



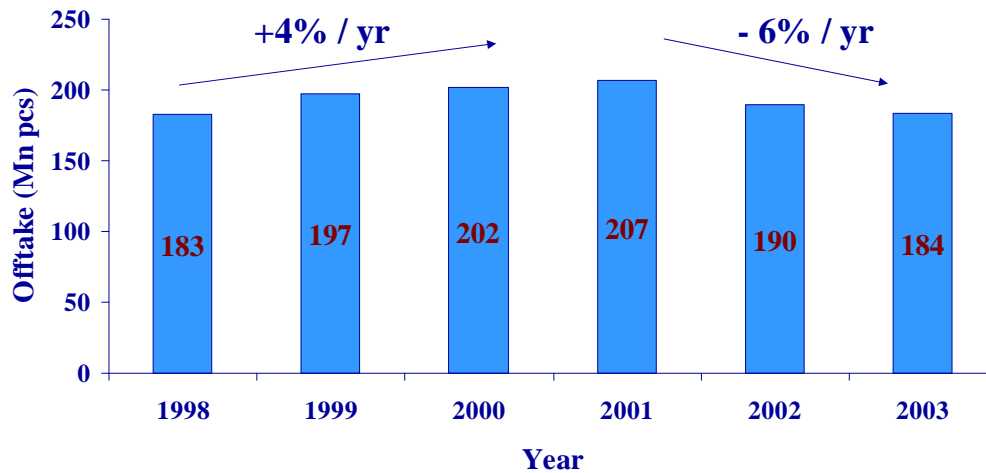
Growing the Condom Market in North India through the Private Sector: The Condoms *Bindaas Bol* Campaign

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Today I'll be talking to you about the Bindaas Bol condom reproduction campaign that was implemented in India between 2004 and 2007.

Trends in Condom Off-take: Urban North India



Source: ORG-MARG; May 2003

The background to this campaign is the fact that there was a declining condom market especially in urban areas of North India, and this in spite of significant efforts to promote condoms not only for family planning, but also aggressive promotion for HIV/AIDS prevention.

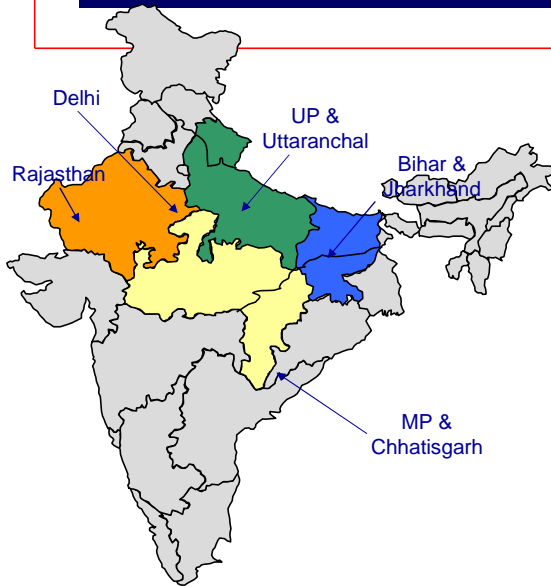
Program Overview

- Funded by USAID under the ICICI Bank PACT-CRH program
 - PSP-*One*: Technical assistance
 - Lowe: Communications Agency
 - Commercial partners: JK Ansell, HLL, TTK-LIG
- Objective: Increase volume & value of the commercial condom market in urban north India
- Three evidence-based, thematic, integrated multi-media campaigns implemented (2004, 2005, 2006)
- Builds on the resources & lessons learned from the earlier Goli ke Hamjoli project which grew the overall OC market



To try and stop the decline and the grow the market a category growth campaign was implemented with the objectives of growing both volume and value of the condom market. Value was important as it would motivate increased investment by the commercial sector in condom promotion. The project was implemented under the PAC CRH (Program for Advancement of Commercial Technologies of Child and Reproductive Health) mechanism. Through the mechanism PSP-*One* provided technical oversight for the entire program, and Lowe, a large advertising agency in India, was contracted as the communications agency. The leanings and capabilities developed under the previous PAC CRH of friends of the oral pill campaign were valuable in insuring a well designed and implemented condom category promotion campaign. The campaign was launched in 2004 and included 3 annual campaigns in that period.

Campaign Areas – Urban North India



- 42% of India population
- Hindi speaking areas – Cow Belt / “Bimaru”
- Potential for Market Growth
- Lower avg CPR 32% (48% for India)
- Avg TFR 3.7 (2.8 - India)



The campaign was implemented in urban areas of North India, primarily because this area covered many of USAID’s priority states. It represented a significant population and therefore a large market. It was socially and culturally homogenous making it an easy area to implement a single communication campaign in. Also, this area had a lower contraceptive rate and higher total fertility rate as compared to the rest of India.

Understanding Barriers to Growth

- Surveys repeatedly show a gap between awareness & use
 - Very high levels of awareness of condoms, HIV amongst men
 - Avoiding pregnancy & avoiding diseases dominant stated purposes of condoms; most report convenient access to condoms
 - However, use remains low: 30% among adult men (BSS 2001); 3.1% among married women (DHS-2)
- Barriers to use uncovered through our qualitative research:
 - Pleasure related
 - Embarrassment in buying, using condoms
 - Perception that condoms are for non-marital sex only; need not use in regular relationships
- Common underlying issue: Negative image of condoms & condom users



At the starts of the campaign, in order to understand the barriers to condom use, we reviewed a number of studies. These revealed that awareness and access were not really barriers. Looking a little deeper, qualitative research suggested that embarrassment and pleasure perceptions were barriers, along with negative perceptions about the user and the reasons for using condoms. Therefore there was an underlying theme of negative image of the product and of the user of condoms.

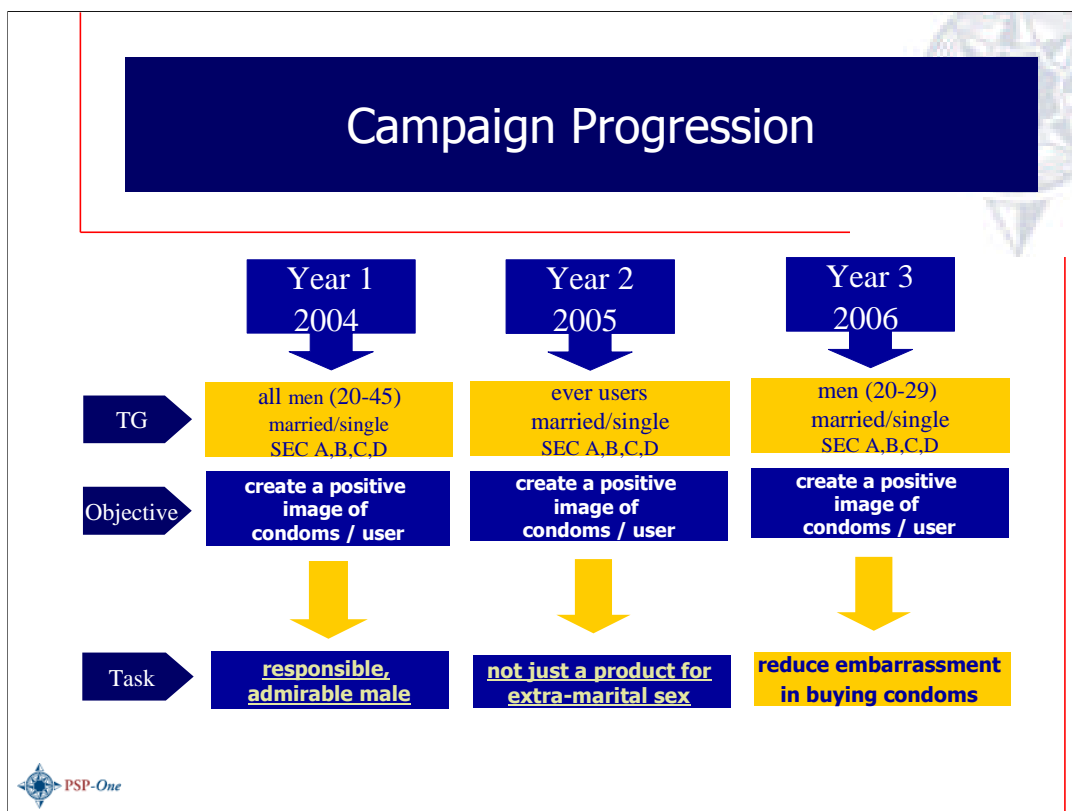
Communication Strategy

Normalize image of condoms & condom users

By creating a positive image of condoms,
condom users



The communications strategy therefore was to normalize the image of both the product and the user.



To address this, we implemented 3 campaigns over the 3 years. Throughout the period, the objectives remained the same, but there were refinements in the target group profile. In year 1 we focused on building a positive image of the condom user. And in year 2, the campaign focused on the image of the product to one that was used in a faithful relationship. During this time, the campaign was called, “this is the right thing” campaign. In Year 3 it focused very specifically on the barrier of embarrassment and therefore took on the name condom bindaas bol, which means “condom, just say it”. I’ll take you through more details about the development and results about the Bindaas Bol campaign that we implemented in year 3.

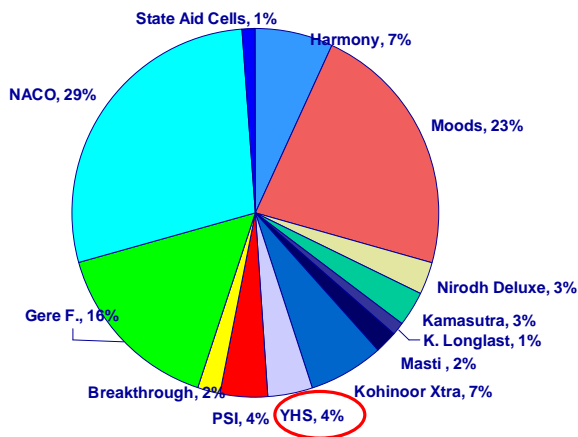
Review and Strategy Planning Process

- Environment mapping
- Market Intelligence and partner manufacturer consultations
- Analysis of tracking surveys to identify key barriers
- Qualitative research to understand barriers and develop concepts
- Persuasion testing on final concepts
- Appropriate media planning



Some of the steps that PSP went through to develop and implement this campaign were an environment mapping to understand what others were doing in the condom promotion and communication arena, discussions with condom manufacturers, retailers, and marketers to hear their suggestions and feedback, research to identify and explore barriers and develop a communication concept, persuasion testing of final concepts and communication elements rather than just testing them for recall, comprehension, and appeal, and of course appropriate media planning to insure reduced unintended exposure of the communication.

Considerations for Year Three

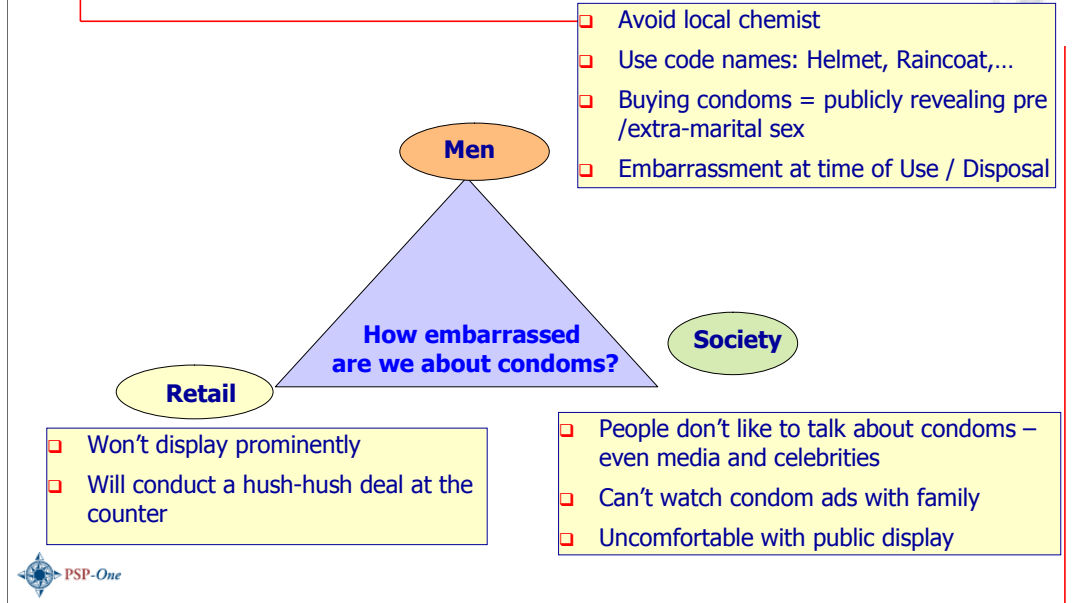


- Multiple messages primarily focusing protection or pleasure
- Limited resources and time
 - Sharp focus on a specific barrier required
- Increase partner brands' engagement
 - Positioning (pleasure) not in synergy with YHS positioning (soft, emotional)
- Create a campaign that can be supported or continued by others

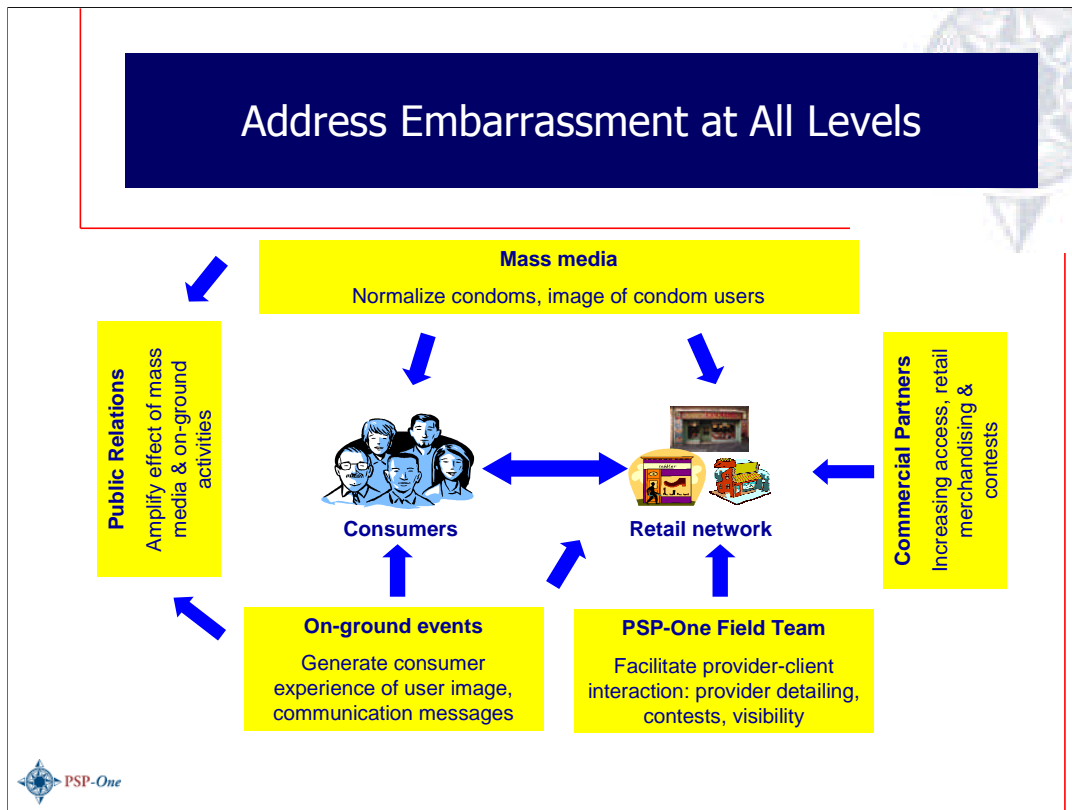


While mapping condom communication efforts, we saw that most communicators had focused on messages about protection or about pleasure. With such limited resources and just 1 year left in the campaign it was crucial to focus on a specific barrier which we could address quickly and which had not yet already been addressed by others in India. We also needed to make sure that the campaign increased commercial partners' engagement and could therefore be continued by others once the Bindaas Bol campaign funding ended.

Year 3 Approach: Embarrassment



Based on these considerations, we eventually honed in on embarrassment as the key issue. This was validated through consumer research which showed that embarrassment was an issue with users, with retailers, and with society in general.



To activate this idea we designed the multi-pronged campaign that used various channels such as mass media, public relations, on-ground activities, and retail activities to address the two critical groups that we were focusing on, consumers and retailers.

Bindaas Bol (Just say it!) – Creative Brief

- Depict that it's not normal to be embarrassed about just saying the word
- Celebrate, don't ridicule the normal behavior
- At the same time it's not aspirational/macho/heroic
- Create and reinforce a powerful call to action and campaign line



Based on extensive qualitative research, the brief for the advertisement agency for the central communication concept was that it must convey firstly that it is not normal to be embarrassed about just saying “condoms.” Also make sure that we don't ridicule the one who is embarrassed but rather celebrate the normal behavior. Finally at the same time it was not aspirational or macho or heroic to be able to say the word “condoms,” it was just a normal behavior. And finally, create a powerful call to action that would allow other people to be engaged in this cause. As a result of this, the Bindaas Bol campaign was created.

The Coolie Advert

To View the Film:

- After Watching Entire Presentation, Close this Window
- Locate the “**Condom Coolie Commercial**”

Link in the Upper-Right of the Conference Screen

- Click “**View**” Button, and Follow Directions to Open the MPEG Video, or Download it to Your Computer to View Later.
- For Assistance, Send a Message to the Conference Support Staff in the **Help Desk** Area.



You can see one of the advertisements that was created for the Bindaas Bol campaign by clicking on the link on the main page which starts this presentation.

Advert Pre-tested Against Norms

Guideline: top 2 box scores	Coolie Ad	Lawyer Ad	Policeman Ad	Norms	
Base : All respondents	242 %	239 %	238 %		
Overall likeability	4.55	4.43	4.48	3.76	✓ ✓
Relevance	94	93	90	88	✓
Believability	95	92	93	70	✓ ✓
Uniqueness	91	93	93	72	✓
Appeal	80	85	79	56	✓ ✓ ✓
Ease of understanding	92	93	93	86	✓
New information	72	70	76	72	↔
Persuasion to buy	60	61	64		✓ ✓ ✓
Overall Effectiveness	82	81	79	63	✓ ✓



All these advertisements that were created for the campaign were tested on standard parameters such as appeal, comprehension, and relevance. And these adverts scored extremely well as you can see from these scores on the columns, and compared very well with Indian advertising norms, which is represented in the 4th column. What was however most important was that we also tested for post-viewing persuasion, which was somewhat unique for this campaign because typically persuasion is not something that is measured in a post-test when it comes to advertisements.

Retail and Consumer Contest

Retail Outlets

- Objectives
 - To encourage retail outlets to bring condoms out of the closet - through high visibility of condom brands and messages
 - To sensitize retailers & encourage them to treat a condom sale like any other product
- 15,000 outlets covered
- Prizes sponsored and valued by commercial partners
- Prizes a function of the display & their behavior

Consumers

- Objective
 - To persuade consumers to shed embarrassment associated with the word condom and ask for it openly at retail outlets
- Builds on the energy of the mass media and retail activities
- Spot prizes to those who actually ask for condom openly at retail outlets



Along with the mass media campaign, retail and consumer activities were also rolled out. The retail contest motivated retailers to enhance product visibility and encourage the normal sales of the product. Apart from prizes, a key motivation for retailers was the media exposure that participating chemists received, along with the call to action that tried to create an appreciation of how they were part of how they were part of the embarrassment problem, and we tried to lay out steps for them to resolve this with their consumers.



The retail contest met with unprecedented success. While many retailers reported sales jumps of over 25% in that contest period, some retailers went to the extent of converting every inch of their shop into a product display area, even though the campaign only provided them with 4 posters, many chemists went to great length to do their part. The motivation was not so much for the prizes but the call to action, a chance to become a local celebrity, and the support of an engaging mass media campaign.

Tracking Survey – Key Results

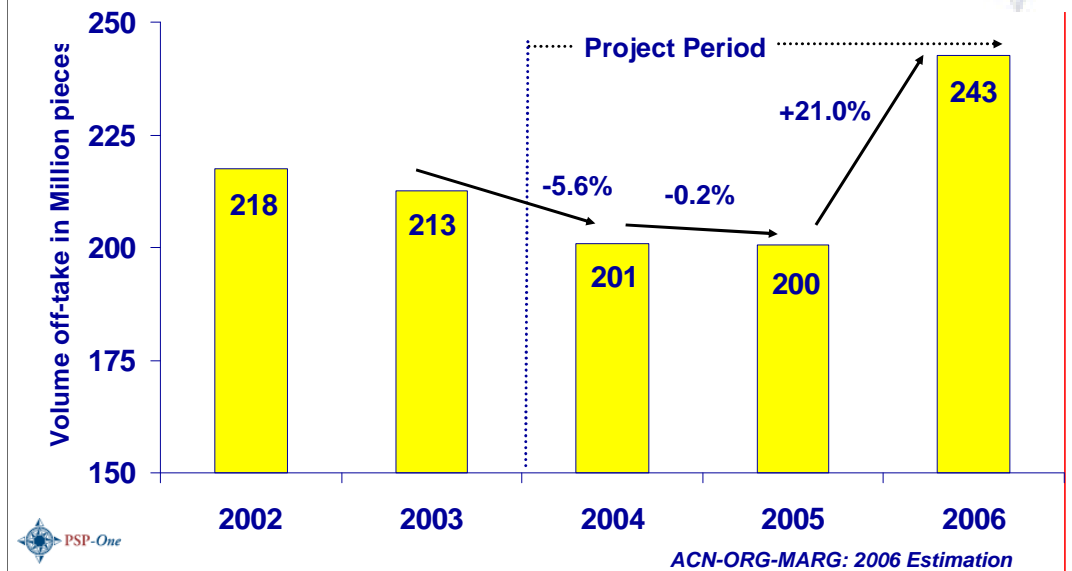
Indicator	Baseline (2004)	End-line (2007)	Sig
Reported current use of condoms with spouse amongst married men	38%	60%	**
Reported consistent use of condoms with non-regular partners amongst sexually active men	75%	80%	**
Disagreed that condoms need to be used with paid or commercial partners only	54%	70%	*

** Significant at 99% confidence level
 * Significant at 95% confidence level



The results of the campaign were assessed through a consumer tracking study and through retail audit reports. The consumer tracking survey showed significant changes from the baseline in all 3 key indicators: current use of condoms, consistent use of condoms, and a change in attitude or belief that condoms were only to be used with commercial sex workers.

Urban North India: Volume Trends (All Brands)



The sales track showed that while the sales decline had slowed down during the first 2 years of the campaign, there was a significant jump in volume sales during the period of the Bindaas Bol campaign which happened in year 3.

Highly Acclaimed Campaign

1. The UN Grand Award
2. The Effies
 1. Grand Effies for Best Campaign
 2. Category campaign
 3. Best client
3. IPRA Golden World award
4. Asia Pacific PR Grand award
5. Population First special award
6. Goa – fest Media award.....



The campaign was also widely acclaimed, both for its creativity and effectiveness, picking up prestigious awards such as the UN Grand Award, the Grand Effies, given for communication effectiveness by the advertising fraternity in India, and the IPRA Golden World Awards for excellence in public relations.

Lessons Learned

1. Starting point for the Yahi Hai Sahi was the “market” as opposed to a particular health issue
2. Studying the environment can help narrow strategic options
 - Don't have to address the No. 1 barrier, but the one that is still unaddressed and encourages participation rather than competition
3. Break down the behavior into “baby steps”
 - People stumble at the first of the sequence of behaviors that eventually leads to use of condoms – saying the word
4. Engage and motivate retailer as an agent of behavior change
 - Typically, the retailer's role is as a medium: ensure display of products, materials.



So what were the lessons learned from this experience? Although most of these are very well known, we often need to reemphasize them. Firstly, we need to focus on the market and the consumer, rather than the health issue, to help us define what we have to say about the product. Secondly, while research can help to identify a host of barriers and issues, studying the communication environment can help narrow down the strategic options in front of us. Thirdly, it's sometimes very useful to breakdown the desired behavior change into consumer-level baby steps. Just getting people to be comfortable in saying condoms may not seem like its going to lead to increased condom use. But as this campaign showed, condom use was unlikely to increase unless that preliminary barrier had been breached. And finally, when involving retailers, it's important to engage them as agents of behavior change rather than just limiting their role to display or supply medium. The success of this campaign has meant that although USAID funding has come to an end, the campaign has not ended. Many of the elements created in the campaign are being continued by commercial marketers and especially by the government which has adopted many of the adverts developed for Bindaas Bol. And we'll be looking closely at sales audit data over the coming months to see if the upwards sales trends for the category continue.