

The Evaluation of the Communication Strategies in the Girls' Education Social Campaigns

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Abstract— In this work, social campaigns, directed by profit or non-profit institutions to assist girls' education, has been examined in terms of their qualifications and more importantly their communication strategies. Particularly, three social campaigns in Turkey whose focus are the girls' education have been examined and seen that even though they share similar aims and goals they used different communication strategies. In study, the similar and different sides of the used communication strategies have been evaluated from the point of view of the campaign performers.

Within the framework of this research, social campaigns towards girls' education in Turkey will be examined. The campaigns put forward or approved by The Ministry of Education is found out. The three campaigns focused on girls' education are decided for this research: "Lets Go to School, Girls", "Father, Send me to School", "Snowdrops: Contemporary Girls of Contemporary Turkey".

Among these campaigns, "Father, Send me to School" campaign is carried out by Ministry of Education, "Father Send me to School" campaign is carried out by a journal Milliyet and "Snowdrops" campaign is carried out by Association in Support of Contemporary Living and the Turkcell the biggest GSM operator in Turkey.

Keywords—About four key words or phrases in alphabetical order, separated by commas.

I. INTRODUCTION

We have seen many campaigns started in education field in last five years: 100% Support for the Education; Lets Go to School, Girls; Support to Computer Based Education; Father, Send me to School; The Snowdrops: Contemporary Girls of Contemporary Turkey; Long Live Our School. Although the education has been the focus point of these social campaigns, they have got different features. These campaigns, executed by profit and non-profit organizations, differentiate from each other in terms of their target audience, business scope, and other subjects. But, all these social campaigns have to make promotion so that they would get support from the society or to make the attitude aimed by the campaign approve. For this reason, they carry out various communication strategies and communication works.

In this work, it is aimed to evaluate the communication strategies used in the social campaigns executed by public institutions, foundations or private institutions, which support the education of the girls in Turkey. Therefore, it is determined,

primarily, the features related to the aim of the campaign, targets, and target audience of the taken campaigns. Afterwards, it is analyzed that what would be the benefit; whether the objects and services are worthy for the benefit; monetary or non-monetary costs for the desired behavior; the scope of the campaign; transformation places to reach the services related to campaign, organization places; what the messages are in the context of promotion works; which media channels used; what the advertising and public relations works are. The results taken from this analysis compared with each other and determined similar and different features.

The communication strategies have been crucial about social campaigns' reaching the target audiences. For this reason, the data taken out of this work will put forward the communication strategies used by the campaigns, which are successful to reach the target audiences. In this way, it would be possible to determine some criteria about what communication strategies will be used for an effective social campaign.

II. SOCIAL CAMPAIGN WORKS

These social benefit oriented campaigns also use marketing techniques and principles similar to commercial campaigns. The analysis of the programs needs the planning, execution and evaluation levels. The works made in the framework of social marketing [1] includes the interviews with the target audience who is supposed to exposure to social change; their persuasion and promotion works and the establishment of distribution channels. In the social campaign works, in the framework of social marketing the aims and targets must be determined in order to provide the desired behavior change. The features of the target audience are clarified in terms of decided aims and purposes. The target market and competition analysis are made.

An effective program is constituted so that it would show the expected behavior change of the target audience. A product is composed in the form of a goods package in connection with the expected behavior. The price the target audience is supposed to pay for the change tried to be as minimum cost as possible. The place is decided in such a way that it suits to the life style of the target audience and also easy to reach to the opportunities coming out of the change. In order to rise the expected reaction to the top, some works are made such as creativity and usage of the media channels. The obstacles in front of the expected behavior must be moved away and the rival behaviors must be understood. The different strategy and alternatives must be developed so that the campaign will be successful [2].

The works are implemented in every campaign in accordance with the campaign's own purposes. The success of these works depends on the effort pay for them. For this reason, in the framework of this research, the works made for the campaigns on the education of the girls in Turkey will be evaluated together with its results.

III. THE RESEARCH METHOD

Within the framework of this research, first of all, social campaigns towards girls' education in Turkey are examined. As a result of the search, the campaigns put forward or approved by The Ministry of Education is found out. The three campaigns focused on girls' education are decided for this research: "Lets Go to School, Girls", "Father, Send me to School", "Snowdrops: Contemporary Girls of Contemporary Turkey".

Among these campaigns, "Father, Send me to School" campaign is carried out by Ministry of Education, "Father Send me to School" campaign is carried out by a journal Milliyet and "Snowdrops" campaign is carried out by Association in Support of Contemporary Living and the Turkcell the biggest GSM operator in Turkey.

These campaigns are examined in the frame of social marketing. The required data for the research is provided through the web pages, but in case the web pages are not available or not enough for the required information, the direct interview with the campaign executives is made.

In this work, the aims, the goals, the target audiences of these campaign are examined. Besides, if there is a similarity between the target audiences; what the similarities and differences between promoted behaviors are; whether the goods and services presented within the campaign are worthy; what the similarities and differences are in terms of the scope of the campaigns; the reaching points of the campaign services; used messages; media channels; advertising and public relations works; the sponsors of the campaign are also examined.

IV. THE BACKGROUND AND THE GOALS OF THE CAMPAIGNS

Even though the campaigns within the research are related to the education of the girls', the institutions carry out the campaigns differentiate in terms of their qualifications. The basic object of the campaigns are to give education chance to those 640 thousands of school-age- girls. The works directed to solve this problem include both providing material solutions such as finding necessary scholarships, building schools, dormitories and also works on convincing the parents who are unwilling to send their daughters to school. The general aims of the starting campaigns are to solve these problems.

In the "Lets Go to School, Girls" campaign, in the level of the support of their education; it is aimed to make some works to determine the number of the school-age- girls who are not going to school, see their families and take essential measures, make them register to the schools (organization, determination, persuasion and registration levels). The campaign executives following the idea that "the education of a

girl is equal to the education of a family. The educated girls mean educated mothers which leads to increase in social health, production and welfare levels" aimed to activate every level of society to make a social and behavioral change and get their contribution to have the solution.

The "Lets go to School, Girls" campaign started with the cooperation of UNICEF and the Ministry of Education in 2003.

The aim of the campaign is to make of "all those school- age-girls (6-14 years)" student who are uneducated at all, or who leave school or temporarily go to school, and also is to provide equal opportunity for the education. Within the campaign, the works are made through home visits first in order to determine those girls who never enrolled to school in their neighborhood, next, to enroll them to school, to make them continue to school, to inform county campaign office and to activate local officers.

For the first year, the main purpose is to reduce the number of children who don't go to school from 640 thousands to 300 thousands and at the end of 2005 year it is aimed that all the girls go to school. This campaign is the Turkey branch of UNICEF campaign carried out worldwide to educate all the girls. UNICEF provided 700 thousands of dollars and also technical assistance for this campaign. 1.2 milliards are given for both this campaign and "100 % support for the Education" campaign, which is carried out by the Ministry of Education. So far 113 thousands of girls had chance to go to school through the campaign. Besides, 9214 of out of 135 thousands of essential classrooms are provided [3].

The "Father, Send me to School" campaign is started by one of the national newspapers, Milliyet in 23rd April of 2005. 19 profit and non-profit organizations support this campaign. Within this campaign, it is aimed to provide monetary aid, develop social consciousness and solve structural problems.

In order to create an education opportunity for those girls who had no chance to go to school, within the campaign, it is decided to build Elementary Education Girls House, New Secondary School Girls House, Classrooms, Boarding School, and Regional Boarding School and also to give scholarships. Furthermore, among the works, convincing the fathers to send their daughters to school, persuading the persons and the institutions to supply grant take place. In this campaign it is aimed to build 22 dormitories, 3 boarding schools and to give scholarships for 6750 students. From the beginning till today 17 dormitories have been built and 3652 scholarships have been given. The total amount of the fund is equal to 13.750 billion dollars [4].

"The Snowdrops: Contemporary Girls of Contemporary Turkey" campaign is started by Turkcell and Association in Support of Contemporary Living (ÇYDD), in an effort to give unrequited education scholarships for the girls. This campaign has been continuing in three periods. Within this campaign every year education scholarships are given for 5000 girls. Initially the campaign is named as "Contemporary Girls of Contemporary Turkey" but after the novelist Ayşe Kulin wrote a book named as "The Snowdrops", telling the story of the girls who had chance to have education through this campaign, the name of the campaign changed as "The Snowboards". Afterwards, Sezen Aksu, one of the great pop stars in Turkey,

supported the campaign through her records and concerts. In the last term, they are in cooperation with TED Istanbul College [5].

Within this campaign, what is aimed is to give equal education opportunity and also a chance to have a profession for those girls who cannot afford their education due to the economical problems of their families. Since 2000 approximately 10000 students have given scholarships through this campaign.

In these three campaigns, when we look the executives and the sponsors, we see both profit and non-profit institutions have taken place. Even though the general aims and targets are similar, not only providing monetary funds but also developing social conscience have been crucial in the campaigns carry out by Ministry of Education and Milliyet; whereas Turkcell campaigns have stayed limited with the unrequited scholarships.

V. THE TARGET AUDIENCE OF THE CAMPAIGN

The campaigns taken within this research have some differences in virtue of their target audience. In “Lets go to School, Girls,” campaign, the main figures related to campaign are like these:

- Ministries and Political leaders
- Business Circle
- Communities
- Religious Officers
- Non- Governmental Organizations
- Media
- Distinguished Persons
- Teachers
- Schools
- Parents
- Girls

This campaign, which aimed to provide the education to the girls, has been added social leaders and responsible persons in addition to the girls and their parents. In the stage of communication works, media has also been included to this target audience. It is planning to ask for help to distinguished persons during the promotion stage. Besides, the campaign includes the education of the assigned persons who are responsible for persuading the families to send their daughters to school. If we take all these into consideration, it seems natural to determine such a large target audience.

For the campaign “Lets go to School, Girls,” it is chosen 10 east and southeast cities as an operating field where schooling rate is very low, for the first year. 23 more cities were added in 2004. Total 53 cities, which were estimated in the beginning of the project, are planned to operate for the year 2005. According to data out of first 10 cities at the end of first year, 40000 more student girls are enrolled compared to previous year; and the increasing enrollment rate based on the cities changes between 2% and 20% [6].

In the “Father, Send me to the School” campaign girls and their parents in 10 cities, the aid institutions and volunteer persons exist in the target audience. Together with this campaign it is aimed to give scholarships in 10 cities to 250

student girls, and along with the other grants build the dormitories for the student girls.

“The Snowdrops: Contemporary Girls of Contemporary Turkey” campaign 5000 girls to give scholarships in 41 cities, constitutes the target audience.

From the point of the target audience, the campaigns incorporate whole Turkey though the eastern regions take more weight. Furthermore, the target audience of “, Lets go to School, Girls” campaign led by Ministry of Education seems bigger than those two campaigns led by the profit organizations. The big difference is created in terms of the scope of the campaign (53 cities) as well as the number of students (640 thousands students) who are aimed to start their education.

VI. REACHING POINTS OF THE CAMPAIGNS

Generally, the aids given by big enterprises to “Girls lets go to School Campaign” is measured around 100 thousands dollars. For this reason, the supports organizations give their supports through communicate with the campaign executives. For the individual and small supports, it is cooperated with “100% Support for the Education” campaign. An extra budget is not reserved for the “Girls, lets Go to School” campaign. In “100% Support for the Education” campaign, the aids are made as school building, land donation, dormitory building, making interior decoration, school equipment donation, cash grant.

Along with “Father, Send me to School” campaign the donations are collected through bank account numbers, online systems or SMS messages. These choices have made individual donations easier and so the number of individual education supporters has been reached to 32 732 in the campaign.

In the “Snowdrops” campaign the Turkcell firm intended to give scholarship to 5000 girls every year and doing so, aimed to effort it totally by its own resources. Nevertheless individual donations are also welcomed too. The cassettes, CDs and also concert incomes have been used to develop the support services. Besides, the contribution mechanisms have been enlarged through bank account numbers, online system centers and SMS systems. The education institutions have also contributed by accepting student girls to their schools and dormitories.

Unlike the “Let’s go to School, Girls” campaign, there have been variety of individual contribution ways in the other two campaigns. In the “Lets go to school, Girls” campaign, since the institutional donations are expected mostly, the telephone lines are directed to get the connection among the cities.

VII. THE COMMUNICATION STRATEGIES IN THE CAMPAIGNS

If we look at the issue from the point of view of the campaigns, we see that, the campaign names have been used as messages at the same time. In fact the “Let’s go to School, Girls” campaign is meant as “supporting the girls for schooling”, the campaign slogan also turns into the campaign name. Except for the name used in the “Father, Send me to

School” campaign the message “Leave no Girl Uneducated// This is our all duty” has been given.

In the “Snowdrops: Contemporary Girls of Contemporary Turkey” campaign, the singer Sezen Aksu, along with her cassettes and CD covers give her own message in the last term: “Lets educate our girls. Our girls are our futures.” Generally, open expressions have been seen in the used messages, towards the educating of the girls. The target audience differentiates in the messages. While addressing the girls through the message “Let’s go to School, Girls”; the campaign name of the “Father, Send me to School, is addressed to the fathers. Whereas; the messages under this name have directed to those people, who are expected to contribute, or donate. The target audience in the message, Sezen Aksu gives for the “snowdrops”, has been seen as vague. It is not clear, while she says, “Lets educate our girls”, addressed to the fathers or to those supporter people.

The institutions have used different communication strategies on the basis of their qualifications and also target masses in the above- mentioned campaigns. One animation, 10 TV spots, four part radio drama, and education videos involving the stories of the girls reached within the “Let’s go to School, Girls” campaign, and have been prepared and given to both local and national media and campaign executives. The other works related to “Let’s go to School, Girls” campaign are like these:

- Teacher hand book
- Educator hand book
- Guide book for the volunteers
- Promotion films
- Poster
- Logos
- Web page

We observe that, enough place has not been given for advertising and public relations in the “Let’s go to School, Girls” campaign, rather the works have been made towards campaign executives.

The “Father, Send me to School” campaign has been directed by Milliyet newspaper, whereas, being Milliyet a part of a great media institution has made the other communication means within the same great media institution used easier. We see that apart from the newspaper advertisements, promotion advertisements have also broadcasted in channel D TV, and also TV programs have been made with some famous people to get donations. Besides, a logo and a web page exist in the name of the campaign and photo archive takes place in the Internet.

Five advertisements have been made in the “Snowdrops: Contemporary Girls of Contemporary Turkey” campaign from the beginning. The cell phone company Turkcell has used the same characters used previously in their other commercial advertisements. In the last term, they have given up these advertisements in which the institutional identity were in the forefront. In the first of the two TV advertisements made in the last term, the successes of the children who schooled have been emphasized, while in the second, the support of Sezen Aksu and the song she made for the campaign have been underlined. In addition to the funds come from cassettes, music CD’s and

concerts, Ayşe Kulin’s book “Snowdrops” has been noticed and the name is liked so much and accepted as the campaign name.

Since the promotion works of the other two campaigns except for the “Let’s go to School, Girls” campaign, has been carried out by the profit organizations, the TV advertisements have been used more often. The institutions has reflected their institutional identity to the advertisements (the usage of Turkcell character for the Snowdrops campaign, showing “Father, Send me to School” campaign advertisements in the TV channel belong to the same company and keeping too much place in the newspapers for the printed advertisements.

VIII. CONCLUSION

The campaigns taken in this work involve the works on the girls’ schooling, which has been a problem not only in Turkey but also in many countries of the world. The issue has been taken seriously both by the state and also by commercial institutions. The comparing and displaying the similar and different sides would guide the similar works making in the future.

The aim of this analysis is to envisage the similarities and the differences between the communication strategies used in the social campaigns inclined to the girls’ education. The results of the analysis showed that the profit and non-profit organizations employed different communication strategies. It has seen that no relation exists between used communication strategies and the size of the target mass.

The problems related to the girls’ education has been on the agenda not only in Turkey but also in some institutions like the UNICEF. And the support of the UNICEF for a campaign in Turkey renders important these works in the international arena too. For this reason, the examination of the campaigns, has led to make a general analysis related to the solutions for the girls’ education problems. In this work, the campaigns outputs also took place. Since the social campaigns are considered to be the long -term campaigns, it takes time to conclude them. The three campaigns examined here have been still continuing. But, here, the results from the starting date of the campaigns till today have been put forward.

While aiming to schooling 640 thousands of the girls by “Let’s go to School, Girls” campaign, for the first year the number of the girls aimed to schooling is 300 thousands girls. The first year of the campaign term the number of schooling girls have been 133 thousands. “Father, Send me to School” campaign started in 2005. There has been no target put forward on the basis of years in this campaign, but almost half of the intended number of scholarships (3652) have been given and also almost three fourth of the aimed number of the dormitories (17) have been constructed. There was no success level for the “Snowdrops” campaign. The company carry out the campaign has undertaken to educate 5000 girls and they have been realizing this.

When we evaluate the campaigns in virtue of communication works they have made, we see that, the Ministry of National Education has given weight the campaign on the basis of the families and school circuits and has also planned intense works for the executives in the “Let’s go to

School, Girls” campaign which has the biggest target audience. Nevertheless the mass media has not been effective as much as in the two other companies. As a result the supporters and the donators have more difficulty to get information about the growth of the campaign or to realize the importance of the works.

The public relations activities (particularly opening ceremonies) other than the advertisements broadcasted within the campaign do not take place in the media in terms of the target audience compared to other campaigns. Even though the proportion is low, one must take into consideration the fact that, the target of the “Let’s got to School, Girls” campaign 128 times as small as the other one. Besides, the “Snowdrops” campaign has realized the annual helps without having any donation and support. It has been though that the contributions given to the “Snowdrops” campaign would only help the increase the quality of the given services. But, due to the fact that the institution carry out the “Snowdrops” campaign is a profit-making one and due to its effort to get prestigious position out of this campaign, the institution has given importance to the public relations activities. And it has made famous people support the campaign.

The institution, which carries out the “Father, Send me to School” campaign is being a media institution, not only make the advertisement publications easier, but also make public relations works take place in the media. The campaign has not been different from the other ones in terms of the campaign aims and the campaign works, the success, rather comes from the dominance in the usage of the media channels. This shows that the communication strategies have been very effective on the success of the campaign.

Consequently, in the examined campaigns, it is seen that, there have not been followed a communication strategy well proportioned with the target audience and both the profit-making and non-profit institutions has given more importance to the communication works.

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