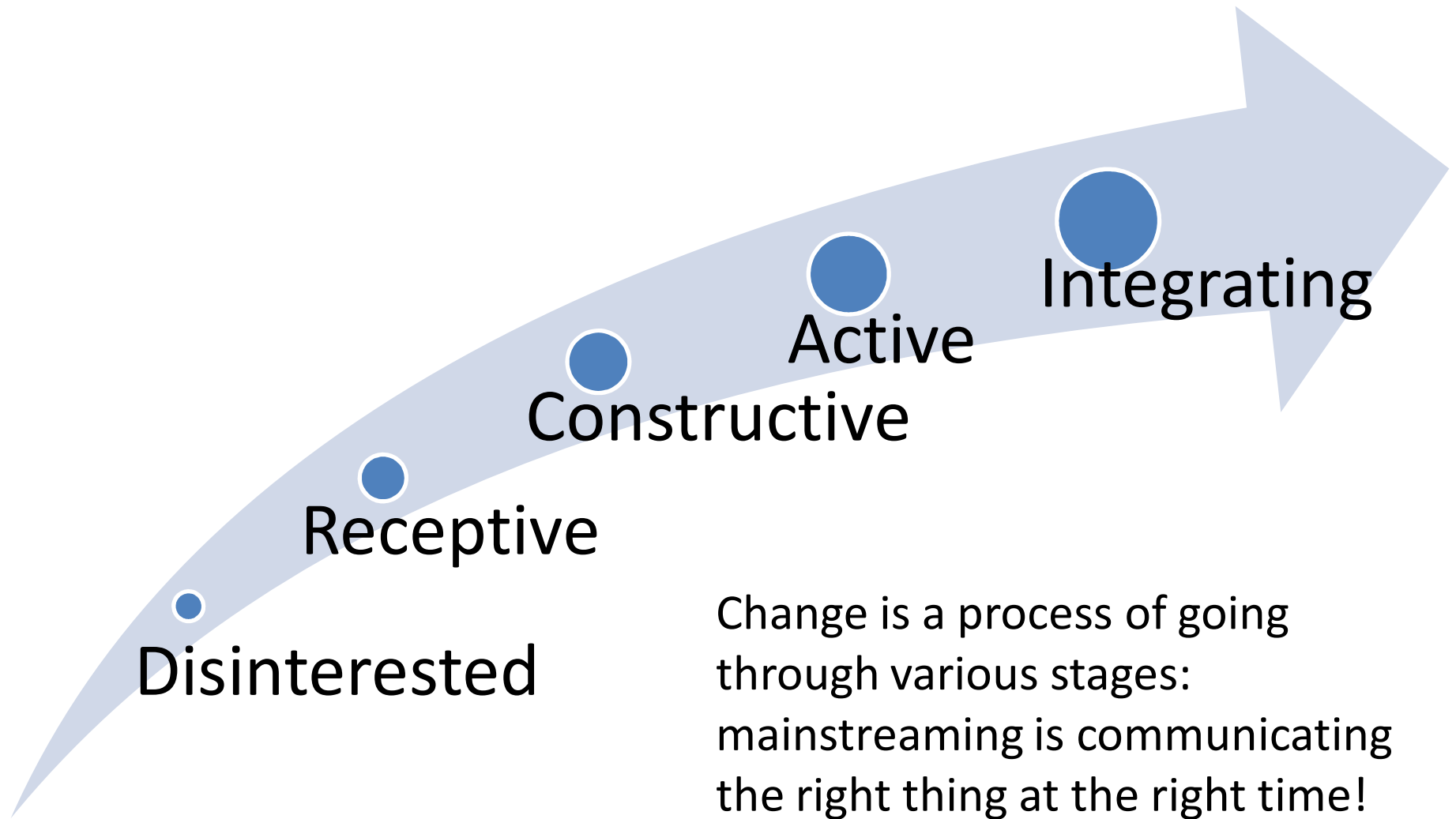


Mainstreaming = passing through various stages of change



# Example task map: Panadol (Analgesic Brand)

<b>Brand</b>	<b>Panadol</b>
<b>Target Audience</b>	Consumers: 16 – 55 years, male & female, people who take action to deal with their pain to keep their lives on track

## Current Behaviour

WHAT are they doing?

Buying a mix of branded and non-branded products to meet their needs

They buy based on their own experiences and weigh up all factors especially options available for each specific pain state and the relative prices

## Desired Behaviour

WHAT do you want them to do?

Buy Panadol in preference to Own Label & Generics

Use Panadol more often for more pain states

Recommend New Panadol to my friends and family

## Current Attitudes

WHAT thoughts, feelings, beliefs are the main barriers to them doing what you want them to do?

I think that Paracetamols are all the same

I know what the different ingredients are

I don't believe Panadol is any different from standard Paracetamol and I don't think that the increased price is worth it

## Desired Attitudes

WHAT would they need to think, feel, believe to change their behaviour?

I know that all Paracetamols are not the same

I still know the names of all the ingredients, but for the first time I know why Panadol is superior and why it's suitable for me

I now think it's worth it

How will you measure if the behavior and attitude are changing or not?

**Increase market share of Panadol base by 2 percentage points between 2010 and 2011**

# Pathway to change behaviour vis-à-vis: .....

<b>1. Target Audience:</b>	
<b>2. Current Behavior:</b>	<b>5. Desired Behavior:</b>
<b>3. Current Attitude:</b>	<b>4. Desired Attitude:</b>
<b>6. Strategy:</b>	<b>7. Changes needed in infrastructure/context:</b>
<b>8. Metrics:</b>	<b>9. Timeline:</b>

