

Punch the Poo (Tinju Tinja) Open Defecation Awareness Campaign for Unicef

Summary :

Based on the *Joint Monitoring Program report (2014)*, published by UNICEF and the World Health Organization (WHO), 55 million people in Indonesia practice open defecation, making it the second highest number in the world after India. Open defecation is linked to many preventable yet potentially deadly diseases such as diarrhea and pneumonia – chief contributors to more than 370 under-five deaths per day in this country.

Although progress is being made through on-ground efforts conducted by UNICEF and the Government of Indonesia, there is a strong need for active participation by the public at large.

Unicef and its agency launched *Tinju Tinja* or Punch the Poo campaign. *Tinju Tinja* campaign introduced a villain named *Ninja Tinja* (“Poo Ninja”) digital campaign, collaborating with Melanie Subono, a rock-star singer, to raise the awareness that Indonesians need to stand up against Open Defecation. The campaign successfully built awareness amongst the netizens and youth in general, creating 392.4 million impressions making it the most unique non profit digital campaign in Indonesia, the first of its kind.

Objectives:

1. To raise the awareness about Open Defecation in Indonesia
2. Invite netizens to raise the Open Defecation issue further to a larger audience

Challenges:

1. Youth in big cities are not really aware and concerned about this social issue, since they think it will not affect them directly.
2. Open defecation is a taboo topic in Indonesia, nobody wants to talk about it openly. It's a very difficult topic to be discussed in the digital area. Nobody want to be involved or associated with this topic.
3. Poo is very disgusting, and challenging to be visualized, yet the campaign needs to be visual and attractive.
4. Data about open defecation is not easy to digest, boring, and uninteresting especially for the young netizens.

Target Audience Analysis

1. Brand Ambassadors and Influencers
We need to work with brand ambassador and influencers to make this campaign popular. Yet most feel disgusted about the topic and declined our request of partnership.

2. Netizens

In Indonesia Netizens are very influential in spreading the word of mouth and determine media agenda. They have the power to influence government policies. Yet most Netizens were not aware for feel interested in this issue.

Strategy:

1. To collaborate with Melanie Subono, Indonesia's famous rock singer, to speak about Open Defecation and invite audience to do something about it, making it popular, talkable, and trendy.
2. To associate Open Defecation with a villain, called Ninja Tinja (Tinja = Poo), the cause of 25% of kids death in Indonesia. It needs to be punched, and everyone can together do something to beat the villain (Open Defecation). The poo character makes the topic easy and fun to discuss.
3. To be visual as much as possible, creating educational content such as infographics and videos to provide attractive content including data and facts.
4. To create digital buzz using Melanie Subono's accounts, as well as other buzzers' accounts.

Execution

1. Seeding phase
 - a. Melanie shared photos/videos during her boxing practices through social media.
 - b. We created an unbranded built-in TV Program showing Melanie inviting the press to her boxing practice.

These two activities were expected to create relevance between the Melanie as the main hero and the upcoming campaign.
 - c. We launched the unbranded Ninja Tinja teaser video showing the villain's threat to children
 - d. We buzzed the seeding phase through Indonesia's largest digital forum, Kaskus, encouraged the forum members to share the video and broadcast about the issue through their own social media. The video was also buzzed through Facebook groups, pages, twitter and YouTube.
2. Provoking phase

The Punch the Poo Campaign was introduced to our target audience, revealing that the seeding phase videos and Melanie fight were part on the ring are part of Unicef - Punch the Poo Campaign. An online viral platform was launched to create wider involvement from the target audience.

 - a. Launched a microsite www.tinjutinja.com which was the official campaign channel

- b. Launched a branded official campaign video in YouTube, inviting audience to visit www.tinjutinja.com
 - c. Provided sharable attractive and fun educative contents, and encouraged netizens to broadcast through their own social media channels.
 - d. Utilized popular Youtubers (Bayu Skak and Duo Harbatah) to create and publish the videos to reach wider audience and create buzz in social media
 - e. Published a mobile version movie for people to look straight into their smartphones and spread the video faster.
 - f. Published Infographics to enhance the campaign virality and to educate about the danger of open defecation and the important of having good sanitation/clean water
3. Celebration phase
- a. Conducted online guerillas in online discussion forum social media to push the conversation.
 - b. Collaborated with social media influencers and buzzers to create conversation and buzz.

Creativity and Originality

The first fun viral discussion about open defecation featuring Poo as the main character. The first social media movement that used boxing theme as the main concept to deliver the urgency of open defecation problem. The first of its kind that used punch icon as the Action spirit to be used by social media.

Results

1. To raise the awareness about Open Defecation in Indonesia.
The awareness campaign successfully raised Indonesian's awareness about Open Defecation, as proven by the following numbers:

Achievement vs target:

- Impressions 392.4 million vs 150 million (261%% of the target)
 - Microsite visitors 26,722 visits vs 20,000 (134% of the target)
 - Support : 5,541 vs 1,500 (369% over the target) - Support relates with TA engagement in TinjuTinja Website, engagement form such as; share infographic, upload photos
 - Video: 382,152 vs 30,000 views (1274% of the target)
 - Thread viewers: 171,261 vs 100,000 (171% of the target)
 - Infographics : 1,738 vs 100 (1,738% of the target)
2. Invite netizens to raise the issue further by spreading educative content about the danger of Open Defecation and the important of having good sanitation/clean water through their social media account

- a. There were 5.541 active users that joined the viral activities through Twitter and Facebook.
- b. 382,152 views of the campaign videos in Youtube.
- c. Our campaign helped others to share facts and stories related to sanitation from their hometown

@Adtyhrdn: RT @melaniesubono, cool! #TinjauTinja @UnicefIndonesia @dedimulyadi71; eventough we live in the small village #weusepropertoiletç

@BTA: Cc@melaniesubono #tinjutinja @kompascom. 47% of West Sumba population still Practicing in open defecation.

Sahabat Melanie: RT:@melaniesubono: (1) visit tinjutinja.com. Based on BPLMD 2009, 55% DKI Jakarta's ground water affected by e-coli #tinjutinja

- d. Our infographic contents are proven to be shared by respected community and also general audiences to spread the issue of open defecation that has bigger impact, not just in sanitation but also other area, such as; education

@AbidinAssaur: @UNICEFIndonesia: #Infografis: the impact of open defecation for child nutrition development #tinjutinja

@Pojokpendidikan: @UNICEFIndonesia: #Infografis: the impact of bad water and unproper sanitation to education

@smiley_cumulus: (pecinta pelangi) come on! @UNICEFIndonesia: #Infografis: recognizes the danger of open defecation #TinjauTinja