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"Commercial Contraceptive Marketing Development  
in  
Bangladesh"

Twenty-second Progress Report  
(bi-monthly since January 1976)

March 1 to April 30, 1978

Contract No. AID/pha-C-1055, Modification 18  
Project No. 932-11-580-611

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I. Summary

Total project sales as of end April were 35,170,899 for Raja and 1,952,626 for Maya. The two-month period of March-April brought Raja sales of over 3.5 million and Maya sales of 162,000. Project products are now in approximately 36,000 outlets throughout Bangladesh affording protection to 285,000 couples during this reporting period.

New Raja and Maya cinema spots were produced and aired in movie houses and new billboards were placed in major towns and market centers (see Attachments "A" and "B"). The program's first Operations Manager joined the staff on a probationary basis, and preliminary work began on the household distribution project recently added to the scope of C-1055.

This was a productive period, in which the groundwork was laid for program expansion and diversification.

II. Commodity Inventories

April 30, 1978

<u>PACKAGED</u>		<u>UNPACKAGED</u>	
<u>RAJA</u>	<u>MAYA</u>	<u>CONDOMS</u>	<u>PILLS</u>
2,151,687 pcs.	137,908 c's	17,358,742 pcs.	692,941 c's

Vending Machine Colored Condom:	114,973 pcs.
Vending Machine non-Colored Condom:	205,351 pcs.

There is an agreement in principle with the GOB that FPSMP may use some of the former's new storage facility if FPSMP should need additional space when commodity shipments arrive. However, all storage space in Bangladesh is in high demand and government space may not be available when needed. For this reason shipments should be spaced to arrive about every 3-4 months.

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### III. Advertising and Promotion

A new Maya cinema film spot was produced, and a color Raja spot, which replaces the original B&W film, was shown in movie houses for the first time. Each film will be scheduled for showing 75 different theaters. Also, new newspaper and magazine ads, as well radio spots for both products, were produced and scheduled. A Raja/ ad on a railway timetable was produced for the month of April, and a small survey was carried out to test the acceptability among consumers of a condom instruction slip. An area sales managers meeting was held in April, touching on ways to increase rural sales, advertising tactics, wholesaler contracts, relations with doctors and traditional medical practitioners, and product packaging. These meetings are held quarterly.

To strengthen sales staff, the project's National, Dacca and Khulna Sales Managers attended a marketing workshop in March, and the Administrative Manager attended a Workshop on Management and Information Systems.

Results of the recent media theme test, which used three themes to determine the theme preference of literate and semi-literate (rural) Bengalis, appear here as Attachment "C".

### IV. Personnel

Mr. Anwar Ali was interviewed and approved by the Project Council as the Director of Operations of FPSMP, and subsequently Mr. Ali's biodata sheet was submitted by PSI to the Contracting Officer. Mr. Ali's duties are those of a deputy to the Project Director with responsibilities touching all aspects of the operator

V. Product Diversification

Explorations went ahead on a variety of possible additional products. The March 1 Council meeting supported giving priority to an oral rehydration (electrolyte) product and a foaming contraceptive tablet. A low cost sanitary napkin and an MCH nutritional product are also subjects for continuing exploration. The Cholera Research Laboratory, UNICEF and the Bangladesh Council of Scientific and Industrial Research are among the institutions with which new product ideas have been investigated.

VI. Group Interviews

FPSMP representatives met with the Institute for Statistical Research and Training, Concerned Women for Family Planning, and the Bangladesh Institute of Development Studies to lay the groundwork for carrying out group interviews to ascertain consumer perceptions and attitudes relevant to advertising/educational messages. This work is being done per addition to the scope of work in Modification 17 to C-1055.

VII. Post Office Distribution Promotional Scheme

In order to facilitate the success of this promotional scheme being run in Tangail and Muzapur it was agreed that two pieces of family planning literature will be obtained and distributed to the postal clerks; "Islam and Family Planning" and "Family Welfare," both to be supplied by the GOB Family Planning Directorate. Family planning messages will also be printed on aerogrammes and stamp imprinted envelopes, and perhaps on postage stamps as well.

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VIII. Project Council

The Council met on March 1, with six members present. Among the topics on the agenda were:

Post Office distribution promotional scheme  
Product diversification  
Topsails advertising Raja and Maya for boats on  
commercially strategic waterways  
Review and approval of the candidate for Operations  
Manager of FPSMP

IX. Household Distribution

Per the addition to the scope of work in Modification 17 of C-1055, preliminary work was begun on screening personnel and on an operating plan with Bitopi Advertisers for the household distribution subproject. The plan is expected to be ready for submission to AID shortly.

X. Inter-Agency Cooperation

The project director has gotten in contact with other agencies working in Bangladesh, HEED (Health, Education and Economic Development and International Voluntary Service in the Sylhet area, in an effort to exchange information that is sure to be helpful to the FPSMP. Further contacts of this sort are planned.

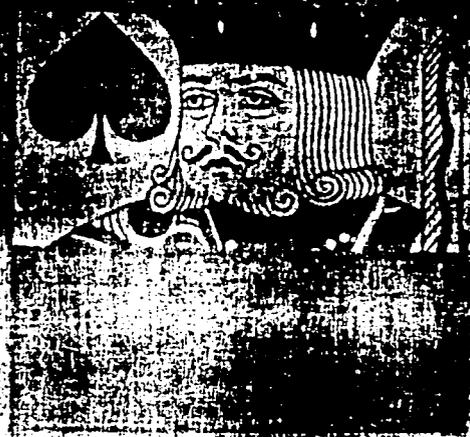
XI. Social Marketing Program Film

Mr. Doug Larson of Airlie Foundation visited Dacca to arrange for the up-coming arrival of a filming crew that will focus on the SPP/PSI program in Bangladesh as a part of a film on multinational commercial distribution of "social" products.

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# ଆଜ୍ଞା

ପ୍ରକାଶକ: ବିନୟ



ଆମର ବିକାଶ ତୋର





Results of Mail Order  
test to find the appeals of  
three different family planning themes.

④ The mail order press advertisements was a carefully controlled series of direct response tests of determine the relative appeal of economic (family care), child education and maternal welfare (mothers' health), appeals as reasons for practicing family planning among literate and semi-literate people. A series of three ads. were designed, each of which appeals strongly to the three themes. Each ad was run twice in each paper and the intervals between insertions were same. All the ads. were in Bengali and properly keyed so that the responses can be identified. All mention of Raja and Maya was carefully avoided. The translations of the advertisements are enclosed. Every person writing to our Box No. with the clippings of the coupon in the ad was sent a free booklet on family planning. To help us understand better, the standard of response, we divided them into three geographic parts according to the mailing addresses.

a) Dacca and Narayanganj - a modern very urban place

b) Urban (all district towns) -

These places are normally inhabited by the educated people and hence are urban in character.

c) Rural - (all other places and small towns)

People in general are semi-literate in these places

- and hence classified as rural.

In addition to the press ads, a radio spot in the Commercial Service of the Dacca Radio for the mail order campaign was run for a period of 10 days with two spots a day of 15" duration each.

By analysing the responses of the press ads, it is found that out of a total response of 6843, male response was 90%. Preference for child's future is 38% closely followed by family care which was 33%. Rural responses were 47%. Among the publications, Ittefaq pulled the highest nos. of response (71%). The detailed tabulation sheets are enclosed. The numbers of responses from Radio was only 626. Details of the responses are enclosed.

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MAIL ORDER ADVERTISEMENT

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Total no. of responses		6843
MALE	6164	90%
FEMALE	679	9.92%

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Responses according to areas:

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Area	Nos.	%
Dacca city including Narayanganj	1719	25.12%
Urban	1899	27.75%
Rural	$\frac{3225}{6843}$	47.12%

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Response according to message in advertisements:

Code	Theme	No.	%
A	Family care	2307	33%
B	Childs future	2671	38%
C	Mothers health	1965	28%

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Response according to publication:

Paper	Nos.	%
IFQ	4922	71%
DBN	1262	18%
SBD	659	9%

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⊙ Responses according to area through Radio:

Place	No.	%
Dacca	100	15%
Urban	71	11%
Rural	$\frac{455}{626}$	72%

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Responses to mail order through Radio:

Sex	Nos.	%
Male	581	92%
Female	$\frac{45}{626}$	7%

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Translation of Radio 15" spots.

"If you are interested to know more about the methods of family planning, write for a free booklet to G.P.O. Box 501, Dacca.

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Translation of the advertisements.

Ad.A

**Headline:** Your Family will prosper if the children are planned.

**Visual:** Small family, with the father figure dominant, all clearly prosperous and well-fed, The family might be enjoying an obviously adequate and delicious meals. Other accoutrements of prosperity in the background.

**Copy:** When you practice family planning (birth control) your family prospers. When your children are planned (spaced) there's enough of everything to go around - enough food and money for clothing and other necessities of life - and perhaps some savings as well. Practice family planning (birth control) and your family can prosper too:

For a free booklet about how you can space (plan) your children when you want them, plus information about the pill, the IUD, the condom and how you can obtain most modern methods of birth control through the post, fill in the coupon below

**Coupon:** Mail to: G.P.O. Box 501, Dacca.

A-I

Please send me your free booklet about family planning and birth control methods, how they work, and how they can be obtained through the post.

Name \_\_\_\_\_

Address & \_\_\_\_\_

Ad.B

**Headline:** Your children face a more bright and healthy future when the family is planned (spaced).

**Visual:** Young, healthy looking boy envisioning himself some years later at School or College (prospering).

**Copy:** For the sake of your children, practice family planning (birth control). When the family is small (planned) your children will have better health and their prospects for the future will be bright. Each child will have enough to eat and they can have clothes and books for School. For the sake of your children, practice birth control (contraception).

For a free booklet about how you can space (plan) your children when you want them, plus information about the pill, the IUD, the condom and how you can obtain most modern methods of birth control through the post, fill in the coupon below.

**Coupon:**

B-I

Mail to: G.P.O. Box 501, Dacca.

Please send me your free booklet about family planning and birth control methods, how they work, and how they can be obtained through the post.

Name \_\_\_\_\_

Address \_\_\_\_\_

--: 8 :-

Ad. C

**Headline:** For the sake of a mother's health and figure,  
practice family planning (birth control/  
contraception).

**Visual:** Young, beautiful, sexy mother with one young child.

**Copy:** Spacing children and keeping the family small  
means that the mother stays young and fit. Too  
many pregnancies can make a woman grow old quickly.  
Family planning means that a woman stays young  
looking, attractive, and desirable to her husband.  
For the woman's sake, practice family planning.

For a free booklet about how you can space (plan)  
your children when you want them, plus information  
about the pill, the IUD, the condom and how you can  
obtain most modern methods of birth control through  
the post, fill in the coupon below.

**Coupon:**

C-I

Mail to: G.P.O. Box 501, Dacca.

Please send me your free booklet about family  
planning and birth control methods, how they work,  
and how they can be obtained through the post.

Name \_\_\_\_\_

Address \_\_\_\_\_

TOTAL NO. OF RESPONDENTS

6843

Male  
6164

Female  
679

Dacca city (N.Ganj)

1719

Urban

1899

Rural

3225

TOTAL NO. OF LETTERS WITHOUT COUPON  
INCLUDING RADIO RESPONSE

626

Male

581

Female

45

Dacca City(N.Ganj)

100

Urban

71

Rural

455

BREAKDOWN OF RESPONSES

<u>Publication</u>	<u>Date</u>	<u>No. of responses</u>
Ittefaq	October 8, 1977	1044
"	October 7, 1977	948
"	October 11, 1977	859
"	October 10, 1977	798
"	October 9, 1977	767
"	October 12, 1977	506
Dainik Bangla	October 7, 1977	319
"	October 10, 1977	241
"	October 9, 1977	217
"	October 8, 1977	203
"	October 11, 1977	154
Sangbad	October 7, 1977	148
"	October 8, 1977	146
Dainik Bangla	October 12, 1977	127
Sangbad	October 9, 1977	116
"	October 12, 1977	91
"	October 10, 1977	87
"	October 11, 1977	70