

# Magazine Tear-Out Study Report, New Delhi, India

March 2011 to May 2013  
Institute for Reproductive Health  
Georgetown University



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FROM THE AMERICAN PEOPLE



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Institute for Reproductive Health (IRH) is part of the Georgetown University Medical Center, an internationally recognized academic medical center with a three-part mission of research, teaching and patient care. IRH is a leading technical resource and learning center committed to developing and increasing the availability of effective, easy-to-use, fertility awareness-based methods (FAM) of family planning.

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**The FAM Project**

Institute for Reproductive Health  
Georgetown University  
4301 Connecticut Avenue, N.W., Suite 310  
Washington, D.C. 20008 USA  
irhinfo@georgetown.edu  
www.irh.org

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**Acronyms**

- DI Direct Interview
- FAM Fertility Awareness-based Methods
- FGD Focus Group Discussion
- IDI In-Depth Interview
- IRH Institute for Reproductive Health
- LAM Lactational Amenorrhea Method
- MTO Magazine Tear-Out
- NCR National Capital Region
- SDM Standard Days Method
- SEC Social Economic Classification
- USAID United States Agency for International Development

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## Introduction

### Background and Context

Georgetown University's Institute for Reproductive Health (IRH), a key global player in the field of reproductive health, has been developing and implementing various fertility-awareness-based methods (FAM) of family planning. In India, IRH works towards expanding family planning alternatives by providing technical assistance to government and local organizations, thereby helping those organizations to integrate modern, effective family planning methods into services and programs within the context of informed choice. IRH has also been working steadily at providing and expanding access to viable and cost effective family planning options.

IRH was awarded the five-year FAM Project (later extended for a sixth year) in September 2007 by the United States Agency for International Development (USAID). The goal of the FAM Project was to increase access to and use of FAM—in particular Standard Days Method® (SDM) and Lactational Amenorrhea Method (LAM)—within the framework of informed choice. As part of the FAM Project, IRH was mandated to explore various channels including the public health system, social marketing, and private sector, through which these methods could be offered with the goal of increasing access to and uptake of family planning.

The private sector is the primary source of health care in India, catering to more than 90% of condom and injection users and over 60% of pill and IUD users (NFHS 3). IRH collaborated with a variety of private sector partners to tap into unmet need for family planning, focusing on reaching different sectors of the population with family planning information and services. HLL Lifecare Ltd. is the largest contraceptive manufacturer in India and a quasi-governmental enterprise, and is also India's only licensed manufacturer and distributor of the SDM tool CycleBeads®. The company has the potential to expand the market for SDM through direct-to-consumer sales of CycleBeads.

Bringing together Internet technology and mass media, IRH designed an innovative study that explored the feasibility of offering CycleBeads directly to consumers through promotion of CycleBeads in full-page advertisements in popular magazines. The magazines also featured a Magazine Tear-Out (MTO) version of CycleBeads that could be used directly by a woman to screen herself for eligibility to use SDM and identify her fertile days (a central part of SDM). The MTO gives the user an opportunity to try CycleBeads for one cycle before purchasing the product online. As part of the MTO study, IRH and HLL Lifecare offered CycleBeads online for Rs. 150 (roughly \$2.50 USD) while using magazines, digital media, and social networking as promotional channels.

### Rationale

While great strides have been made in expanding access to SDM to address unmet need in India, the task of reaching the large number of eligible couples in India wishing to space their pregnancies is daunting. Increasing knowledge of fertile/infertile days within the menstrual cycle could significantly improve the practices of Indian couples who currently use periodic abstinence or condoms inconsistently, or are not using any method at all. Developing an effective strategy to reach couples with information about SDM through mass media channels, as is often done with other methods, could represent a breakthrough in expanding access to those not reached by regular service delivery channels.

SDM is uniquely suited to a direct-to-consumer approach because it is a non-clinical, knowledge-based method. Direct-to-consumer approaches have an advantage in densely populated urban areas where there is strong exposure to media.

IRH's objective was to move away from the freely-available and subsidized models of making contraceptives available to offer CycleBeads via a private sector channel. Considering increased purchasing power of large population sectors in India combined with a relatively new interest in online shopping, IRH opted to use the Internet as the channel through which to offer CycleBeads. Making CycleBeads available online also gave the opportunity to bypass logistical issues such as identifying retail outlets and shelving the product that comes along with a brick-and-mortar store. The readership of magazines among women in urban centers is significantly increasing, with particular interest in lifestyle issues such as health, family and housekeeping. Reaching out to those women with FAM such as SDM through women's magazines has the potential to increase both basic knowledge of fertility and use of FAM among that larger group. As a final advantage in the partnership, HLL Lifecare already had an established online portal for condoms, which was then adapted for use as a platform for CycleBeads sales.

### **Objectives**

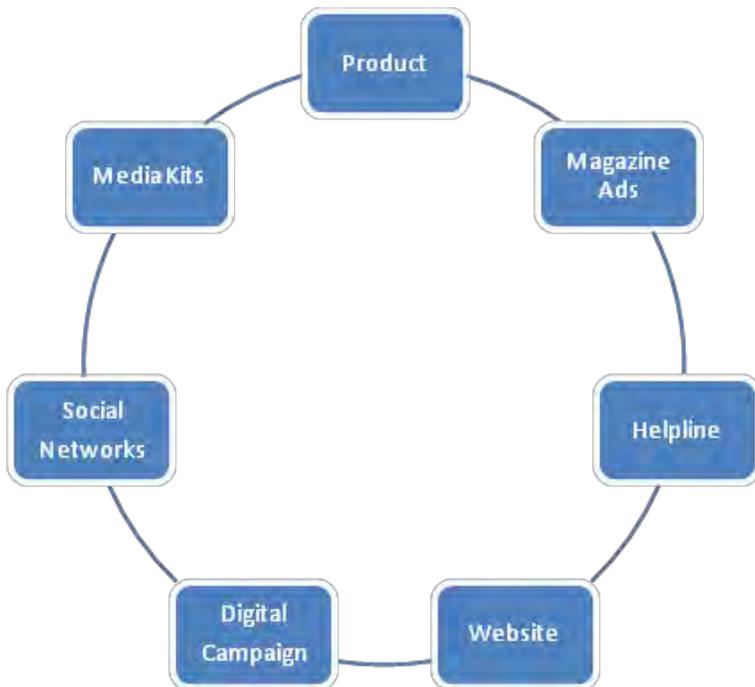
By taking a multi-pronged approach – placing information about CycleBeads in magazines and online platforms as well as making it available for purchase online – IRH aimed to:

- increase awareness, demand, and use of SDM/CycleBeads in India through a direct-to-consumer approach;
- expand access to CycleBeads throughout the country to areas that are not covered by existing programs receiving technical assistance from IRH (states other than Uttar Pradesh and Jharkhand);
- diversify the SDM/CycleBeads client population by attracting users from the upper-middle and middle classes, thereby increasing the profile and prestige of SDM within the country.

Within these objectives, the study also explored several smaller questions, including if there would be significant interest in CycleBeads when offered directly to the consumer; if online platforms are appropriate for promotion and sale of CycleBeads; and if users can successfully screen themselves for method eligibility and use of a paper version of CycleBeads without support from a service provider<sup>1</sup>. The key components of the study are presented in the illustration below.

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<sup>1</sup> This question was not answered given the small sample size of clients who actually began using the method during the short period of time for the intervention.



### Product Brand

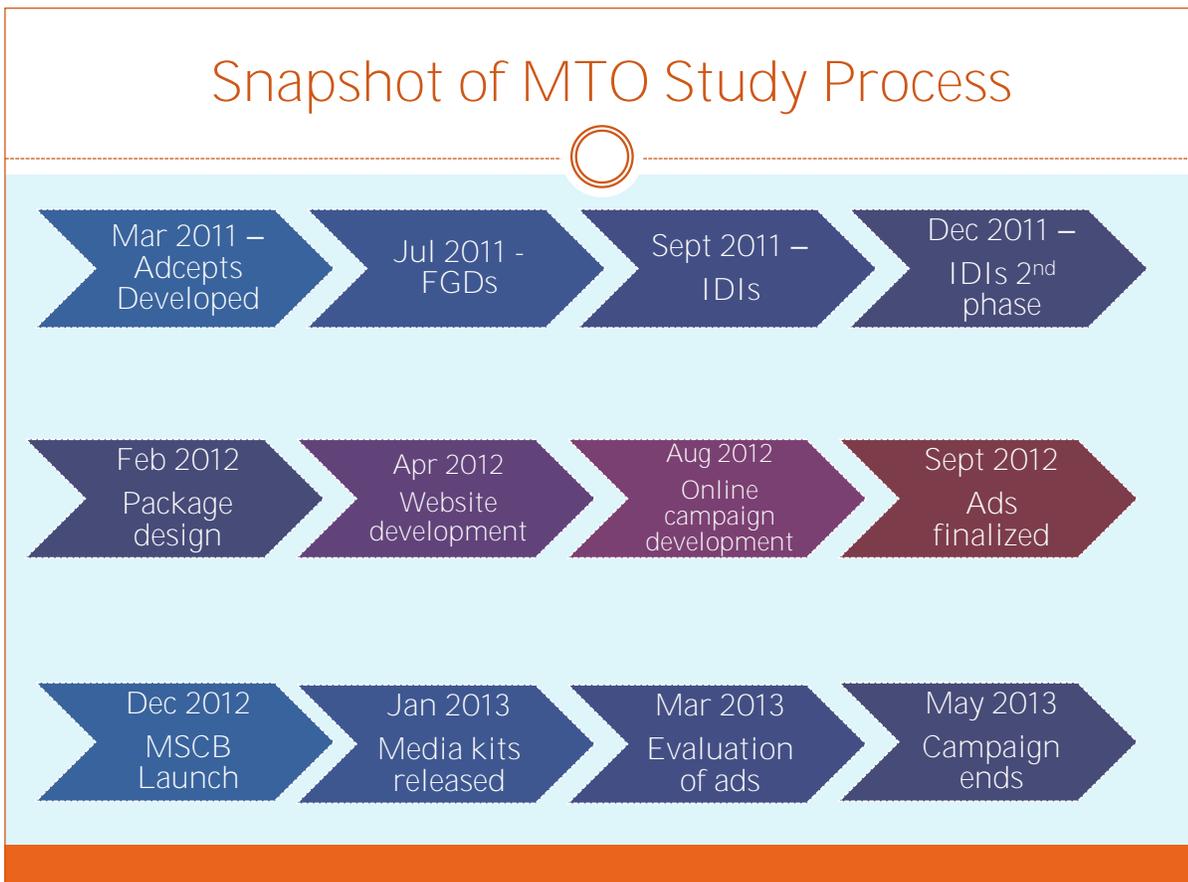
To position the product in the commercial markets, HLL branded the tool as Makesure® CycleBeads, using special packaging to differentiate it from the standard CycleBeads offered through government programs. Both brands are manufactured by HLL Lifecare in India and the actual beads are the same but packaged differently. Makesure was already an established line of fertility and women's health products that included products such as pregnancy tests and ovulation test kits. Lending the brand name "Makesure" to the CycleBeads product allowed for integration of the beads with HLL Lifecare line of family planning products, making it easier for HLL to promote CycleBeads online.

## Intervention

The implementation of the MTO Study consisted of several components:

1. Conceptualization of the adcepts (ad concepts, or messages that would be converted into ads)
2. Pretest of the creative strategy
3. Creation of the magazine ad and supporting mechanisms
4. Release of magazine ad
5. Creation and launch of the digital promotional campaign

Though these components overlapped in their development and launch stages, they all had distinctive purposes within the study and were evaluated separately. A brief timeline of the MTO Study is given below:



### 1. Conceptualizing Adcepts (March 2011)

The first step of the MTO Study was to conceptualize the messages (“adcepts”) that would be converted into ads. IRH contracted with the advertising agency Street Life to develop the adcepts that would be used in the pretesting stage. The adcepts were based on IRH’s research on perceived advantages of CycleBeads as well as Street Life’s expertise in advertising to similar populations.

The first round of adcepts consisted of three themes: trust/couple communication; natural/no side-effects; and empowerment/confidence. Each adcept was a two-page document featuring a photograph, headline, and accompanying text (see Appendix 1).

- The **trust/couple communication** theme focused on warm emotions and emphasized the special bond between husband and wife, which was valid across income groups.
- The **natural/no side-effects** theme focused on women who would prefer a method like CycleBeads because it is natural. This theme played on the concept of having ‘faith in nature’ and ‘knowing your body to know yourself better’.
- The **empowerment/confidence** theme focused on freedom and confidence that come along with empowerment and the ability to control your fertility.

## 2. Pretesting of Creative Strategy (July 2011)

Before the ads were finalized and printed, it was critical that the creative strategy be pretested to ensure that it would be noticed and understood by the target audience. The lack of provider involvement made it doubly important that the product be easily understandable to consumers: MTO would be the first time the majority of the target audience would see CycleBeads, and without clarity and ease of understanding, the chances of misuse would increase significantly.

The first round of pretesting, a series of focus group discussions (FGDs), centered specifically on the creative, thematic aspects of the adcept. Though the tear-out itself was not the focus of the FGDs, the tear-out visual was shown during the discussions.

The main objectives of the FGDs were to gauge:

- Which creative theme works best?
- Within this theme, which execution works best?
- How can the creative message be fine-tuned further?

The FGDs were conducted with English-speaking groups in Delhi and Hindi-speaking groups in Lucknow. FGDs were comprised of married women aged 18-30 years and included a mix of those currently not using any contraception method, using traditional methods, and using periodic abstinence or condoms. All participants were subscribers or regular readers of magazines such as Femina, New Woman, Cosmopolitan and other English Magazines in Delhi, and Meri Saheli, Griha Shobha and Sarita in Lucknow. FGDs were also conducted with husbands of the women in the target group. A snapshot of the FGDs is given below.

	Lucknow	Delhi
<b>Men</b>	1 FGD, Social Economic Classification (SEC) B	1 FGD, SEC B
<b>Women</b>	2 FGDs (1 Each, SEC A/B)	3 FGDs (2 SEC A/1 SEC B)

### Findings from Adcept Development Phase FGDs



Participants spend much of their leisure time reading magazines, watching television, chatting with friends on the phone, surfing the Internet (particularly in Delhi), and shopping. Popular magazines mentioned were Woman’s Era, Femina, Griha Shobha etc, and newspapers mentioned included

Times of India, Navbharat Times and Hindustan Times. The women reported finding ads for cosmetics, skin cream, lingerie, and accessories like shoes and handbags particularly eye-catching and interesting.

The adcept shown at the FGDs combined the two at left, featuring the headline “Two minds are better than one” and a visual of a woman standing closely next to her husband with her hand on his chest. Most respondents, when first exposed to the CycleBeads adcept, looked at the tear-out first, then the image, and finally the text. Respondents generally said that the instructions were too verbose but the tear-out looked different and interesting.

FGDs found that the couple theme was the clear winner for both female and male respondents. The FGDs helped to fine-tune the images and wording of adcepts – for example, shortening the text and showing a “natural, non-model” couple –and to identify the appropriate emphasis and length of the text.

**Findings from Content and Tear-Out Pretesting FGDs**

Once the adcepts were pretested and target group preferences identified, a second round of pretesting looked specifically at the tear-out part of the ad, to seek directions for fine-tuning and further improvement. To test the tear-out, three versions were developed and respondent preferences among the three were sought through In-Depth Interviews (IDIs).

The main objectives of the IDIs were to specifically evaluate respondent comprehension of the tear-outs and their experiences with them. Research questions included:

- How well do respondents comprehend the message?
- Does the tear-out clearly convey to consumers eligibility criteria for using CycleBeads?
- Does the tear-out clearly convey to consumers the need to screen oneself before starting to use CycleBeads?
- Does the tear-out induce consumers to call and ask for samples?
- Are the instructions easy to understand?
- Is there anything else that can be added so that it can give more clarity the Cycle-Beads process?
- How good is respondents’ understanding of the various elements of the tear-out such as the color-coded beads, instructions, etc.?
- What are the perceived benefits and payoffs derived from using CycleBeads/SDM?
- How appealing and persuasive is the tear-out overall?
- What are consumer suggestions for improvement and further fine-tuning of the material?

The IDIs were conducted in three phases. In the first phase, the original version was tested among ‘mainstream’ SEC A/B consumers in both Delhi and Lucknow. Following results of this phase, the second phase tested new, fine-tuned versions of the tear-out among mainstream SEC A/B consumers in both Delhi and Lucknow. Comprehension issues, however, still remained, and researchers felt that the materials should be shown to more evolved, upmarket SEC A consumers to evaluate if comprehension improved. A third, Delhi-only phase was designed in which IDIs on both the original and new versions of the tear-out were conducted with SEC A respondents only. The four versions of tear-out visuals tested in the IDIs can be found in Appendix 2, and a snapshot of the IDIs is given below.

	<b>Lucknow</b>	<b>Delhi</b>
<b>Women</b>	8 DIs (Mix of SEC A/B)	12 DIs (Mix of SEC A/B)

## **Findings from Final Testing via Interviews**

Most consumers understood that the adcepts were for a family planning method, but they often assumed that the ads were for contraceptive pill or a condom. Comprehension did improve among the SEC A consumers in Delhi. Most consumers across groups found the ad interesting and were curious about the product, breaking into conversation to discuss the topic rather than simply the visual or the headline. Once consumers had a general idea about the product (*'something for family planning'*), they did not look at the details. As a result, most were confused about the product itself.

Understanding of the ad seemed stronger in Delhi than Lucknow, though this observation may have been because the sample was skewed towards the well-informed and educated SEC A consumers. Across Lucknow and SEC B, confusion was more prevalent. Even among the SEC As, however, most IDI participants remained confused about product usage, needing a detailed and thorough explanation from a facilitator before understanding the message fully. A number of alterations and additions were made based on the results.

*"On seeing this picture I would definitely like to find out more about what this product is."* -Respondent from Delhi SEC B

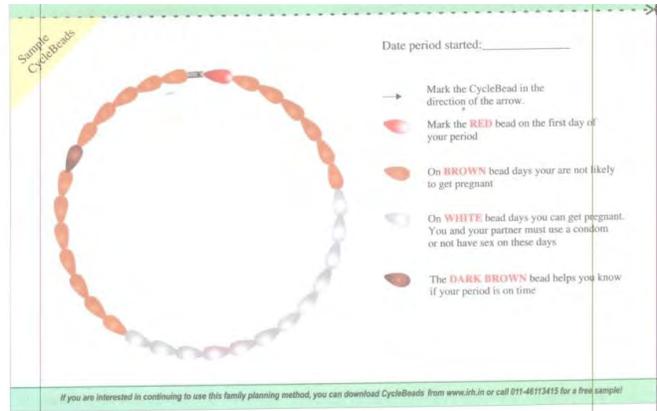
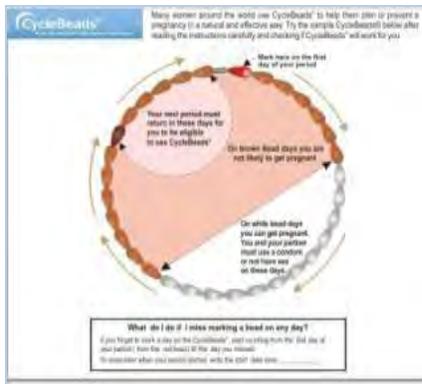
Most women did not use the tear-out to check their eligibility to use CycleBeads. Except in the Delhi SEC A group, most FGD participants did not comprehend the color coding of beads and its implications. Understanding did improve after 2-3 readings of the materials, and participants typically understood the white, brown and red beads. The dark brown bead, however, proved confusing, and its function was understood only after a thorough explanation by the moderator. After multiple readings, most women understood the eligibility criteria and that regular periods fall between 26-32 days. They also understood that if they forget to mark a few days, they can calculate using the period date they had noted when their period started or check from where they last ticked a bead. The free sample of CycleBeads was misunderstood to be the tear-out itself rather than the actual CycleBeads, and FGC participants assumed that when they ordered a sample, they would receive a booklet of paper beads.

*"If the woman's period starts on 1<sup>st</sup> August, then even if it comes on 28<sup>th</sup> August it will be fine."* -Respondent from Lucknow SEC B

Because of the small font size on the materials, most respondents did not initially understand that a website and a phone number are provided for ordering a free sample (see images below). Upon reading the text, respondents understood the purpose of the phone line but felt that a toll-free helpline is necessary for questions regarding the print ad and the method. Most participants reported that they would use the image for a month, and some mentioned that they might mark the days with a pencil, erase the markings after the first month, and use the card again the following month. When shown the image of the beads on the back of the page, they were happy to have an extra copy of the paper beads.

The findings suggested that there is a need to mention upfront that the product is a tracking device similar to a calendar, making one aware of the safe/unsafe days for conception. Instructions should also mention clearly that a woman must first write down her period start date in the blank space given and must start from the red bead every time afterward that her period start.

The preferred version of the tear-out was a combination of version one (front side) and version two (back side), as shown below:



Respondents preferred to have the instructions only on the first page, with the second page featuring the tear-out illustration and bead color coding (see illustration). This layout seemed clear and clean to respondents, who said that it also highlighted the safe and unsafe days in an easily understandable way. Most women expressed a high inclination to try CycleBeads once they understood it, as they found it easy to use and appreciated the lack of side effects.

### **Findings from Second Round of Interviews**

The findings from the first round of IDIs suggested that more refinement of the adcept was needed, and that another round of testing with SEC A1+ audience would be useful in discerning what women understood about the message and product through the print materials. For this phase, ten IDIs were conducted with married women who were aged 18-30, well-educated, and part of SEC A1+ in Delhi and National Capital Region (NCR). All other factors remained the same as with the first phase, though the Hindi-speaking group was eliminated for this round as the previous phase showed that Hindi-speaking women found it harder to comprehend the adcepts. In this group, most women were well educated and working as teachers, managers or coordinators in a company, or other similar roles. Some were self-employed. The women were often fairly independent and not housebound, running their own businesses or developing their hobbies if not employed.

The printed materials were further edited based on findings from phase one FGDs and IDIs (this round's adcepts can be found in Appendix 3). The themes were shifted to 'Couple' and 'Single' women so that the tear-out spoke to a wider range of potential users rather than specifically to married women. Findings from this round were similar to those in phase one and included:

- Print ads are necessary but not independently sufficient to impart product information. Other promotional activities are required to effectively teach the method.
- The ads were interesting, and the CycleBeads were reported to be more interesting than the couple/woman visual.
- Across even this segment of educated and evolved women, it was felt that respondents needed guidance in completely understanding the product as it was very confusing to them at first.
- The natural aspect of the method was said to be its most appealing factor, and most respondents reported looking for a product without side effects.
- Some women reported feeling empowered and relaxed as controllers of their own family planning. They also liked the fact that they could track safe/unsafe days as well as their period dates.
- Most consumers felt they would rather use the paper sample rather than ordering the actual CycleBeads. Ordering was said to be "cumbersome" and challenging.

- Overall, there was a strong inclination towards trial and usage after comprehending the product.

### 3. Creation of the Magazine Ad and Supporting Mechanisms (January to September 2012)

After pretesting, IRH designed the final print material and customer support system with support from HLL Lifecare and Street Life Advertising Agency. As the pretesting revealed that the magazine ad alone was insufficient in triggering uptake of Makesure CycleBeads, IRH designed supporting mechanisms to make the overall Makesure CycleBeads experience more user-friendly. For this purpose, IRH planned and implemented the following tasks to coincide with the release of the magazine ads and Makesure CycleBeads in December 2012:

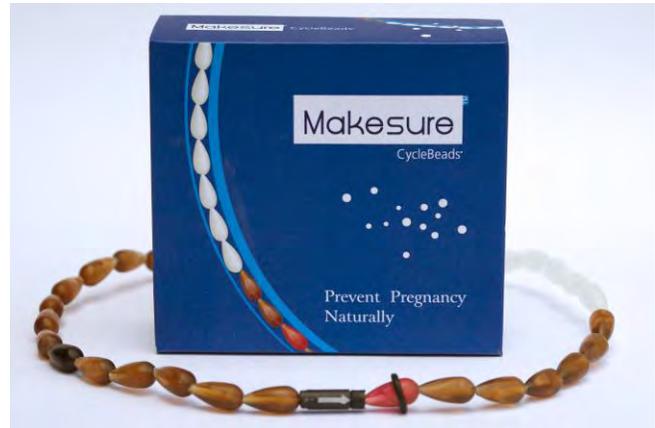


Figure 3. Makesure CycleBeads packaging.

1. Design and launch of the **Makesure CycleBeads website** ([www.makesurecyclebeads.com](http://www.makesurecyclebeads.com)), which contains relevant information about the product including how to use Makesure CycleBeads, FAQs, user testimonies, a Screen Yourself function, and a link to the Moods Planet payment gateway for online purchase orders.
2. Establishment of a **customer support helpline** to respond to questions about purchase and use of Makesure CycleBeads. The helpline was handled in-house by IRH, using a mobile phone number, and was functional Monday to Friday 9:30 AM to 5:00 PM. Details of the helpline number were added to the Makesure CycleBeads package and on the website.
3. Design of a **Facebook page** used to promote Makesure CycleBeads and allow target audience to interact with the brand at a more personal level. Weekly status updates providing more information on the new product and its benefits were planned for the Facebook page. The page also gave information on SDM and was promoted through other communications with partners and IRH internal networks such as e-blasts, weekly updates, and personal Facebook friend invites.
4. Development of a **Media Kit** to disseminate among media houses in conjunction with the launch of Makesure CycleBeads to trigger interest about the



Figure 1. Screenshot of Makesure CycleBeads website.



Figure 2. Screenshot of Makesure CycleBeads Facebook page.

new product. The Media Kit consisted of a sample of Makesure CycleBeads along with a press release, FAQs, a copy of the magazine ad with the tear-out, and an information postcard. Appendix 4 contains the list of media houses that the media kit was shared with.

5. Implementation of a **digital campaign** designed to support the magazine ads and drive more traffic to the Makesure CycleBeads website.

In addition to these activities, the Makesure CycleBeads product package was designed in collaboration with HLL Lifecare. The package consisted of one string of Makesure CycleBeads, an extra black band, a user manual in English and Hindi, and a four-year calendar. A photo shoot was organized to capture images for the final ad as per preferences indicated by the target group in the pre-testing.

#### 4. Release of the Magazine Ads

At the same time that the above mentioned activities were taking place, the ads were finalized based on the pre-tests and were ready to be published, along with the launch of the product itself, by December 2012. The final ad that appeared in magazines is shown below:

Figure 4 Front and back of final Makesure CycleBeads magazine ad



Based on circulation details, four English language women's magazines carried the ad: Femina, Good Housekeeping, Cosmopolitan, and New Woman. Two ad inserts each were planned for Femina, Good Housekeeping, and New Woman while three ad inserts appeared in Cosmopolitan. The ad schedule publication in the magazines was as follows:

Insertions	Dec '12		Jan '13		Feb '13	
	3rd Week	Monthly	1st Week	Monthly	Monthly	
Femina						
Good Housekeeping						
Cosmopolitan						
New Woman						

#### 5. Creation and Launch of the Digital Promotional Campaign

Another major component of the MTO Study was the digital campaign designed to promote Makesure CycleBeads online and also to reach out to the target group in a relevant, real-time, and cost-effective

manner. The digital campaign was designed with the idea that since Makesure CycleBeads were being offered online, it was important to reach those who were more likely to shop online. In this context, IRH designed an advertising campaign for Facebook and Google. The digital campaign ran from December 2012 to the end of the MTO Study in May 2013.

**Facebook ads** allowed precise audience targeting and also brought back rich data about user profiles, preferences, and online behaviors. To zero in on the target group for Facebook advertising, broad targeting was adopted where the target group had a series of specific interests:

- Men and women in India
- Aged 18-40
- Engaged, newlywed, or parenting
- With an interest in health, wellbeing, beauty, fashion products, women's health, etc.

This broad targeting resulted in a pool of approximately 2,402,600 Facebook users. IRH designed four different Facebook ads with message copy such as *"Afraid of side effects? Now prevent pregnancy naturally"* and *"Worried about pregnancy? Makesure CycleBeads is natural and 100% side effect free."*

Simultaneously, **Google Contextual Advertising** was adopted to reach out to those people who are less active on Facebook but browse the internet and have an interest in online shopping. Contextual advertising is a form of targeted advertising for using ads appearing on websites or other media. The advertisements themselves are selected and served by automated systems based on the content displayed to the user. A contextual advertising system scans the text of a website for keywords and returns advertisements to the webpage based on those keywords. For this, a list of keywords were shared by IRH with the Street Life Advertising Agency that included terms such as "pregnancy", "natural contraception", "fertility", "family planning", "marriage", "health", and "relationship".

Keeping the tone of the ads similar to the magazine and Facebook ads, IRH designed 7 banner ads to be used for Google Contextual Advertising. Appendix 5 shows all the Facebook and Google ads used for the digital campaign.

All supporting mechanisms (helpline, website, media kit, and digital campaigns) were developed in time for the launch of Makesure CycleBeads on December 1, 2012

## **Evaluation of the MTO Campaign**

All the various components of the MTO Study were designed so that the activities could be measured. Below are the data and findings from each of the activities that made up the Study.

### **Findings from the Magazine Ads**

After all ad inserts were released in the magazines, GFK-MODE was tasked with evaluating the effect of the ads on the interest in the method. The primary objectives of the research were:

- To gauge the percent of respondents who have seen the print ad among the target group (i.e. those who have read any of the 4 magazines in the last 3 months).
- To evaluate recall of the campaign by the respondents who claimed to have seen the print ad.

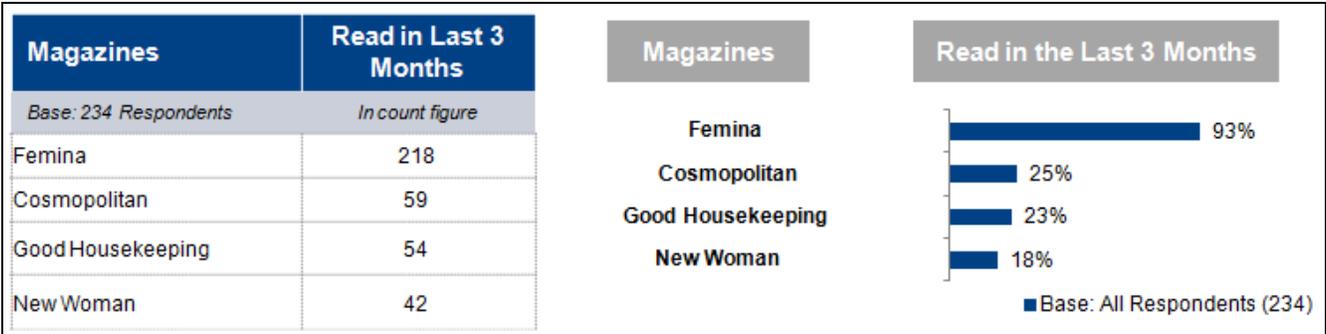
Intercept interviews were used to assess if magazine readers saw/read the ads, whether they associated it with a family planning method and what action, if any, was taken after reading the ad in terms of looking for more information or buying it online. Purposive sampling was used and interviews were conducted at market places/outside retail outlets in upscale localities in Delhi, where the probability of finding the eligible respondents was high.

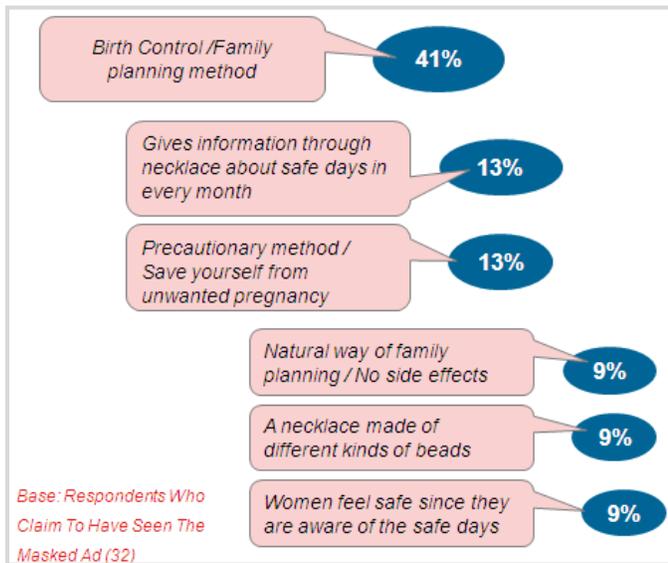
	South	West	Central	North
Locations	South Extension Market - I	Tilak Nagar Market	Connaught Place - Inner Circle	Kamla Nagar
	Green Park Market	Karol Bagh	Connaught Place - Outer Circle	
	GK-I Market	Rajouri Garden Market		
	Sarojini Nagar			
	Lajpat Nagar Market			
	Delhi Haat			

The target respondents were 22–35 years old, married, and had read Femina/ New Woman/ Cosmopolitan/ Good Housekeeping in the last three months. Readers of the selected magazines in the last three months were interviewed because the ad had been published in these magazines in the months of December 2012 and January/February 2013.

Each respondent was first asked to recall an ad spontaneously for any contraceptive or family planning method. After responding, she was shown some masked ads for products related to women including the Makesure CycleBeads ad and was asked whether she has seen the ad. Those who claimed to have seen the ad were asked to recall the brand/product shown in the ad. Subsequently, interviewers asked questions on message comprehension, likes/dislikes about the ad, whether they recalled elements such as website and tear-out, believability, and intention to purchase. All interviews were conducted by female investigators. A self-administered questionnaire was used to record responses for questions related to respondent’s family-planning/contraceptive use/purchase decisions.

A total of **234 respondents were intercepted**. Purposive sampling was used because locating the required target group of respondents in a random sampling was difficult. More than half of the interviewed respondents were Femina readers.





On being asked to spontaneously recall an advertisement for any contraceptive or family planning method that they have seen in a magazine recently, more than three-fourths of the respondents were able to recall such an ad. Of these 79% respondents, 7% could spontaneously recall an ad for contraceptive or family planning method. Of these 7%, the majority recalled “Makesure” as the brand/product name shown in the advertisement.

In relative terms, the spontaneous recall for Makesure CycleBeads ad may seem low. However, given that it is a new brand with no form of communication support other than print

advertisement in few magazines, a spontaneous recall of 7% is considered healthy. Further, when shown a Makesure CycleBeads ad image card in an unbranded format, 14% claimed that they have seen the advertisement and 10% correctly had recalled elements of the brand name. Recall of “CycleBeads” is high as compared to “Makesure”, with more than half the respondents recalling it.

The percentage of respondents who have seen the Makesure CycleBeads ad is low in both absolute and relative terms. However, it must be noted that the ads for the other brands (i-pill/Prega-news) do not actually qualify as a benchmark for Makesure CycleBeads, given their prolonged equity in the market and the continuous communication support that they receive through TV advertising.

Forty-one percent of respondents recalled “birth control/family planning method” as the main message of the advertisement, a positive outcome of the study possibly related to the tagline “Prevent Pregnancy Naturally” featured in the ads. Recall of other elements of the advertisement – including product benefits, usage details – was low. It is possible that the lower recall of these elements is because respondents might be missing these elements in the text-heavy advertisement copy. Other key findings included:

- **Attitudes toward the product:** More than half of respondents liked the idea of a product connected with a new, natural method of family planning. Respondents felt that knowledge of safe and unsafe days was a primary advantage of the product. Messages including “tension-free life”, “trustworthy”, and “natural method” rated significantly lower in respondents’ reports of product advantages. Respondents cited no aspects of the product that they disliked.
- **Website experience:** Only two respondents noticed the website in the print advertisement, and neither of the two had visited the website at the time of the survey. Reasons given by these two participants for not visiting the website were “did not have time” and “no internet access”.
- **Tear-out experience:** Recall of the tear-out was higher among respondents than recall of the website, but the total was still low (eight respondents). None of the respondents used the tear-out, but about 50% of respondents who claimed to have seen the advertisement spoke about the advertisement with a family member or friend, suggesting that the ad was able to generate some

level of interest among respondents. The majority of respondents who had discussed the tear-out had discussed it with their husbands.

- **Plans to purchase:** Though none of the respondents purchased the product until the writing of this report, overall perception of the product was positive. Around 70% were planning to purchase Makesure CycleBeads in the future. The respondents not planning to purchase the stated 'Not interested in the product' and 'Do not need this product' as the reason for not purchasing the product in future.

From these findings it can be concluded that the strength of the branding in the ad is high. Further, the respondents' understanding based on the ads of family planning as the product's purpose was good. However, memory of the other key elements – such as benefits of the product or usage details – was significantly lower. It is probable that these elements were lost in the text-heavy ad. Perhaps most importantly, the advertisement did not encourage involvement among the respondents. The definitive intention to purchase is still at low levels, possibly because of lack of information, knowledge or experience about the product. It may also be that the respondents did not find the product relevant to their own lives. The number of respondents who have recommended the product to others is also low for similar reasons.

#### **Findings from the Digital Campaign**

Because it is possible to gather data through Facebook and Google advertising, it was possible to track the reach of the ads and make changes to the messages as needed. The Facebook ads ran from December 2012 to May 2013. Data were tracked on a monthly basis, and the ad that received a higher number of viewer clicks was then sent out more often to garner the maximum amount of exposure among the target audience.

The table below shows data collected from the Facebook campaign over the 6 months:

<b>Facebook Ad Campaign</b> <i>1 Dec 2012 - 31 May 2013</i>	
Total clicks	25108
Average click-through rate	0.13
Average cost per click	5.01 Rs
Male clicks	21969
Female clicks	3139
Average age group	18-40 years

The Google campaign began along with the Facebook campaign in December 2012 and continued until March 2013. The reason for the shorter campaign was that the Cost Per Click for Google was higher and it was decided that, given the limited budget, the attempt was to reach as many people as possible, which could be better achieved by Facebook advertising.

The table below gives data from the Google campaign:

Google Ad Campaign 1 Dec 2012 - 31 Mar 2013	
Total clicks	2528
Average click-through rate	1.06
Average cost per click	9.22 Rs

The digital campaign findings suggested that this is a channel worth pursuing further in the future. The pitch *“Afraid of side effects? Now prevent pregnancy naturally!”* worked well for both Facebook and Google. This finding aligns well with IRH’s other experiences regarding SDM and CycleBeads, which have proven that SDM’s lack of side effects is a key reason women choose to use the method.

Results suggested that using images of people led to higher click rates than using images of the box/packaging, and that visuals of couples worked slightly better than visuals of a girl alone. These results correlated well with findings from the pretesting phase of the MTO Study, during which it was found that an affectionate, happy couple is the ideal visual for this product.

Data from Facebook and Google is based not on just a few groups, but is real time data drawn from millions of people across India. Hindi online media, in fact, has emerged significantly through Google ads with the highest number of clicks on the Makesure CycleBeads ad coming from Navbharat Times Online. A significant number of clicks also came from health, beauty, and baby care sites. Trends also showed that after two months, any ad on Facebook or Google begins to deliver diminishing returns: the ad reaches new audiences, but at a higher cost per click and with lower click-through rates.

Quick reactions are therefore essential and a sustained digital campaign accompanied with social media interaction would make space for better engagement with target group.

The digital campaign confirmed many of the findings that IRH has gathered regarding CycleBeads in the Indian context. The majority of those who clicked on the Facebook ad were men aged 18-40, demonstrated that there is interest amongst men for this product. Furthermore, taking Makesure CycleBeads online has shown that digital media is worth exploring. Makesure CycleBeads can be considered an example of adopted an online channel to increase awareness about family planning, and similar strategies can potentially be employed to disseminate a range of health messages. Because digital communication is comparatively less costly than printed media, it can be used to support traditional IEC/BCC campaigns. Further, it is important to consider that health organizations and other stakeholders should prepare this and similar interventions for the moment when smart phones and other internet/technology based communications tool trickle down to bottom-of-the-pyramid groups.

#### Findings from the Website

Because all digital ads were all linked to the Makesure CycleBeads website and the product could only be ordered through this website, the study team used Google Analytics to understand the profiles of those who visited the website. The table below provides a snapshot of the data gathered from Google Analytics:



Figure 5. Most popular Google ad.

<b>Web Analytics Data from <a href="http://www.makesurecyclebeads.com">www.makesurecyclebeads.com</a></b> <i>1 Dec 2012 to 31 May 2013</i>			
Total hits to website	11,963	Visits from Facebook	5561
Unique visitors	10,766	Visits from Google	1910
Page views	32,709	Viewed on personal computer	11,095
Pages/visit	2.8	Viewed on mobile	475
Average visit duration	2 mins	Viewed on tablet	123

Google Analytics showed that there were over 32,000 page views in the period of six months, and that the most visits to the website came from Delhi, Bangalore, Pune, Kolkota, and Mumbai. After the homepage, the most popular page was 'How to Use Makesure CycleBeads'. The page was also accessed through mobiles and tablets, though the majority of viewers accessed the site through personal computers.

### **Findings from the Helpline**

The calls that were received on the support helpline were tracked and documented. From the period of December 2012 to March 2013, there were 16 calls to the helpline. Of these, 10 calls were from men. The majority wanted to know more about the product and how it can be purchased, including the price and how it will be delivered to them. A majority of calls were from the South of India. A complete list of calls and details are presented in Appendix 6.

### **Findings from Online Sales**

An important component of the MTO Study was to see if promoting Makesure CycleBeads through magazines and an online campaign would lead to online sales of the product. The website, support helpline, and tear-out were designed to encourage interest in the product to translate into sales. IRH monitored sales of the product via back-end access to the payment gateway. During the six months of the study, 30 pieces of Makesure CycleBeads were sold. Additional 37 orders were placed but not fulfilled by the system due to either lack of payment, payment gateway issues and other reasons. Helpline call reports showed that a payment-on-delivery system would be of great interest to many potential consumers. Payment systems were an obstacle for this study, and factors like a payment-on-delivery system and smooth functionality of the payment gateway provided challenges for consumers and implementers alike. The Moods Planet online payment gateway was not functional for several days, and a number of transactions were left incomplete leading to loss of sales.

The majority of purchases were from southern India, but interest in Makesure CycleBeads has come from all parts of the country. Somewhat surprisingly, the majority of purchases were made by males aged 27-35 who were married or engaged. Some made the purchase based on the magazine ad, but the majority who purchased did so after being exposed to the product through Facebook and Google ads, showing that a digital campaign has high potential to increase online sales. The sales data correlate with Google Analytics data and calls to the helpline, showing that there is significant interest from men in a natural, side effect-free method of family planning, especially in the southern India.

## Lessons and Conclusions from MTO Study

The MTO Study and its components highlighted a number of lessons learned about offering CycleBeads directly to consumer via online sales. Key lessons included the following:

- **There is interest amongst target groups for Makesure CycleBeads.** Findings from pretesting, FGDs, Google Analytics, and helpline call data all show that consumers want to know more about the product. As CycleBeads and SDM are still new concepts in most of the country, target groups found the product difficult to understand without significant explanation or support. This finding from the FGDs and the pretesting phase IDIs correspond with information that points to generalized lack of awareness about fertility in the Indian population.
- **CycleBeads can be successfully offered online.** However, magazine ads alone will not trigger sales: a host of supporting elements is required to ensure that the target group can engage meaningfully with the product before they purchase it. A website and helpline number are essential so that potential consumers can find out more about how the product works.
- **Magazine tear-outs interested the target group but may be insufficient as a stand-alone source of SDM knowledge and instruction.** The target groups found the printed version of Makesure CycleBeads highly interesting, but felt that it was difficult to use and challenging to understand without support. This suggests that the paper version is perhaps more apt for a group that is already familiar with the concept of SDM and how to use CycleBeads.
- **When Makesure CycleBeads are offered directly to consumers, men take interest.** In previous studies, IRH has found that men react positively to CycleBeads when they are offered free via the public sector and social marketing. Data from digital marketing campaigns in this study strongly support those findings, and suggest that this may be a result of generally higher rates of internet access and online shopping among men than women. Future promotional campaigns for Makesure CycleBeads should include messages geared specifically toward men.
- **Digital campaigns successfully advertise and inform about Makesure CycleBeads.** Having reached over 30,000 online users in a span of six months, a complete digital campaign including Facebook and Google advertising, an interactive website, and a Facebook page proved successful in improving sales of Makesure CycleBeads. As an added bonus, online campaigns are easier to measure than other types of advertising campaigns, and marketers are therefore more able to understand and react to audience responses to ads.
- **Sustained mass-media and mid-media campaigns are necessary to convert interest to sales.** While digital media has great potential to raise awareness about and interest towards Makesure CycleBeads, an online promotional presence should support a larger media campaign to enact the highest possible interest-to-sales rate. Other on-the-ground activities such as kiosks and promotional events allowing consumers to interact with the product are also positive factors in increasing sales.
- **A payment-on-delivery service would increase sales.** Because Makesure CycleBeads is a new product and a relatively unknown method, potential consumers may be hesitant to purchase upon first learning about the product. A payment on delivery system likely would make new consumers

feel more comfortable about investing in the product. HLL Lifecare should explore collaborating with brands like FlipKart or other online shopping portals that have their own pre-created logistics systems for payment on delivery.

In conclusion, the MTO Study has confirmed many of IRH's prior experiences regarding CycleBeads in other contexts. The Makesure version of CycleBeads is ideal for the relatively large population of urban Indian couples looking to prevent pregnancy naturally. These findings and the overall experiences suggest that proper promotion and support of the product can lead to significant sales of Makesure CycleBeads. The MTO Study further confirms that offering CycleBeads directly to consumers, especially via online channels, can be a feasible way of making SDM sustainable in India.

## Appendix 1: Adcepts Used for Pre-Testing

### Adcepts Used in Focus Group Discussions

#### Theme 1: The Couple Theme



#### **Text Accompanying the Image**

The first few months of my marriage were blissful, yet I was worried. I love my husband but I wasn't ready to be a mother. We both worried about unwanted pregnancy, but we weren't sure what to do about it. There are many choices, but I wanted our choice to be based on trust.

Then we found Cycle Beads. A friend had been using Cycle-Beads® for about a year and it was working very well for her. It works great for us too. Cycle-Beads® is a string of color-coded beads that keeps track of the days when pregnancy is most likely (*see image below*).

Cycle-Beads® is based on a scientifically tested family planning method called the Standard Days Method, which has 95% effectiveness. Cycle-Beads® help me prevent pregnancy simply by keeping track of my menstrual cycle. There are only a few days in a month when I can get pregnant and Cycle-Beads® alerts my husband and me about these days in a simple way.

Cycle-Beads® works for me because I have regular periods which are about a month apart. It's a natural and simple way to prevent pregnancy. And on days when I can get pregnant, my husband and I use a condom or avoid sex. Because the decision to use Cycle-Beads® is mutual, these days don't strain our relationship at all. We are more intimate now that we do not have to worry about an unplanned pregnancy. Cycle-Beads® has brought us closer.

In a few years, when I am ready, I would like to start a family. For now, my husband and I trust each other – and Cycle-Beads®.

*\*The Standard Days Method is included in the family planning guidance documents of the World Health Organization.*

*\*The Standard Days Method does not protect from HIV/AIDS and other Sexually Transmitted Infections. Always use a condom during intercourse if you are at risk.*

*\*If you are breastfeeding, had a baby in the last 6 months, or have used a hormonal contraceptive method in the last 3 months, CycleBeads will not work for you now! Contact us for more information.*

## Theme 2: The Natural Theme



### **Text Accompanying the Image**

Motherhood is one of the most beautiful gifts of nature, but you need to be ready for it. Nature is wise and knows a simple and effective way for you to avoid pregnancy till you feel ready. Did you know that there are only a few days in a month when you can get pregnant? By understanding your menstrual cycle, you can know on which days you are most likely to get pregnant. With this knowledge you can be in control of your fertility in a natural and effective way. Scientists at Georgetown University's Institute for Reproductive Health developed the Standard Days Method® -- the family planning method that Cycle-Beads® is based on. With 95% effectiveness, using Cycle-Beads® helps you avoid pregnancy in a completely natural way that is free of side effects. If you have regular periods which are about a month apart and will get support from your partner to use condoms or avoid sex on days you can get pregnant, then Cycle-Beads® is a good option for you.

***What are CycleBeads®?*** CycleBeads® is a string of color-coded beads that keeps track of the days when pregnancy is most likely and when pregnancy is least likely. *See image below*

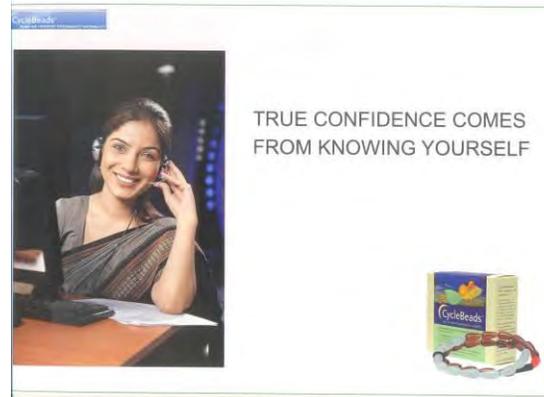
***Why Should I Use Cycle-Beads®?*** CycleBeads® is an ideal option if you are looking for a simple and natural method of preventing a pregnancy without any side effects.

*\*The Standard Days Method is included in the family planning guidance documents of the World Health Organization.*

*\*The Standard Days Method does not protect from HIV/AIDS and other Sexually Transmitted Infections. Always use a condom during intercourse if you are at risk.*

*\*If you are breastfeeding, had a baby in the last 6 months, or have used a hormonal contraceptive method in the last 3 months, CycleBeads will not work for you now! Contact us for more information.*

### Theme 3: Empowerment



Career. Home. Friends. Family. Relationships. Hobbies. Dreams. Goals. Health. Success. Savings. Future. Children? Am I ready to be a mother now? Or do I want to wait? There is this and so much more to consider before you become a mother. A child is a beautiful gift that can be cherished when the decision is yours. Having the choice to become a mother when you are ready is empowering. Did you know that there are only a few days in a month when you can get pregnant? By understanding your menstrual cycle, you can know on which days you are most likely to get pregnant. With this knowledge you can be in control of your fertility in a completely natural and effective way. Scientists at Georgetown University's Institute for Reproductive Health developed the Standard Days Method® of family planning with Cycle-Beads®. With 95% effectiveness, using Cycle-Beads® helps you avoid pregnancy by keeping track of the days when you are most likely to get pregnant. If you have regular periods which are about a month apart and will get support from your partner to use condoms or avoid sex on days you can get pregnant, then Cycle-Beads® is a good option for you.

**What are Cycle-Beads®?** Cycle-Beads® is a string of color-coded beads that keeps track of the days when pregnancy is most likely and when pregnancy is least likely. See image below

**Why Should I Use Cycle-Beads®?** Cycle-Beads® is an ideal option if you are looking for a natural and simple method of preventing a pregnancy by managing the days you can get pregnant. It makes you aware of your body. Cycle-Beads® gives you the freedom to make your choice.

*\*The Standard Days Method is included in the family planning guidance documents of the World Health Organization.*

*\*The Standard Days Method does not protect from HIV/AIDS and other Sexually Transmitted Infections. Always use a condom during intercourse if you are at risk.*

*\*If you are breastfeeding, had a baby in the last 6 months, or have used a hormonal contraceptive method in the last 3 months, CycleBeads will not work for you now! Contact us for more information.*

## Tear-Out Visual

**CycleBeads®**  
PLAN OR PREVENT PREGNANCY NATURALLY

Many women around the world use CycleBeads® to help them plan or prevent a pregnancy in a natural and effective way. Try the sample CycleBeads® below after reading the instructions carefully and checking if CycleBeads® will work for you.

Mark here on the first day of your period

Your next period must return in these days for you to be eligible to use CycleBeads®

On brown Bead days you are not likely to get pregnant

On white bead days you can get pregnant. You and your partner must use a condom or not have sex on these days.

**What do I do if I miss marking a bead on any day?**  
If you forget to mark a day on the CycleBeads®, start counting from the first day of your period (from the red bead) till the day you missed.  
To remember when your period started, write the start date here: \_\_\_\_\_

## Adcepts Used in In-Depth Interviews

**There's no substitute for trust**

**THE FIRST FEW MONTHS OF MY MARRIAGE WERE BLISSFUL,** yet I was worried. I love my husband, but I wasn't ready to be a mother. We both worried about unwanted pregnancy, but we weren't sure what to do about it. There are many choices, but I wanted our choice to be based on trust.

Then we found Cycle Beads. A friend had been using CycleBeads for about a year and it was working very well for her. It works great for us too.

CycleBeads is a string of color-coded beads that keeps track of the days when pregnancy is most likely and when pregnancy is least likely (see image below). CycleBeads is based on a scientific family planning method called the Standard Days Method, which has 95% effectiveness. CycleBeads help me prevent pregnancy simply by keeping track of my menstrual cycle. There are only a few days in a month when I can get pregnant, and CycleBeads alerts my husband and me about these days in a simple way.

CycleBeads works for me because I have regular periods which are about a month apart. It's a natural and simple way to prevent pregnancy. And on days when I can get pregnant, my husband and I use a condom or avoid sex. Because the decision to use CycleBeads is mutual, these days don't strain our relationship at all. We are more intimate now that we do not have to worry about an unplanned pregnancy. CycleBeads has brought us closer.

In a few years, when I am ready, I would like to start a family. For now, my husband and I trust each other and CycleBeads.™

\* The Standard Days Method is included in the family planning policies documents of the World Health Organization.  
\* The Standard Days Method does not prevent HIV/AIDS and other sexually transmitted infections. Always use a condom during intercourse if you are at risk.  
\* If you are breastfeeding, had a baby in the last 6 months, or have a cyclic hormonal contraceptive method in the last 3 months, CycleBeads will not work for you now. Contact us for more information.

Sample CycleBeads

Mark the **RED** bead on the first day of your period. Date period started:

Dark Brown bead

Your period must return in these days for you to be eligible to use CycleBeads

on **BROWN** bead days you are not likely to get pregnant

on **WHITE** bead days you can get pregnant. You and your partner must use a condom or not have sex on these days.

If you are interested in continuing to use this family planning method, you can download CycleBeads from [www.ab.in](http://www.ab.in) or call 011-48152415 for a free sample!

**There's no substitute for trust**

Many women around the world use CycleBeads® to help them plan or prevent a pregnancy in a natural and effective way. Try the sample CycleBeads® below after reading the instructions carefully and checking if CycleBeads® will work for you.

Will CycleBeads Work For Me?

You can use CycleBeads if your monthly periods are regular (they are regular if you get periods every 26-32 days) and if you can use condoms to avoid sex during the white bead days.

You cannot use CycleBeads if you recently had a baby, are breastfeeding or used a hormonal method of contraception, like the pill, in the past few months.

When To Use CycleBeads?

- Each bead represents one day of your menstrual cycle.
- Mark the red bead on the first day of your period.
- Mark one bead every day, even on days when you have your period.
- Always start marking in the direction of the arrow.
- On brown bead days, you are unlikely to get pregnant.
- On white bead days, you can get pregnant. Use condoms or do not have sex on these days to prevent pregnancy.

How To Know If My Periods Are On Time?

- If your next period starts before you mark the dark brown bead, it means your period came too soon.
- If your period doesn't start even after you have crossed the last brown bead, your period is delayed.
- If your period is too early or late more than once in a year, CycleBeads won't work for you and you should opt for another effective family planning method.

What do I do if I miss marking a bead on any day?

If you begin to mark your CycleBeads, follow these instructions:

- Check the date your period started.
- Starting with that day, count the number of days that have passed until today.
- On the CycleBeads, mark the same number of beads starting with the red bead.

Sample CycleBeads

Mark the **RED** bead on the first day of your period. Date period started:

Dark Brown bead

Your period must return in these days for you to be eligible to use CycleBeads

on **BROWN** bead days you are not likely to get pregnant

on **WHITE** bead days you can get pregnant. You and your partner must use a condom or not have sex on these days.

If you are interested in continuing to use this family planning method, you can download CycleBeads from [www.ab.in](http://www.ab.in) or call 011-48152415 for a free sample!

## Appendix 2: Tear-Out Versions Used in Pre-Testing (In-Depth Interviews)

**CycleBeads**  
THE ORIGINAL BEAD-BASED FAMILY PLANNING METHOD

Many women around the world use CycleBeads® to help them plan or prevent a pregnancy in a natural and effective way. Try the sample CycleBeads® below after reading the instructions carefully and checking if CycleBeads® will work for you.

**What do I do if I miss marking a bead on any day?**  
 If you forget to mark a day on the CycleBeads®, start counting from the first day of your period (from the red bead) the day you missed.  
 To remember when your period started, write the start date here: \_\_\_\_\_

### Original Version

**Sample CycleBeads**

Mark the **RED** bead on the first day of your period.

Date period started: \_\_\_\_\_

Your period must return in these days for you to be eligible to use CycleBeads.

on **BROWN** bead days you are not likely to get pregnant

on **WHITE** bead days you can get pregnant. you and your partner must use a condom or not have sex on these days

**Dark Brown bead**

**Will CycleBeads Work For Me?**  
 You can use CycleBeads if your monthly periods are regular (They are regular if you get periods every 26-32 days) and if you can use condoms or avoid sex during the white bead days.

You cannot use CycleBeads if you recently had a baby, are breastfeeding or used a hormonal method of contraception, like the pill, in the past three months.

**How Do I Use CycleBeads?**

- Each bead represents one day of your menstrual cycle
- Mark the red bead on the first day of your period
- Mark one bead every day, even on days when you have your period
- Always start marking in the direction of the arrow
- On brown bead days, you are unlikely to get pregnant
- On white bead days, you can get pregnant. Use condoms or do not have sex on these days to prevent pregnancy

**How To Know If My Periods Are On Time**

- If your next period starts before you mark the dark brown bead, it means your period came too soon
- If your period doesn't start even after you have crossed the last brown bead, your period is delayed
- If your period is too early or late more than once in a year, CycleBeads won't work for you and you should opt for another effective family planning method

**What do I do if I miss marking a bead on any day?**  
 If you forget to mark your CycleBeads, follow these instructions:  
 1) Check the date your period started  
 2) Starting with that day count the number of days that have passed until today  
 3) On the CycleBeads mark the same number of beads starting with the red bead

*If you are interested in continuing to use this family planning method, you can download CycleBeads from [www.irh.in](http://www.irh.in) or call 011-46113415 for a free sample!*

Version 1 (appeared on both sides of the page)

**Sample CycleBeads**

Date period started: \_\_\_\_\_

→ Mark the CycleBead in the direction of the arrow.

Mark the **RED** bead on the first day of your period

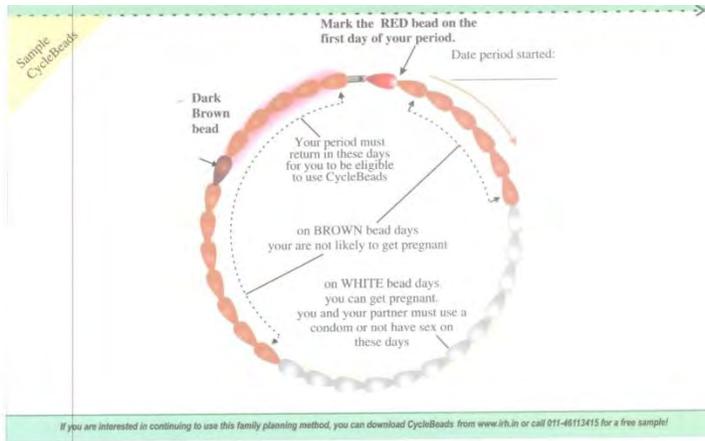
On **BROWN** bead days you are not likely to get pregnant

On **WHITE** bead days you can get pregnant. You and your partner must use a condom or not have sex on these days

The **DARK BROWN** bead helps you know if your period is on time

*If you are interested in continuing to use this family planning method, you can download CycleBeads from [www.irh.in](http://www.irh.in) or call 011-46113415 for a free sample!*

Version 2 (This image on one side and Version 1 on the back side)



**Version 3: Version 1 on the front page and this image on the back side**

# Appendix 3: Refined Acepts for IDIs Phase 2

## Theme 1: Couple

**Two minds are better than one.**

**M**y husband and I love each other. But we want to have children when we're ready. We found a simple way that's built on trust. It's non-hormonal. It has no side effects. It's scientifically tested. It's 95% effective. That's why I use CycleBeads to prevent pregnancy. CycleBeads is a string of color-coded beads that tells me on which days in a month I can get pregnant. On those days, my husband and I just use a condom or avoid sex. We feel much closer now. So can you. All you need to track. And CycleBeads.

To use how CycleBeads works, see the paper sample overview. Check the instructions first, and then the do's and don'ts.

**A Natural Family Planning Tool**

Turn over for paper sample >>

### Do's and Don'ts

Like all other family planning methods, CycleBeads work only for women who are stable.

**You can use CycleBeads:**

- If you have regular period every 26 to 32 days
- If you can avoid sex or use condoms on white bead days

**You should not use CycleBeads:**

- If you recently had a baby, are breastfeeding, or have used a hormonal method like the pill in the last three months.

**How do you know if your periods are regular?**

CycleBeads can help you understand your cycle better. When using CycleBeads:

- If your next period starts before you reach the dark brown bead, your period has come too early.
- If your period doesn't start even after you have crossed the last brown bead, your period is delayed.

**If this happens more than once a year, CycleBeads won't work for you. You should opt for another effective method.**

**When using CycleBeads remember:**

- Each bead represents one day of your menstrual cycle.
- Always mark in the direction of the arrow.
- Mark the red bead on the first day of your period.
- Mark one bead every day, even on the days when you have your period.

**If CycleBeads works for you, you can get genuine CycleBeads for free by visiting [www.4rh.in](http://www.4rh.in) or calling 011-46113415.**

• CycleBeads provide no protection from HIV/AIDS and other STDs. If at risk, always use a condom.

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**Start**

1. Mark the date your period starts here.
2. Mark the red bead on the first day of your period.
3. Mark a bead every day. Even on days you have your period.
4. If you forget to mark a day on the CycleBeads, start counting from the first day of your period of the day you missed.

**When you reach the last brown bead, you can avoid sex or use a condom for the next 10 days.**

**Get your message. Call 011-46113415 or go to [www.4rh.in](http://www.4rh.in)**

**Mark the CycleBead in the direction of the arrow.**

**Mark the red bead on the first day of your period.**

**Do NOT mark beads you are not ready to get pregnant.**

**Do NOT mark beads you are not ready to get pregnant. You and your partner must use a condom or not have sex on these days.**

**The 10th brown bead helps you know your period is here.**

**How your period must return to these days to keep continuing using CycleBeads.**

## Theme 2: Single Woman

**All good things come from nature.**

**I**n a modern, educated woman. So I know that the best things come from nature. That's why I use CycleBeads to prevent pregnancy. CycleBeads is a string of color-coded beads that tells me on which days in a month I can get pregnant. To avoid a pregnancy, we avoid sex or use a condom on days I can get pregnant. It's 100% natural. It has no side effects. It's 95% effective. CycleBeads takes care of me the way only nature can.

To use if CycleBeads will work for you, try the paper sample overview.

**A Natural Family Planning Tool**

Turn over for paper sample >>

**Appendix 4: List of media houses where the Makesure CycleBeads Media Kits were sent**

<b>Magazines</b>	
1	Arogya Dham
2	Griha Shobha
3	Women's Era
4	Sarita
5	Grehlaxmi
6	Meri Saheli
7	India Today Woman Reader's Digest
8	Navbharat Times
9	Health and Nutrition Magazine
10	Prevention Magazine
11	Women's Health
12	Guardian Health Chronicle
13	Perfect Woman
14	Society Magazine
15	Savvy
16	Elle India
17	Vogue India
18	Women's Era
19	Child Magazine
20	Sarita
<b>News Papers</b>	
21	Asian Age
22	Deccan Chronicle
23	The Sunday Indian
24	Deccan Herald
25	Hindustan Times
26	Indian Express
27	Outlook India
28	Pioneer

## Appendix 5: Ad Designs for Digital Campaign

### Google Banner Ads

Prevent pregnancy naturally with  
**Makesure CycleBeads®**

Scared of side effects when it comes to preventing pregnancy?

**Makesure CycleBeads®**  
Prevent Pregnancy Naturally

ORDER ONLINE NOW!

*I found an easy way to prevent pregnancy naturally. It's very effective and is 100% side effect-free!*

**Makesure CycleBeads®**

Available now for the first time in India

Prevent Pregnancy Naturally

with  
**Makesure CycleBeads®**

I no longer worry about getting pregnant. I use Makesure CycleBeads® and I love it!

The most reliable way to prevent pregnancy naturally is now available in India.

Buy online now!

Now available online for the first time in India!

**Makesure CycleBeads®**  
Prevent Pregnancy Naturally

*I understand for the first time which days each month I can get pregnant. That's why my husband and I use Makesure CycleBeads to help us prevent a pregnancy*

Prevent Pregnancy Naturally

**Makesure CycleBeads®**

Now Available in India!

**Makesure CycleBeads®**  
Prevent Pregnancy Naturally

Options	Text
1	Afraid of side effects? Now prevent pregnancy naturally.
2	100% side-effect free, scientifically-tested contraception. Now in India.
3	Worried about pregnancy? Makesure CycleBeads is natural and 100% side effect free.
4	Natural family planning for those who want to prevent pregnancy with no side-effects
5	I no longer worry about pregnancy. I use Makesure CycleBeads to prevent pregnancy.
6	Worried about pregnancy? Makesure CycleBeads is effective and 100% side effect free.

## Facebook Ad Image and Text Combinations

### Headline:

Option 1: Natural contraception

Option 2: Avoid pregnancy naturally

Option 3: Pregnancy worries?

Option 4: Delay pregnancy

### Image 1



To be combined with text options: 1, 4, 5

### Image 2



To be combined with text options: 1, 2, 4, 6

### Image 3



To be combined with text options: 3, 4, 5, 7

### Image 4



To be combined with text options: 1, 3, 7

## Appendix 6: Support Helpline Details

	Phone No.	Date of Call	Time of Call	Query	Other Details
<b>Dec-12</b>					
		20/12/2012	10:25	Male caller from Greater Noida asked about the product, the effectiveness of using MSCB, and the cost	Saw the ad on Navbharat Times (Google ad)
		21/12/2012	2:30 PM	Male caller asked about what to do in the case when someone is already pregnant. He was not interested in the product. Mentioned that he saw the ad on Facebook	Was advised to speak to a doctor and told briefly about the product
		28/12/12	2:51 PM	Male caller interested in the product. Wanted to know how the product works and showed interest in purchase	
		31/12/12	10:11 AM	Wrong number (called twice)	
		31/12/12	11:35 AM	Wanted basic product info and to understand what exactly it is. Said might buy the product	
<b>Jan-13</b>					
		8/1/2013	10:05 AM	Male caller, asked about the product but disconnected call on his own.	
		17/01/2013	10:23 AM	Call from David Bent in Global Trade Solution Centre in Hong Kong and showed interest in purchasing CBs	Call got disconnected
		18/01/2012	4:11 PM	Male caller calling from Assam but living in Pune. Asked about delivery time and shipping cost.	
		21/01/13	1:20	Call from web design agency who have seen the and wanted to contact us for digital communication requirements	Asked her to drop an email to makesurecyclebeads@gmail.com
		24/01/12	4:11 PM	Male caller wanting to know how the product works. Calling from MP. Wanted to know if product can be delivered in MP and what the cost	Saw the MSCB ad on Stardust website (Google ad)

				is. Is interested in purchasing the product	
<b>Feb-13</b>					
		14/02/13	12:38	Wanted to place order but the payment gateway was down	Dr. Megha Pansare from Kholapur. Wanted to order for her daughter in law
		18/02/13	3:37	Wanted details on how to place order	Murali from Chennai
		19/02/13	2:03 PM	Wanted to place order but the payment gateway was down	Name of caller - Uday
<b>Mar-13</b>					
		11/3/2013	12:00 PM	Have placed order on 4th Mar but hadn't received product yet	Issue was communicated to HLL and HLL found that there was an integration program at their end
		19/3/2013	1:41 PM	Woman from Andra Pradesh wanted to know if she could use MSCB with irregular periods. Wanted to know how the product worked and if there was a product like this available for women with irregular periods.	
		25/03/2013	11:30 AM	Call from Deepa Dhingra who was trying to place purchase but wasn't able to because of credit card password issues. Wanted 2 sets of the product and wanted to know where to purchase the product in a pharmacy.	

[http://articles.economicstimes.indiatimes.com/2013-01-28/news/36596555\\_1\\_google-india-rajan-anandan-baby-products](http://articles.economicstimes.indiatimes.com/2013-01-28/news/36596555_1_google-india-rajan-anandan-baby-products)