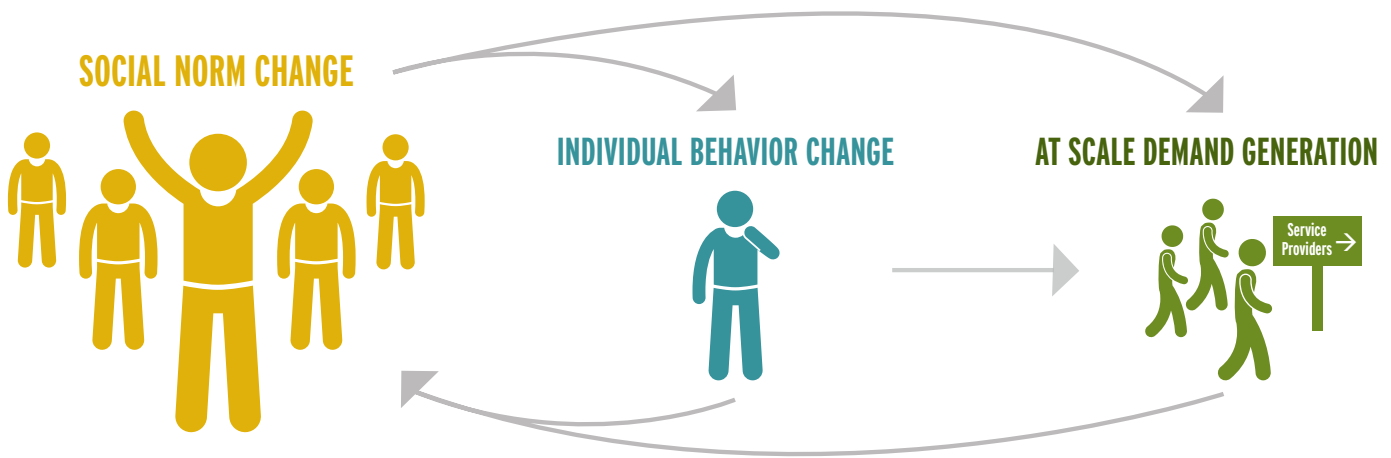




PMC melds entertainment industry insight and behavior theory to create powerful TV and radio shows that catalyze new social norms. With PMC's intervention, new social norms and new individual behaviors create a feedback loop to drive sustained and dramatic change. Sometimes that behavior change is made manifest by increased demand for products or services, such as health clinics.



Social norms are a core barrier or driver of behavior for all members of a community. PMC's large audience sizes allow communities to reach "tipping points" where enough people change their opinions and actions to create a new social norm — positive peer pressure.

Individual change involves many steps. PMC entertainment motivates people to want to change, increases knowledge and self-efficacy to enable change, and provides tools and strategies to be resilient against challenges in pursuit and maintenance of change.

At scale demand generation requires reaching large audiences with nuanced information. PMC entertainment role models use of products and services, defining expectations, correcting misinformation, and easing doubt or fear.

**PMC CREATES SOCIAL NORM CHANGE, INDIVIDUAL BEHAVIOR CHANGE, AND DEMAND GENERATION RELATED TO DEEPLY EMBEDDED, PERSONAL ISSUES**

**WHY IS PMC THE BEST PARTNER FOR BEHAVIOR CHANGE AND DEMAND GENERATION?**



**MEASURABLE**  
Every PMC show includes monitoring and evaluation to assess scale and depth of impact.



**COST-EFFECTIVE**  
Huge audiences combined with effectiveness on multiple issues makes PMC dramas cost-effective.



**MULTI-ISSUE**  
Life is multi-dimensional. PMC integrates multiple issues to increase understanding and behavior change tools.



**VERSATILE**  
PMC's intervention is reproducible and agile, working across cultures, languages, religions, and media markets.