

PN/AHT-361

41311

TECHNICAL ASSISTANCE IN EVALUATING
COMMUNICATIONS CAMPAIGN PROPOSALS
FOR THE PAKISTAN ORT PROGRAM

A Report Prepared By PRITECH Consultant:
TERRY LOUIS

During The Period:
JUNE 8 - 15, 1985

TECHNOLOGIES FOR PRIMARY HEALTH CARE (PRITECH) PROJECT
Supported By The:
U.S. Agency For International Development
AID/DPE-5927-C-00-3083-00

AUTHORIZATION:
AID/S&T/HEA: 9/23/85
ASSGN. NO: DC 112

21

At the request of the Government of Pakistan, U.S. Agency for International Development sponsored a visit by Terry Louis, a Marketing and Communication Specialist from June 8 to June 15, 1985 to assist in evaluating the communications campaign proposals received from advertising agencies in response to the Request for Proposal put out on April 28, 1985 which closed on June 2, 1985.

In all eight agencies submitted proposals. The eight agencies were:

1. Orient Advertising Ltd
2. D.J. Keymer & Co.
3. Midas Ltd.
4. Paragon Advertising Ltd.
5. Prestige Advertising Ltd.
6. Atelier BM Advertising
7. Resources Incorporated
8. Adsale Advertising Ltd.

The last two named were disqualified as their proposals were received after the date set for the receipt of the proposals. Midas Ltd was disqualified as they did not meet the minimum qualifications set out in the RFP.

The five eligible proposals were reviewed by the technical committee for ORT in Pakistan composed of:

- General M.I. Burney - Director of the National Institute of Health
- Colonel Mohamed Akram - National ORT Manager
- Julian Lambert - Nutritional Advisor UNICEF
- David Mason - Chief Communication Expert UNICEF
- Dr. Witijaksono - EPI Advisor - WHO
- Birger Forsberg - CDD Advisor - WHO
- Abdul Sattar Choudhry - Health Education Advisor MOH

- Qamar-Ul-Islam Siddiqui - National Institute of Health
- Jinny Sewell - Primary Health Care Project Officer USAID
- Terry Louis - Marketing & Communication Consultant AED

The procedure was for team members to individually rank each proposal based on the criteria stated in the RFP to a maximum of 100 points for each of the proposals. At the end of the review the ranking sheets were averaged and D.J. Keymer was selected as the number one agency for contract negotiations with Orient Advertising as the second alternative.

The agency was invited to Islamabad to justify their proposal and for an initial briefing at which most of the Technical Advisory Committee were present. At the end of the meeting with the agency the committee was unanimous that the selected agency understood the assignment and were capable of developing the campaign. Colonel Akram on behalf of the National Institute of Health informed the agency of the decision.

The agency remained after the meeting and were further briefed by Birger Forsberg and the visiting consultant on specific material development and Media Plan. The research recommendation of the agency was discussed and the agency directed to develop the research protocol and sample structure with a firm budget.

It is important that the material, particularly the point-of-sale pieces, are put up at targeted points. The suggestion of the agency of using a distribution organization should be considered as the health system cannot be expected to carry out this function.

The logo for the program is central to the communication plan and should be further developed and pretested for visual recall and understanding. The test should also cover colour acceptability.

A note on the communication strategy advertising practice, and media and other print and production practice in Pakistan prepared by the consultant is attached as Annexure A.

Consultants recommendation on the printed material for use in the first year is attached as Annexure-B.

The selected agency agreed to meet with the National Institute of Health and USAID after the Eid holidays to finalise contract arrangements.

Advertising & Promotion

The communication strategy recommendation was for paid advertising to be directed at targeted audience in four different but overlapping categories: print and broadcast media, point-of-purchase promotion, personal face-to-face promotion and special events or techniques which improve public relations or attract free media coverage and consumer attention. Each has an important place in a communication strategy.

The development of a strategy to create user demand for ORS is a complex problem. The complexity increases substantially when the products being promoted are not standardized. Currently in Pakistan six commercial manufacturers produce 3 sizes of ORS packets for the retail market (100 ml; 500 ml; 250 ml). This makes the use of ORS educationally, very difficult since the consumer must be educated to learn new skills such as mixing and administering a variety of products. Experience in other countries has shown that a mass education campaign with special emphasis on rural population can dramatically increase consumer demand as well as teach new skills. In the case of Pakistan, due to the variety of packs available, it is probably a better educational strategy to leave the teaching of specific new skills to face-to-face educational sessions. These sessions can be as informal as the retail store in which the customer purchases the ORS, or as structured as parent class instructions at RHC's or BHU's. In either case the role of the print and broadcast media would be to promote the concept of ORT; to point out to the consumer where ORS is available; to generally educate the consumer about the causes and prevention of diarrhoea; and alert the consumer to seek professionally trained assistance at the point where ORT fails. Additionally advertising and promotion can serve to influence the secondary target audience by increasing public awareness to ORT as the preferred treatment for diarrhoea.

Advertising Practice

Advertising agencies have two main functions; creativity and communication. Creativity is not easily accessible and lies with the staff and the experience the agency builds over a period of time and is based on disciplines that have been developed in defined areas like art, copy and research. Communication, demands the planning and presentation of the created message through the available media like press, radio, cinema, T.V., out-door signs, point-of-sale material, promotion at fairs and person-to-person promotion. The above media fall into two categories; traditional media (Press, radio cinema & T.V.) and informal media (print, other activities, person-to-person promotion).

Advertising agencies operate on accepted practice of receiving a 15% percent of the placement or production cost and billing actual cost expenditure on development of material like artwork, film scripts or story-boards for cinema and television.

The procedure is always to prepare estimates for each activity and obtain approval from the client prior to commitment. Often approvals are agreed-to after discussion and or negotiations between client, agency and media or supplier.

Where no agency fee is provided to agency by media or supplier the equivalent of 15% of the cost expenditure or a fee payable to agency for their in-put is discussed between client and agency and agreed, prior to execution of the activity.

MEDIA & OTHER PRINT & PRODUCTION PRACTICE IN PAKISTAN

Press

The Press has published rates for advertising which are noted by column into height of advertisement and accounted as column inch rate. These rates are normally fixed for a period of time and are inclusive of a 15% agency fee payable to accredited advertising agencies. In short it does not cost a client anything additional to use an advertising agency to place his advertising.

The production of material for advertising take a development stage which is termed "copy and visual" and on agreement move to final art. The production cost can be estimated at copy and visual agreement and is normally supported with an estimate.

Billing and payment procedure is normally done monthly. The agency prepares a bill stating the placement of the advertisements in the publications based on the estimates and approved schedules with the clippings of the advertisements from the publications to support the Voucher. On receipt of payment from client, the agency retains 15% of the amount and pays the publications. The bill presented to client reflects the agency commission. Press publications generally extend a 60 day credit period for payment and this permits the agency to bill and collect from client before paying the publication.

Radio & T.V.

Radio and T.V. which in Pakistan is owned and controlled by government, operate on advance payment for bookings. Agencies/ Clients must pay up front for the proposed advertising. Rates for T.V. and Radio are published rates.

Material for use have to be delivered in finished form or as finished scripts for broadcast.

Billing and payment for Radio and T.V. is done on a pro-forma based on the schedule of broadcast or screening and confirmation is supported at the end of the month with a screening certificate.

The production of material for advertising is created by agency in agreement with client and produced on agreed estimated costs.

The advertising rates quoted are generally inclusive of 15% commission payable to the advertising agency.

Cinema

Cinema advertising is based on published rates and covers an agency commission of 15% .

The billing and payment procedure is similar to press advertising. The supporting document is a screening certificate. In some countries the cinema's provide an entry pass to agency/client to monitor actual screening.

Print

Print covers material developed, like posters, stickers, mobiles and leaflets. The practice is for the development of the item from "visual" level to final art before production. At final art level estimates (minimum three) are obtained from printers or producers for the quantities required and approval sought from client before the job is commissioned. The actual cost of developing the art work is also agreed at final art level on estimates submitted and approved. This is payable to agency.

In Asia there is a practice for printers to request a percentage of the cost at the time the order is placed and the balance paid on completion of the job. Where the printer or producer requires payment on order then the agency requests that payment from client. The final billing will reflect total cost less advance payment if any. The agency payment is built into the total printing

Outdoor

This covers bill boards which are called hoardings and other out-door sign boards. There are specialised units or companies the advertising agencies contract with and they are standard in their offer of space.

The procedure on hoardings is to contract for the specified number of hoardings at the estimated rate and paying the supplier on completion of the job after inspection of the site.

Production of sign boards may require a part of the payment with order and the balance on completion of the job.

The artwork for the outdoor material follow the same arrangement of visual development, agreement and moving to final art work with an approved cost estimate.

It is important to treat the advertising agency as a partner of the operation and let them feel they are partners.

Annexure: B

PRINTED MATERIAL
FOR USE IN THE FIRST YEAR

(ITEM.. QUANTITY . DISTRIBUTION)

The consultant with Birger Forsberg, the WHO, CDD advisor reviewed the recommendations of the advertising agency for the printed material, taking into consideration the government clinical infrastructure and the commercial distribution system. The consultant recommends the development of the material listed below and the quantities suggested are based on the outlets, both government and commercial. The distribution pattern suggested is based on the experience in other countries but may be modified depending on the facilities available.

(a) Posters

It is suggested that at least three different posters are developed for use during the first year. The quantity required is based on outlets where they can be effectively used.

<u>Government facilities</u>	<u>Nos.</u>	<u>Posters (Per unit)</u>	<u>Total Amount</u>
* Hospitals (Teaching & District)	150	10	1500
* MCH Centres	850	5	4250
* Dispensaries	4000	2	8000
* Rural Health Centres	380	5	1900
* Basic Health Units	1800	3	5400
			<u>21050</u>

3 Sets of 21,050 = 63,150

Pharmacy Outlets

11,000 (National) x 3 Sets = 33,000

Total Requirement (Approx) 100,000.-

The government facilities can be serviced by the government Staff structure. It is recommended that the private sector be serviced by a distribution agency on an agreed fee. The advertising agency will be responsible for contracting and managing this task.

(b) Mobiles

These are in-store point-of-purchase material and two units developed during the first year will adequately serve the program.

Two sets of 10,000 each can be used effectively in pharmacy outlets. The same distribution system as for the posters is recommended.

(c) Direct Mailing

The recommendation of the agency was for the direct mailing of "Detail Leaflets" to the medical and para medical profession. The consultant believes that personal detailing to the medical profession would be a better approach. It is recommended that the agency explores the possibility of buying time from the Pharmaceutical Representatives of an established Pharmaceutical organisation and using them to "detail" direct to the medical profession. This has been done in other countries. However, the advertising agency should ensure that the pharmaceutical organization does not have conflicting interest to the promotion of ORT as a therapy for diarrhoea.

Three detailing pieces each designed to promote ORT and listing the products available in the market by brand and pack size could serve the program adequately in the first year.

Ten thousand units for each detailing cycle should cover the medical profession in Pakistan.

(d) Retail Leaflets

The retail leaflets recommended by agency are consumer leaflets for use in the government facilities, consumer outlets and for use at special events. The consultant suggests the development of a leaflet holder which can be put up at the facilities and outlets including waiting halls of medical

practitioners, enabling the material to be visible to consumers rather than be put away under counters. The leaflet holder can be collapsible and constructed in board. Once installed in the facility they can be routinely filled.

The proposed 1,000,000 leaflets should be adequate for the first year.

The stickers suggested by agency may not be necessary for the first year program. That allocation may be used to develop the leaflet holder.