

PD-ABT-191

Bolivia Social Marketing Project
(Phase II)

Quarterly Report # 22

(October - December 2000)

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Accomplishments & Activities

A. Product Distribution and Sales

Condoms & Lubricants

| Brand Name | Sales - October to December 2000 | Average Monthly Sales during period | Average Monthly Sales - Previous Qtr. |
|-------------------------|----------------------------------|-------------------------------------|---------------------------------------|
| <i>Pantera</i> | 1,154,315 | 384,771 | 216,406 |
| <i>Protektor Deluxe</i> | 330,866 | 110,288 | 189,659 |
| <i>Reality</i> | 3,370 | 2,123 | 1,014 |
| <i>Total Condoms</i> | 1,488,551 | 165,727 | 135,694 |
| | | | |
| <i>ForPlay</i> | 488 | 162 | 1,396 |

Sales of **Pantera** during the quarter registered strong growth (average monthly sales jumped by 77 % from the previous quarter). This rise can be attributed to a successful trade promotion in November geared towards moving stock prior to the introduction of a new package design in early 2001. Pantera distribution was particularly impressive during the month after the trade promotion (291,093 units were sold in December). Historically sales drop significantly for several months following a trade promotion. Also, it seems that the negative publicity regarding the alleged failure of quality assurance tests of Pantera in Brazil did not affect sales. As seen in the attached summary of sales results for the year, Pantera achieved 98% of its annual sales target, and registered 7% growth in comparison to 1999.

Protektor Deluxe sales during the quarter dropped by 72% times as compared to the previous quarter. In December Prosalud was able to negotiate the sale of 700,000 surplus Protektor condoms to the social marketing program (CEMOPLAF) in Ecuador. As this "sale" was to an entity outside Bolivia, it is not included in the figures reported by the BSMP. In general, Protektor sales in 2000 were outstanding. Nevertheless, the social marketing program invested a disproportionate amount of resources in trade promotion and publicity to achieve these results. It was hoped that this significant investment in publicity would generate an even greater acceptance by the target population. After several rounds of focus group research it was found that the product is still not well positioned in the market.

While average monthly **Reality** sales during the quarter doubled, annual sales only met 84% of the annual target. It was noted in previous reports that demand for the female condom from the general population has decreased during the year. PSI conducted an internal evaluation to assess the market potential for this product in the future. The results of this evaluation support the need to shift the marketing strategy. In 2001 the program will concentrate exclusively on increasing the availability of Reality for Commercial Sex Workers.

ForPlay sales during the quarter decreased significantly, averaging only 162 units per month. This

represents a eightfold decrease from the previous quarter. As of December 31st ForPlay stocks were exhausted and there are no plans to purchase an additional quantity of sexual lubricants.

Hormonal Contraceptives

| Brand Name | Sales - October to December 2000 | Average Monthly Sales during the period | Average monthly sales - previous quarter |
|--------------------|----------------------------------|---|--|
| <i>Duofem</i> | 77,380 | 25,793 | 28,307 |
| <i>Minigynon</i> | 22,748 | 7,582 | 12,712 |
| Total OCs | 100,128 | 33,376 | 41,019 |
| | | | |
| <i>DepoProvera</i> | 11,830 | 3,943 | 5,474 |

During the last three months, sales of the hormonal products Duofem, Minigynon and DepoProvera slowed slightly.

Average monthly sales of **Duofem** dropped by 9% from the previous period. This is not a concern as the quarter between July and September was stellar for Duofem. Annual sales grew by 31% in 2000. It is extremely encouraging to see that the number of Duofem users in Bolivia continues to increase. This growth has been spurred by consumers, and not as a result of expensive trade promotions.

Minigynon experienced yet another disappointing year. Annual sales dropped by 4% in comparison with 1999. After numerous discussions with Schering regarding the fact that Minigynon sales have dropped significantly in the last two years, it was decided not to renew their agreement with Prosalud in 2001. Schering is interested in raising the price of Minigynon (thereby targeting middle income women, outside the population of interest to PSI and Prosalud) and focus more on selling other higher priced pills and injectables. Fortunately the nine year relationship between Schering and the social marketing program will end on a positive note. It is likely that PSI will continue to collaborate with Schering to promote the use of hormonal contraceptives in a generic, non brand related, fashion.

Although average monthly sales decreased during the quarter, it is clear that interest in **DepoProvera** continues to increase nationwide. At the end of November DepoProvera stock levels fell dangerously low. As a result, in December the program was forced to ration deliveries to distributors. Fortunately, USAID was able to organize an emergency delivery due to arrive in Bolivia in early January 2001. The year 2000 has been a spectacular year for DepoProvera in Bolivia. Annual sales have doubled in comparison with 1999. Demand from several NGOs who have agreements with PSI to socially market DepoProvera through their clinics has been impressive as well.

Multivitamins (VitalDía): In general, sales have been much lower in 2000 than was expected. Annual sales dropped by 20% in 2000 from 1999. It was noted from the beginning of this pilot project that there is very little latent demand for multivitamins among the Bolivian public. Therefore it is not surprising that creating sustained demand will require a continuous effort in order to achieve acceptable sales levels. A Vitaldía publicity and promotional blitz is planned for January 2001 to

reverse this negative trend. Sales activities in Santa Cruz will continue after the Linkages project concludes on January 31st 2001. The Rotating Funds established with product revenues will be used to purchase more commodities and the possibility of expanding sales nationally will be explored. Detailed information on the progress to-date regarding PSI/Prosalud's multivitamin project is being reported separately to AED/Linkages.

B. Communications Activities

Mobile Video Units (operated by PROSALUD's Social Marketing Dept.)

The four MVU's operated by PROSALUD achieved the following during the period:

| <i>Month</i> | <i>No. of Shows</i> | <i>Est. Audience Size</i> |
|---------------------|---------------------|---------------------------|
| <i>October</i> | 55 | 11,749 |
| <i>November</i> | 50 | 12,156 |
| <i>December</i> | 30 | 5,278 |
| <i>TOTAL</i> | <i>135</i> | <i>29,183</i> |

Youth Radio Communicators Project ("Zona Profunda"):

In October the two final radio Zona Profunda radio programs were aired. These featured cuts from the "best" programs produced during the year. Also, a comprehensive evaluation of the program was initiated with the peer educators and a private consultant.

Cantar Vida Prevenir SIDA:

The CVPSIDA campaign was officially closed at a popular discoteque in La Paz. Over 900 people attended the event which included sales of the recently released CVSIDA compact disc and viewing video clips produced during the campaign. Several of the winning artists performed the songs they developed for the song contest and received awards for their contributions to this successful campaign. The CVPSIDA CD is being sold in Discolandia music stores throughout the country for the subsidized price of 40 Bs.

World AIDS Day

PSI took the lead organizing a variety of activities for World AIDS Day (WAD) in conjunction with the Ministry of Health (PROSIN/SIDA) and the WHO.

WAD 2000 activities included:

- Marches through downtown La Paz and Santa Cruz followed by a health fair and concert geared towards adolescents.
- 50,000 Pantera samples were included in a special newspaper educational insert distributed around the country on December 1st.
- Distribution of 10,000 AIDS ribbon pins, with the Pantera logo (this was worn by all the government, multilateral and bilateral representatives attending the events), and

- Aired 6 special HIV/AIDS spots (testimonials by prominent Bolivians) on national TV and radio for two weeks

Negative Publicity - Pantera

A local consumer rights group published an irresponsible article in a local newspaper claiming that Pantera failed quality assurance tests in Brazil. PSI and Prosalud effectively countered this by questioning the credibility of the laboratory and providing FHI test results which directly refute the findings from Brazil. Fortunately, the Ministry of Health publicly supported Pantera and requested follow-up quality tests in a laboratory they consider independent and reliable. PSI and Prosalud are coordinating with the ministry to test a larger sample in a Chilean laboratory as soon as possible. Unfortunately given the high level of bureaucracy within the ministry, it is unlikely that that test results will be available before the end of January 2001. Once the results are available, and favorable, the program will launch a intensive public relations campaign, with MoH backing, which emphasizes Pantera's image as a quality product.

Other Marketing & Communications Activities during the period:

- PSI sponsored the Bolivian bike team BioBike in the 3-day international bike race "El Doble Copacabana". BioBike placed 3rd in this high profile competition. The Pantera logo appeared on the team uniforms as well as the support vehicles. Project staff accompanied the riders along the route to distribute educational materials and sell condoms.
- In October the program launched the nutritional IEC campaign "Sanas y Bonitas Comiendo Más Frutas y Verduras Cada Día" in the Department of Santa Cruz. The campaign included messages regarding the need for women to consume more fruits and vegetables through TV and radio spots, posters and brochures (which contained easy and healthy cooking recipes). A baseline survey was conducted and a follow-up is planned for January once the campaign is completed.
- Prosalud and PSI organized a successful marketing retreat to review results in 2000 and develop strategies for each product in 2001. The results will be incorporated into the 2001 marketing plans for Pantera, Protektor Deluxe, Reality, Duofem, DepoProvera and Vitaldia.
- After extensive focus group research, the new Pantera package design was reviewed and approved by USAID/Bolivia and the Ministry of Health.

C. Training/Information Exchanges

- A six month extension of the Pathfinder International subcontract with PSI was signed in October. In January 2001 Pathfinder will focus their private sector training activities on pharmacists trained by the program in La Paz, Santa Cruz and Cochabamba. The content of these refresher courses will include technical areas which post-training evaluations identified as weakness as well as an introduction to gender and generational awareness.
- PSI sponsored a 3-day symposium in La Paz which focused on Sexuality in Latin America.

FHI and a local university organized the event which drew a large cross-section of participants.

- In collaboration with CIES, PSI trained 27 private health providers in the basics of social marketing.
- Prosalud organized a highly successful sales retreat for their Promoters, Detailers and MVU Communicators. The program's national distributor INTI, contributed by assigning a professional detailer to update the participants on a variety of effective sales techniques. A new commission structure for the sales force was also drafted during the retreat.
- PSI/Bolivia was represented at the regional HIV/AIDS conference in Rio de Janeiro. Ramiro Claure presented social marketing in a well attended round table discussion. The visit was also an opportunity for PSI/Bolivia staff to meet with PSI's affiliate, DKT/Brazil. Chris Brady also met with USAID/Brazil, staff from the Brazilian HIV/AIDS ministry and other NGOs.

D. Research

- During the period PSI translated a multifaceted evaluation of the Mobile Video Unit (MVU) program over the last four years. The first section of the report evaluates the MVU activity from a cost effectiveness perspective. The second part of the document measures impact in the area of Behavior Change Communications.
- PSI completed an institutional case study of two different social marketing management structures. The social marketing programs in Bangladesh and Zimbabwe were highlighted. The study demonstrated that the long-term health impact is strengthened when local programs maintain an close affiliation with PSI's international network.
- PSI/Washington also prepared a document for USAID/Bolivia which summarizes up-to-date research regarding the efficacy of the various multivitamin formulations.

E. Administration

- During the period PSI/Washington staff worked with Prosalud/Santa Cruz preparing a lessons learned document which outlines experiences from the Multivitamin project. This document will be instructive to other programs considering the introduction of multivitamins.
- Identifying a suitable Bolivian professional interested in the position of "Research Coordinator" has proven extremely difficult. None of the candidates are willing to sign a full-time employment contract. The program is now looking for a part-time consultant to assume this important post.
- PSI/Washington assisted PSI/Bolivia to install and train local accounting staff in the use of the financial software package QuickBooks.
- The final financial audit report for 1999 was completed. No "material observations" were

noted, and copies have been sent to USAID/Bolivia.

- PSI/Washington conducted the annual Promoting Improvement in Sustained Social Marketing (PRISSM) assessment of the program in October. The PRISSM format was useful in terms of tracking progress in several key management and operational program components.

F. Product Procurement/Inventory

The end of year physical inventory of warehouses in Santa Cruz and La Paz was completed. A delivery of 1.2 million Pantera was received in December and JSI/Bolivia provided the program with 6,000 DepoProvera to avoid a stock out in December.

USAID agreed to modify the commodity procurement schedule from the year 2001 to 2002. As of December 31st, 2000 the final schedule had not yet been completed

As of December 31st 2000, inventories for all products were:

| <i>Product</i> | <i>Stock</i> | <i>Product</i> | <i>Stock</i> |
|--------------------|--------------|-------------------------|--------------|
| <i>Pantera</i> | 2,947,131 | <i>Protektor Deluxe</i> | 863,331 |
| <i>DepoProvera</i> | 3,630 | <i>Duofem</i> | 160,245 |
| <i>Reality</i> | 18,068 | <i>ForPlay</i> | 2,263 |

Attachments:

- 1. Product Sales Summary from 1989 to 1998 (Table & Bar Charts)*
- 2. 2000 BSMP Product Sales Summary*

Population Services International
Bolivia Social Marketing Project
Product Sales 1989 - 2000

| Product/Year | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total | Avg/Mth |
|----------------------------|------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|---------|
| CONDOMS | | | | | | | | | | | | | | |
| Pantera 2000 | 168.096 | 346.156 | 170.956 | 126.074 | 716.214 | 107.358 | 134.000 | 313.327 | 201.891 | 215.143 | 648.079 | 291.093 | 3.438.387 | 286.532 |
| Pantera 1999 | 63.999 | 585.662 | 205.597 | 119.277 | 241.295 | 190.801 | 193.451 | 176.185 | 259.701 | 777.652 | 278.637 | 123.204 | 3.215.461 | 267.955 |
| Pantera 1998 | 189.844 | 420.031 | 559.903 | 200.923 | 166.018 | 163.311 | 706.710 | 125.560 | 118.141 | 279.934 | 172.081 | 190.538 | 3.292.994 | 274.416 |
| Pantera 1997 | 213.910 | 202.518 | 161.254 | 186.716 | 182.929 | 227.960 | 615.657 | 292.305 | 202.353 | 212.561 | 726.098 | 431.665 | 3.655.926 | 304.661 |
| Pantera 1996 | Begin Feb. | 81.940 | 52.649 | 263.712 | 197.101 | 152.100 | 185.195 | 132.586 | 176.315 | 195.183 | 210.875 | 124.002 | 1.771.658 | 161.080 |
| P Deluxe 2000 | 46.222 | 214.590 | 79.158 | 111.427 | 6.549 | 2.906 | 18.463 | 16.295 | 534.220 | 230.249 | 47.926 | 52.691 | 1.360.696 | 113.391 |
| P Deluxe 1999 | 11.121 | 37.031 | 4.250 | 307.073 | 13.692 | 12.042 | 26.398 | 450.969 | 90.126 | 8.364 | 66.566 | 16.566 | 1.044.198 | 87.017 |
| P Deluxe 1998 | 19.023 | 29.388 | 11.665 | 356.440 | 17.085 | 18.780 | 24.636 | 19.605 | 35.184 | 381.756 | 140.370 | 4.899 | 1.058.831 | 88.236 |
| P Deluxe 1997 | 122.766 | 120.891 | 28.830 | 21.960 | 69.924 | 65.808 | 50.523 | 47.364 | 54.636 | 613.740 | 3.672 | 3.960 | 1.204.074 | 100.340 |
| P Deluxe 1996 | Begin Dec. | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | 111.851 | 111.851 | 111.851 |
| Protektor 1996 | 22.248 | 37.728 | 82.944 | 58.608 | 75.672 | 36.000 | 93.600 | 54.216 | 75.600 | 64.600 | 43.209 | 6.102 | 650.727 | 54.227 |
| Protektor 1995 | 82.080 | 82.800 | 57.600 | 61.200 | 64.368 | 79.200 | 64.080 | 450.720 | 184.680 | 206.136 | 185.688 | 38.808 | 1.557.360 | 129.780 |
| Protektor 1994 | 7.200 | 46.080 | 33.840 | 14.400 | 19.440 | 94.896 | 58.752 | 64.080 | 74.880 | 91.440 | 21.600 | 53.280 | 579.888 | 48.324 |
| Protektor 1993 | Begin Nov. | --- | --- | --- | --- | --- | --- | --- | --- | --- | 52.560 | 8.640 | 61.200 | 5.100 |
| TOTAL | | | | | | | | | | | | | | |
| CONDOMS 2000 | 214.318 | 560.746 | 250.114 | 237.501 | 722.763 | 110.264 | 152.463 | 329.622 | 736.111 | 445.392 | 696.005 | 343.784 | 4.799.083 | 399.924 |
| CONDOMS 1999 | 75.120 | 622.693 | 209.847 | 426.350 | 254.987 | 202.843 | 219.849 | 627.154 | 349.827 | 786.016 | 345.203 | 139.770 | 4.259.559 | 354.972 |
| CONDOMS 1998 | 208.867 | 449.419 | 571.568 | 557.363 | 183.103 | 182.091 | 731.346 | 145.165 | 153.325 | 661.690 | 312.451 | 195.437 | 4.351.825 | 362.652 |
| CONDOMS 1997 | 336.676 | 323.409 | 190.084 | 208.676 | 252.853 | 293.768 | 666.180 | 339.669 | 256.989 | 826.301 | 729.770 | 435.625 | 4.860.000 | 405.000 |
| CONDOMS 1996 | 22.248 | 119.668 | 135.593 | 322.320 | 272.773 | 188.100 | 278.795 | 186.802 | 251.915 | 259.983 | 254.084 | 241.955 | 2.534.236 | 211.186 |
| CONDOMS 1995 | 82.080 | 82.800 | 57.600 | 61.200 | 64.368 | 79.200 | 64.080 | 450.720 | 184.680 | 206.136 | 185.688 | 38.808 | 1.557.360 | 129.780 |
| CONDOMS 1994 | 7.200 | 46.080 | 33.840 | 14.400 | 19.440 | 94.896 | 58.752 | 64.080 | 74.880 | 91.440 | 21.600 | 53.280 | 579.888 | 48.324 |
| CONDOMS 1993 | Begin Nov. | --- | --- | --- | --- | --- | --- | --- | --- | --- | 52.560 | 8.640 | 61.200 | 5.100 |
| CONDOMS 1992 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ORAL CONTRACEPTIVES | | | | | | | | | | | | | | |
| Nonday 1999 | 8.028 | 15.870 | 1.640 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 25.538 | 2.128 |
| Nonday 1998 | 14.046 | 5.403 | 12.398 | 11.043 | 3.638 | 9.023 | 7.472 | 5.650 | 9.206 | 9.373 | 7.410 | 8.219 | 102.881 | 8.573 |
| Nonday 1997 | 22.005 | 117.991 | 16.191 | 11.848 | 3.829 | 4.520 | 7.529 | 1.275 | 2.543 | 6.420 | 4.044 | 4.543 | 202.738 | 16.895 |
| Nonday 1996 | 6.003 | 18.000 | 14.120 | 14.000 | 12.305 | 10.760 | 7.200 | 7.024 | 15.030 | 10.700 | 12.100 | 10.303 | 137.545 | 11.462 |
| Nonday 1995 | 10.800 | 15.800 | 14.000 | 9.800 | 13.800 | 9.000 | 9.000 | 7.960 | 14.000 | 16.000 | 2.000 | 12.000 | 134.160 | 11.180 |
| Nonday 1994 | 7.000 | 14.800 | 10.800 | 6.000 | 10.800 | 13.800 | 13.800 | 19.600 | 9.500 | 12.800 | 13.800 | 10.800 | 143.200 | 11.933 |
| Nonday 1993 | 6.000 | 12.600 | 9.000 | 16.080 | 0 | 8.200 | 14.844 | 12.705 | 10.270 | 8.605 | 11.550 | 1.300 | 111.154 | 9.263 |
| Nonday 1992 | 8.534 | 1.102 | 0 | 0 | 19.890 | 22.010 | 33.024 | 9.085 | 6.010 | 6.000 | 6.000 | 6.010 | 117.665 | 9.805 |
| Nonday 1991 | 6.413 | 6.028 | 6.703 | 7.766 | 7.715 | 5.005 | 8.187 | 8.914 | 8.798 | 10.182 | 6.063 | 7.170 | 88.934 | 7.411 |
| Nonday 1990 | 4.094 | 8.656 | 2.874 | 4.787 | 6.807 | 2.916 | 4.776 | 755 | 18 | 7.641 | 11.641 | 2.988 | 57.953 | 4.829 |
| Nonday 1989 | 528 | 3.912 | 930 | 3.434 | 5.631 | 9.369 | 3.931 | 2.730 | 4.427 | 3.204 | 5.012 | 4.498 | 47.606 | 3.967 |
| Minigynon 2000 | 150 | S/I | 14.120 | 4.148 | 5.970 | 5.750 | 4.380 | 28.095 | 5.661 | 16.165 | 6.483 | 100 | 91.022 | 7.585 |
| Minigynon 1999 | 1.615 | 4.365 | 3.640 | 2.920 | 6.520 | 6.852 | 7.130 | 7.454 | 501 | 32.901 | 14.475 | 14.520 | 102.893 | 8.574 |
| Minigynon 1998 | 1.630 | 4.314 | 4.016 | 2.734 | 7.326 | 6.910 | 15.442 | 11.736 | 7.756 | 112.745 | 21.890 | 3.365 | 199.864 | 16.655 |
| Minigynon 1997 | 16.275 | 9.774 | 17.297 | 10.300 | 9.044 | 19.439 | 13.316 | 14.783 | 67.615 | 48.153 | 4.210 | 7.490 | 237.696 | 19.808 |
| Minigynon 1996 | 23.686 | 20.644 | 19.208 | 19.401 | 8.507 | 16.967 | 19.174 | 5.042 | 17.020 | 22.027 | 14.037 | 27.545 | 213.258 | 17.772 |
| Minigynon 1995 | 5.278 | 10.573 | 17.982 | 13.103 | 9.307 | 11.418 | 19.073 | 13.526 | 17.035 | 10.902 | 12.628 | 11.397 | 152.222 | 12.685 |
| Minigynon 1994 | 8.128 | 6.069 | 8.486 | 11.020 | 11.763 | 8.346 | 12.060 | 13.311 | 12.916 | 8.060 | 12.688 | 13.668 | 126.515 | 10.543 |
| Minigynon 1993 | 5.844 | 4.012 | 6.320 | 6.982 | 5.493 | 8.389 | 5.913 | 7.218 | 11.078 | 9.277 | 11.831 | 9.696 | 92.053 | 7.671 |
| Minigynon 1992 | 8.099 | 1.434 | 467 | 3.637 | 359 | 0 | 12.886 | 2.109 | 1.834 | 7.832 | 6.946 | 4.684 | 50.287 | 4.191 |

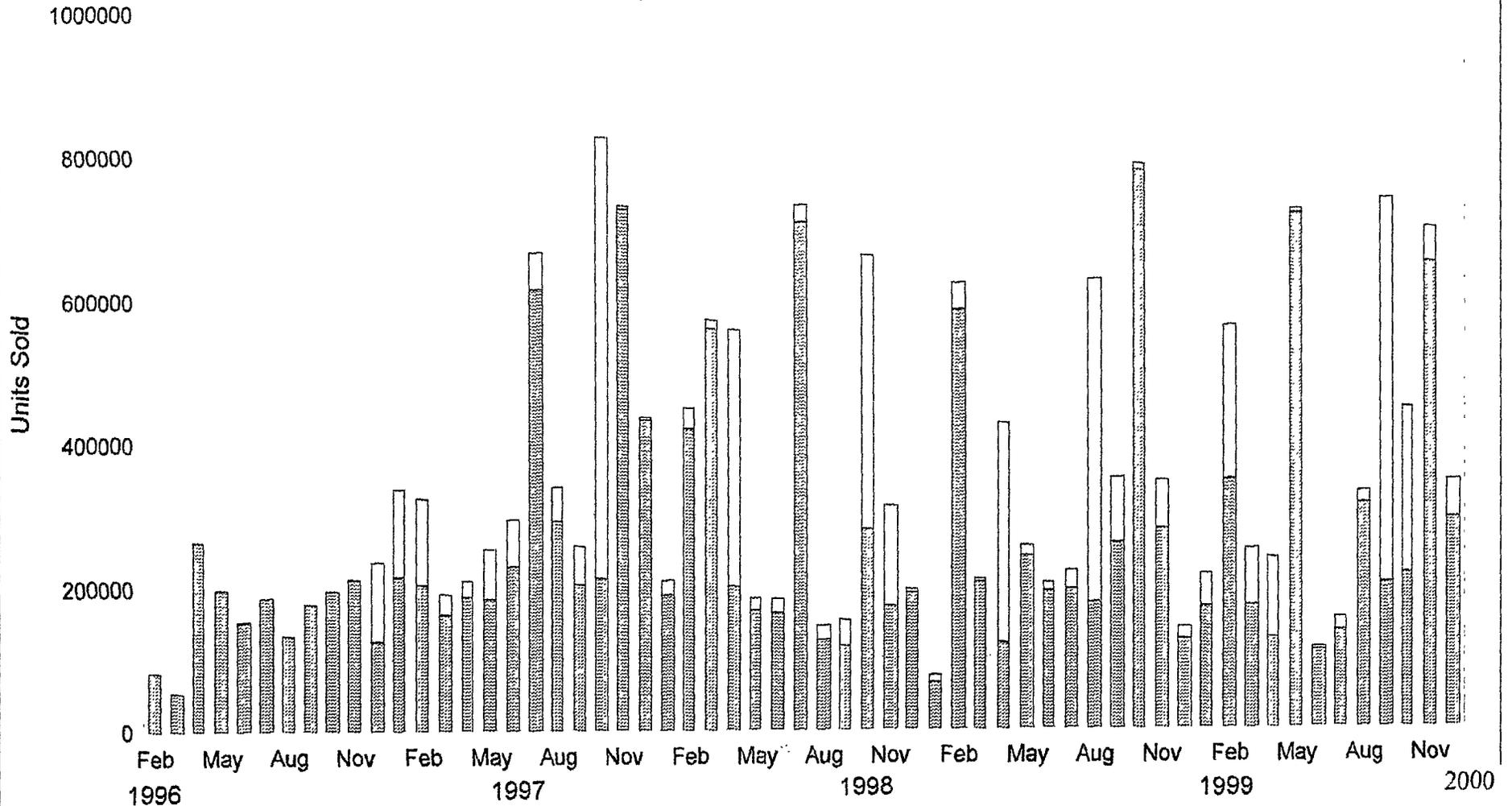
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Population Services International
Bolivia Social Marketing Project
Product Sales 1989 - 2000

| Product/Year | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total | Avg/Mth |
|-------------------------------------|-------------|---------|--------|---------|--------|---------|---------|---------|---------|---------|---------|---------|-----------|---------|
| Duofem 2000 | 33 838 | 38 516 | 47 529 | 20 962 | 8 591 | 48 092 | 6 355 | 41 526 | 37 039 | 36 173 | 22 710 | 18 497 | 359 828 | 29 986 |
| Duofem 1999 | 10 498 | 28 701 | 14 294 | 12 933 | 28 069 | 85 001 | 7 505 | 14 428 | 13 815 | 19 874 | 21 815 | 18 236 | 275 069 | 22 922 |
| Duofem 1998 | 3 954 | 1 966 | 11 394 | 6 401 | 3 325 | 13 130 | 15 127 | 9 930 | 14 111 | 20 496 | 22 823 | 17 941 | 140 598 | 11 717 |
| Duofem 1997 | Begin Aug. | --- | --- | --- | --- | --- | --- | 130 622 | 23 519 | 9 964 | 4 250 | 862 | 169 217 | 54 702 |
| TOTAL OC | | | | | | | | | | | | | | |
| TOTAL OC 2000 | 33 988 | 38 516 | 61 649 | 25 110 | 14 561 | 53 842 | 10 735 | 69 621 | 42 700 | 52 338 | 29 193 | 18 597 | 450 850 | 37 571 |
| TOTAL OC 1999 | 20 141 | 48 936 | 19 574 | 15 753 | 34 589 | 91 853 | 14 635 | 21 882 | 14 316 | 52 775 | 36 290 | 32 756 | 403 500 | 33 625 |
| TOTAL OC 1998 | 19 630 | 11 683 | 27 808 | 20 178 | 14 289 | 29 063 | 38 041 | 27 316 | 31 073 | 142 614 | 52 123 | 29 525 | 443 343 | 36 945 |
| TOTAL OC 1997 | 38 280 | 127 765 | 33 488 | 22 148 | 12 873 | 23 959 | 20 845 | 146 680 | 93 677 | 64 537 | 12 504 | 12 895 | 609 651 | 50 804 |
| TOTAL OC 1996 | 29 689 | 38 644 | 33 328 | 33 401 | 20 812 | 27 727 | 26 374 | 12 066 | 32 050 | 32 727 | 26 137 | 37 848 | 350 803 | 29 234 |
| TOTAL OC 1995 | 16 078 | 26 373 | 31 982 | 22 903 | 23 107 | 20 418 | 28 073 | 21 486 | 31 035 | 26 902 | 14 628 | 23 397 | 286 382 | 23 865 |
| TOTAL OC 1994 | 15 128 | 20 869 | 19 286 | 17 020 | 22 563 | 22 146 | 31 660 | 22 811 | 25 716 | 21 860 | 23 488 | 27 168 | 269 715 | 22 476 |
| TOTAL OC 1993 | 11 844 | 16 612 | 15 320 | 23 062 | 5 493 | 16 589 | 20 757 | 19 923 | 21 348 | 17 882 | 23 381 | 10 996 | 203 207 | 16 934 |
| TOTAL OC 1992 | 16 633 | 2 536 | 467 | 3 637 | 20 249 | 22 010 | 45 910 | 11 194 | 7 844 | 13 832 | 12 946 | 10 694 | 167 952 | 13 996 |
| CONTRACEPTIVE INJECTION | | | | | | | | | | | | | | |
| D. Provera 2000 | 2 180 | 12 582 | 2 311 | 5 533 | 4 270 | 7 907 | 1 758 | 8 734 | 5 930 | 4 530 | 5 360 | 1 940 | 63 035 | 5 253 |
| D. Provera 1999 | 1 425 | 2 323 | 2 191 | 3 521 | 4 735 | 2 710 | 3 600 | 2 006 | 2 574 | 1 729 | 4 208 | 2 344 | 33 366 | 2 781 |
| D. Provera 1998 | 3 178 | 2 159 | 3 049 | 568 | 922 | 1 503 | 3 301 | 3 161 | 2 256 | 1 257 | 1 656 | 2 820 | 25 830 | 2 153 |
| D. Provera 1997 | Begin Jan | | | | | | | | | | | | | |
| FEMALE CONDOM | | | | | | | | | | | | | | |
| Realty 2000 | 3 541 | 6 010 | 872 | 1 084 | 1 483 | 1 700 | 662 | 1 817 | 563 | 1 982 | 456 | 932 | 21 102 | 1 759 |
| Realty 1999 | 1 818 | 465 | 643 | 1 488 | 3 369 | 2 338 | 9 366 | 4 736 | 6 942 | 9 108 | 2 498 | 3 976 | 46 747 | 3 896 |
| Realty 1998 | 136 | 133 | 382 | 863 | 217 | 411 | 1 470 | 1 014 | 433 | 1 006 | 1 037 | 1 025 | 8 127 | 677 |
| Realty 1997 | 2 030 | 231 | 463 | 1 535 | 407 | 657 | 391 | 2 147 | 47 | 194 | 2 262 | 29 | 10 393 | 866 |
| Realty 1996 | Begin Aug. | --- | --- | --- | --- | --- | --- | 14 034 | 2 622 | 1 308 | 2 752 | 558 | 21 274 | 4 255 |
| LUBRICANT | | | | | | | | | | | | | | |
| Forplay 2000 | 2 336 | 3 924 | 3 463 | 3 090 | 949 | 1 934 | 349 | 3 027 | 813 | 169 | 103 | 216 | 20 373 | 1 698 |
| Forplay 1999 | 1 458 | 313 | 1 526 | 1 745 | 7 831 | 1 507 | 1 600 | 1 843 | 2 387 | 1 507 | 2 559 | 1 498 | 25 774 | 2 148 |
| Forplay 1998 | 953 | 459 | 1 623 | 574 | 1 288 | 192 | 1 204 | 1 041 | 1 011 | 470 | 540 | 10 359 | 863 | |
| Forplay 1997 | 727 | 133 | 217 | 1 134 | 172 | 355 | 65 | 812 | 127 | 377 | 48 | 288 | 4 455 | 371 |
| Forplay 1996 | Begin Apr. | --- | --- | 27 971 | 486 | 8 697 | 524 | 528 | 51 | 466 | 294 | 149 | 39 166 | 4 352 |
| MULTI - VITAMINS | | | | | | | | | | | | | | |
| Vital Dia 2000 | 264 260 | 409 400 | 84 550 | 138 560 | 82 290 | 286 200 | 36 090 | 54 870 | 61 960 | 240 570 | 91 070 | 80 900 | 1 830 720 | 142 405 |
| Vital Dia 1999 | Begin June | | | | | 274 500 | 390 930 | 414 960 | 304 420 | 388 460 | 302 490 | 118 480 | 2 194 240 | 313 463 |
| WATER TREATMENT | | | | | | | | | | | | | | |
| Claro 1996 (ves.) | Begin Nov. | --- | --- | --- | --- | --- | --- | --- | --- | --- | 793 | 971 | 1 764 | 882 |
| Claro 1996 (sol.) | Begin Nov. | --- | --- | --- | --- | --- | --- | --- | --- | --- | 919 | 2 068 | 2 987 | 1 494 |
| MOSQUITERO - SUENO SEGURO | | | | | | | | | | | | | | |
| Mosquit SS/SR | Begin April | | | 80 | 890 | 473 | 419 | 375 | 239 | 259 | 574 | 1 584 | 4 893 | 489 |
| INSECTICIDA SUPER REFORZADOR | | | | | | | | | | | | | | |
| Insecticida SR | Begin April | | | 464 | 1 231 | 888 | 658 | 691 | 1 277 | 1 100 | 1 678 | 3 510 | 11 497 | 1 150 |

Population Services International Bolivia Social Marketing Project

Monthly Condom Sales February 1996 - December 2000

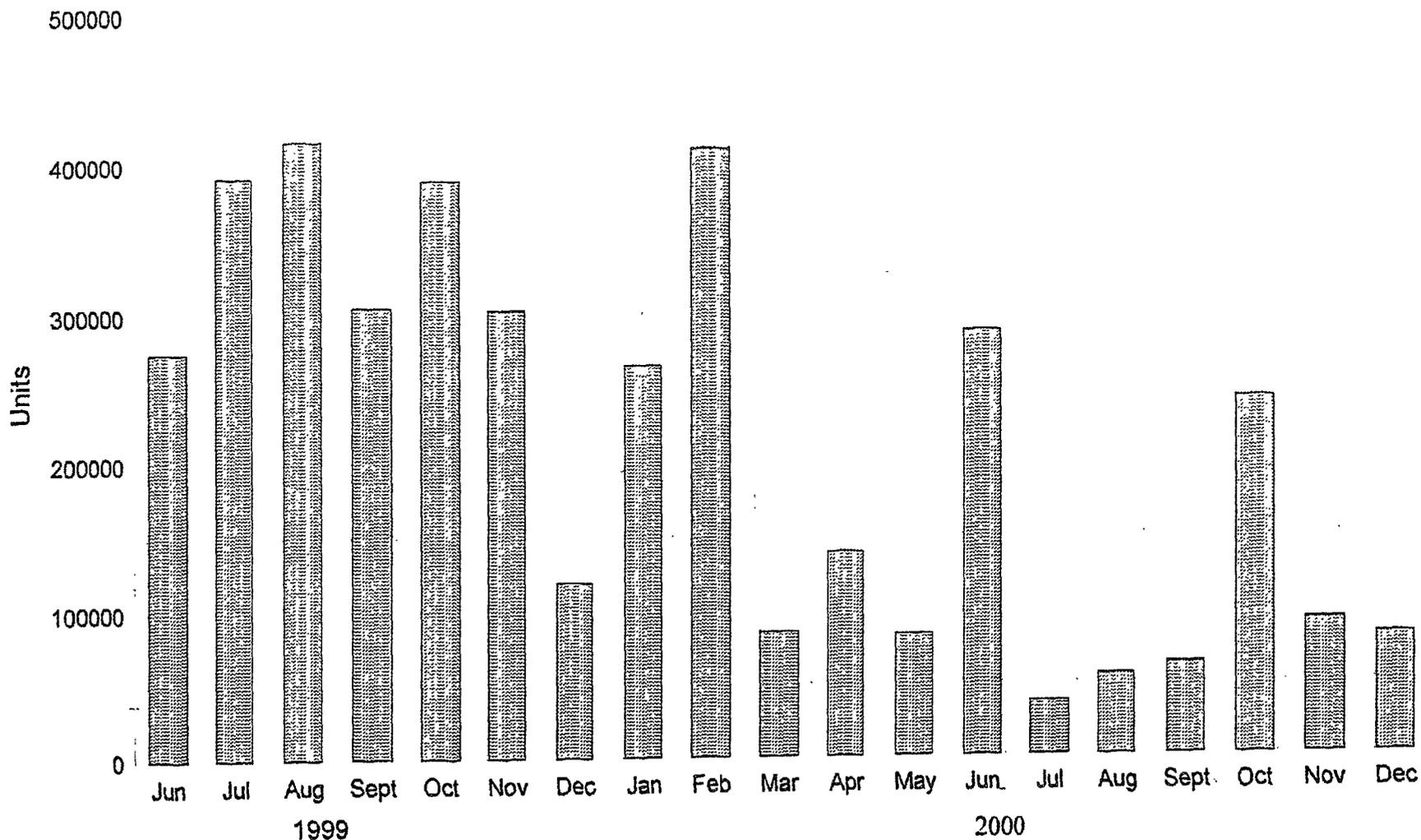


 PANTERA
  PROT. DELUXE

Population Services International
 Funded by USAID
 Grant # 511-G-00-98-00157-00

Population Services International Bolivia Social Marketing Project

Monthly Multivitamins Sales June 1999 - December 2000



 VITAL DIA

Population Services International
Funded by USAID
Grant # 511-G-00-98-00157-00

Attachment 2

BSMP Product Sales - 2000

Condoms

| Brand | 1999 Sales | 2000 Sales | % Increase (Decrease) | 2000 Target | % of 2000 Target |
|------------------|------------|------------|--------------------------|-------------|---------------------|
| Pantera | 3,215,461 | 3,438,387 | 7 | 3,497,796 | 98% |
| Protector Deluxe | 1,044,198 | 1,360,696 | 30 | 1,150,000 | 118% |
| Reality | 46,747 | 21,102 | -121 | 25,000 | 84% |
| Total Condoms | 4,306,406 | 4,820,185 | 12 | 4,672,796 | 103% |

Hormonal Contraceptives

| Brand | 1999 Sales | 2000 Sales | % Increase (Decrease) | 2000 Target | % of 2000 Target |
|------------------------------|------------|------------|--------------------------|-------------|---------------------|
| Duofem | 275,069 | 359,828 | 3 | 308,757 | 116% |
| Minigynon | 102,893 | 91,022 | -18 | 120,000 | 69% |
| Total Oral Contraceptives | 377,962 | 450,850 | 19 | 428,757 | 105% |
| | | | | | |
| Depo Provera | 33,366 | 63,035 | 89 | 40,000 | 158% |

Other Products

| Brand | 1999 Sales | 2000 Sales | % Increase (Decrease) | 2000 Target | % of 2000 Target |
|----------|------------|------------|--------------------------|-------------|---------------------|
| For Play | 25,774 | 20,373 | -26 | 14,728 | 138% |
| Vitaldía | 2,194,240 | 1,830,720 | -20 | 2,000,000 | 91% |