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South Africa's first Social Marketing and Behaviour Change Agency, **Red Chilli Communications** is launched

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Public participation and awareness of South Africa's new National Water Law



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Red Chilli creates SA's **first HIV Aids online portal** for Medical Research Council



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Red Chilli conceptualises **substance abuse campaign** and pilots the project in schools with the Western Cape Government and the Industry Association for Responsible Alcohol Use



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DraftFCB | South Africa acquired Red Chilli Communications and DraftFCB Social Marketing is born



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SA biggest and most successful **behaviour change campaign** to address electricity theft - **Operation Khanyisa** - is launched *Operation Khanyisa reduces electricity theft by R1 billion*

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FCB Social Marketing morphs into **FCB Activist**

FCB SOCIAL MARKETING
CHANGING BEHAVIOURS CHANGING LIVES

FCB ACTIVIST
CHANGING BEHAVIOURS CHANGING LIVES



FCB Activist designs an **innovative financial empowerment model** for Old Mutual SA

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SA's first specialist behavioural science agency, **The Behaviour Change Agency (BCA)**, is launched

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First **USSD booking system** built for use in South Africa's health sector



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Addressing major diseases of lifestyle through **nudges, simplicity and saliency**



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Developed and implemented the **CR17 behavioural digital strategy** that helped **nudge** in a new ANC President



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CELEBRATING 19 YEARS OF BEHAVIOUR CHANGE
From Red Chilli Communications to The Behaviour Change Agency

