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Estrategias de Marketing Social adoptadas en la Campaña Ley del Minuto Siguiente

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ABSTRACT:

Research objective: to understand the decisions regarding the definition of the target audience and the strategies adopted for the execution of the campaign.

Theoretical framework: seeks, through the lens of Social Marketing and its strategies, to describe and analyze the Lei do Minuto Seguinte campaign, a law that guarantees emergency, complete and free care in hospitals of the Unified Health System (SUS) to victims of sexual violence.

Methodology: of a qualitative nature, this article is a case study of the Lei do Minuto Seguinte campaign, launched in 2018, from an initiative of the Regional Attorney for Citizens' Rights of São Paulo, an agency of the Federal Public Ministry in collaboration with the Associação Brazilian Association of Advertising Agencies (ABAP).

Results: it was noticed that the primary audience were women and that the campaign had institutional and voluntary support, occurring in an unstructured way. Added to this, the lack of knowledge of the laws that guarantee assistance to women is significant.

Originality: carrying out a case study using the theoretical lens of Social Marketing in order to evaluate the process of launching a campaign whose subject is tenuous and worrying for the quality of life in Brazil.

Theoretical and practical contributions: the need to evaluate and validate the effects of the campaign's actions from its launch to date was noted. In addition, it was possible to identify those new campaigns need to educate different audiences involved indirectly, such as men and children, and, consequently, new research needs to be carried out in order to understand the impacts of each campaign launched whose objective is to change the behavior of the individual. and society as a whole.

KEYWORDS: "Lei do Minuto Seguinte", Violence against women, Social Marketing.

RESUMO:

Objetivo da pesquisa: compreender as decisões relativas à definição do público-alvo e às estratégias adotadas para a execução da campanha.

Enquadramento teórico: busca, por meio da lente do Marketing Social e suas estratégias, descrever e analisar a campanha Lei do Minuto Seguinte, lei que garante atendimento emergencial, completo e gratuito nos hospitais do Sistema Único de Saúde (SUS) às vítimas de violência sexual.

Metodologia: de natureza qualitativa, este artigo é um estudo de caso da campanha Lei do Minuto Seguinte, lançada em 2018, a partir de uma iniciativa da Procuradoria Regional dos Direitos do Cidadão de São Paulo, órgão do Ministério Público Federal em colaboração com a Associação Brasileira de Agências de Publicidade (ABAP).

Resultados: percebeu-se que o público primário foram as mulheres e que a campanha contou com apoio institucional e de voluntários, ocorrendo de forma não estruturada. Somado a isto, o desconhecimento das leis que garantem auxílio para as mulheres é significativo.

Originalidade: realização de um estudo de caso utilizando a lente teórica do Marketing Social a fim de avaliar o processo de lançamento de uma campanha cujo assunto é ténue e preocupante para a qualidade de vida no Brasil.

Contribuições teóricas e práticas: notou-se a necessidade de avaliar e validar os efeitos das ações da campanha desde o seu lançamento até o momento. Além disso, foi possível identificar que novas campanhas precisam educar diferentes públicos envolvidos de forma indireta, como homens e crianças, e, conseqüentemente, novas pesquisas precisam ser realizadas a fim de entender os impactos de cada campanha lançada cujo objetivo seja alterar o comportamento do indivíduo e da sociedade como um todo.

PALAVRAS-CHAVE: Lei do Minuto Seguinte, Violência contra a mulher, Marketing Social.

PALABRAS CLAVE: “Lei do Minuto Seguinte”, La violencia contra las mujeres, Mercadeo social

INTRODUCTION

The number of victims of sexual violence in Brazil has grown in recent years. In 2016, there were 66,123 occurrences of rape, according to data from the 14th Brazilian Yearbook of Public Security (Bueno & Lima, 2020). Still, only 22,918 were attended by the Unified Health System (SUS), according to the Atlas of Violence (2018). The numbers refer to rapes of women and men, although women are the most common victims. Still, to the yearbook, 85% to 88% of sexual violence crime cases are female. In this way, the existing social problems in Brazil concerning the female public are perceptible, even though they are the largest part of the population (IBGE, 2010).

Sexual violence against women does not only occur in emerging countries such as Brazil. Studies state that, in the United States, a country considered to be developed, about 52.2 million women (43.6%) have suffered some form of sexual violence during their lifetime (Smith *et al.*, 2018). Thus, sexual violence against women is a major global public health problem (Robert, Paterson, & Francas, 1999; World Health Organization, 2018).

Because of this, some legislations protect women, including Law. No. 12.845/2013, which guarantees rights to victims of sexual violence, has been valid since 2013 but has not been efficient. On the one hand, there is a lack of knowledge both on the part of the population directly affected and on the part of the public that deals with the service. In this sense, Souza (2019) states that public health services are resistant to complying with this provision. According to data from the Federal Public Ministry (2018a), when looking for public health units after suffering sexual violence, many people fail to receive the care provided by law and are sent home without being attended to due to the lack of knowledge of professionals about what the law says. According to the 10th Brazilian Public Security Yearbook (Lima *et al.*, 2016), in addition to blaming rape victims, there are negative responses from the authorities and disbelief to reports of abuse, which affects the victims' decision to report the acts suffered.

Previous studies demonstrated that Social Marketing could raise awareness of existing social norms in specific environments (Robert *et al.*, 1999; Konradi & Debruin, 2003; Potter, Moynihan, & Stapleton, 2011; Stewart, Wright, Smith, Roberts, & Russell, 2021). Furthermore, Robert *et al.* (1999) specifically addressed sexual violence against women, as Potter *et al.* (2011) and both found that, after carrying out the campaigns – with Social Marketing strategies – it was possible to obtain an increase not only in awareness itself (Robert *et al.*, 1999) but also in attitudes (Potter *et al.*, 2011) to people who were part of the campaign's target audience.

Since violence against women is a national and international public health issue, it is relevant to identify and evaluate actions that mitigate the problem in contexts of gender inequality and use social marketing campaigns (Flood, 2011; Stewart *et al.*, 2021).

In Brazil, as a result of a civil inquiry conducted by the São Paulo Regional Attorney for Citizens' Rights since 2016 to investigate the deficiencies in care in the public health network in cases of sexual violence, the Attorney's Office, in partnership with other entities, launched the campaign “Next Minute Law,” in 2018. The campaign was carried out with the collaboration of various entities and voluntary actions. In addition,

the prosecutor held meetings with state and municipal health secretaries and public security professionals to inform them of the law and the campaign, give them a deadline to have an adequate structure in hospitals, and train professionals to meet the victims.

This descriptive study aimed to understand the strategies adopted in the campaign in the light of Social Marketing from the creators' point of view. We hope this work can contribute to theoretical and managerial advances in models for planning and executing initiatives to protect against violence against women in Brazil and other contexts.

The article is divided into six parts: the introduction, presenting the context and general objective of this work; the development of the theoretical basis from two spheres (Social Marketing and its strategies); and violence against women, highlighting the social problems they face. Therefore, the contextualization of the Next Minute Law campaign and its relationship with Social Marketing is discussed. Finally, the main findings of the work and their limitations are highlighted.

SOCIAL MARKETING AND ITS STRATEGIES

Social Marketing can be defined as a process that applies marketing principles and techniques to create, communicate and provide value to influence target audience behaviors that benefit society (Brychkov & Domegan, 2017; Kotler & Lee, 2019; Lefebvre *et al.*, 2020). Alternatively, as a subdiscipline of marketing still focused on applying knowledge and marketing techniques to social causes, being involved often with purposes that aim to change individual and collective behavior.

Concerning trying to influence people's behavior change, one can mention the inclusion of the following purposes of a campaign: the acceptance of a new behavior or the rejection of another, as well as modifying an existing behavior or abandoning it (Kotler & Lee, 2019).

In addition, according to Wood (2016), it is relevant to seek to influence public policies and reduce the behavioral barriers that prevent changes and transform them into collaborative opportunities rather than trying to improve individual health conditions. Thus, social marketing campaigns can be more effective when they are based on targeting groups and collectives that include the subjects to whom the change of behavior is aimed, as all other issues that are linked to it, this can include family members, friends, and co-workers, among different subgroups (Ajzen & Fishbein, 1980; Robert *et al.*, 1999; Konradi & Debruin, 2003).

According to Lefebvre *et al.* (2020), Social Marketing uses marketing strategies to influence voluntary behavior change. When planning a campaign, it is necessary to know who will be the individuals or groups consuming its products, designated by adopters chosen as the target or target audience. There are factors to be researched to obtain knowledge of each group of adopters, such as their behavioral characteristics, psychological profile, and sociodemographic characteristics (Levit & Cismaru, 2020).

The Social Marketing process begins when people or organizations point out a social problem that a specific action can overcome. Then, the group organizes itself to develop a project to solve the problem (Levit & Cismaru, 2020; Wymer, 2010). A social problem is a phenomenon in which individual or collective behaviors considerably affect social well-being. This is beginning to be evidenced in surveys, population reports, and their indicators.

In short, Social Marketing aims to develop strategies to promote behavior changes, highlighting the benefits of this change and reducing cost perception (Kotler & Lee, 2009). When planning a campaign, it is necessary to know who will be the individuals or groups consuming the products designated as the target audience. Then, product, price, place, and promotion strategies are adopted to influence the target audience to accept the desired behavior.

The target audience can be segmented according to their interests, behavioral characteristics, psychological profile, and sociodemographic characteristics (Potter *et al.*, 2011; Levit & Cismaru, 2020). Segmentation is distinguishing people and grouping them according to their similarities. It consists of identifying a group

of individuals who need the product, either because they do not want it, do not know it, do not know how to use it, or simply because they reject the idea of using it (Minciotti, 1983). It is worth mentioning that, by using the course of action strategy, it is possible to define where and when the target audience will be encouraged to acquire the desired behavior and will be able to enjoy the services associated with the social campaign (Kotler & Lee, 2019).

Regarding the product, it can also be presented in an intangible way and, in Social Marketing, the proposal of adopting a new behavior under the existing persuasion since there is the pretension that, when noticing the campaign, the target audience can perceive the possibility and advantages of changing their behavior, doing justice to Social Marketing and improving the society in which the subject is inserted (Robert *et al.*, 1999; Fontes, 2011). Furthermore, the persuasion mentioned is closely linked to the promotion strategy, given that, in Social Marketing, the tactics implemented are strongly directed toward the target audience (Gordon, 2012).

The course of action strategy, or distribution channels, consists of defining where and when the target audience will be encouraged to acquire the desired behavior and will be able to purchase tangible products and receive the services associated with the campaign (Kotler & Lee, 2019; Lefebvre, 2013; Lefebvre *et al.*, 2020).

The pricing strategy considers all factors the individual perceives in their propensity to abdicate to adopt the product (a new behavior). It is associated with sociability, time, economy, effort, sacrifice, and lifestyle change for the target audience (Alcalay & Bell, 2000). The costs of these factors can be categorized into monetary and non-monetary costs. Therefore, professionals should help adopters reduce the perception of financial and non-monetary costs. Consequently, it is not easy to measure the product's price since there is little control concerning the variables of actual costs to the target audience. If the perception of individuals concerning the benefits of adopting the social cause is greater than the costs involved, the exchange process takes place more easily (Bloom & Novelli, 1981).

The promotion strategy, in turn, includes all actions aimed at bringing the target audience closer to the product (desired behavior). The creation of communication is a process that starts with the determination of the main messages, followed by choice of messengers and creative elements, and ends with the intention of media channels (Lefebvre *et al.*, 2020; Kotler & Lee, 2019). Effective communication originates with the definition of the campaign objectives, delimitation of the target audience, the purpose of the message, and appropriate means for the public, not forgetting the evaluation and control criteria throughout its execution. The communication effort must be constantly evaluated to know if the communication objectives are being achieved.

In short, Social Marketing can be defined as a process that applies marketing principles and techniques to influence behavioral changes aimed at circumventing social problems that affect individual and collective well-being.

VIOLENCE AGAINST WOMEN: FROM SEXUAL ABUSE TO FEMICIDE

Violence against women is one of the contemporary phenomena that has become a social problem and affects both women and their surroundings. According to Carvalho and Almeida (2003), violence is sustained by a social structure marked by inequalities and injustices experienced in different places and groups of society. Violence refers to authority conflicts, the struggle for power, and the will to dominate, possess, and annihilate the other (Minayo, 2005). Dias and Gambini (1999) state that Brazil has always had a history of violence linked to its form of colonization and development, contradicting the myth that it is a peaceful country.

The reflection on violence and violence against women is relatively recent. It is worth mentioning that, only in August 2009, Law No. 12,015 amended articles of the Penal Code of 1940 (1998), which were in force at the time, concerning rape and indecent assault crimes. At the time, the legislation reflected the state's

interference in customs and reinforced the supposed masculine roles relating them to aggressiveness and, to the feminine, to passivity. More than that, the woman's position was that of an object that belonged to a third party, whether father or husband (Nadai, 2017). The constraint of a woman to carnal intercourse was characterized as rape. At the same time, all other situations of sexual violence hovered within the scope of the Violent Attack on Indecency, "to constrain someone through violence or severe threat to practice or allow a lewd act other than carnal intercourse to be practiced. Another aspect of the code is that there is assumed heterosexuality.

Nadai (2017) points out that the change in the code through Law No. 12,015 brought a different interpretation from the new wording in which the subject who committed the act was no longer gendered. The type of aggression intended (carnal intercourse, oral sex, or other) also became indistinguishable. Considering a chain of conceptions, these aspects are reinforced through the practices and enforcement of the law.

According to Narvaz and Koller (2004), violence against women originated through power relations between women and men, specifically in the genesis of the patriarchal organization, which rigidly determined the roles to be played by both. Thus, they comprise a wide range of physical, psychological, sexual, and patrimonial aggressions, which can culminate in death by homicide, a fact called femicide (Meneghel & Portella, 2017).

In 2017, there was an increase in femicides in Brazil. With about 13 murders a day, 4,936 women were killed, the highest number recorded since 2007, according to the Atlas of Violence (2019). Femicide comprises a wide range of situations, such as deaths caused by mutilation or beatings. Another situation that can lead to femicide is sexual aggression, called sexual femicide, which "occurs in cases where the victim has no connection with the aggressor, but the death was preceded by sexual violence, in the case of rape followed by death" (Oliveira, Costa, & Sousa, 2015, p. 22).

As stated by Pinto *et al.* (2017), under pressure from feminist movements and society in general, public policies and actions to prevent and assist women victims of sexual violence have been implemented, especially concerning creating and improving norms and services to help victims. Considering sexual violence against women and knowing that they are the primary victim of this type of crime, it is worth mentioning that, in 2013, a law was created that guarantees integral, emergency, and free care to these victims: law No. 12,845/2013.

The law in question provides that victims must have access to complete care, which includes medical, psychological, and social support, collection of material for carrying out the Human Immunodeficiency Virus (HIV) test, administration of drugs against pregnancy and sexually transmitted diseases, facilitating the registration of the occurrence and providing guidance on their legal rights and available health services (Sobreira, 2018). The measures and procedures adopted soon after the violence suffered aim to prevent greater expenses for the state, given that drug treatment are cheaper than treating possible consequences, such as illness or the need for an abortion (TV Câmara São Paulo, 2018).

Although valid, this law is not widely known by the country's population. In addition, understanding its existence does not guarantee service. The care offered by health and public security units is criticized by victims, who point out difficulties, given the lack of preparation on the part of those who attend (Coelho, 2018). Faced with the problem, a campaign was created to publicize this law.

However, despite all these legal apparatuses, the policies for disseminating the law and assisting victims of sexual violence are still developing in several Brazilian states, requiring the awareness of managers and investments in human resources and in the training of teams to work with the theme. Finally, it is understood that there is violence broadly, and the very concept of gender and gender identity are liable to be interpreted and reflected here due to a given cultural, historical, and social moment. However, for methodological reasons, the theoretical and analytical approach of the article will be based on the marketing perspective.

METHODOLOGICAL PROCEDURES

This study is classified as descriptive research with a qualitative approach. According to Barros and Lehfeld (2000), descriptive research intends to look for how regularly that event occurs, its nature, characteristics, causes, correlations, and connections with other phenomena.

The research strategy adopted was the case study, considering that this technique does not aim to control behavioral events and focuses on a current event (Stake, 1995). In this sense, the case study is justified due to the need to understand a singular and contextualized phenomenon in Brazilian reality: a campaign that combats violence against women. Furthermore, it is worth mentioning that the “Next Minute Law,” launched in 2018, is contemporary since the existing social problems that the action seeks to combat are still predominant in the national territory (Cardoso, de Carvalho, Batatinha, Cardoso, & Franca, 2020).

Data collection consisted of secondary and primary data. Documentary analysis was used to understand the indicators of violence against women in Brazil. At this stage, technical and scientific reports of broad access were considered: the Brazilian Public Security Yearbook for 2016 to 2020 and Atlas of Violence for 2018 to 2020. In addition to the information, pieces and promotional material from the campaign were also used.

Then, two semi-structured interviews were carried out with the following subjects: the Regional Attorney for Citizens’ Rights of the State of São Paulo, the author of the campaign, and the publicist, who was responsible for developing the advertising material for the campaign, vice-president of the Association of Advertising Agencies (ABAP) at the time. The interviews were carried out in February and March of 2020. The Next Minute Law campaign was chosen because other campaigns related to the law that had a national scope were not identified.

The “Next Minute Law” campaign is the result of investigations carried out by the Regional Prosecutor for Citizens’ Rights in the state of São Paulo, based on a civil inquiry initiated in 2016 to investigate the deficiencies in service in the public health network in cases of sexual violence against women.

The launch focused on disseminating Law No. 12.845/2013, consisting of videos, graphic pieces, and digital communication actions, using the primary communication vehicles in Brazil, such as radio and television. In addition, Facebook has made available to its users a theme for users’ profile pictures related to the campaign. This way, it was broadcast nationwide, although it started in São Paulo since the initiative to create the campaign was from the Federal Public Ministry (MPF) of São Paulo.

The campaign was carried out through voluntary actions involving agencies, photographers, camera operators, characters, media, and influencers, including an image donation agreement with Rede Globo, which included the participation of artists to act as rape victims in fictional plays. Other media materials were used in urban furniture, such as bus stops, installed at points of higher incidence of cases of sexual violence, not only transmitting information about the law but also illuminating the places, contributing to the prevention of attacks in the nighttime.

On the International Day of Non-Violence against Women, November 25th, 2018, the “Statue of a Thousand Faces” was launched, an itinerant sculpture of a female body whose face brought an electronic screen with images of women alternating every minute. The statue was exhibited at the Vila Madalena station in São Paulo. Finally, all information and guidance for victims can be accessed on the campaign’s website, where there is a complaint channel with a form for victims who could not obtain the assistance provided by law to file a complaint. The complaints registered on the website go directly to the MPF and are forwarded to the responsible secretariats of each region.

Thus, qualitatively interpreted data, in which thematic analysis was used to identify and understand the main stages of the campaign, target audience, and strategies adopted. Additionally, with the notes taken by the authors as complete observers, that is, they observe the context without participating in it (Creswell, 2010), the transcripts of the interview conducted and the documents (texts, photographs, and videos)

collected, it was possible to perform the triangulation of the data proposed by Stake (1995), thus helping the reliability and validity of the entire context not only of the campaign but in the society to which it was applied.

RESULTS AND DISCUSSIONS

The campaign had two audiences: women and professionals who deal with victim care (health and public safety professionals). The prosecutor defined the primary target audience based on annual surveys, such as the Public Security Yearbook and the Atlas of Violence (2019), which states, in its fourteenth edition, that women are the ones who most suffer from sexual violence. The secondary audience defined were health and public safety professionals. In addition, the prosecutor interviewed stated that part of the underreporting was identified as arising from inadequate care for victims, both by health and public safety professionals who are unaware of the law and potential procedures to be adopted (Machado, Almeida, Dias, Bernardes, & Castanheira, 2020).

According to Lefebvre *et al.* (2020), the purposes of a campaign can be behavioral (what behavioral changes are desired), knowledge (what information the audience is expected to know), and beliefs (what the audience is expected to feel or believe). It is inferred that the objectives for both audiences were knowledge and behavior to make the law known and the procedures that victims and health and public safety professionals need to know. The summary of the discussion can be found in Table 1.

Table 01: Target audience, campaign purpose, and desired behaviors

| Target Audience | Campaign purpose/objectives | Desired behavior change |
|---|-----------------------------|--|
| Primary: women. | Behavioral knowledge. | Know the law and your rights in case of violence, and use the reporting channels to seek assistance. |
| Secondary: health and safety professionals. | Behavioral knowledge. | Know the law and assist victims per the law. |

Source: The authors, 2021.

As the prosecutor reports, when analyzing the data at the time of the initiation of the process, he noticed that women were the most affected:

The number of police reports was more than double that of assistance in the Unified Health System. So I said: there is a problem here, right? Because it is normal for people to seek health care if an accident happens. You will first solve your health problem and then go to the police (Machado *et al.*, 2020).

Moreover, when it comes to defining the other audiences, health and safety professionals, he indicated:

I think that health professionals are insecure, they are afraid to do it, and then, in the future, it could cause problems for them. So this situation is also another situation that needs to be faced. Bring more security to health professionals to do this procedure because, otherwise, you will force the victim to move when she can move, right? (...) As for public security professionals (...), there is an insensitivity to the subject, you know? It seems like people will only really be more sensitive when tragedy knocks on their door." (...) So, I think this happens for a few reasons: First, because there is still a lack of knowledge of the law, and second because society still does not discuss this topic more intensively (Machado *et al.*, 2020).

In addition, the prosecutor reported having sent an official communication to all attorneys for citizenship in each state in the country. The document's content requested the initiation of processes in their respective states, alerting them to the data from the yearbooks and the need to treat the problem as a public health issue.

However, **health and public safety professionals** were not directly evidenced in the videos and promotional materials of the national campaign to which the researchers of this study had access on the Next Minute Law campaign website (see Figure 1).



Figure 1: One of the Next Minute Law campaign videos

Source. One of the videos of the Next Minute Law campaign, developed by the Federal Public Ministry (2018b).

Once the target audience is defined, this section also discusses the product, price, place, and promotion strategies adopted to influence the target audience to accept the desired behavior. Therefore, there are three levels of product, which can be: the core (benefit for performing a behavior), the actual product (products and services offered), and the extended product (additional elements that help in the performance of the behavior) (Kotler & Lee, 2019; Lefebvre *et al.*, 2020).

However, for the realization of the campaign, the definition of the product strategy was not evidenced by the interviewees. A priori, from the analysis of data and campaign actions, it is inferred that the core product is the guarantee of medical and psychological care. The actual product is services provided to victims in health facilities and hospitals. Furthermore, the expanded product is possible additional care and monitoring of victims - not identified in the findings.

The product's strategy was to make information, posters, and videos with short messages tangible, which portray the seriousness of the problem and the emergency to seek care. The law, the rights provided for in it, and the communication channels the victim must access, in case they cannot obtain the assistance supplied by law, were informed.

For the target audience to adhere to obtaining the social product, they must have easy access to information that tells them where and how they can do it. The course of action or distribution strategy is how the primary target audience will perform the desired behavior (Lee & Kotler, 2019; Lefebvre *et al.*, 2020). Therefore, a website containing information and guidelines for victims was created regarding the course of action decisions. There is a whistleblower channel in it, with a form for victims who could not obtain the assistance provided by law to file a complaint. The complaints registered on the website go directly to the MPF and are forwarded to the responsible secretariats of each region. From these complaints, it is possible to act punctually in hospitals that are not functioning correctly, to make the service comply with the law. In addition to the channel, health units and hospitals are also places where victims can access medical and psychological care.

Communication strategies include decisions about the message (what you want the target audience to know and believe); the possible messengers (those who will deliver the message or support it); the creative strategy (what and how it will be said); and communication channels (where and when messages will be exposed) (Kotler & Lee, 2019; Lefebvre *et al.*, 2020). They are reflected in videos and advertisements intended to make society aware of the law. It sat on a bright and optimistic side to communicate the law

and guide the victim to seek medical attention. Videos, graphic pieces, and digital communication actions were distributed through various channels and broadcast in Brazil. In addition, lectures were held for the secondary target audience to raise awareness of this law. This strategy encourages the target audience to accept, adopt and maintain the desired behavior (Peattie & Peattie, 2009).

The pricing strategy refers to the costs the target audience associates with adopting a new behavior. Moreover, they have generally considered incentives for desired behavior or disincentives to rival behavior. Examples of incentives include discount coupons and public recognition. At the same time, disincentives can be fines and public denials of behavior (Kotler & Lee, 2019; Lefebvre *et al.*, 2020).

In the campaign, the costs of changing behavior are related to time and effort, such as overcoming psychological barriers, as it is difficult for the victim, in the face of trauma, to seek care, as well as for professionals to be sensitized and offer it. There are also financial costs with the campaign since it is necessary to have resources to disseminate the campaign material and work on managing indicators. Still, these were not passed on to the target audience. Table 2 summarises the main strategies adopted.

Table 2: Strategies adopted.

| Marketing strategy | Description |
|--------------------|--|
| Product | <ul style="list-style-type: none"> - Nucleus: guarantee of medical and psychological care. - Real: Services provided to victims through reporting channels, health units, and hospitals and materialized through posters and videos with campaign information. - Expanded: unidentified. |
| Price | <ul style="list-style-type: none"> - Non-monetary costs and incentives for the desired behavior: time, effort, psychological barriers of the victim when seeking care. - Monetary costs for the target audience: none. |
| Course of Action | <ul style="list-style-type: none"> - MPF whistleblower channel. Hospitals and health facilities. |
| Promotion | <ul style="list-style-type: none"> - Materials for media in urban furniture. - Message: 'your word is the law.' - Messengers: actors and influencers (Marília Gabriela). - Creative strategy: videos suggest acts of violence against women and inform the rights and data of violence. - Communication channels: MPF website and open TV channel, urban furniture (bus stops). |

Source: The authors, 2021.

Because of the above, there is a search for an attempt to make women aware of denouncing cases of rape if this occurs. From this perspective, Figure 2 can show the response of this campaign through the number of claims made available by the Public Security Yearbook from 2018 to 2021.

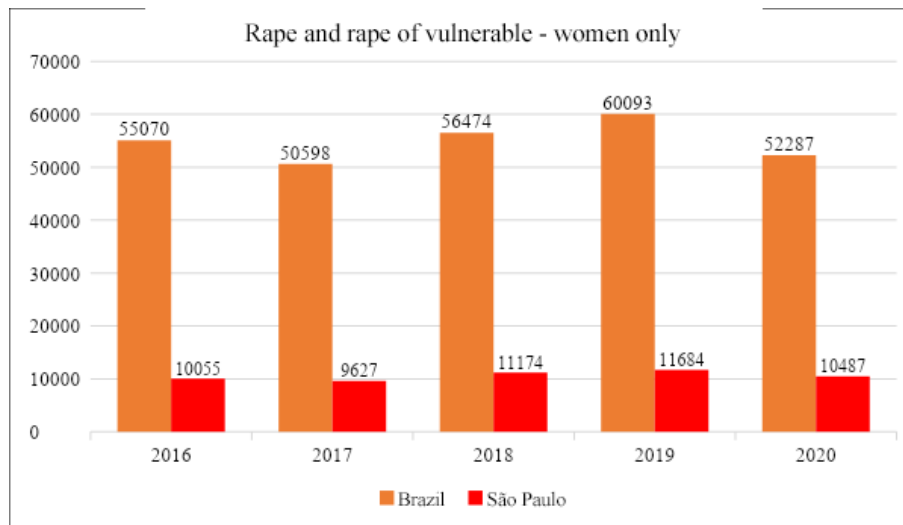


Figure 2: Several rape cases in Brazil and São Paulo

Source: Public Security Yearbook from 2018 to 2021 (Bueno & Lima, 2019; Bueno & Lima, 2020; Bueno & Lima, 2021).

According to Figure 2, it is possible to visualize some results after the campaign was launched in 2018. The first one suggests that the disclosures managed to propagate the central message of the campaign: sexual violence against women, which resulted in the increase in the notification of cases in 2018 and 2019. This effect may have occurred due to people's awareness of the campaign, which may have led to a more excellent search for the record, which corroborates the findings of Potter *et al.* (2011) when identifying that campaigns with content familiar to the target audience are significantly more likely to sensitize them.

However, when asked about the supposed effect of the campaign and the yearbook data, the prosecutor reinforced the need for further studies on (under)notification:

The issue of underreporting, right? If there is, right? First, identify if there is an underreporting problem or, let's put it another way, shall we? This disparity between public safety numbers and attendance health, right? Let's try to resolve this. The other is really to intensify the campaign, like... In another way, to see if we can get more feedback from victims, to be able to identify where the problems are and start talking to managers, right? (...)

Maybe it's increasing because people are looking for more, you know? However, it's all guesswork, you know? I even talked to Professor Daniel Cerqueira, who is from Ipea. I told him: "we have to do more research, right? For us to understand why victims do not seek, why this number is lower, right?" Because they estimated that **only 10% of victims seek the state, right? And so you would have...** If you use these published numbers, you would have around 500,000 victims a year. Then there would be one victim per minute; that's why the disclosure says: **one victim per minute in Brazil, right?** (Machado *et al.*, 2020, emphasis added).

The second corollary already addresses the context of the pandemic since there was a decrease of approximately 13% concerning reports of rape cases (see Figure 1). However, such a decrease cannot be inferred as a reduction in cases of sexual violence against women, as stated by Bueno and Lima (2021, p. 94):

In this context, it is still too early to assess whether we are facing a reduction in the levels of domestic and sexual violence or if the fall would only be in the records in a period when the pandemic was beginning to spread, social isolation measures were more respected by the population and many public services were still adapting to guarantee non-face-to-face service.

That is, the campaign encouraged people to make complaints. Still, it is impossible to say that, with these complaints, the number of cases decreased from 2020 onwards since domestic violence against women increased (Roesch, Amin, Gupta, & García-Moreno, 2020). Given the above, it is noticeable that the campaign alone does not raise awareness of the entire population. As the vice president of ABAP at the time says:

It's a fundamental issue in the country; it's not just a campaign that will solve it; the campaign served a lot to inform the population of the existence of the law and prepared hospitals to comply with it. Now, ending rape is another moral, ethical, and educational issue in the country, and there needs to be a set of other attitudes involving the ministries to reverse this in the country (Vice President, 2021).

In short, the Next Minute Law campaign used social marketing strategies in essence and scope. However, the actions that followed from its conception through its launch and execution did not occur in a structured way, requiring further studies to understand its effects on the target audience.

FINAL CONSIDERATIONS

This work aimed to understand its creators' marketing strategies in the Next Minute Law campaign. The research achieved its objectives considering that it was possible to identify the audiences to which the campaign was directed and the marketing strategies adopted.

As reflections on the results, the punctual concern of the Public Power concerning Public Security and the Health of the female population that suffers sexual violence is noted. Paradoxically, it is clear that many of the actions were poorly structured and did not receive broad support from the chain of managers (states and municipalities).

In terms of managerial implications from the result, we suggest implementing a federal, state, and municipal program aiming at greater awareness and qualification of health and safety professionals who have contact with victims to have greater knowledge about the law and appropriation of the necessary procedures for care.

It is also worth noting that the culture of violence against women and rape is still rooted in the country and changes in the mitigation of these issues require investments in education, time, and continuity to reap the results of long-term actions. A broader discussion is presented regarding incorporating citizenship knowledge in basic and higher education curricula, public and private schools, and training in public security and health areas. Thus, investments in awareness campaigns are already consequences of other social problems that the country faces, and it is necessary to conduct public policies that train better professionals and citizens, able to live in society, respecting, in this context, women.

Once the campaign gains national projection, we also suggest conducting regional studies to verify if and how states and municipalities have welcomed the application of Law No. 12,845/2013 and managing data related to violence against women. Especially because promotional materials aimed at health and public safety professionals were not identified, this aspect points to one of the main weaknesses of the campaign and that, possibly, in case of non-awareness of these publics by the states and municipalities, the existence of the law and the knowledge on the part of women do not make the campaign effective in terms of public policy development.

The main limitation of the research is that it had only the idealizers of the Campaign as its cutouts, not addressing how states and municipalities adhered to the prosecutor's guidelines.

As a topic for future research, studies are suggested that can determine how states and municipalities have implemented the prosecutor's guidelines in measures to raise awareness of health and safety professionals. Additionally, a more in-depth study with the audiences initially defined as women and health and safety professionals may be relevant to evaluate the campaign results and validate whether the strategies adopted were adequate for the different target audiences. These results will be able to direct new actions around future campaigns.

Another suggestion for future studies is to assess the estimate of public spending when there is no adequate care for victims of sexual violence, incurring expenses to the state, such as continued treatment of sexually transmitted diseases, abortions, and maintenance in expenditures of children originating from rape cases, in

which the victim did not have an abortion and is unable to afford expenses, among others. Indeed, having this data can support future funds to combat victims of sexual violence and direct public policies.

Finally, we hope that the results of this study can be helpful to the public and private managers and researchers who work in the field of research and either plan or execute actions to reduce violence against women anchored in social marketing.

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