start putting your HPV vaccination campaign together. These two types of branding are essentially what they sound like, either appealing to emotion or rationality. Are you reaching the heart or the head?

A good example of these two types of branding involve the approach to discussing the HPV vaccine. The facts that are presented at the end of this guide are intended to inform people about the benefits of the vaccine in a way that focuses on what the HPV vaccine does. For example, the key facts state that "the HPV vaccine prevents the HPV strains that cause approximately 70% of cervical cancer." On the other hand, the emotional component of discussing the HPV vaccine with parents has to do with the idea that they are ensuring the health of their daughters in the future, or promising that they will remain free from cervical cancer. Rather than focusing on the product and its functionality, the brand is focused on the patient, their physical and emotional state, and what they're looking for. These are two significantly different approaches to discussing the HPV vaccine, and both are equally valid and important. Your branding can take either approach, or a combination of the two. The research you do with your audiences can help you

decide how to develop an appropriate mix of emotional and rational branding.

Explore Concepts in Branding Effectively

Let's take a look at some high-level concepts that might be useful to consider for your vaccination campaign. We'll also think a bit about which of these are emotional and which are rational. The following concepts have come up across various HPV communications campaigns and may be worth examining for your own work. The basic ideas will need to be adapted to the cultural context you're working in, but some of these could help provide areas for exploration.

Human Angle: Mom and Daughter

If your HPV vaccine is primarily focused on vaccinating young girls, it may be helpful to consider the bond between mothers and daughters as a potential angle for your campaign. In the research phase, this may mean asking questions about the role of family in this context. Is family an important part of the culture? Who do young women usually go to for advice? If that person is their mother, this angle might make sense. One way to use this concept could be pushing for mothers to get pap smears while their daughters get the HPV vaccination. The mother/daughter angle is a clear example of emotional branding.

The HPV Vaccine's Benefits and Importance

This concept would be more of a "rational" branding approach to HPV vaccination. Simply put, this angle would be about rolling out more information just on the benefits of the vaccine, the risks of not having it, and perhaps data on the efficacy of the vaccine. In certain places and contexts, this angle may make a lot of sense. For example, if your research has shown that the best way to increase vaccination rates is to motivate doctors, then this approach may be very effective.

Youth Happiness / Empowerment

Another potential angle could be around youth happiness and empowerment. This approach might portray vaccination as a way for young people to take control and agency over their own lives. This approach may require reaching youth directly, rather than through their parents, teachers, or other adult influencers. This may make sense for a young country that values and celebrates its young people, but it may be more difficult

to achieve in cultures that have strong reverence for elders.

Action Based Branding: Get Healthy

This angle is similar to the vaccine benefit angle, but with a slightly more emotional angle to it. You may still speak a bit about the benefits of the vaccine, but rather than using numbers and figures to talk about efficacy, this angle focuses more on building motivation and ambition towards a state of general health. This may be more of an umbrella campaign that could help motivate other health behaviors beyond just HPV vaccination. This angle could be effective, but the risk is that it may lead to loss of focus on HPV because of its broad perspective.

Trust vs. Authority

This concept offers a choice between two angles: Are you trying to build trust with

your audience and gain their confidence, or are you trying to be authoritative about the need for the HPV vaccination? A trust-based campaign may be about appealing to them through loved ones, like a sibling or parent, whereas the authority angle may rely on well respected figures like a government leader or a well-known doctor. In deciding which way to go, consider whether the culture you're working in is hierarchical or collectivist. Are young people motivated by their peers, or are they motivated by adults and authority figures?

These concepts are general ideas that might help shape the research portion of your branding process. Think about these or other concepts that might be resonant in the cultural context you're working in. Will any of these concepts help create a direction for the brand?

Branding Tips

- Branding is an art, and not a perfect science. There is no one answer or one way to create an effective brand.
- What works well in one country context might not work perfectly in another. Research can help you develop an effective brand in your context.
- Create a brand that helps tell a story about why vaccination is relevant to your audiences' life.
- The better you understand your audience, their lives, their motivations, their desires, and their community, the better your intuition will become about what branding will work for them.
- The brand should always work to serve the goal of increasing vaccination rates.

Finally, always remember that at the end of the day your campaign is an attempt to have a conversation with a community and help them build behaviors for better health.

Conclusion and Additional Resources

This guide provides an outline of the process you need to follow to develop a powerful brand for driving increased HPV vaccination rates. You may choose to spend some time brainstorming additional concepts prior to starting your research. You can then use these concepts to help shape the research you do, and perhaps create additional brand questions around them. Think of these concepts as hypotheses you'll want to test in developing your brand. Once you've landed on a particular concept, use it as a test. All the decisions you're making about your campaign (from language, style, color, etc.) should align with the concept you've chosen. If you're having trouble making a decision, ask yourself—which one fits more with the concept we've chosen? Be strict with yourself and be willing to make trade-offs based on the concept you've chosen.

Effective branding can make a difference in the success of a vaccination program. Commit to conducting research that will support your brand decisions, and consider carefully the aspects of branding described in this guide. The investments you make in effective branding will have a large effect on your HPV vaccination program.



Facts About Cervical Cancer and HPV

- Cervical cancer is one of the most common cancers affecting women. 350,000 women died of cervical cancer in 2022.¹
- Cervical cancer is one of many diseases that afflict the poor disproportionately. 94% of worldwide deaths from cervical cancer occurred among women living in low and middle-income countries, mainly due to lack of access to screening and treatment facilities.²
- Cervical cancer affects the cervix, part of a woman's uterus (womb).
- Human papillomavirus (HPV) is the primary cause of cervical cancer
- HPV is highly transmissible. The majority of the population who are sexually active, will become infected with HPV during their lives. Most HPV infection clears naturally, but in some cases, these infections will persist over years and go on to cause cervical cancer.
- Cervical cancer can impact child bearing as surgical removal of the womb may be required.³
- There are different types of HPV. HPV 16 and 18 are responsible for the majority of cervical cancer cases. Vaccines protect against these specific types of HPV.







Facts About HPV Vaccination and Cervical Cancer Prevention

- Cervical cancer can be prevented through HPV vaccination of girls, and cervical cancer screening and treatment of women.
- HPV vaccine is highly effective at preventing HPV infections, precancerous lesions, and most forms of cervical cancer.
- By 2022, over 130 countries had introduced HPV vaccines into national immunization programs.⁴ Governments in many countries offer HPV vaccine free of charge through immunization programs.
- The vaccine is most effective if administered to girls before exposure to HPV that occurs with sexual debut. WHO recommends girls aged 9 to 14 years old as the primary cohort for vaccination with a one or two dose schedule.⁵
- For girls aged 15 or older, or those with a compromised immune system, three doses within 12 to 15 months are recommended (typically given at 0, 2, and 6 months; but the second dose can be given at up to 6 months after the first dose).
- HPV vaccines are safe, effective and reliable. WHO Advisory Committee for Vaccine Safety has closely monitored the safety of HPV vaccines reviewing data and studies from all over the world. A WHO 2017 review of over 270 million doses of HPV vaccine concluded the vaccine has an excellent safety profile and no major adverse events.
- HPV vaccine is delivered with an auto-disposable (AD) syringe that is used only once and then must be safely disposed.
- HPV vaccine does not impact fertility or promote promiscuity. It is a vaccine that protects against cervical cancer.
- Evidence shows that countries with national HPV vaccination programs with high coverage have a significant reduction in new infections and cervical cancer cases over time.
- Like all other vaccines, the HPV vaccination can produce mild side effects, such as redness, swelling or soreness in the arm where the injection is given. Some people also experience headache, mild fever, aches in joints or muscles or temporary nausea. These side effects usually last a day or two and are not dangerous. If symptoms persist, the person should consult their local clinic or hospital immediately.

Endnotes

- 1 IARC 2022 <https://www.iarc.who.int/cancer-type/cervical-cancer/>
- 2 <https://www.iarc.who.int/cancer-type/cervical-cancer/>
- 3 Cancer Research UK, Available at <https://www.cancerresearchuk.org/about-cancer/cervical-cancer/living-with/fertility>
- 4 <https://www.who.int/news-room/fact-sheets/detail/immunization-coverage>
- 5 WHO HPV Vaccines Position Paper: Dec 2022

