Expanding Effective Contraceptive Options - Malawi and Zambia Case Study

World Social Marketing Conference – Sydney, April 2015
WHAT

EECO PROGRAM GOAL:

To support the research, development and introduction of technologies and approaches that better meet the needs of women and girls as their sexual and reproductive health concerns change over time
WHY

Malawi*

- In 2013, an estimated 54% of pregnancies were unintended
- More than four in 10 women have an unmet need for modern contraception
- Meeting just half of unmet need would prevent 213,000 unintended pregnancies annually, which would result in 800 fewer maternal deaths each year

*Guttmacher Institute

Zambia*

- 27% of married women have unmet need for contraception
- Women rely heavily on natural methods, e.g., rhythm, for contraception only a third of women used modern methods
- Ranked 21 in the world for under 5 mortality rate

*ZDHS
1. Research Review
   - 250 reports
   - attention on the potential user
   - product supply

2. Country insights
   - Needstate
   - PSI studies
   - ZDHS

3. Country visits

4. DELTA workshop
# RESPONSE TO DIAPHRAGM

<table>
<thead>
<tr>
<th>1</th>
<th>Dislikes &amp; Perceptions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hard, thick, dry – uncomfortable</strong></td>
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<tr>
<td><strong>Use causes damage</strong></td>
<td></td>
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<tr>
<td><strong>Does not protect against STI’s</strong></td>
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<tr>
<td><strong>Kills the mood</strong></td>
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<tr>
<td><strong>Unhygienic</strong></td>
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<tr>
<td><strong>Fear of infections and/or allergies</strong></td>
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<tr>
<td><strong>Reduce pleasure</strong></td>
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<tr>
<td><strong>Not as available as the male condom</strong></td>
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<tr>
<td><strong>Not lubricated enough (men)</strong></td>
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<table>
<thead>
<tr>
<th>2</th>
<th>Likes &amp; Perceptions</th>
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<tbody>
<tr>
<td><strong>Can carry it in your pocket</strong></td>
<td></td>
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<tr>
<td><strong>Comfortable</strong></td>
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<tr>
<td><strong>Can last for 2 years</strong></td>
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<tr>
<td><strong>Multiple use</strong></td>
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<td><strong>No side effects</strong></td>
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<td><strong>Cost effective</strong></td>
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<tr>
<th>3</th>
<th>Predicted Use</th>
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<tbody>
<tr>
<td><strong>Fairly open to use – education is needed (Zambia)</strong></td>
<td></td>
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<tr>
<td><strong>Would use if you can’t feel it</strong></td>
<td></td>
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<tr>
<td><strong>Need to carefully explain body temperature feature</strong></td>
<td></td>
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</table>

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<thead>
<tr>
<th>4</th>
<th>Partner Perception</th>
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</thead>
<tbody>
<tr>
<td><strong>Males were concerned about hygienic matters should it be used by a sex worker</strong></td>
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<tr>
<td><strong>Partners like that it’s cheaper than 2 years of condoms</strong></td>
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</tbody>
</table>

Initial reaction: surprise and laughter in majority of groups (Zambia)
LUBRICATION LANDSCAPE

**Awareness**
- KY Lubricant
- Pleasure enhancers
- Younger women more willing to use

**Advantages & Perception**
- Builds stamina
- Reduce risk of hurting self or partner
- Less risk for condoms to break

**Myths / misconceptions**
- Women are less sensitive and takes longer to reach climax.
- Need more information / partners also not educated on lubrication
- Gel banned from market

**Disadvantages & Perceptions**
- Less friction
- Chemicals cause medical problems (both countries)
- Sticky/skin irritations (both countries)

**Malawi:** Had never tried lubricant, did not see use for lubricant and indicate never intending to use lubricant in the future.
<table>
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<th>Predicted Use</th>
<th>Partner Perception</th>
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<tbody>
<tr>
<td>The ‘rubber’ part will stay in body</td>
<td>Easier to insert than female condom</td>
<td>New in market – looks new</td>
<td>Men would be more open to this option</td>
</tr>
<tr>
<td>Sponges would not stay in place</td>
<td>Would not take a lot of time to insert</td>
<td>Small size is appealing</td>
<td>Partner would allow should he also receive the information</td>
</tr>
<tr>
<td>Too thin; may tear</td>
<td>Practical - can insert prior to intercourse, partner doesn’t know</td>
<td>Misconceptions and lack of understanding of the role of the foam</td>
<td>Won’t interfere with male pleasure</td>
</tr>
<tr>
<td>Does not have lubrication</td>
<td>Not too thick</td>
<td>Younger respondents more likely to use it</td>
<td></td>
</tr>
<tr>
<td>Feels like plastic bag, ‘cheap’</td>
<td>Lubrication on surface – less oily than FC2</td>
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<tr>
<td>Difficult to insert</td>
<td>Puts women in control</td>
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<tr>
<td>Too big</td>
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<tr>
<td>Diminishes male bravado</td>
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<tr>
<td>Reduces intimacy</td>
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CHALLENGES

• Unsought products
• Nervousness to stock
• Lack of knowledge about products
• Time needed to sell the product to user
• Personal bias

LEVERAGE

• Strong relations with local offices
• Distribution system in place
• Trust in quality of products
• No apparent cultural or religious barriers
DELTA FRAMEWORK

SITUATION ANALYSIS
- Insights, Analysis & Research
- Audience Segmentation
- Brand Position

STRATEGIC PRIORITIES

MARKETING OBJECTIVES
- Promo
- Price
- Place
- Product

MARKETING PLAN
- Work Plan
- Budget
- Research Plan
- Monitoring & Evaluation
## AUDIENCES

<table>
<thead>
<tr>
<th></th>
<th>Malawi</th>
<th>Zambia</th>
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</thead>
<tbody>
<tr>
<td><strong>Diaphragm</strong></td>
<td>Married, mother, 20-30, peri/urban, lower – mid SES</td>
<td>Stable relationship, mother, 25-35, urban, mid SES</td>
</tr>
<tr>
<td><strong>Woman’s Condom</strong></td>
<td>Single, 20-24, urban, lower SES</td>
<td>Single, 19 -24, urban, lower SES</td>
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</tbody>
</table>

- Unique profiles were developed for each target group clearly identifying emotional and functional needs for contraception, which were used to position the products.
<table>
<thead>
<tr>
<th>Country</th>
<th>Woman’s Condom</th>
<th>Diaphragm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malawi</td>
<td>Whisper is the <strong>easy-to-use</strong> contraceptive choice that guarantees an intimate sexual experience <strong>free of consequences and full of pleasure</strong></td>
<td>SafePlan offers me <strong>high quality</strong> family planning products that are <strong>safe and reliable</strong>, and let me <strong>manage my life</strong> with confidence and in confidence</td>
</tr>
<tr>
<td>Zambia</td>
<td>Using Maximum allows me the <strong>freedom to explore</strong> life <strong>without worrying about the consequences</strong></td>
<td>MyChoice gives me <strong>one less thing to worry</strong> about by meeting all my family planning needs so I can <strong>focus on things that really drive my desire for success</strong>.</td>
</tr>
</tbody>
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STRATEGIC PRIORITIES – SUPPLY

- Develop consumer targeted distribution strategy
- Develop trade strategy
- Advocacy with stakeholders
STRATEGIC PRIORITIES - DEMAND

• Leverage the umbrella brands – *My Choice, SafePlan, Maximum*

• Position brands to highlight emotional and functional benefits

• Secondary Audiences - Men, trade, private providers
Product distribution in next 12 months

Diaphragms
500- Malawi
3,400- Zambia

Woman's Condoms
6,000- Malawi
76,600- Zambia
• Channels will be specific to target audience

• Secondary audiences will also be spoken through the channels e.g., males

• Community activations aimed at linking the products to services that may help the specific audiences

• Specific trade/provider support through use of medical detailers

• Community health workers will be educated

• Appropriate mobile/internet sites will be used for each country
• Willingness to pay studies

• Share of wallet

• Pegged to cost of condoms and takes into account other RH products
LESSONS LEARNED TO DATE

• Understanding and **addressing emotional needs** is important to audience insight and positioning brands

• New and **unfamiliar products will require more support/capacity building** among staff, trade and partners

• **Commercial insight is critical** to getting the products to market effectively

• **Cultural issues** around sexuality, pleasure and ‘women initiated’ methods impact positioning therefore on marketing strategies
Thank You!

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