Contraceptives Social Marketing
Indonesian Experience

Blue Circle Project

KB

Presented by: THE FUTURES GROUP

THE SITUATION IN MID 1980'S

- Urban CPR lower than rural
- High reliance on public sector supplies and serves
- High price of commercial contraceptives
- Limited private FP service network

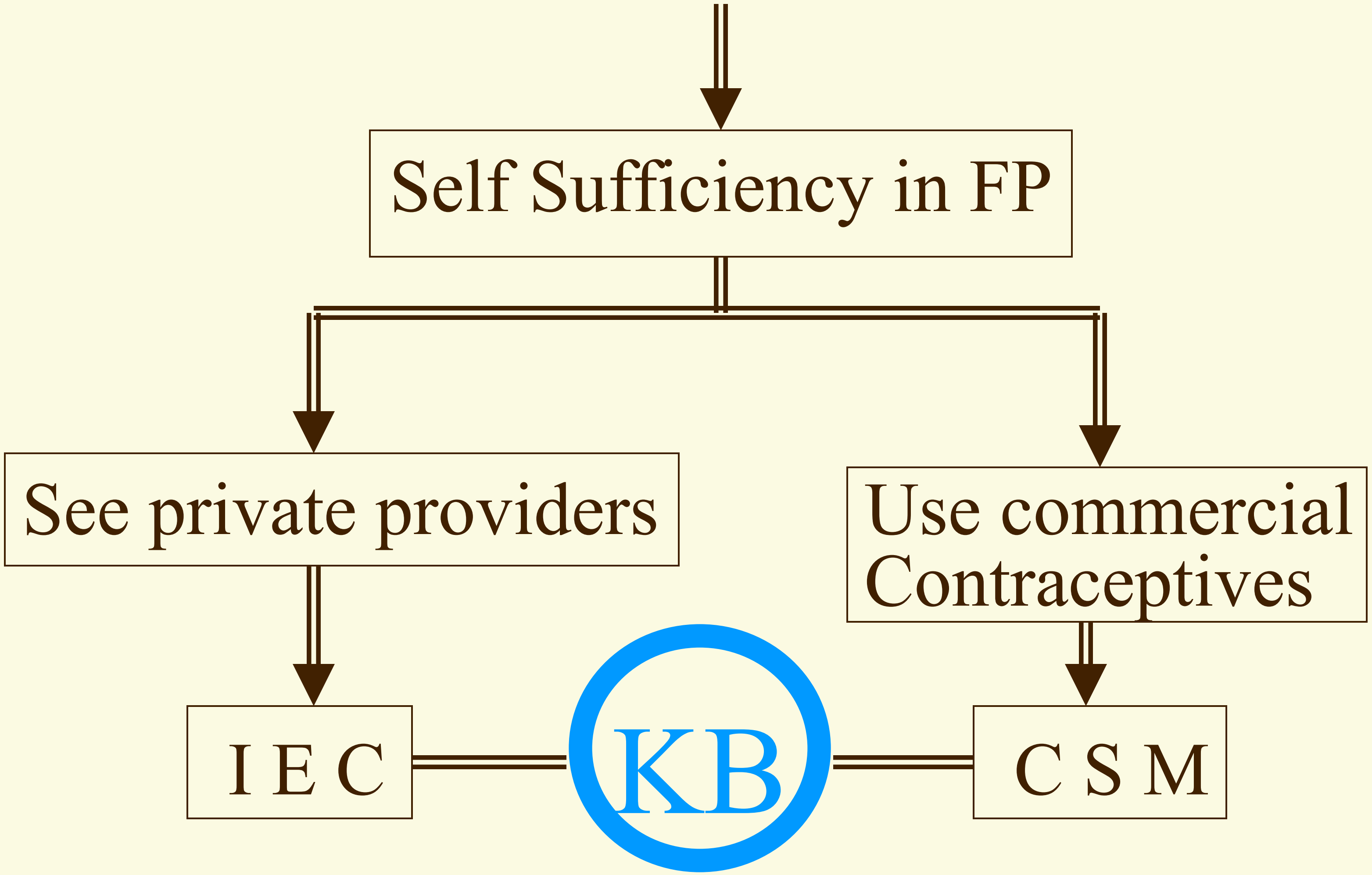
Urban Social Marketing Frame Work

Introduce Self-Reliant Family Planning Movement

- A change in social behavior
- Reduce price of commercial contraceptives
- Increase use private FP service and products
- Market segmentation
- Encourage private sector participation

BKKBN Objective

Change in Behavior



Management Structure

BKKBN/USAID

- Legal Basis
- Overall policy
- Financial support

Mecosin KB

- Overall coordination
- Generic advertising promotion and PR
- Market Research

TFG/SOMARC
Technical Assistant

Schering Indonesia/Upjohn Indonesia/Kimia Farma
Product, Distribution, Promotion, Price reduction
RETURN TO PROJECT FUND

CSM National Goal

- A shift in source of supply for commercials contraceptives.
- Private sector: 12% in 1987 - 20% in 1994

Product

- Oral Pill : Microgynon (PT Schering Indonesia)
- Injectable : Depo-Provera (PT Upjohn Indonesia)
- IUD : Copper T 380 A (PT Kimia Farma)
- Condom : DuaLima BC (PT Mecosin Indonesia)

PRICE: Reduce price by 40% - 50% from its commercial price

	(In US$)
Microgynon	0.90/cycle
Depo-Provera	1.30/vial
Copper T	3.55/unit
Condom DuaLima	0.12/condom

DISTRIBUTION:

Utilize the existing commercial distribution network of the participating pharmaceutical companies

- Pharmaceutical Detailers
- Distributors' Salesmen
- Doctors, Midwives, Pharmacies
- Others

Communications Campaign

- Advertising
- Public Relations
- Promotion

Accomplishments

- Market Research Results
- Sales Performance

PROMOTION

KPA SURVEY IN 4 CITIES AMONG BCD MWRA

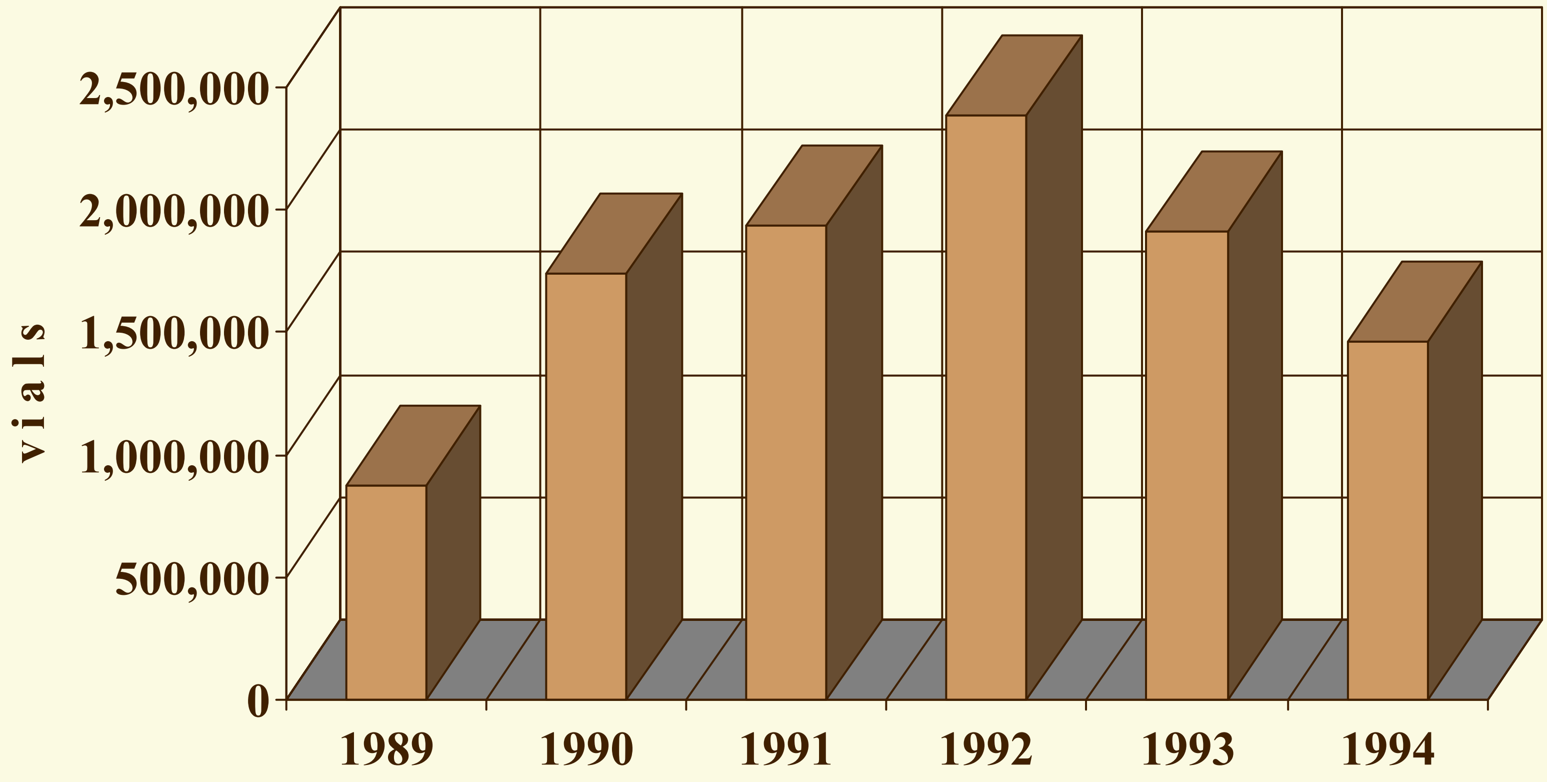
	1989	1992	1994
Awareness of BC logo	78%	94%	94%
Ever used BC product	9%	18%	39%
Currently using BC product	7%	13%	28%
Awareness of BC advertising	48%	31%	68%
Likelihood to buy BC	42%	31%	52%
Image of Blue Circle			
• Affordable	39%	41%	61%
• Good Quality	61%	63%	68%
• Reliable	60%	61%	68%
• Expensive	32%	31%	19%
• Suitable for me	41%	35%	47%
• Recommended by drs/mws	67%	73%	80%
• Have less side effects	47%	44%	55%

(Surveys conducted by Survey Research Indonesia)

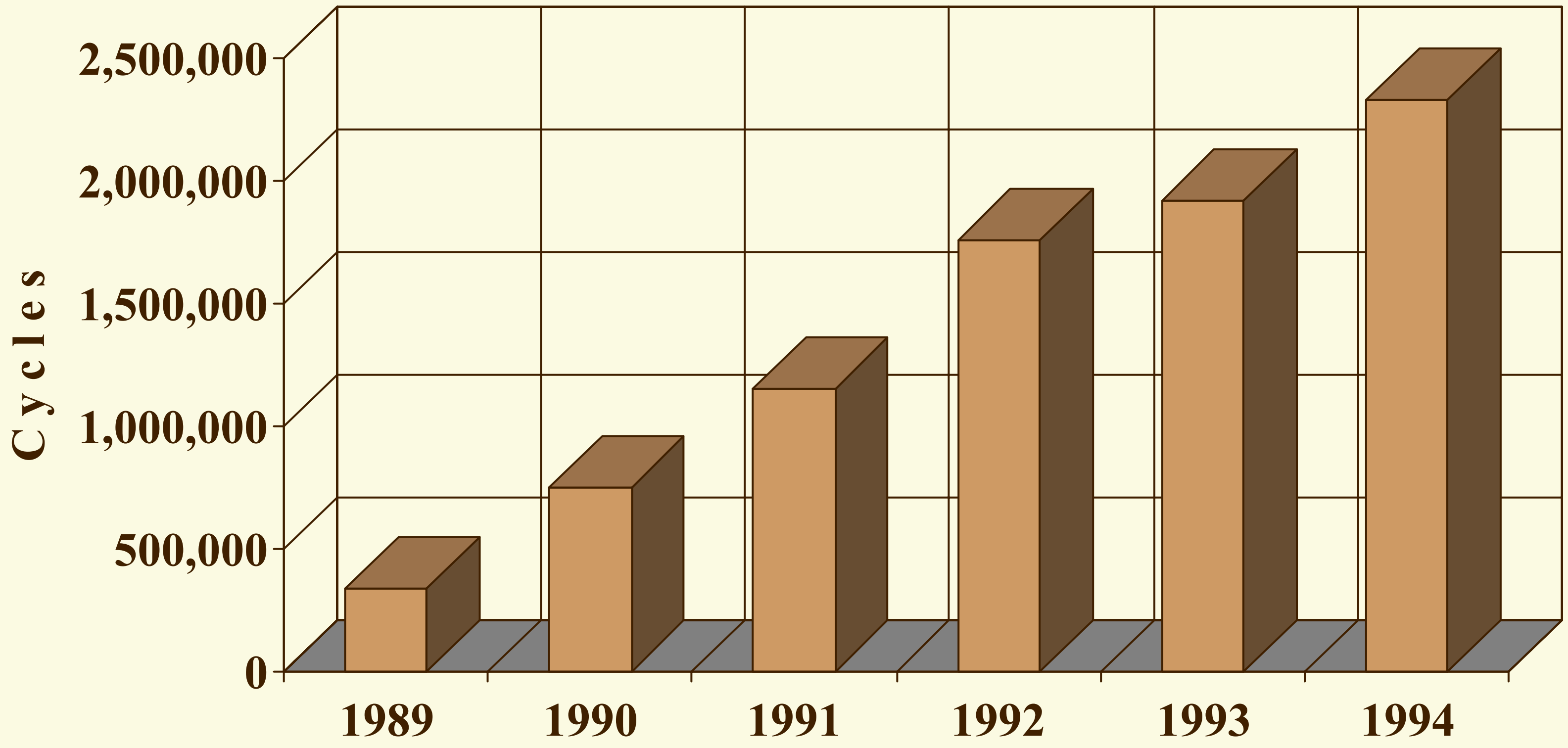
Distribution
5 City Retail Audit 04/92 Thru 03/94

	Pills	Inj.	Cond.	IUD
Doctors				
• Penetration (any brands)	59%	93%	12%	8%
• Penetration of BC	21%	51%	1%	1%
• Purchases	7%	29%	0%	0%
• Sales	23%	38%	2%	0%
Midwives				
• Penetration (any brands)	87%	95%	18%	42%
• Penetration of BC	52%	54%	1%	24%
• Purchases	35%	43%	4%	48%
• Sales	38%	40%	1%	61%
Pharmacies				
• Penetration (any brands)	93%	61%	98%	11%
• Penetration of BC	84%	56%	45%	7%
• Purchases	65%	65%	7%	82%
• Sales	63%	66%	13%	63%
Drug Stores				
• Penetration (any brands)	30%	2%	95%	0%
• Penetration of BC	3%	0%	42%	0%
• Purchases	23%	53%	10%	0%
• Sales	23%	55%	15%	0%

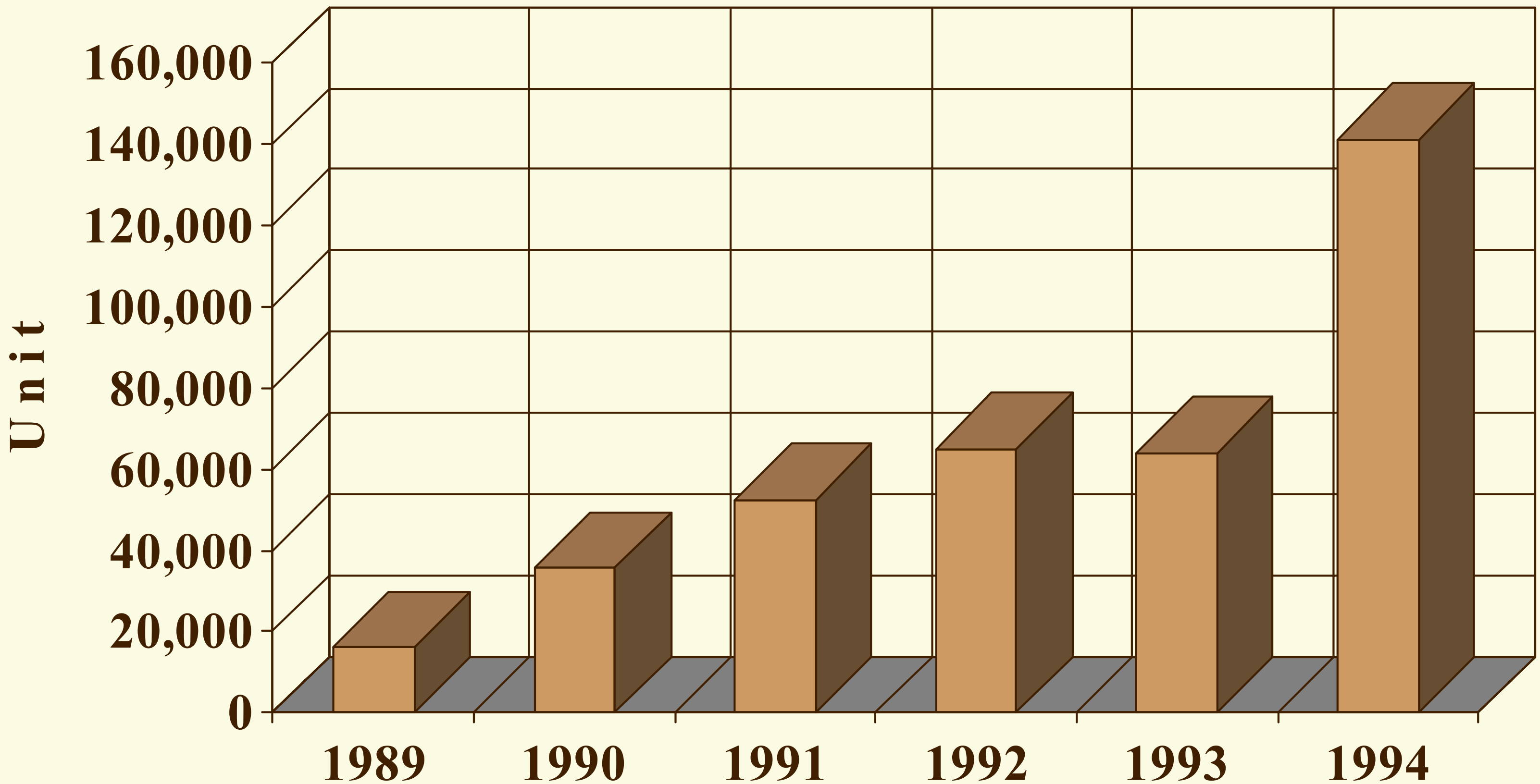
DEPO PROVERA - BLUE CIRCLE
Sales Performance 1989 - 1994



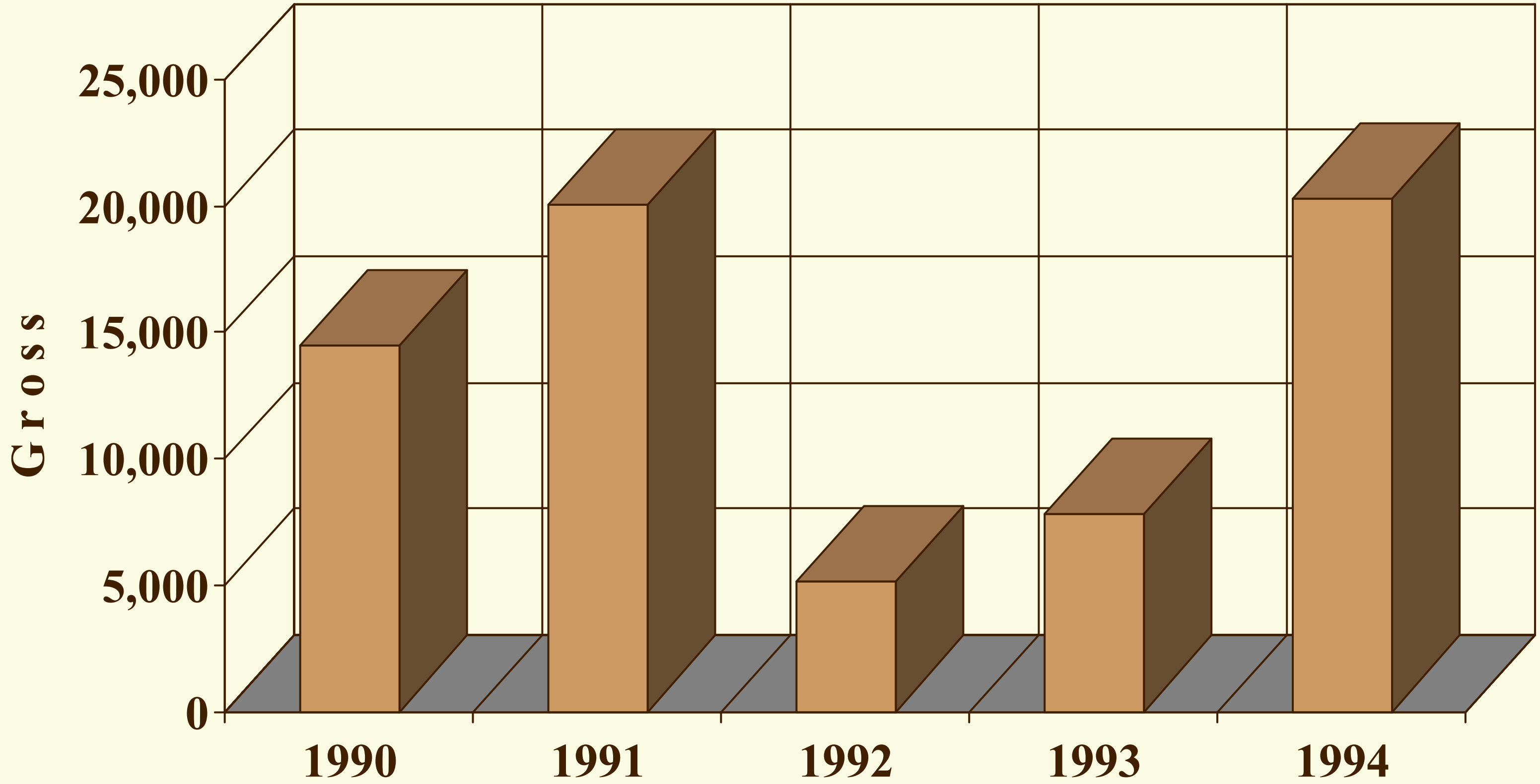
MICROGYNON - BLUE CIRCLE
Sales Performance 1989 - 1994



COPPER T 380 A - BLUE CIRCLE
Sales Performance 1989 - 1994



DuaLima - Blue Circle
Sales Performance 1990 - 1994



KEY SUCCESS FACTORS

- Political Commitment
- Long Term Financial Support
- Consumer Focus
- Public-Private Sector Collaboration