

Because, you buy the most
that you see the most

Visibility matters !!

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Background

- Social marketing aims to utilize the marketing principles for a social cause
- Taboos, stigma, embarrassment, myths (and the list goes on) makes condom marketing a challenging task
- 'YOU CAN GET CONDOM HERE' is NOT what you search for when you need one
- And, we are keen on making 'Condom, a Fast Moving Consumer Goods'.
- The trade i.e. retail outlets are not yet ready for it.

A retailer perspective...

- Fast moving products should get to the shelf space

OR

- Products that secure the shelf space move fast

No matter what. It must boil down to business gains.

Engaging Outlet Owners to Improve the Visibility of Condoms

A success story...

About the program

- HIV prevention programme in four Southern Indian State and National Highways No-2 to 9. Funded by BMGF
- Programme strategy; saturated coverage of high risk areas with supply and demand activities
- And scale; 2.5 million TG, 26 million annual condom sales, 380,000 retail outlets

Genesis of Activity

- Test the hypothesis that product off take is dependent on the visibility of product
- Retailer initiated visibility is sustainable and innovative

Activity description

- Condom display contest launch in 13 districts of Tamil Nadu in India
 - High prevalence districts
- Identify potential retail outlets as partners
 - Located in high risk areas
 - Situated on high visible location in high risk area
 - Have physical space to innovate visibility
- Engage and motivate retail outlets
 - Display contest awareness campaign
 - Give feedback to them for initial ideas for display

Activity description... Contd.

- Ensure product supply to the retailers
 - Outlet level inventory management
 - Increased frequency of supportive visits
- Outreach connect
 - Collect display clues from outlets
 - IPC and mid-media teams disseminate display clues to the consumers
- Monitoring and evaluation of programme activity
 - Outlet monitoring system
 - Communication monitoring system

Results

- 'Masti' condom brand off take gone up by 30%-
Source ORG MARG Retail Audit-Dec'06
- Outlet penetration gone up by 25%- Source ORG
MARG Retail Audit-Dec'06
- Secondary sale gone up by 27%-Source Outlet
Monitoring System

Activity Photographs



Learning's

- Retailers have better sense of product display ideas for their outlets than the salesman/supplier
- Such activity can boost retailer and consumer dialogue. Thus, reducing the stigma and dissemination of useful information to consumer
- Reduce embarrassment to purchase condoms
- Similar activities can help improve access to condoms
- Such activity can ensure supply to be demand effective
- Visibility ensures quality of coverage and importantly availability of product

Way forward

- Scale up retailer engagement to achieve national objective of 3 million condom outlets (NACP III)
- Capacity building programmes to enhance knowledge and skills of retail partners towards condom promotion
- Leverage retailers potential as and important media in transmitting behavior change messages to consumers

Thank You for your
time!

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And above all,

The Outlet Owners...