

Health campaign communicates to women in fitting rooms

To reach its target audience of women in the Western Cape over 15 years of age, the provincial department of health selected Primedia Unlimited's Fitting Exposure and Mxit to message its target of a 75% reduction in the maternal death rate by 2015.

The underlying aims are to manage the causes of maternal death, enhance the management of pregnant women, ensure quality provision of contraception, strengthen and support pre and postnatal care, eliminate death from unsafe abortions and enhance community health awareness and mobilisation.



Improve conditions for women

"The Western Cape Government's Women's Month campaign is a follow-on to its 'Breast is Best' campaign," says Mary-Anne Lakin, Fitting Exposure's GM. "The same media channels were used lending itself to longevity and continuation in its efforts to improve conditions for women."

The campaign runs in all Jet/JetMart and Ackerman's fitting rooms until the end of September. Women across the province are encouraged to take full advantage of the opportunity to access any public health clinic in the province for any matter relating to their health.

As a call-to-action, the fitting room creative directed women to a Mxit group, which worked extremely well for the campaign. After eleven days into the campaign, users had already downloaded the health app nearly 40,000 times.

According to The MediaShop's Media Strategist, Teresa van den Berg, "We like the fitting room posters, due to the dwell time and opportunity to target specific genders; it gives the consumer a chance to absorb information and take down numbers if needed."

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