



Just Say It! Increasing Condom Prevalence by Getting the Message Right

Caroline Quijada, *PSP-One* Deputy Director, Abt Associates



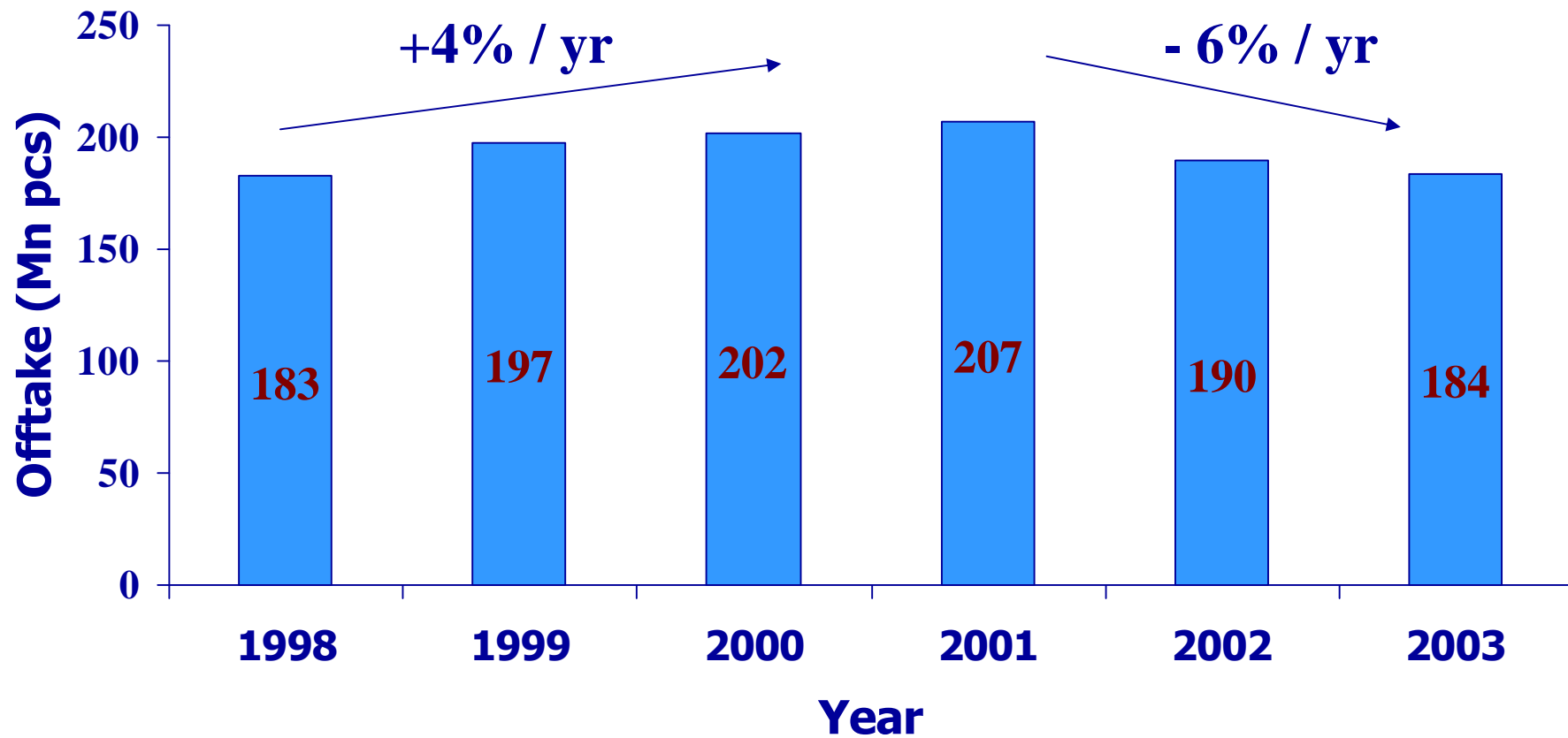
Abt

Abt Associates Inc. in partnership with:
Data Management Services Inc.
Dillon Allman and Partners, LLC
Family Health International
Forum One Communications
Global Microenterprise Initiatives
IntraHealth International
London School of Hygiene and Tropical Medicine
O'Hanlon Consulting
Population Services International
Tulane University School of Public Health and Tropical Medicine

Background

- Condom market in India:
 - Cluttered with over 190 brands
 - 13 SMOs accounting for 2/3 of the volumes
 - Commercial brands under increasing price and profitability pressure
- Declining trend in volume of condoms sold in urban areas in 2001-2003

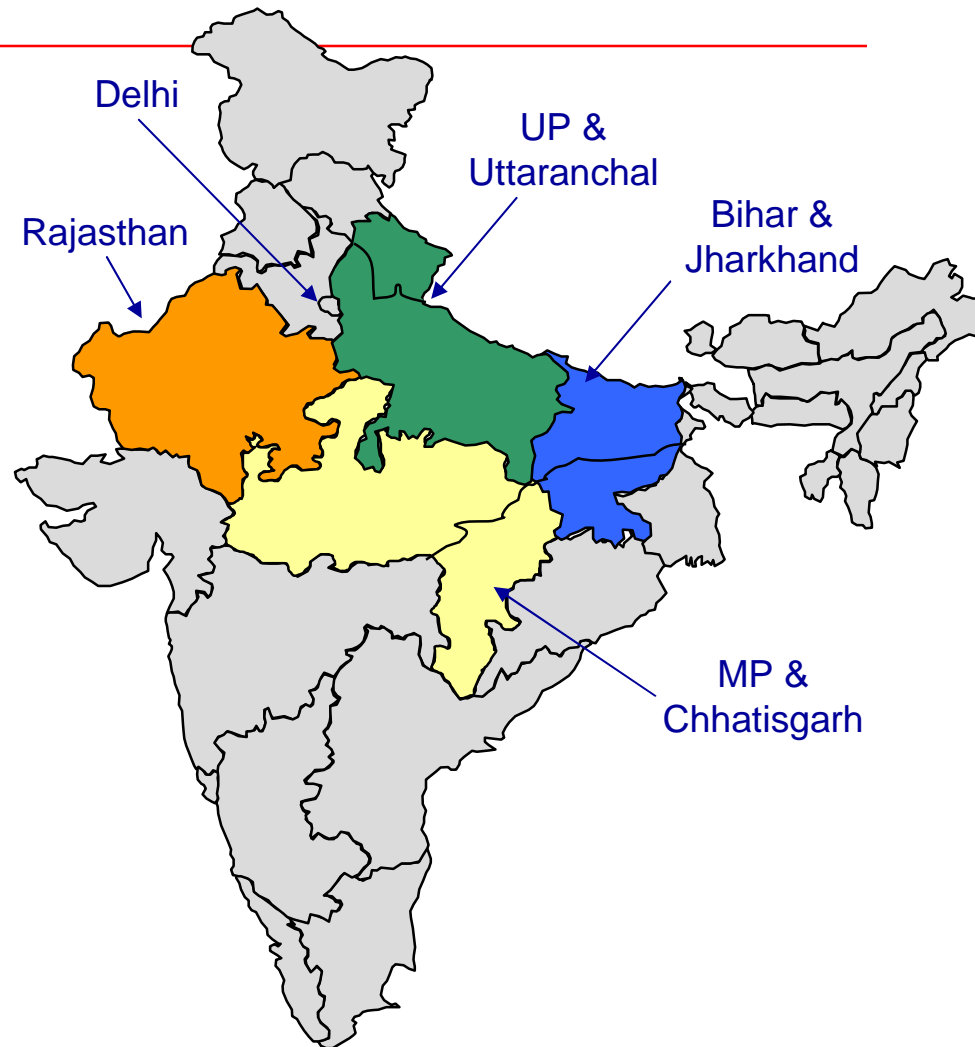
Trends in Condom Off-take: Urban North India



Program Overview

- Funded by USAID under the 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)

Campaign Areas – Urban North India



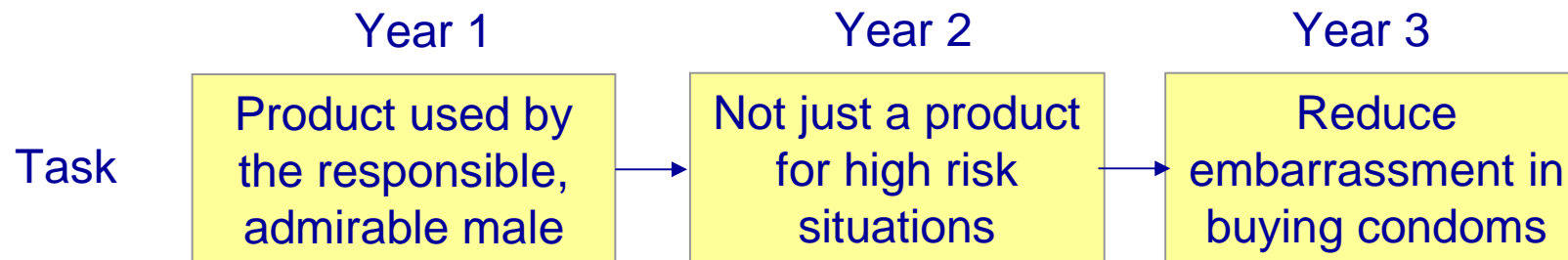
Understanding Barriers to Growth

- Surveys repeatedly show a gap between awareness & use
 - Very high levels of awareness of condoms, HIV amongst men
 - Avoiding pregnancy & avoiding diseases are 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 (NFHS-2, 1998-99)
- 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

Communication Strategy and Progression

Normalize image of condoms & condom users

by creating a positive image of condoms,
condom users

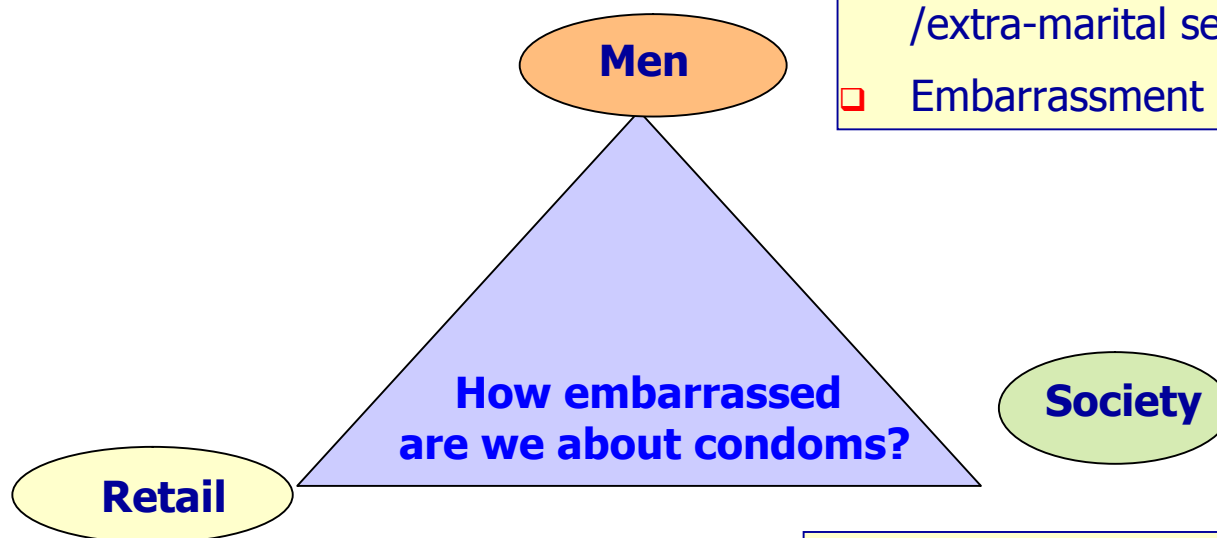


Review and Strategy Planning Process

- 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

Year 3 Approach: Embarrassment

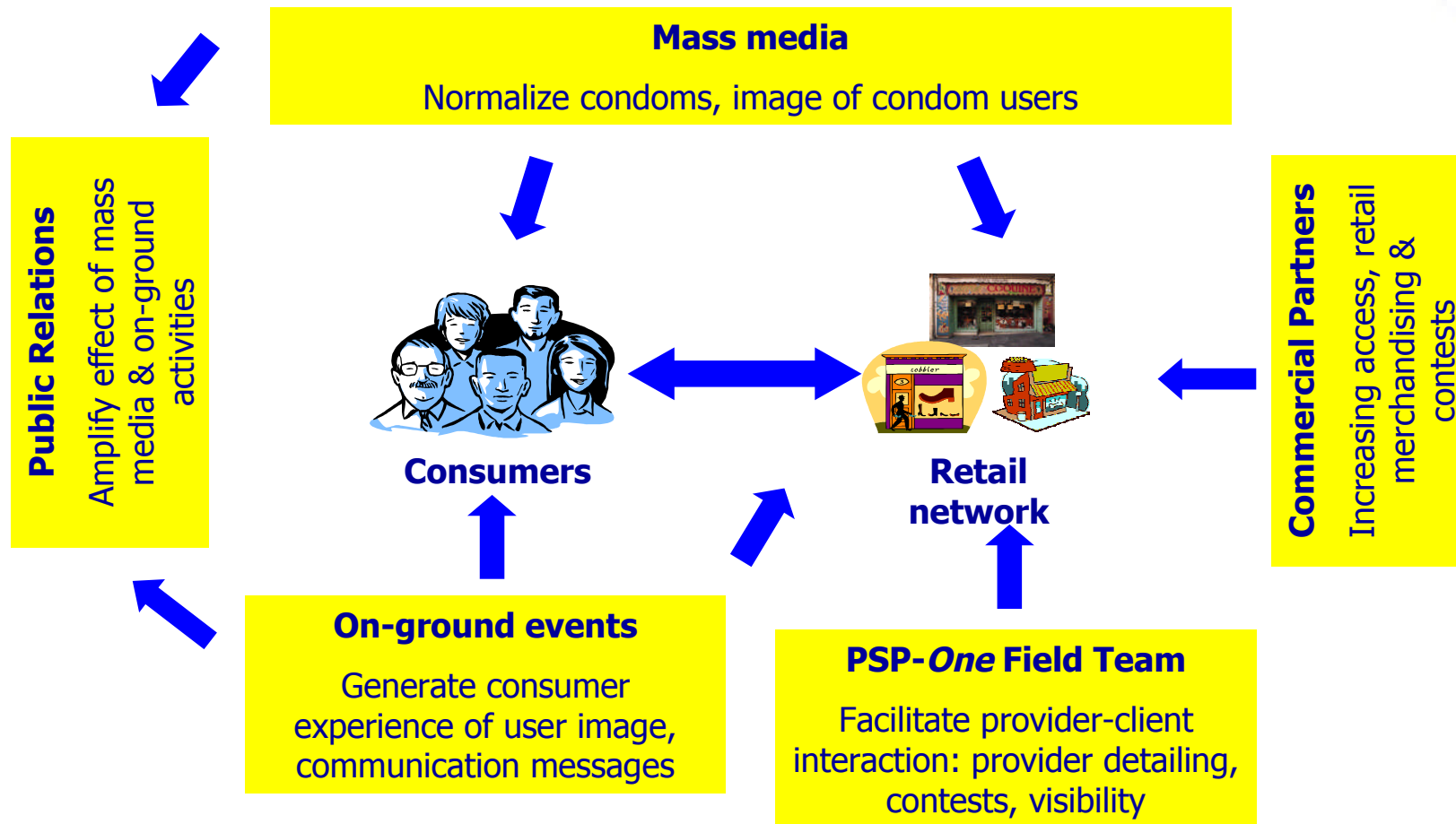
- ❑ Avoid local chemist
- ❑ Use code names: Helmet, Raincoat,...
- ❑ Buying condoms = publicly revealing pre /extra-marital sex
- ❑ Embarrassment at time of Use / Disposal



- ❑ Won't display prominently
- ❑ Will conduct a hush-hush deal at the counter

- ❑ People don't like to talk about condoms – even media and celebrities
- ❑ Can't watch condom ads with family
- ❑ Uncomfortable with public display

Address Embarrassment at All Levels



The Creative Brief

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

The Long Road to the Winning Idea

Friday: Condom day

- Institution of a Condom Day to:
 - create a sense of legitimacy & social acceptability.
 - Shed inhibitions to talk about or buy condoms etc.
 - Make condoms more fun/exciting.
 - Friday: marks the beginning of a weekend.

Teaser Ad



The Long Road to the Winning Idea

Friday: Condom day

- Institution of a Condom Day to:
 - create a sense of legitimacy & social acceptability
 - Shed inhibitions to talk about or buy condoms etc.
 - Make condoms more fun/exciting.
 - Friday: marks the beginning of a weekend.

-No concept of weekend existed
-Issues on frequency of use

Sunday to Sunday: Condom day

Teaser Ad



The Long Road to the Winning Idea

Friday: Condom day

- Institution of a Condom Day to:
 - create a sense of legitimacy & social acceptability
 - Shed inhibitions to talk about or buy condoms etc.
 - Make condoms more fun/exciting.
 - Friday: marks the beginning of a weekend.

-No concept of weekend existed
-Issues on frequency of use

Sunday se Sunday: Condom day

Lack of "buzz" value.
Confusion – use weekly or every time?
- Message overload

The Long Road to the Winning Idea

Friday: Condom day

- Institution of a Condom Day to:
 - create a sense of legitimacy & social acceptability
 - Shed inhibitions to talk about or buy condoms etc.
 - Make condoms more fun/exciting.
 - Friday: marks the beginning of a weekend.

-No concept of weekend existed
-Issues on frequency of use

Sunday se Sunday: Condom day

Lack of "buzz" value.
Confusion – use weekly or everytime?
- Message overload

Three new concepts:

- Dog and Thakur
- Men will be men
- Bindaas Bol

Getting Closer to a Working Concept...

Dog and Thakur

- Issues on comprehension.
- Low on relevance.
- Protagonist's disposition did not cue his attitude towards the category.

Getting Closer to a Working Concept...

Dog and Thakur

- Issues on comprehension.
- Low on relevance.
- Protagonist's disposition did not cue his attitude towards the category.

Men will be men

- Mismatch between intended and comprehended message.
- Similar advert on air.

Getting Closer to a Working Concept...

Dog and Thakur

- Issues on comprehension.
- Low on relevance.
- Protagonist's disposition did not cue his attitude towards the category.

Men will be men

- Mismatch between intended and comprehended message.
- Similar advert on air.

Bindaas Bol

- No issues on comprehension.
- "Bindaas" aids to higher memorability.
- Multiple executions strengthen the campaignability.

Advert Score Card – Excellent

Ratings n=242	Coolie Ad	Lawyer Ad	Policeman Ad	Industry Norm
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
Overall Effectiveness	82	81	79	63

High Persuasion Scores

Post viewing intention n=242	Coolie Ad	Lawyer Ad	Policeman Ad
Makes me plan to buy condoms more often than usual	60	61	64
Makes no difference	37	36	33
Makes me plan to buy condoms less often than usual	3	3	3

Retail and Consumer Activation

■ Retail Contest -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
- 15000 outlets covered
- Prizes a function of the display & their behavior
- Sponsored and valued by commercial partners

■ Consumer Contest – 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 condoms openly at retail outlets

परिवार नियोजन का सुरक्षित उपाय



सफादार रहो. जिम्मेदार बनो. और बिन्दास जियो.



कॉन्डोम,
बिन्दास बोल

कॉन्डोम,
बिन्दास बोल

कॉन्डोम,
बिन्दास बोल

कॉन्डोम,
बिन्दास बोल

कॉन्डोम,
बिन्दास बोल

कॉन्डोम,
बिन्दास बोल



DL NO. 19A/19B

सचिन मेडिकल हॉल, हरम रोड, रांची

एड्स से बचिए STOP AIDS



झारखण्ड राज्य स्वयंसेवा शिबिर में अवसर पर हरदिक शुभकामनाएं

JSACS

एड्स का ज्ञान बचाएगा जान

Condom मसो के माऊ

STOP AIDS

सफादार रहो. जिम्मेदार बनो. और बिन्दास जियो.



झारखण्ड राज्य स्वयंसेवा शिबिर में अवसर पर हरदिक शुभकामनाएं

JSACS

एड्स का ज्ञान बचाएगा जान

Condom मसो के माऊ

Bindaas Bol makes an impact

Condom sales rise

The campaign has contributed significantly to an increase in usage

people shed inhibitions

IN FOCUS

Chhavi Madhok

THE SOCIAL advertising campaign, *Condom Bindaas Bol*, has made a mark, over-achieving its target of four per cent sales increase on condoms per year, thanks to a well-orchestrated 360-degree integrated marketing communications campaign. ORG/AC Nielsen sales data reveals that there is a 21 per cent increase in condom sales in volume terms and a 29 per cent value increase.

The ORG/AC Nielsen data also shows that retail take off (volume) of commercial

separate media strategies for national and regional media. National media were used to raise the issue; regional media were used to create buzz around the contest.

Says Anand Verdhan Sinha, country director, PSP-One India, "The campaign idea was simple: remove embarrassment around condoms, which meant getting as many people as possible to say the word 'condom'. The campaign's aim was to normalise the image of condoms and condom

The campaign was conducted across eight north Indian states that account for 45 per cent of the country's condom market

ments. Celebri-Palaash Sen did it for free." The campaign was forged with retailers to create a message delivery system. The two national campaigns on Bindaas Bol on a pro-normative such as



A consumer and retailer co-organised to take away the embarrassment of buying condoms

शर्माइए मत बिन्दास बोलिए, कन्डोम प्लीज स्थानीय स्तर पर लोगों की झिझक समाप्त करने का अभियान शुरू

वाराणसी। कन्डोम एक जाना पहचाना शब्द है। लेकिन व्यावहारिक रूप में अभी भी यह पूर्ण प्रचलन में नहीं है। कारण इसके बारे में तम्बहा नरह की धारणाओं को गलत रखे हैं। वाराणसी और आसपास के इलाकों में कन्डोम के बारे में अज्ञानता को समाप्त करने के लिए स्वास्थ्य व परिवार कल्याण संस्थान की सहायता से आईसीआईसीआई बैंक व यूएसएड ने अभियान की शुरुआत की है। यह अभियान चैस वर्ष से दलीप चर्क की आसपास से शैक्षणिक रूप से सक्रिय एकत और वैवाहिक युवकों पर केन्द्रित है। यह अभियान आठ उत्तर भारतीय राज्यों, दिल्ली, राजस्थान, उत्तर प्रदेश, उत्तरांचल, मध्यप्रदेश, उत्तराखण्ड, बिहार व झारखण्ड में शुरू किया गया है। पौखरी वन के कन्डोम डायरेक्टर आनन्दचर्मा के अनुसार अधिकांश भारतीय परिवार नियोजन या एपआईवीएडस के बारे में बिन्दास बातें करते हैं किन्तु कन्डोम को स्वीकारता और इसके उपयोग को बढ़ाने के मामले में अभी महसूस करते हैं। अभियान को सफलता के लिए प्राइकों और दुकानदारों के लिए प्रतियोगिताओं का भी आयोजन किया गया है। जिसमें विजयी प्रतिभागियों को अवकाशक इनाम भी दिए जायेंगे। उन्होंने बताया कि 2004 में शुरू किये गये इस अभियान की सफलता प्रायः सर्वेक्षण के हिसाब से 30 प्रतिशत से अधिक बढ़ प्रतीकृत हुआ है।

has helped customer inhibitions. Earlier used to buy condoms had code words for After buying used to wrap it up from prying eyes. Now they ask for if the place is crowded As per the Nielsen report, condom jasthan urban had 1 lakh units in 2006 units in 2005, while 2004, the sales were 59.3 lakh units respectively. In value, sales in Rs 88.46 lakh compared to 64.05 lakh in 2005, while 2003 and 2004 respectively. As per the PSP (tails, the consistency

'कंडोम बोल, बिन्दास बोल' अभियान से बढ़ी बिक्री

शैलबाला

गाजियाबाद। 'कंडोम बोल बिन्दास बोल। कंडोम बोलने से बम नहीं फट जाएगा.....।' ये नारे इन दिनों यहां कुछ कैमिस्ट स्टोर में नजर आते हैं। एचआईवी एड्स की रोकथाम के साथ-साथ परिवार नियोजन सफल बनाने के उद्देश्य से लोगों की झिझक दूर करने के लिए एड्स द्वारा यह अभियान छेड़ा गया है। कैमिस्टों से बातचीत के बाद चला कि 'अभियान' के बाद कंडोम की बिक्री कुछ बढ़ी है। खरीदने वालों को छोटे-मोटे उपहारों का प्रलोभन भी है, शायद इस बिक्री बढ़ी है। 'कंडोम बोल बिन्दास बोल' प्रतियोगिता में कैमिस्टों में बिना किसी शर्म या घबराहट के खुलेआम कंडोम मांगने वाले को तुरंत इनाम देने की व्यवस्था है, लेकिन स्थानीय लोगों को आपत्ति भी है, वे कह रहे हैं : बच्चों को ऐसी जानकारी मिलने से नैतिक पतन होगा। प्रताप बिहार स्थित जीत मेडिकल स्टोर के श्री जीत ने बताया कि जब मैंने शाप में उक्त नारे लिखवाये और का प्रदर्शन किया, तो महिलाओं ने उनसे आकर कहा कि इस कंडोम को देख कर और ये सब नारे पढ़ कर बच्चे गलत दिशा में आपकी शाप में हम बच्चों को कैसे भेज सकती हैं। इसके विपरीत महिलाएं भी मिलीं जिन्होंने कहा कि बच्चों को यह भी पता चाहिए कि सही क्या है।

Shedding inhibitions over condom

The story of how *Condom Bindaas Bol* campaign clicked

Himanka Das and V S Mani

PSP-One (social marketing outfit) has the task to increase the use of condoms and hence prevent unwanted pregnancies and sexually transmitted infections (STIs), including HIV/AIDS. Funding was from the United States Agency for International Development (USAID) in collaboration with ICICI Bank, with support of the ministry of health and family welfare (MoHFW). Findings from a survey conducted by Synovate India in 2005-2006 across



states across northern India. Media choice and interactive approach to engage the consumer by making the content relevant and interactive.

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

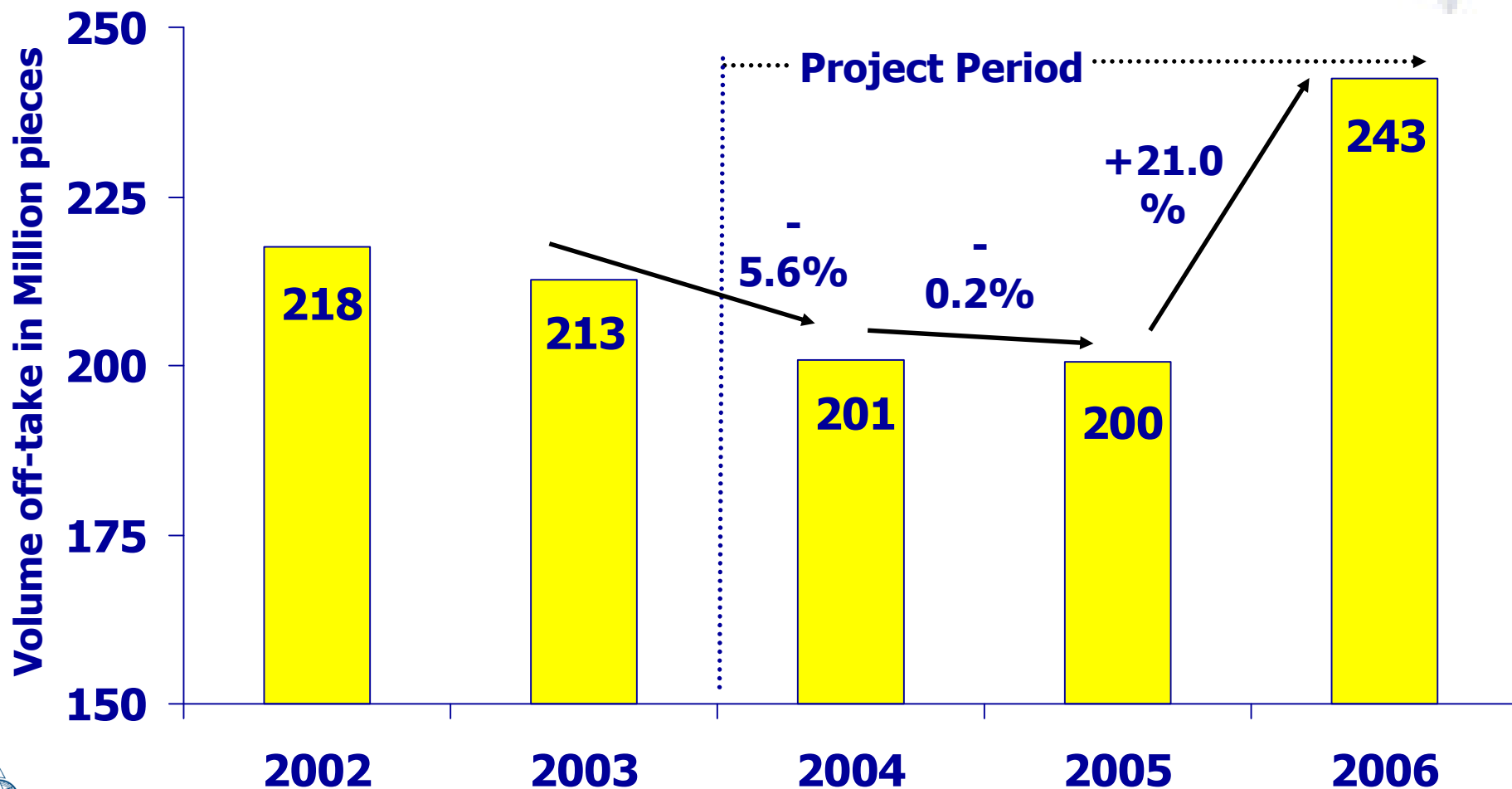
* Significant at 95% confidence level

Association to Exposure

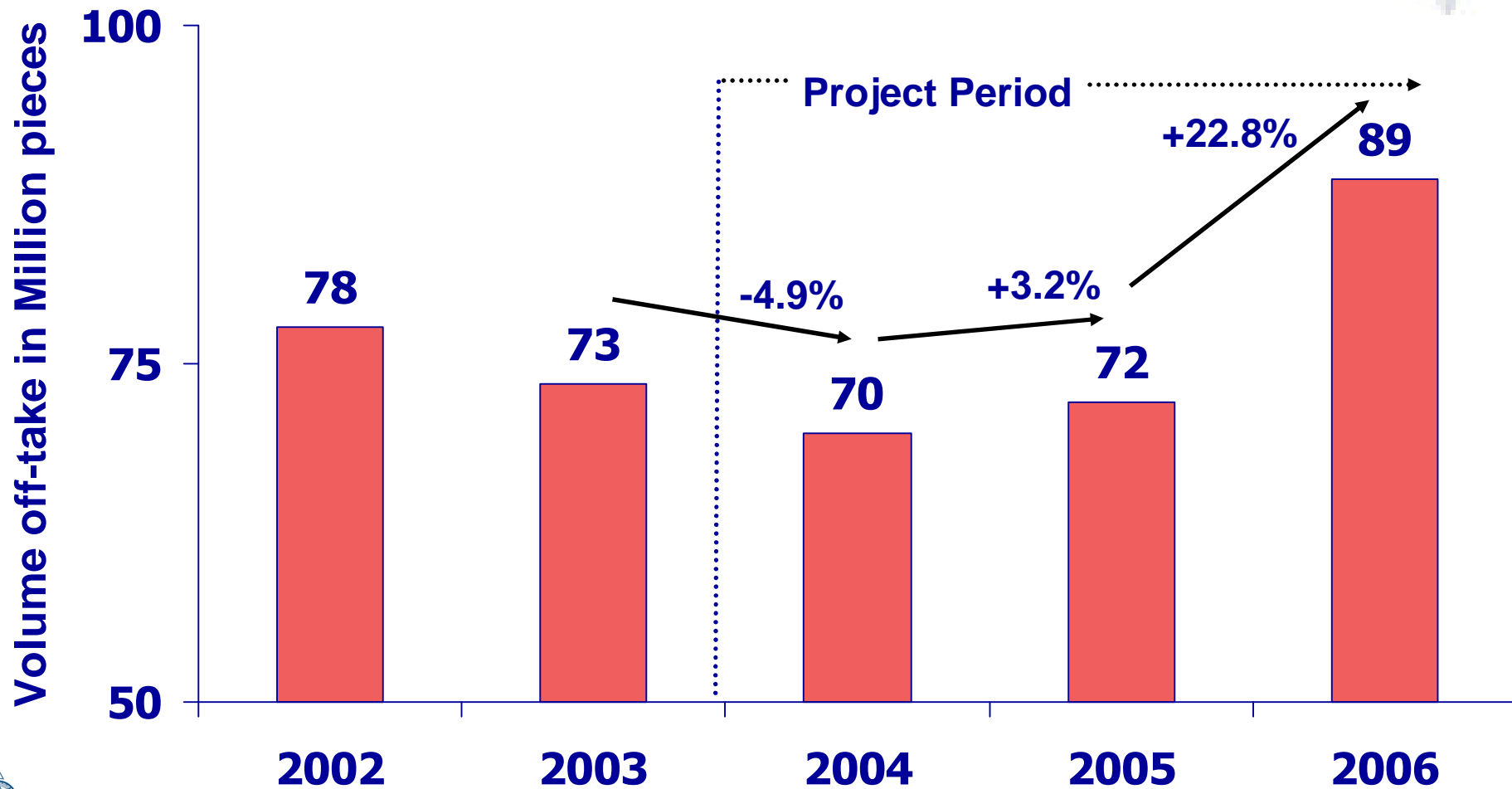
Indicator	End line (2007)		
	Not Exposed	Low Exposure	High Exposure
Reported current use of condoms with spouse amongst married men	50%	64%	69%
Reported consistent use of condoms with non-regular partners amongst sexually active men	75%	81%	85%
Disagreed that condoms need to be used with paid or commercial partners only	64%	73%	71%

Significantly different from "no exposure" values
Significantly different from "Low exposure" values

Urban North India: Volume Trends (All Brands)



Urban North India: Volume Trends (Commercial Brands)



A Very Successful Campaign!

- UN Grand Award, 2007
- Population First Special Award, 2007
- Grand Effie Award, 2007
- Golden World Awards for Excellence in Public Relations, 2007
- PR Week Asia Pacific Campaign of the Year
- Goa-Fest Media Awards

% Change in Annual Volume (All Brands) in Urban India

Project States vs. Other States: 2006 vs 2005

