



**Satellite Session at Global Health Conference for Social Marketing (SM) and Franchising (SF): Achieving Equity and Access through SM/SF models**

**Demand Generation through Category Growth Campaigns**

**Moni Sinha Sagar, USAID**



## Rationale for Category Growth campaigns

- Focus on “growing the pie”; not seeking a bigger individual slice of the pie
- Catalyzes product use & market structure
- Increased industry investments, more players, improved choices for consumers
- Increased competition: ↓ prices and ↑ quality of care
- Sustained engagement of industry, provider networks, and retail partners
- Provides credibility, thus improving consumer and provider attitudes and knowledge

“The most effective way of generating growth is to look not through the lens of your brands but through the lens of what the consumer wants”



**USAID** | **INDIA**  
FROM THE AMERICAN PEOPLE

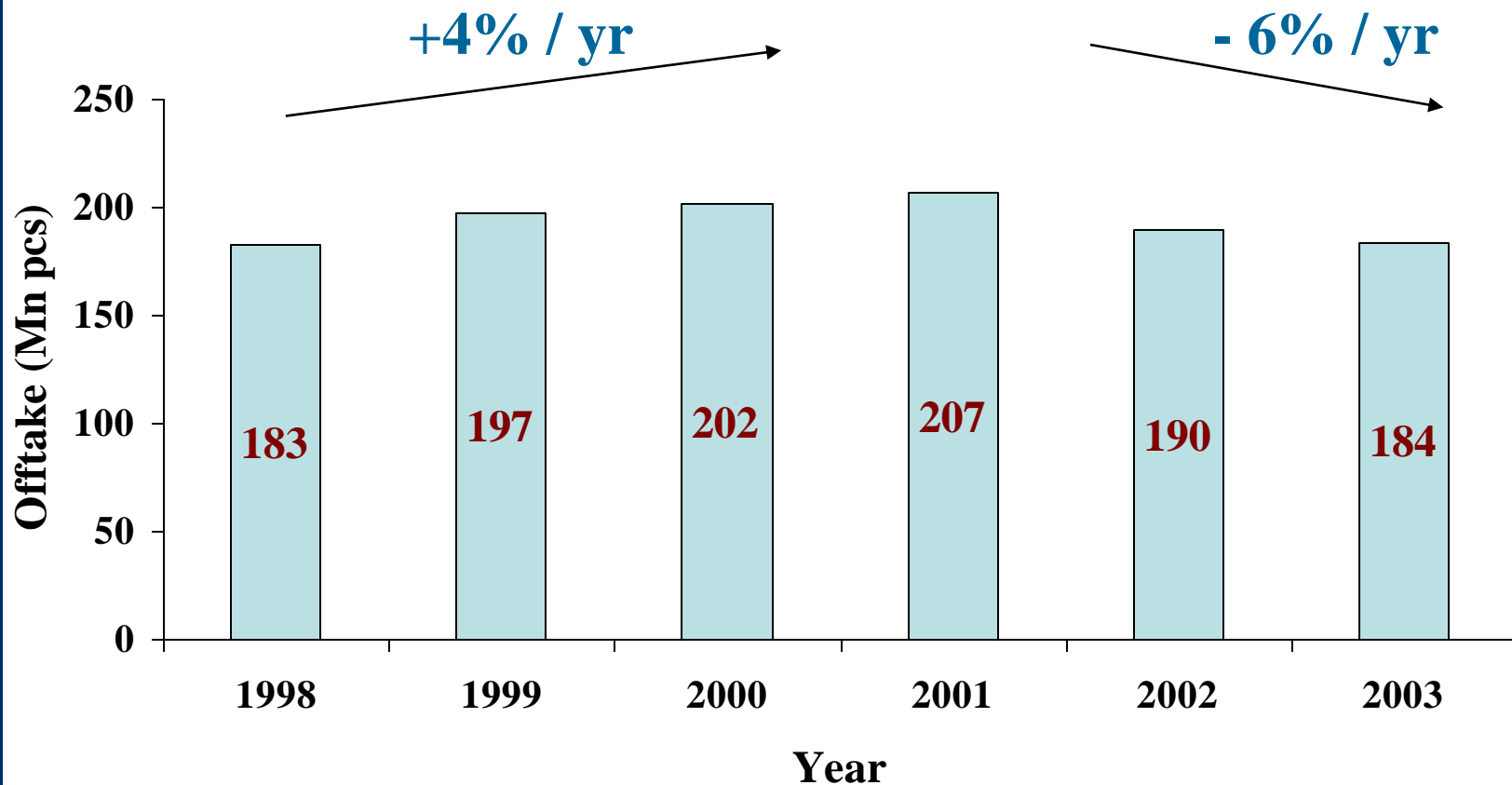


Case Study 1

# CONDOM BINDAAS BOL



## Trends in Condom Off-take: Urban North India





## Understanding Barriers to Growth

- Surveys repeatedly show a KAP-gap; high awareness, low use
  - Common underlying issue: Negative image of condoms & condom users
  - People embarrassed to talk about condoms
- Landscaped existing communication for condoms
  - Most communication focused on driving use without addressing deep rooted barriers like embarrassment
- Research findings showed that condom users were (are) perceived to be high risk/promiscuous individuals
  - “Not for me” denial syndrome





**USAID | INDIA**  
FROM THE AMERICAN PEOPLE

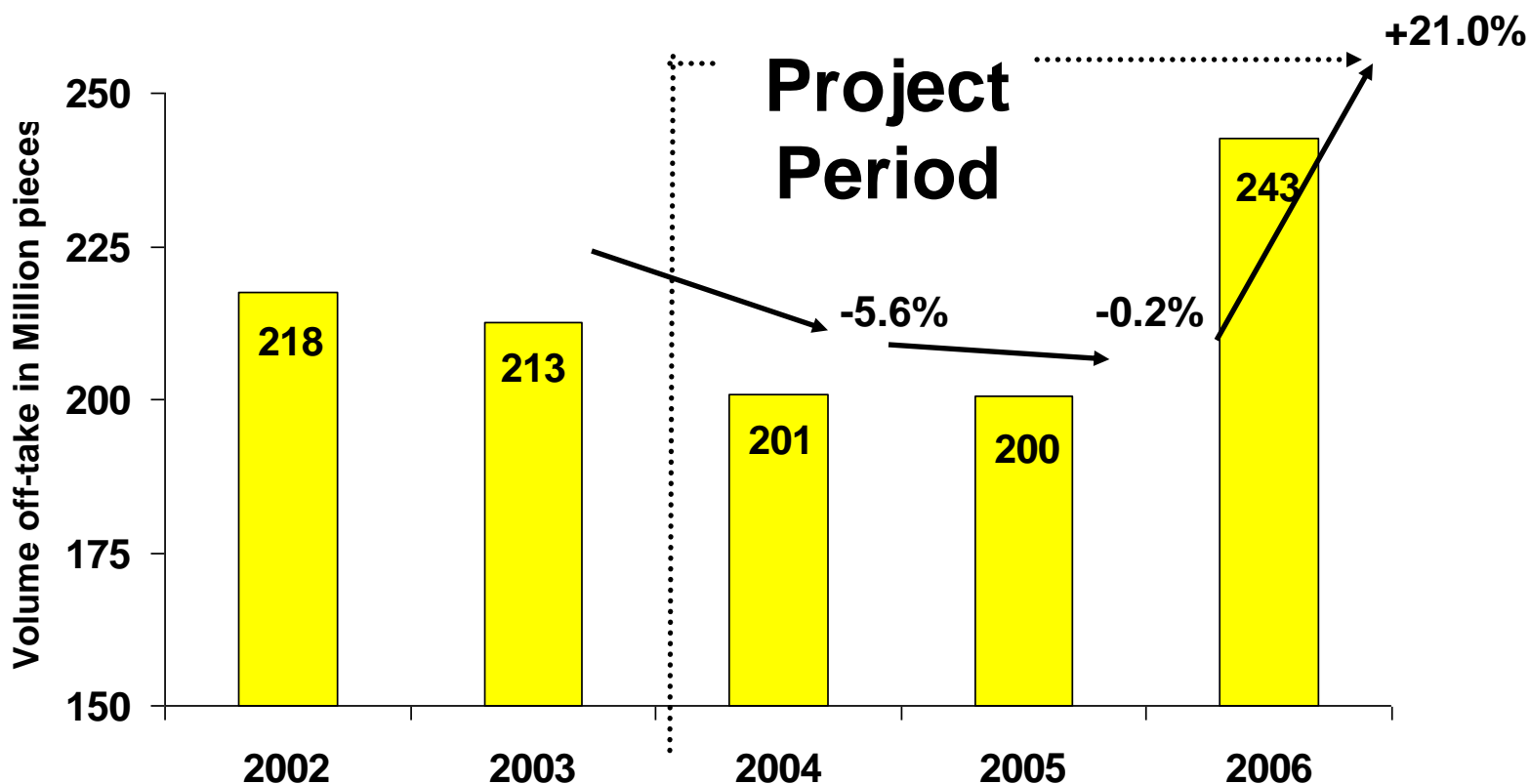
# Bindaas Bol: Breaking behavior into small steps

- Behavior broken down to small steps
  - The call to action is to only say the word condom without embarrassment
- Mass media and retailer-driven communication
- Play Ad (link)





## Urban North India: Volume Trends (All Brands)





**USAID** | **INDIA**  
FROM THE AMERICAN PEOPLE



## Case Study 2

# DIARRHEA PREVENTION AND TREATMENT CAMPAIGN



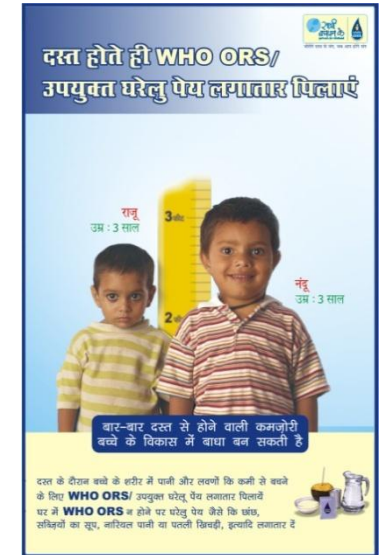


**USAID | INDIA**  
FROM THE AMERICAN PEOPLE



# ORS Category Growth

- Developed and implemented integrated category promotion material for ORS and zinc
  - Logo that helped to create a distinct identity for the campaign and partner brands
  - Evidence-based, tested communication concepts
  - Targeting caregivers, provider groups (Allopaths, ISMH, RMP, Chemists)
  - Included mass media, POS, provider training material, promotional activities & outreach events





**USAID** | **INDIA**  
FROM THE AMERICAN PEOPLE



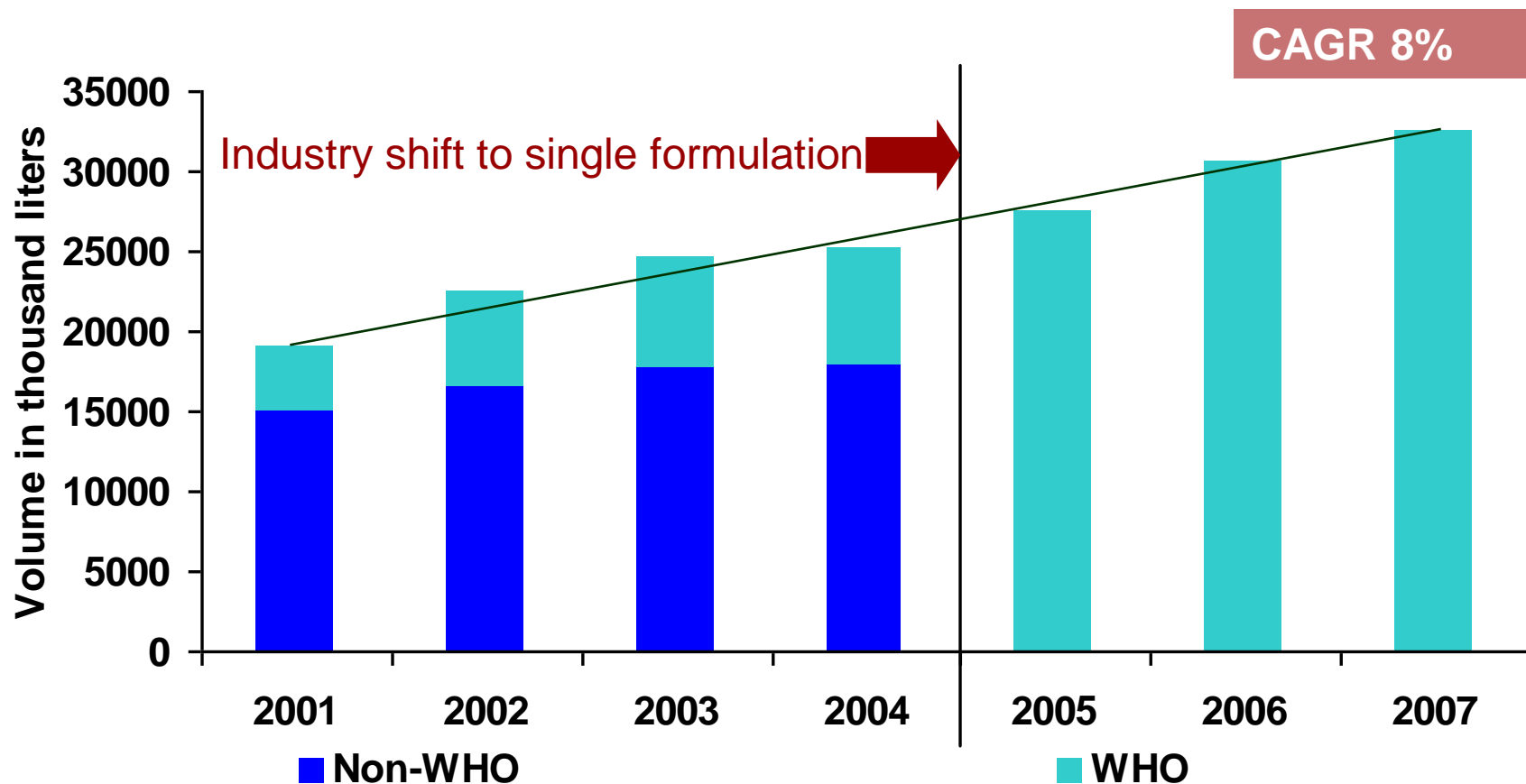
- Promote an integrated 360 degree approach to diarrhea prevention and management
  - Continued use of ORS throughout the diarrheal episode
  - Clean water
  - Hand washing
- Partnerships with
  - Marketers of child health and hygiene products - soap, ORS, and water purifiers (Dettol, Alkem, Tata Swach)
  - NGOs such as *Save the Children India*, *Sulabh International*, and *Pratinidhi*
  - Taken forward by commercial partners and adopted by NRHM



Play Video

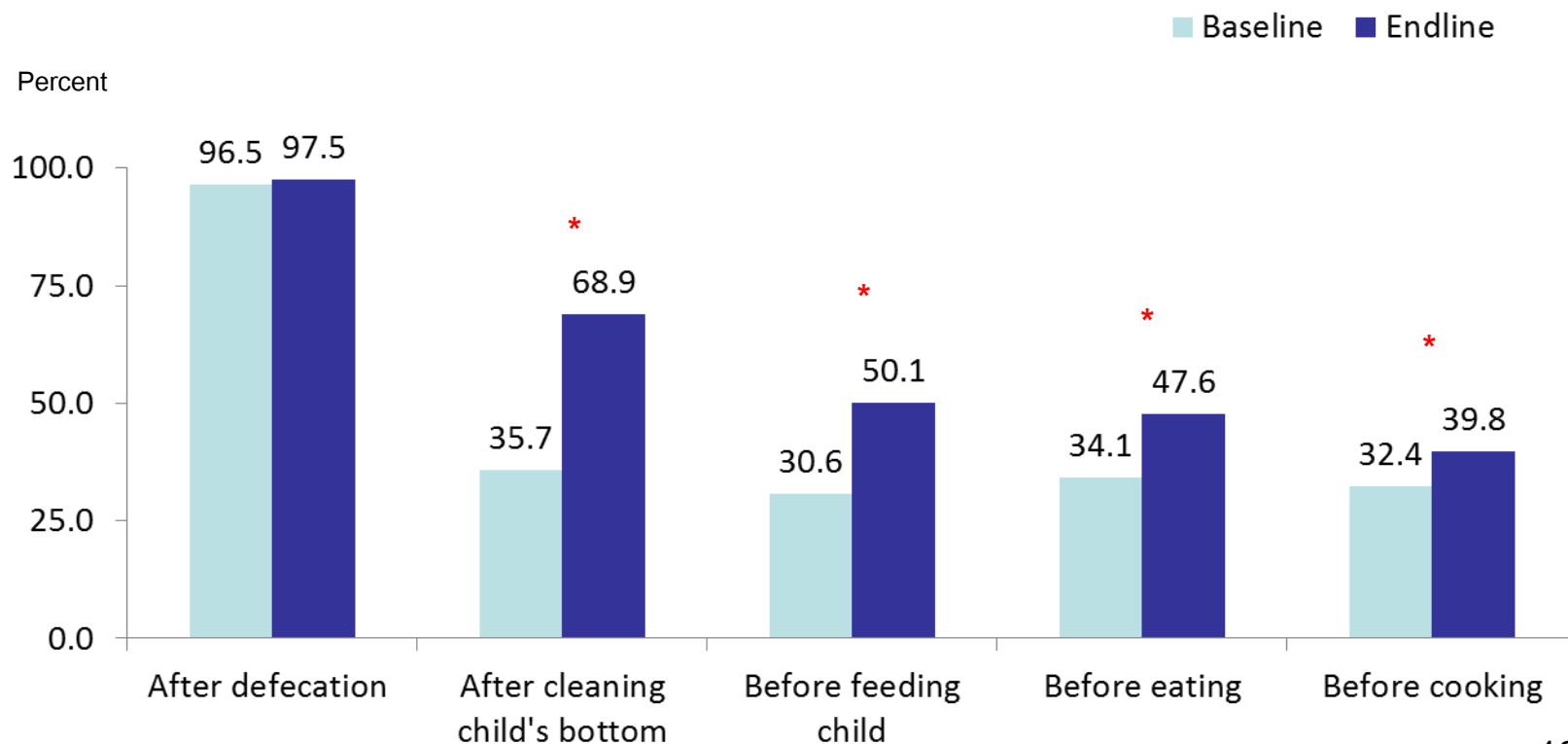


## ORS Sales Volume Growth





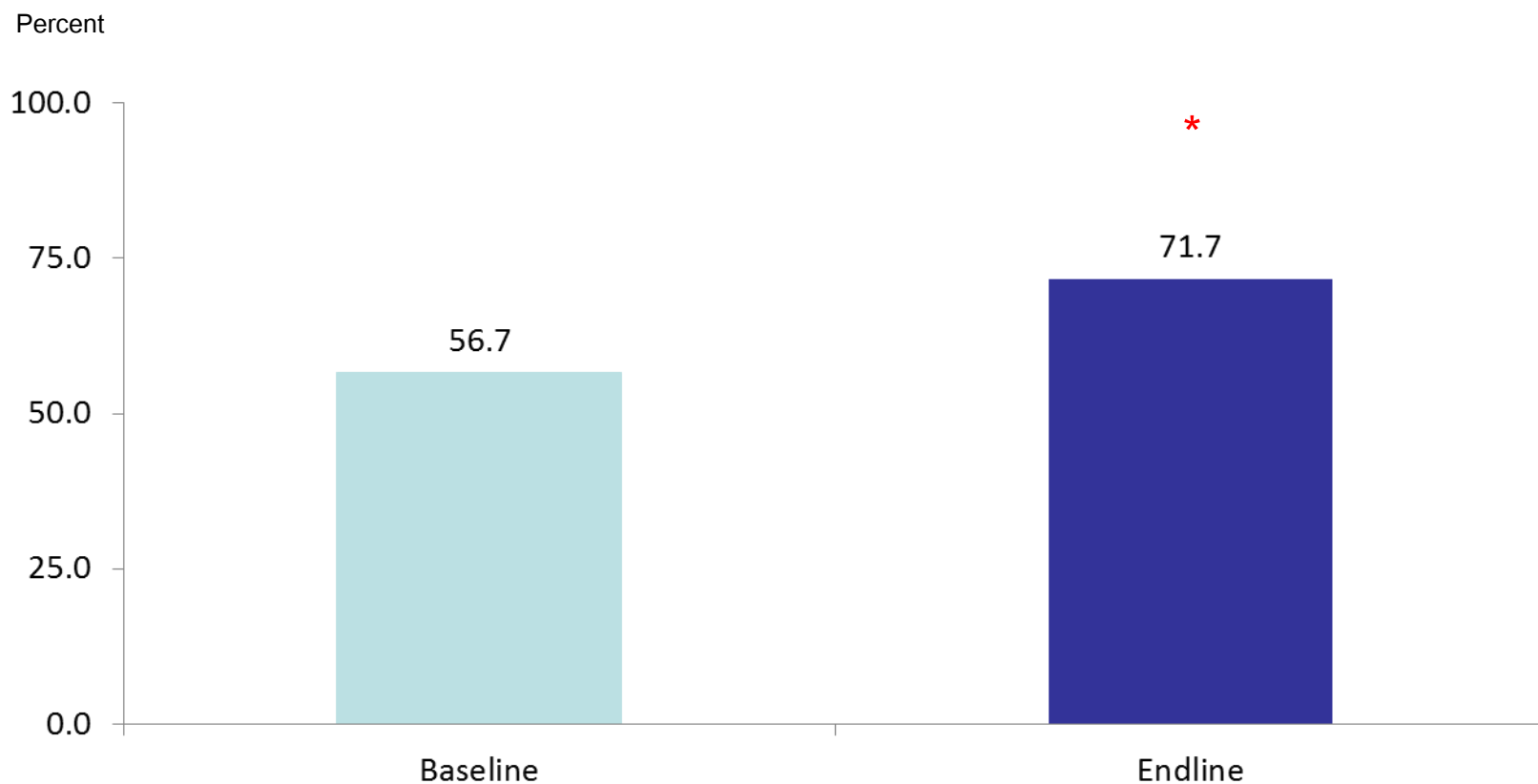
## Significant increase in knowledge of hand washing at five critical times



\*: Significantly ( $p \leq 0.05$ ) different from baseline Among Caregivers: Baseline = 2,354 Endline = 2,427



## Significant increase in awareness of need for ORS to be given to children during diarrhea



\*: Significantly ( $p \leq 0.05$ ) different from baseline

Among Caregivers: Baseline = 774 Endline = 551



**USAID** | **INDIA**  
FROM THE AMERICAN PEOPLE



Case study 3

# **DIMPA PROMOTING INJECTABLE CONTRACEPTIVES IN INDIA**





**DIMPA positioning platform:** DMPA is a convenient and hassle – free contraceptive method, since the method needs to be used once in 3 months

- **Key message:** ‘DIMPA de aapko daily bahano se mukti’.
- **Consumer insight:** Women making excuses to avoid getting pregnant?
- **Solution:** Dimpa, Ek injection, teen mahine bahano se chutti (One injection gives you freedom from making excuses for three months.)

# Dimpa: Creating uptake for a new contraceptive technology

- Communication strategy followed trajectory of product introduction in the market
  - Initial stage: Low key, low intensity campaigns directed to network members to increase value of being in the Dimpa clinic network
  - Later stage: Higher intensity, integrated campaign aimed at increasing knowledge of DMPA as an effective alternative for “3 months of freedom”
- Use of ICT to ensure continuation and referrals (“Dimpa Careline”)



# Telephone-based Follow-up Support to Users

Register for this free service by giving a “missed call”



IEC materials

Dimpa User



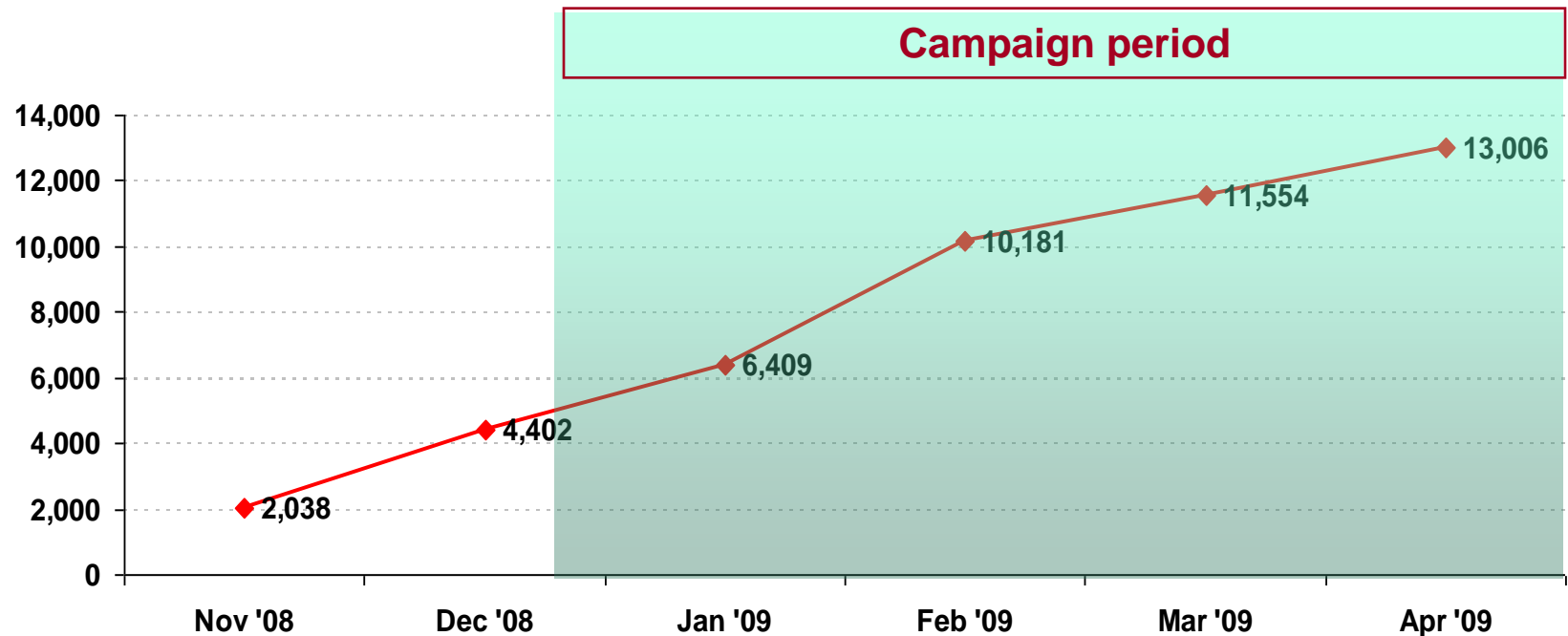
Community Outreach



Counseling at provider clinic



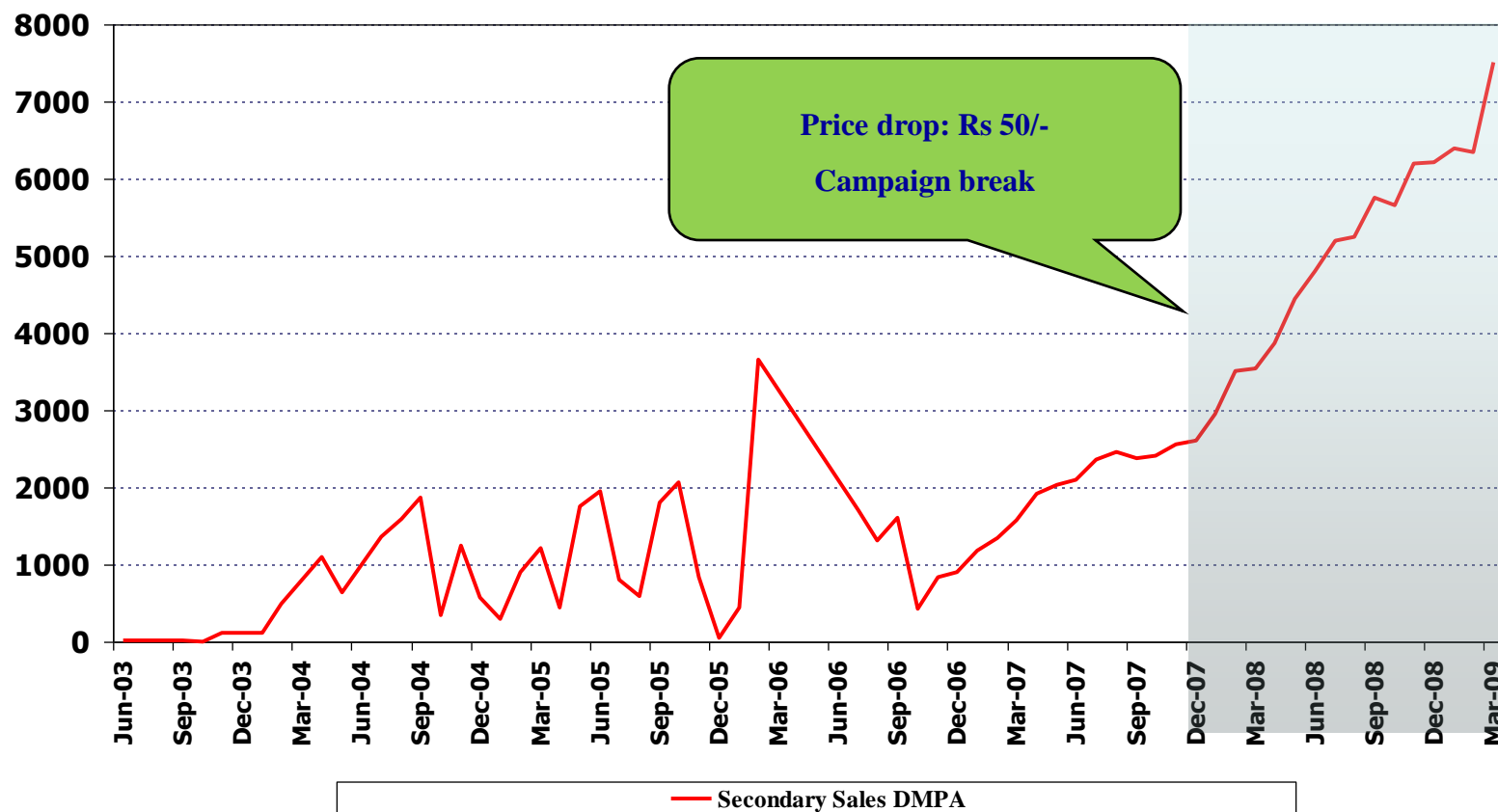
## Calls per months



- Calls registered a growth of 36 percent (compounded monthly growth rate) since inception. More so in the first month of the launch of the campaign.



## DMPA Secondary Sales in Project Towns







## Telephone-based support to DMPA users increased continuation of the second injection\*

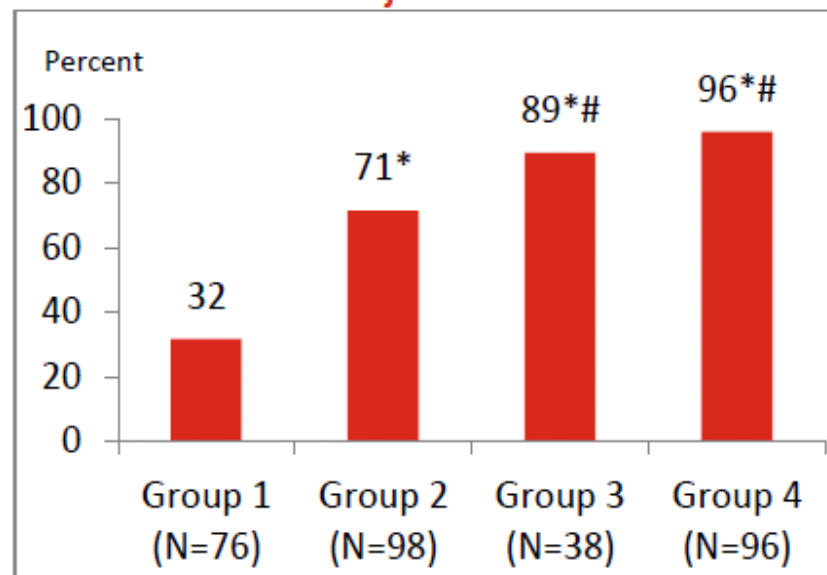
**Group 1:** First time users who did not receive any calls

**Group 2 (one call) :** Received a reminder call two weeks before the due date of the next injection

**Group 3 (two calls):** Received, in addition, a counseling call one month after their injection

**Group 4 (three calls):** Received, in addition, a reassurance call one week after their injection

**Figure 1: Reported having taken Second Injection**



\* indicated significantly different from Group 1 ( $p \leq 0.05$ ) # indicated significantly different from Group 2 ( $p \leq 0.05$ )

\*Results from a pilot test





## Lessons learnt from Category Growth campaigns

- For successful commercialization, marketing and distribution not enough
  - Demand generation for category growth is key to increased use
- It's all about mutuality
  - Collaborate for mutual gain by expansion of category
- Long-term commitment of companies is key towards market expansion
  - fence-sitters do not work out in the long run
- Partnerships for sustained investments in growing category are critical
  - ground rules need to be established from the beginning
- Win-win situation for all once market is catalyzed
  - In case of DMPA, increased number of marketers from one to five and reduced price from \$4-6 per vial to \$1-2 per vial, catalyzed market.



**USAID** | **INDIA**  
FROM THE AMERICAN PEOPLE

**THANKS**