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SOMARC *III*

SOCIAL MARKETING FOR CHANGE

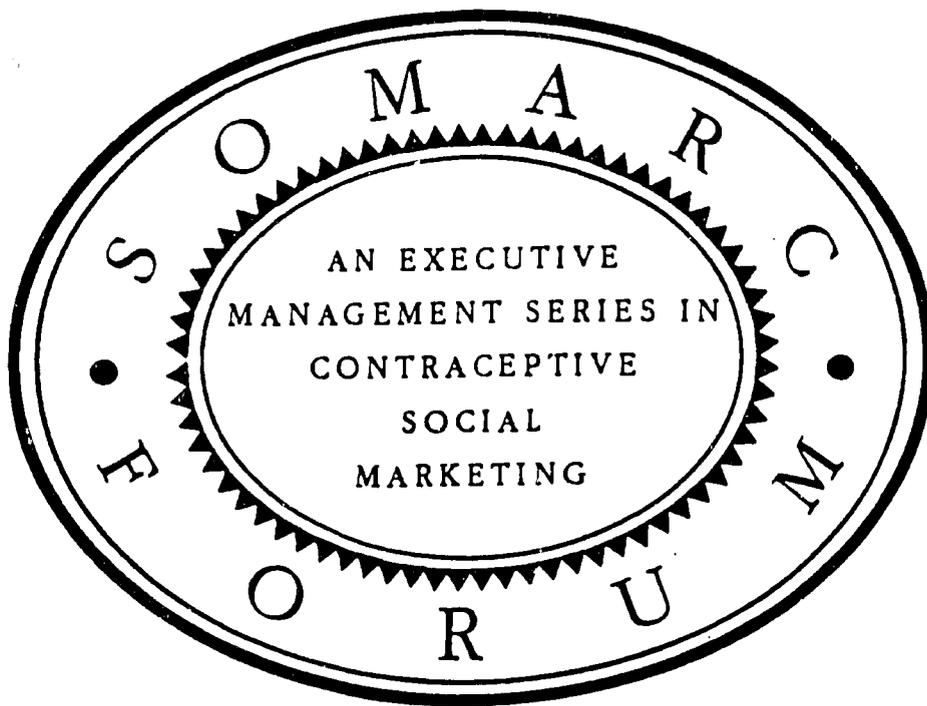
THE
FUTURES
GROUP

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**SOMARC
INTEGRATED MARKETING
COMMUNICATIONS
MODULE
TRAINER'S EXERCISE BOOK**

Integrated Marketing Communications



Trainer's Exercise Book

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Get Acquainted
Exercise A

TIME: 15 minutes

OBJECTIVE: To be used as an initial get-acquainted exercise.

MATERIALS: Name tags, roster list, easel and marker.

ADDITIONAL
BACKGROUND

PREPARATION: Prepare the easel so it contains the following:

Questions to ask fellow participants:

- Name?
- Job?
- Favorite hobby/leisure activity?
- Objectives for the training?

INSTRUCTIONS:

As each participant enters the meeting room, check off his/her name on the roster, but present a different person's name tag. Explain that they should seek one another out, and also introduce themselves to other participants as well. Have the paired individuals briefly interview each other so they can introduce their counterparts to the rest of the group. This interview should cover some basic facts about the participants (e.g., his name, job, what he likes to do in his spare time) as well as what he hopes to get out of the program.

Handful of Icebreakers
Exercise Packet B
(Alternate)

TIME: 15 minutes

OBJECTIVE: To help participants become acquainted with, and feel comfortable about, each other early in a session.

MATERIALS: Ball (for #4). or form (for #5).

INSTRUCTIONS:

1. Pair up the participants. Instruct them to interview each other on the basis of:
 - a. Three unusual things that have happened in their lives.
 - b. Special talents or hobbies they have.
 - c. The two most important job responsibilities that they have.
 - d. The person that they most admire (or despise) in the world.
 - e. A color and an animal that best describe who they are and how they feel.
2. Ask the group to introduce themselves as they think their best friend would -- their likes and dislikes, recreational interests, personal aspirations, personality characteristics, physical characteristics, etc.
3. Ask the group to examine and describe what is in their name. They should tell their full name, any nickname or abbreviation, who they were named after, and whether they like or dislike their name. Also, they should tell what other name they would choose if they had the opportunity (and why).

4. Procure a soft ball (tennis ball or sponge-construction ball). Arrange the participants in a circle. Throw the ball to one person and ask that individual to disclose something unusual about him/her. Then have the ball thrown to another and repeat the process. Only upon the second receipt of the ball should they disclose their first names.

5. Prior to the session, survey (by phone or letter) the participants to discover various information such as their hobbies, job title, major accomplishments, self-descriptive adjectives, etc. Then prepare a brief synopsis of each (with name deleted) and distribute to the group at the beginning of the session. After the first coffee break, invite everyone to fill in the names they believe match the descriptions. Provide the "key" to help them complete the form.

Beyond Murphy
Exercise C

TIME: 3-5 minutes

OBJECTIVES: To be used as a change of pace -- as a "breather" when everything seems to be going wrong.

MATERIALS: None.

INSTRUCTIONS:

Explain that the beginning of Murphy's Law (whatever can go wrong--will) is attributed to an Air Force Captain who apparently created the now-famous phrase when a series of errors and problems kept appearing in a California Air Force base missile site. These are some follow-up items to which most people can relate.

1. Left to themselves, things tend to go from bad to worse.
2. Whenever you set out to do something, something else must be done first.
3. Nothing is as easy as it looks.
4. Everything takes longer than you think.
5. If there is a possibility of several things going wrong, the one that will cause the most damage will be the one.
6. Nature always sides with the hidden flaw.
7. It always costs more than first estimated.
8. It is easier to get involved in something than to get out of it.
9. Every solution breeds new problems.

10. If you try to please everybody, somebody will be disappointed.
11. It is impossible to make anything foolproof, because fools are so clever.
12. If you tinker with anything long enough it will break.
13. By making things absolutely clear, people will become confused.
14. If there is a 50 percent chance of success, that means there is a 75 percent chance of failure.
15. Interchangeable parts won't.
16. In any computation, the figure that is OBVIOUSLY correct will be the source of error.
17. Blame will never be placed if enough people are involved.
18. Nothing is lost until you begin to look for it.
19. If in the course of several months only three worthwhile social events take place, they will all fall on the same evening.
20. "Murphy was an optimist."

Stand Up and Pat Down
Breather Exercise D

TIME: 1 minute

OBJECTIVE: To create spontaneous breaks in long presentations.

MATERIALS: None.

INSTRUCTIONS:

1. Early in the session, select one or two "Break Managers" from participants who volunteer for the job. Tell participants that Break Managers will determine when the group will take brief breaks.
2. Whenever the Break Managers believe the participants are getting a bit tired, or that you are getting a bit boring, they are to stand up. This signals others to also stand up (if they'd like) and take a 30-second stretch break. Whenever the Break Managers and others stand up, you momentarily stop your presentation. This generally creates a lot of humor and good-will with the group and sometimes gives them a chance to tell you (in a good-natured way) they think you're on a tangent.
3. In a long presentation, during the second or third stand-up-break, encourage people to "pat down", that is to massage the backs of their own necks, legs, arms, etc. and to stretch or loosen up physically. This helps people feel more awake and energized.
4. In a very long presentation, during the third or fourth stand-up-break, encourage people to "pat down" or massage one another's shoulders and back. This is usually both fun and refreshing for most participants although those who are more inhibited may choose to take the break without participating in the massage.

Breaking into Groups
Exercise E

TIME: 1 minute

OBJECTIVE: To create discussion groups of different composition, with a minimum of confusion, delay, or hard feelings.

MATERIALS: Name tags, tent cards, or Ping-Pong balls.

INSTRUCTIONS:

1. A classic procedure is to simply announce to the group that you would like them to break into discussion groups of five persons each (for example), and give them a discussion topic or task assignment and the time to complete it.
2. Another approach, especially useful where precision is important in getting the same number of people into each group, is to have the audience "count off". To determine the repetitive number to use for this purpose:
 - a. Count the number of people in total (=N).
 - b. Determine the number of people that you want to be in each group (=X).
 - c. Divide N by X and have the group count off from one up to that number and repeat across the group until everyone has a number.
 - d. Instruct each person to locate themselves at a table with all other persons of that number.
3. Another method is to pre-assign a number or letter to each person by writing it on their name tag or tent card. Then, when you wish to break them into new groups, simply request all A's to joint together, all B's, all C's, etc.

4. A fourth procedure is to prepare in advance a set of numbered Ping-Pong balls (with the desired allotment of 1's, 2's, 3's, etc). Then simply announce your desire they form into groups. Begin to throw out the balls to the participants, until everyone has caught (or retrieved) one. Then direct them to find others with the same number and form into discussion groups.

Ant-i-grams
"Breather" Exercise F

TIME:

OBJECTIVE: To break the ice among participants, or to facilitate trainee return from coffee breaks by catching their attention.

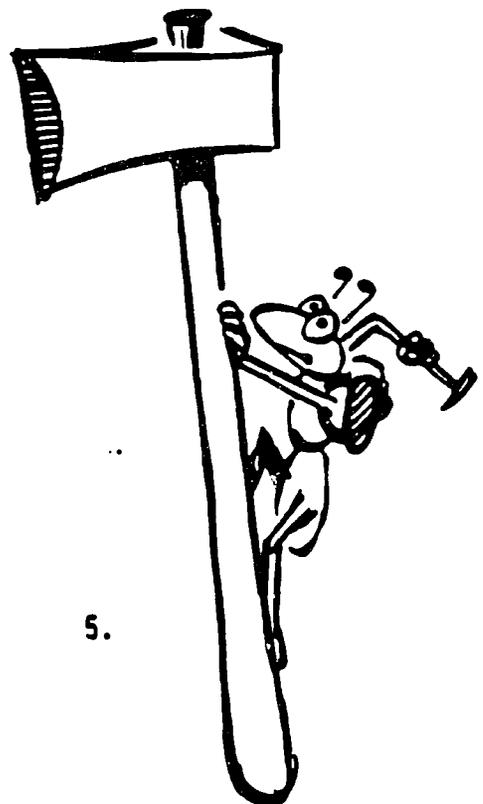
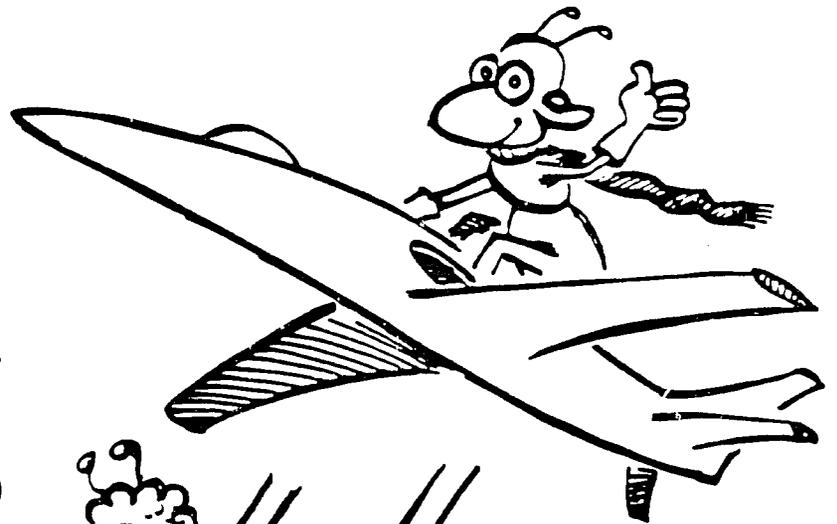
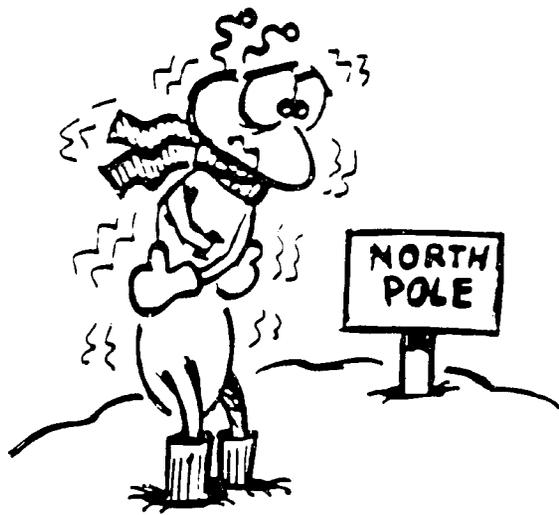
MATERIALS: Transparencies, or freehand drawings on a flip chart or chalkboard.

INSTRUCTIONS:

Prepare a set of cartoons (ant-i-grams), each of which depicts a word or phrase that involves the word "ant" somewhere within it. Display one of these just before each coffee break and ask the group members to guess at the real word.

Examples include:

1. Antarctic (an ant shivering at the North Pole)
2. Antiaircraft (an ant riding atop a plane)
3. Antelope (a boy and girl ant climbing down a ladder to get married).
4. Square Dance (ants).
5. Anticlimax (an ant climbing up an axe).
6. Others -- Use your imagination!



Team Charades
Exercise G

TIME: 15 minutes

OBJECTIVE: To establish quickly cohesiveness in new teams that must work together in a training situation for the remainder of the day or course.

MATERIALS: None.

INSTRUCTIONS:

1. Divide the participants into teams, based upon either personal preference or some previously established criteria or method.
2. Ask each group to choose a name for their team that will identify it for the duration of the session.
3. Call upon each group to act out its name in "charades" fashion, while other groups try to guess the name of the group on stage.

EXERCISE 1: Preconceptions

TIME: 5-10 minutes

OBJECTIVE: To reinforce the point that perception is often based upon preconceptions and expectations.

MATERIALS: Easel, marker, workbooks.

INSTRUCTIONS:

Draw a three block grid on the easel as shown below.

1
2
3

In block (1) put the following " 1 ". In block (2) put the following _ _ _ _ ". In block (3) put the letters MB for Mama Bull, BB for Baby Bull, and PB for Papa Bull as shown.

1	1
2	_ _ _ _
3	MB PB BB

Ask participants to do the same at their seats.
Then provide the following instructions verbally.

- 1) Put a dot on the letter " i "
- 2) Put the letters XEROX in the spaces
- 3) Circle the one (MB, BB or PB) that is different from the other two.

After participants have followed the instructions, ask how many did this (i) in block #1. Most will have put the dot over the letter like this (i) even though the instruction said on.

Then ask how many did this (-X-E-R-O-X) in block #2. Most will have put the letters on the lines not in the spaces as instructed (X E R O X).

The point can be made that their responses were based on preconceptions (what they are accustomed to) rather than pure listening.

The final block has no answer. Some will circle BB because the other two were adults. Others will circle MB because there's no such thing as a female bull. Thus will circle PB because it is located further to the right and so on. Find out what participants did and why. The point to be made is that all responses are different but are based on some internal point of view.

Ask participants to let go of all preconceptions about IMC and be open to real listening, new ideas and points of view.

Integrated Marketing Communication
Exercise 2

TIME: 10 minutes

OBJECTIVE: To reinforce what IMC is and how it can be used.

MATERIALS: Workbooks.

INSTRUCTIONS:

Ask participants to write down either one way they've seen IMC used in the marketplace or one way they might consider using it in their CSM program. Volunteers should articulate their ideas to the class.

If participants fail to give multiple mentions or miss the concept, be sure to correct them! The idea of what IMC is is central to the whole seminar.

Consumer Influence Profile
Exercise 3

TIME: 15 minutes

OBJECTIVE: To encourage participants to evaluate all influences in the consumer's environment to identify potential IMC opportunities and/or obstacles.

MATERIALS: Workbooks, easel, marker, slide of "consumer influence profile," and slide projector.

INSTRUCTIONS:

Review each area of influence in the consumer profile. Ask the group to shout out specific activities in each area and how they might be used in communications plans. Write these down on the easel. Suggest the participants note some of them in their workbooks. Discuss these activities from a variety of perspectives (e.g. feasibility, value, expense, targeting, etc.)

Example: Community

<u>Activity</u>	<u>Potential Use</u>
Mid-Wives Association	Potential salespeople -- explore training
Civic Association	Forum for speakers on contraception
Right-to-Life Group	No direct publicity. Circumvent through credible publicity from respected sources. Try to get clergy spokesman.

High and Low Involvement Products

Exercise 4 (Optional)

TIME: 15 minutes

OBJECTIVE: To reinforce the distinction between high versus low involvement products and their implications for selecting communications tools.

MATERIALS: Easel, marker, workbooks.

INSTRUCTIONS:

Prepare a list of products and write them on the easel. Some may be social products while others may be commercial products. Possible examples include:

- Bar Soap
- Immunizations for Your Children
- Blood Donation
- Gandy Bar
- Dinner at a Restaurant
- Cruise
- Suit of Clothes
- Necklace
- University Education
- Hotel Room
- Chewing Gum
- High Blood Pressure Pills

Ask participants to write in their workbooks a rating for each product as to the level of involvement which it represents to potential consumers. 5 is the highest level of involvement and 1 is the lowest level of involvement.

Then go through the product list one at a time with the group and write the various ratings on the flipchart. Have participants explain why they assigned the ratings that they did. Use any differences of opinion and debate to illustrate and clarify the concept.

Product or Service
Exercise 5

TIME: 15 minutes

OBJECTIVE: To encourage participants to recognize some of the communications considerations inherent in the nature of their CSM products.

MATERIALS: Workbooks, easel, marker.

INSTRUCTIONS:

For each relevant CSM product, ask participants to briefly describe some of the communications issues that trace to the nature of the product itself. Write these on the easel and discuss them.

Example: VFT's

Issue: Consumers don't understand they need to wait 10 minutes for this product to take effect so it's getting a poor image.

Communications Implication: I need to develop some simple in-store brochures that explain how to use it correctly and change my advertising campaign to stress proper use.

Lifecycle
Exercise 6

TIME: 15 minutes

OBJECTIVE: To illustrate that consumers have different communications needs depending on where they are in their "lifecycle."

MATERIALS: Easel, marker, hats with strips of paper (one strip for each lifecycle stage).

ADDITIONAL BACKGROUND PREPARATION: Write down each lifecycle stage on a strip of paper (see trainer's notes).

INSTRUCTIONS:

Divide the participants into small groups. Have each group select a piece of paper from the hat. It will contain a lifecycle stage. Then ask each group to role play a conversation on contraception (or specific methods) based on their lifecycle. After each role play, discuss what type of communication is needed to move these consumers to the next stage.

Strips of paper:

1. Unaware
2. Aware but not yet knowledgeable
3. Knowledgeable but not yet interested
4. Interested but not yet intend to try
5. Intend to try
6. Tried (first time)
7. Repeated but not yet sustained behavior

Lifecycle
Exercise 6

Example: Aware but not knowledgeable

1st Woman: "I've heard about oral contraceptives, but I don't know whether or not they're right for me."

2nd Woman: "Yes, I think they work pretty well. But my sister told me she got a lot of headaches from them."

Communications Needs:

- Advertising stressing safety and effectiveness and encouraging women to see their doctors.
- Publicity by credible authorities.
- Consumer brochures distributed by physicians containing key information.

Selling Chain
Exercise 7

TIME: 15 minutes

OBJECTIVE: To ensure participants recognize all middlemen in their selling chain, and begin to think through the communications tools appropriate to reach them.

MATERIALS: Workbooks, easel, marker.

INSTRUCTIONS:

Ask participants to make a list in their workbooks of who's involved in moving their products from the manufacturer to the end-consumer.

Then discuss who these middlemen are, using the easel. Ask what sort of communications tools might be attractive to get these middlemen to stock and promote CSM products.

Selling Environment
Exercise 8

TIME: 15 minutes

OBJECTIVE: To ensure participants understand the communications implications that arise from their competitive and regulatory environments.

MATERIALS: Easel, marker.

INSTRUCTIONS:

First, ask what the CSM distribution system is like. How can communications affect this system.

As a group, ask what competitive considerations exist that might impact communications decisions (e.g., pricing, advertising). Write these on the easel. Discuss how these will need to be addressed.

Next, ask about the existing media, policy, and legal restrictions (formal and informal) that may affect communications decisions. Generate some preliminary ideas on how to address these using the easel.

Communications Planning
Exercise 9

TIME: 1 hour

OBJECTIVE: Teach participants how to generate marketing strategies using marketing data and the map.

MATERIALS: Workbooks, easel, marker, select handouts.

INSTRUCTIONS:

Break the participants into small groups.

Ask them to review the data and complete the exercise in their workbook. Stress that there are no right or wrong answers.

With group assistance, later draw the market map and ask them to provide various strategies with rationales. Make sure they can identify any additional information they need to help "define the problem." See if they have any ideas on communications tools they might use to help fulfill the strategies.

Planning
Exercise

Situation

Aurora is a large, but remote island in the South Pacific which underwent an economic boom 5 years ago when significant oil deposits were discovered off-shore. It is an island where fertility is high and there is considerable sexual activity. There is a two to one, female to male ratio further reinforcing the need for contraception.

In 1986, a CSM program was started to promote "Imperial" condoms to the young male population. There were two other high-priced brands on the market, "Warrior" and "Super Skin," that had a fairly loyal base of users. A host of smaller, inexpensive condom products were also available. No advertising relating to family planning or contraception had ever been done.

As "Imperial" condoms were being sold into distribution outlets and plans for mass media were about to be implemented, the Health Minister was replaced. A conservative, new Health Minister was appointed who wanted to avoid controversy of any kind. The net result was that the CSM program was shut down. Unfortunately, many Imperial condoms were left on the market without support.

It is now 1990 and the Health Minister is more secure in his position. He is now in favor of launching a CSM condom product and discussions about re-launching Imperial have occurred. Apparently, there are still some old Imperial condoms on the market. The conditions under which they were stored are uncertain.

Marketing Data

Condoms

<u>Brands</u>	<u>1989 Share of Market</u>
Warrior	37
Super Skin	24
Imperial	2
Others	37
Total	100

Aurora Tracking Study

Condom Brand Awareness*

Total Sample: 1000

<u>Brands</u>	<u>Aided and Unaided %</u>
Warrior	75
Super Skin	60
Imperial	60
None	5
Total	100

*Multiple responses

Aurora Tracking Study (continued)

Condom Brand Trial*

Sample: 1000 men
Ever tried condom: 87%
Never tried condom: 13%

<u>Brands</u>	<u>Total % Ever Tried Brand</u>
Warrior	50
Super Skin	45
Imperial	40
Others	36

*Multiple responses

Imperial Brand Trial

Total Sample: 1000 men

<u>Brand</u>	<u>Ever Tried</u>	<u>Preferers %</u>	<u>Indiff. %</u>	<u>Rejectors%</u>
Imperial	40	2	13	25

Aurora Tracking Study (continued)

Imperial Brand Trial

Imperial Sample: 400 men
Total rejectors: 250 men

<u>Reasons for Rejection*</u>	<u>%</u>
Poor quality	80
Unattractive pack	3
Partners dislike	35
Ineffective pregnancy prevention	78
High price	10

*Multiple responses

Excerpts from 1989 Focus Group

Product Experiences

Imperial Rejectors:

- "It fell apart when I opened the package."
- "I was never sure if it would break when I used it."
- "My woman got pregnant even though I used Imperial."
- "It looked kind of brown when I opened it."

Aurora Tracking Study

Image of Brands

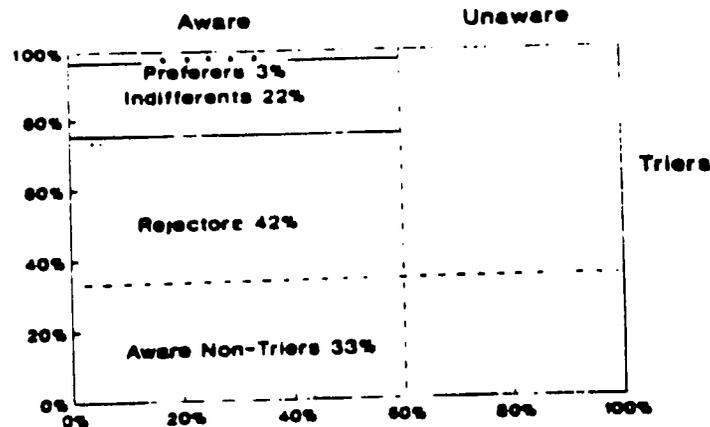
<u>Brand</u>	<u>Does Not Break</u>		<u>Is Effective</u>	
	<u>A:T</u>	<u>A:N</u>	<u>A:T</u>	<u>A:N</u>
Warrior	67	48	53	45
Super Skin	54	34	51	48
Imperial	5	25	2	21

<u>Brand</u>	<u>Right Lubrication</u>		<u>Thin Enough</u>	
	<u>A:T</u>	<u>A:N</u>	<u>A:T</u>	<u>A:N</u>
Warrior	43	20	60	15
Super Skin	37	33	70	56
Imperial	20	15	50	20

<u>Brand</u>	<u>Electronically Tested</u>	
	<u>A:T</u>	<u>A:N</u>
Warrior	45	20
Super Skin	41	35
Imperial	1	18

Market Map

Market Map For Imperial Condoms



Potential Strategies

- A. Build usage among "preferers."
- B. Convert "indifferents" and "rejectors" into loyal users.
- C. Build awareness among non-triers.
- D. Build trial among non-triers.

Define What You Need to Know. Note Communications Implications.

- A.
 - How much they are using now?
 - How much more use is realistic?
 - How loyal are they (e.g., 3 out of 5 times vs. 4 out of 5 times)?
- B.
 - Need to understand indifference.
 - Need to see if product related reasons for rejection can be overcome.
 - Need to understand current usage patterns.
 - Explore "new and improved" or new name potential for consumer promotions and advertising.
- C.
 - Need to understand media habits. Potential for advertising and public relations.
- D.
 - Need to understand usage habits and behaviors. Potential for consumer promotions.

Product Personalities
Exercise 10

TIME: 15 minutes

OBJECTIVE: To have students participate in a personality profile task that demonstrates how brands assume personalities.

MATERIALS: Workbooks, Easel & Markers.

INSTRUCTIONS:

Have students identify several brands of well known competing products (e.g., bar soap, beer, condoms) for their specific geographies.

Ask participants to describe their products as if they were people, calling out specifics on age, sex, clothing, occupation, location of residence, how they would behave at a party, personality traits, where they went to school, sports played, etc.

Contrast the different profiles of products in the same categories. Ask what factors contributed to these perceptions (e.g., advertising, personal experience).

Advertising Objectives
Exercise 11

TIME: 20 minutes

OBJECTIVE: To learn how to develop precise advertising objectives.

MATERIALS: Easel and marker. Tape. Hat and strips of paper, each of which contains the number of a advertising scenario in the workbook (see attached). Workbook.

ADDITIONAL
BACKGROUND

PREPARATION: Prepare the easel paper, in advance, to contain the following:

Types of Objectives

- Make more people know about product
- Get new people to try product
- Get same people to always use product
- Educate
- Get them to use product correctly
- Get them to do something
- Change negative attitudes to positive ones
- Correct wrong beliefs

Constructing Objectives

Ask Yourself:

- What is the problem/opportunity?
- Who is the general target audience?
- What you want the target audience to do?
- What behavior/attitude change is needed?

INSTRUCTIONS:

Divide participants into 4 small groups. Ask a member of each group to pick a piece of paper from the hat. It will contain the number of an advertising scenario in the workbook. The group should develop an objective for its scenario and write it down. Explain that there are no "right" answers. Ask volunteers to read their objectives and discuss them.

Advertising Objectives
Exercise 11

SCENARIOS

I. Oral Contraceptives/Sustaining (Get same people to always use product)

You have found that a significant percentage of consumers who initially tried the CSM brand of oral contraceptives have not become loyal users. These triers have fallen into a pattern of switching between oral contraceptive brands. Consumer research shows this is typical for the category -- when initial side effects are experienced, consumers try other brands rather than waiting for the side effects to subside.

Example: The objective of the advertising is to motivate CSM oral contraceptive triers to consistently use the CSM product instead of switching brands at the first sign of side effects.

II. Condoms/Introductory (Correct wrong beliefs)

You are introducing a CSM condom in a new country. Baseline consumer research shows high awareness of condoms, but usage primarily among men who are concerned about STD. The use of condoms among married men (the CSM target) with their wives is quite limited.

Example: The objective of advertising is to create perceptions among married men that the CSM condom is a legitimate family planning tool, so they will use them to contracept with their wives.

III. VFT's/Sustaining (Get them to use product correctly)

You have found that the CSM VFT's market share is declining. Consumer research indicates the brand has a negative consumer image that traces to incorrect product use. A number of women who have used the CSM brand have gotten pregnant because they did not understand that they must wait for the tablets to take effect. This is detrimental to the target who tend to be older married women for whom oral contraceptive use is unwise.

Example: The objective of the advertising is to educate older married women on how to correctly use the CSM VFT's, so they will perceive them as an effective contraceptive alternative.

IV. Family Planning/Introductory (Educate)

You are launching a CSM program (condoms and oral contraceptives) in a pro-natalist country with a population problem. The government and key influentials recognize the importance of family planning, despite a historical and cultural bias toward large families. The youth of the country (18+) are not fully aware of the problem of overpopulation although they are experiencing the effects of a reduced standard of living due to scarcity of resources (e.g., fewer jobs, more expensive housing). Most of these people plan to have large families, as their parents did, in the near future.

Example: The objective of the advertising is to persuade young married couples that it is important to limit family size, so they will use CSM products to contracept.

*Notes:

Objectives need not be stated exactly like these, but they should be:

- clear and precise
- relate to the problem/issue
- specify the target
- specify an action required of the advertising
- indicate any behavior/attitude change desired of the target due to advertising

Target Audience Profile
Exercise 12

TIME: 60 minutes

OBJECTIVE: To learn how to use analytical data and imagination to develop target audience profiles.

MATERIALS: Handouts including hypothetical and/or actual research data on demographics, knowledge and beliefs, attitudes, habits and practices, and lifestyles for relevant target group. Handout of prototype target audience profile. Workbook.

**ADDITIONAL
BACKGROUND**

PREPARATION: OPTION -- To increase the relevancy of this exercise, request appropriate target audience data for the geographies/brands of the participants in advance from CSM Regional Managers.

The data must then be compiled onto charts and probably supplemented with some hypotheticals (e.g., focus group observations).

INSTRUCTIONS:

Explain that the group will be receiving data on the target audience for a hypothetical oral contraceptive product. It will be marketed in the urban areas of a fictitious country. Previous restrictions on branded contraceptive advertising have now been lifted.

Note that the data is somewhat imperfect (as in the real world), so some assumptions will have to be made. Stress that the important thing is to develop a descriptive profile that might fit the data.

Divide participants into small groups. Each group should designate a writer. The group should study the data and develop a descriptive target audience profile. Circulate to provide assistance. Ask for a couple of volunteers to read their profiles to the rest of the assembly.

Target Audience Profile
"Prototype"

Raharas Saptas is 22 and has 3 young children -- Mantra (4), Geerda (2), and Nina (9 months). She and her husband Ruddy live with the children in a small, two bedroom house outside of Surabaya. Ruddy is a responsible father who works nights at a local factory and even tries to pick up odd jobs on weekends. But the money is not really enough.

Raharas is always so busy. She loves her family but someone always seems to be sick, and the cooking and cleaning and washing are endless. Her younger sister used to help out but now she is married too.

Ruddy thinks 3 children are more than enough and Raharas agrees. But she is very fearful that she will become pregnant anyway -- Nina was a surprise. Raharas tried various brands of oral contraceptives in between the births of Geerda and Nina but did not find the experience physically pleasant. And it was hard to remember to take the pills everyday. She really doesn't know where to turn.

Table 1
Thalonesia Usage/Attitude Study

PRESENT METHOD USED

<u>Percentage of Urban Women Less Than 40 Years</u>	
Pill	18%
IUD	6%
Rhythm	6%
Sterilization	5%
Injection	5%
Vaginal	2%
Condom	2%
Other	2%
Total Use	45%
No Use	55%
Sample Size 1,200	100%

Table 2
Thalonesia Usage/Attitude Study

METHOD AWARENESS

	<u>Percentage of Urban Women</u>
Pill	81%
Sterilization	76%
IUD	72%
Vaginal	47%
Condom	39%
Injection	32%
Rhythm	30%
Total Aware	85%
Not Aware	15%
Sample Size 1,200	100%

Table 3
Thalonesia Usage/Attitude Study

PILL USE BY AGE

<u>Age</u>	<u>Urban</u>
15-19 years	14.3%
20-24 years	22.1%
25-29 years	19.5%
30-34 years	23.4%
35-39 years	9.0%
40-44 years	11.7%
Total	86.0%

Table 4
Thaionesia Usage/Attitude Study

PILL USERS/NON-PILL USERS - DEMOGRAPHICS

Urban

	<u>Pill Users</u>	<u>Non-Pill Users</u>
Occupation:		
Housewife	48%	73%
Self-Employed	24%	14%
Professional	20%	10%
Other	8%	3%
Highest Level of Education:		
Elementary	36%	67%
High School	49%	25%
University	15%	8%
Socioeconomic Class:		
A	12%	3%
B	45%	39%
C	38%	43%
D	5%	15%
Number of Children:		
1	11%	5%
2	37%	30%
3	33%	30%
4 or more	19%	25%

Table 5
Thaionesia Usage/Attitude Study

PILL USERS - USE OF THE PILL

Urban

<u>Who Buys</u>	<u>Purchase From</u>	<u>Brands Known</u>
The Woman: 83%	Doctor: 62%	Don't Know: 61%
	Family Planning: 23%	Microdose: 12%
	Pharmacy: 15%	Family Planning Pill: 10%
		Novlar: 8%

Table 6
Thalonesia Usage/Attitude Study
PILL USERS - PERCEPTIONS OF THE PILL

Urban

Advantages
of the Pill

Ease of Use: 36%
Ease of Obtaining: 32%
Very Effective: 23%

Disadvantages
of the Pill

Headaches: 35%
Gaining Weight: 33%
Nausea: 13%

PILL NON-USERS - PERCEPTIONS OF THE PILL

Urban

Advantages
of the Pill

Very Effective: 33%
Ease of Use: 13%
Ease of Obtaining: 5%

Disadvantages
of the Pill

Headaches: 64%
Gaining Weight: 55%
Cancer: 43%
Nausea: 23%
Cancer: 5%

Table 7
Thaionesia KAP Study

PILL USERS/NON-PILL USERS - LIFESTYLES

Urban

	<u>Pill Users</u>	<u>Non-Pill Users</u>
Amount of Leisure Time:		
Less than 5%	18%	24%
6% - 25%	43%	51%
26% - 35%	26%	17%
More than 35%	13%	8%
Most Common Leisure Activity:		
Talking w/friends	56%	63%
Listening to radio	30%	24%
Parties	9%	10%
Movies	5%	3%
Most Favorite Activity:		
Parties	35%	37%
Movies	32%	31%
Shopping	27%	25%
Listening to radio	7%	3%
Least Favorite Activity:		
Cleaning	53%	47%
Cooking	27%	35%
Doing laundry	13%	12%

Table 8
Thaionesia

SELECT - PSYCHOGRAPHICS

	<u>Pill Users</u>	<u>Non-Pill Users</u>
What my husband thinks is important to my choice of contraception	53%	73%
I get easily influenced by other people	40%	49%
I get things done	37%	35%
I consider myself a leader	41%	34%
I prefer doing things on my own rather than relying on others	54%	49%
When faced with a problem, I study it before making a decision	41%	39%
I tend to react to things emotionally rather than rationally	37%	43%

Table 1

Participants should recognize that more urban women use pills than any other method. However, there is an opportunity to expand pill use among the 55% of urban women currently not using contraceptives.

Table 2

Participants should see that there is a high awareness for the pill as a method (along with sterilization and the IUD).

Table 3

Participants should determine an age group for the pill (e.g. 18 - 34).

Table 4

Participants should compare the demographic profiles of pill users and non-pill users. They can see that non-pill users are more likely to be housewives, have less education (though most have made it through elementary school), and have a somewhat lower standard of living

Table 5

From this data, participants should infer that pill users are the primary purchasers of pills, primarily from their doctors. Presumably, physicians play a key role in brand choice. We also see that there is low awareness of specific pill brands.

In the absence of other distribution data, participants may assume that the purchasing patterns will probably be the same for potential pill users as they see for current pill users. Lack of brand awareness suggests a communications opportunity across both pill users and potential pill users.

Table 6

Here, we see contrasts in pill perceptions between groups. Non-pill users are more likely to rate effectiveness as an important advantage, but feel more strongly that the pill has some significant disadvantages. In particular, their concern about cancer as a pill side effect is disproportionate with reality. This may trace to their lower levels of education. (Table 5)

Table 7

In regard to lifestyles, there are not many significant differences among these groups. The non-pill users have somewhat less free time perhaps, but the commonality of likes and activities suggests that advertising for one group may appeal to the other. Further, one might hypothesize that showing some escape from the drudgery of household chores might have some appeal for both groups.

Table 8

Psychographically, we see that non-pill users tend to be less confident and have a somewhat lower sense of self-esteem than their counterparts. They also seem to be particularly influenced by their husbands in their contraceptive behavior. He is thus an important influencer.

Target Audience Profile

Example

Tessie Pilas is 24 years old with 2 small children. She lives in a small Thalonesian city in a crowded 2 bedroom apartment with her husband and children.

Tessie knows something about different types of birth control, but does not currently use any of these methods. Her husband has used condoms in the past, although he doesn't like them. And Tessie is still breastfeeding her youngest, so she has not had to think about birth control until recently.

Another child right now would be hard to afford and Tessie wants a break from the demands of babies. That way she might have more free time for going to the movies and shopping.

Her neighbor, Brenda, has suggested that Tessie speak to her doctor about oral contraceptives. Brenda has been using them for about 6 months and hasn't had too many problems. But Tessie is very worried about getting headaches or gaining the weight back from her pregnancy. And what would happen to her family if she got cancer? She's not sure if her husband would ever let her try contraceptives.

Target Audience Profile

Exercise 13

(Alternate)

TIME: 30 minutes

OBJECTIVE: To understand the relevance of target audience profiles for advertising development.

MATERIALS: VCR machine and cassette containing commercials from several broadcast campaigns OR copies of several print ads from a campaign on poster board as well as slides. Hat and strips of paper containing the name of the product/campaign. Handout of prototypical profile. Slide projector.

ADDITIONAL

BACKGROUND

PREPARATION: Get local ads to use in this example.

INSTRUCTIONS:

Divide participants into small groups. Have someone from each group pick the name of a campaign from the hat. Show each group their television campaign or series of print ads. Ask them to develop a profile for their target based on what they see in the advertising. This should include statements on:

- relevant demographics (e.g., age, sex, family size)
- relevant lifestyles
- relevant attitudes and beliefs/aspirations

Share these profiles with the class, reviewing the advertising in tandem.

Concept Development
Exercise 14

TIME: 30 minutes

OBJECTIVE: To reinforce the macro-concepts and illustrate what concept statements are.

MATERIALS: Workbook, easel and markers, tape.

ADDITIONAL
BACKGROUND

PREPARATION: Prepare strips of paper for each of several macro-concepts:

A. Condoms

1. Family planning
2. Male responsibility
3. Caring husband/partner
4. Protection

B. Oral Contraceptives

1. Effectiveness
2. For planning your family
3. Maternal/child health
4. Avoid unwanted pregnancies

INSTRUCTIONS:

Assign participants various potential concept areas and ask them to develop a sample concept statement.

Tell them their workbooks contain a sample of a concept statement to assist them.

Laddering
Exercise 15

TIME: 30 minutes

OBJECTIVE: To generate concept possibilities and to help distinguish between attributes, benefits, and end-benefits.

MATERIALS: 3 or 4 easels and markers, paper with printed ladders, tape, handout of laddering example.

**ADDITIONAL
BACKGROUND**

PREPARATION: You may want to focus exclusively on products/methods relevant to CSM participants. Be sure to have laddering paper prepared.

INSTRUCTIONS:

Take participants through a sample laddering exercise (see attached trainers note) to ensure they understand what laddering involves. Show how laddering ideas are translated into concept statements.

Next, generate a list of attributes for each relevant CSM brand/method with all the participants. Take a couple of attributes (e.g., for condoms) and develop ladders with the group as a whole to show how easy ladders are to develop. Each list should go on a separate piece of easel paper.

Divide the room into small groups. Have each group develop benefits and end-benefits for appropriate select attributes. Walk around the room to help/give feedback while this is going on. Explain how certain ladders may be more appropriate for addressing certain advertising objectives against certain target audiences than others. When the exercise is over, tape the ladders on the wall.

Laddering Exercise

Example

Product:

Condoms

Select Product Attributes:

·thin ·strong ·safe
·good fit ·portable ·lubricated

Ladder 1

(attribute)

thin

(benefit to user)

↓
increased sensitivity

(potential end-benefits
of increased sensitivity)

↓
more pleasurable (for yourself or
for her

greater intimacy/closeness

way to show her you care

Ladder 2

(attribute)

strength

(benefit to user)

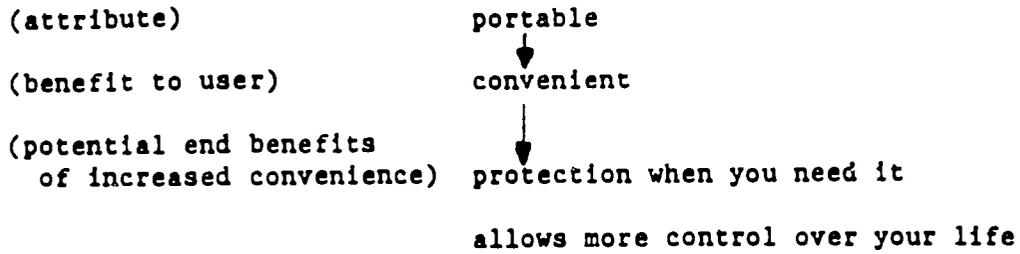
↓
protection

(potential end-benefits
of increased protection)

↓
peace of mind

reliability

Ladder 3



Sample Concepts

*Reliability

"For protection you can count on, use"

*Intimacy

When you want that special closeness, use"

Benefit and Support
Exercise 16

TIME: 1 hour

OBJECTIVE: To learn how to draft clear benefit and support statements.

ADDITIONAL
BACKGROUND

MATERIALS: Prepare concept boards as follows:

"Caring is sharing -- use a condom."

"For worryfree protection -- use a condom."

"Manage your family, don't let it manage you -- use a condom."

"Well-spaced children are healthy children -- use a condom."

"Family responsibility is a two-way street -- use a condom."

(NOTE: All female audiences will receive concepts for a feminine contraceptive product.)

MATERIALS: Workbooks, easel, marker, concept boards, assistant.

INSTRUCTIONS:

Part I: Tell the group that they are being asked to participate in a mock focus group session. The target audience is married men (presumably the status of most participants). You will act as moderator with an assistant to write down key comments. Expose each concept statement and ask:

- . What does it mean to you? (Communication)
- . What kind of a person would use this product?
- . When would you use this product?
- . Is there anything unclear/hard to understand about this statement?
- . Is it believable?

Your assistant should write down key points as each concept is tested on a separate easel paper. At the end he/she should summarize the results and identify the winning concept. Information from the winning concept should be left on the easel.

Part II: Participants should be directed to their workbooks, and instructed to develop an appropriate benefit and support statement based on this information. They should check it by completing the clarity test in their workbooks.

Using the easel, ask participants to read some of their benefits and support statements and discuss them.

Benefit and Support
Exercise 17
(Alternate)

TIME: 30 minutes

OBJECTIVE: To learn how to draft benefit and support statements.

ADDITIONAL
BACKGROUND

MATERIALS: Prepare concept boards as follows:

"Caring is sharing -- use a condom."

"For worryfree protection -- use a condom."

"Manage your family, don't let it manage you -- use a condom."

"Well-spaced children are healthy children -- use a condom."

"Family responsibility is a two-way street -- use a condom."

(NOTE: All female audiences will receive other concepts for a feminine contraceptive product.)

MATERIALS: Workbooks, easel, markers, concept boards (5), and handout.

INSTRUCTIONS:

Review the concept boards with the participants. Then distribute the handout containing the mock focus group findings from testing the concepts. Ask participants to write down an appropriate benefit and support statement in their workbooks and complete the clarity test. Using the easel, ask for volunteers to read their statements and discuss them.

Benefit and Support
Exercise
(Alternative)

Focus Group Findings

Respondents reacted most favorably to "for worryfree protection - use a condom." It seemed to relate most closely to their own attitudes and experience with condom use. For example:

"I can't be worrying about supporting a pack of children these days -- I have enough to do just making a living for the kids I have. Besides, I need some time and money for myself."

"That's kind of what condoms are all about. You know, you can use them when you need to and not worry about pregnancy or getting diseases. Even though they are kind of a pain to use, they protect you well if they aren't too old."

When probed, most respondents found the "worryfree" concept clear and believable. "Worryfree" meant that you could count on the condoms; that they were reliable; that you could go on and enjoy your life without fears of pregnancy. On a secondary level, it also seemed to mean that contraception could be relatively easy and convenient (this also traced to the portability and ease of obtaining the product).

A number of men also said that worryfree meant they would not have to worry about their wives forgetting to take their pills or getting sick from the pills. Of note, a few outspoken respondents felt the use of the word "worry" was overly serious and negative given some of the bigger worries they faced (e.g., being out of work).

"Protection" also seemed very appropriate in this context. Many talked about using condoms as a way to do something uniquely for himself--providing protection against unwanted pregnancy as well as disease. Protection was also believable based on the product's form characterized as a "barrier."

Most respondents who had used condoms talked about their strength and durability. A few men mentioned that you needed to be sure they weren't too old for this to be true.

Handout
Benefit & Support Exercise

Reactions to the other concepts were mixed. But most respondents seemed to be more enthusiastic about the more individualistic appeal of the "worryfree" concept than concepts which spoke to the broader good of the family. "Caring is sharing" was considered nice, but it did not fit with their macho self-image. "Manage your family" evoked strong negatives since most men said they were already managing their family and it would never manage them. "Plan the family" was viewed as neutral but boring. Most men understood and believed the importance of "well-spaced children" but felt it wasn't a problem for them. Finally, "two way street" again did not fit with these men's macho self-image.

Benefit and Support
Exercise
(Alternative)

NOTE: Any benefit and support statements that fit the information should be considered appropriate.

Example:

Benefit

Using condoms is a carefree way to protect against unplanned pregnancy.

Support

Reliable and convenient.

Clarity Test

To convince the (target audience) that using condoms will be a carefree way to protect against unplanned pregnancy because they are reliable and convenient.

Walking Down a Country Road
Exercise 18

TIME: 5 minutes

OBJECTIVE: To reinforce the point that tone and manner are critical execution elements and can have a substantial impact on whether the message is well received and responded to by the target audience or not.

MATERIALS: 2 "Fresh Eggs" posters
2 "Flying Lessons" posters

INSTRUCTIONS:

Ask respondents to close their eyes and think about driving or walking down a country/rural road on a balmy spring day. Everything around them seems fresh and new and they begin fantasizing about some farm fresh eggs. They can almost feel the warm eggs in their hands and taste them in their favorite egg dish.

As they continue their drive or walk, they pass a roadside sign that reads "Fresh Eggs" (trainer shows sign done in red, obviously hand-written paint, still almost wet and dripping).

A little further down the road they pass another sign for "Fresh Eggs" (trainer shows sign which is rendered in black, block, industrial letters).

Ask participants which place they would go back to in order to obtain the eggs -- the one with the red-lettered sign or the one with the black-lettered sign. Discuss how each sign made participants feel and why they made the selection they did.

(NOTE: There is no right or wrong answer to this illustration, however, most groups will select the red sign -- it conveys a rustic, rural impression and connotations of freshness, etc.)

Lastly, hold up the two Flying Lessons posters and ask which they would choose. (Nearly all participants will opt for the official-looking black sign. Probe for why.)

Tone and Manner
Exercise 19

TIME: 15 minutes

OBJECTIVE: To learn how to distinguish various tones and manners.

MATERIALS: A video containing 4 condom ads that illustrate various tones.

INSTRUCTIONS:

Write the list of 10 tones on the Easel

Serious
Factual
Humorous
Dramatic
Lighthearted
Empathetic
Sophisticated
Hip
Folksy
Bold

Review the condom commercials, stopping after each one to discuss what tone pre-dominates.

Creative Techniques
and Structures
Exercise 20

TIME: 15 minutes

OBJECTIVE: To reinforce participants' ability to identify and appreciate different techniques and structures.

MATERIALS: The same video of condom commercials used for Exercise 19.

INSTRUCTIONS:

On the easel, list the 11 techniques and structures reviewed in the Creative Development presentation:

Authority
Celebrity
Musical
Imagery
Continuing Character
Lifestyle
Slice of Life
Vignette
Testimonial
Announcer
Stand up Presenter

Show the reel of commercials again, stopping after each one. Ask participants to shout out which particular technique(s) or structure(s) best characterizes it from the list in their workbook. Discuss why a given technique or structure works or not.

Creative Evaluation
Exercise 21

TIME: 45 minutes

OBJECTIVE: To help participants learn how to better evaluate commercials.

MATERIALS: Eight TV scripts from Trinidad - where some are fixable and some are not.

INSTRUCTIONS:

This is a role-playing exercise. Divide the participants into small groups (at least 3 people). One person should be the "creative" agency person and present the ad. The others should be the "clients" and evaluate it. Assign one of the 8 scripts to each group.

Walk around the room and provide feedback/guidance on evaluations.

In actuality, Scripts #1-6 were among the Agency's first presentations. Script #7 was a second attempt that was on-strategy, but censored. Finally, Script #8 was the accepted final presentation.

Creative Evaluation

Ad Strategy Statement for Panther Condoms

Overall Objective: To create an image for Panther Condoms as a responsible method of family planning.

Target Audience: Young, married couples in their late twenties, and most have several children. They are looking for a safe, effective, temporary method of contraception for both spacing and limiting family size. They care about each other, and they are both involved in the choice of which contraceptive to use. They want the best for themselves and their children.

Positioning: Family planning is a joint responsibility.

Key Benefit: A happy, healthy family.

Tone: Romantic, intimate, and sensitive.

Additional Copy Points: Panther Condoms are available at all drugstores.

Executional Guidelines/Restrictions: Condoms have a "seedy" reputation; sometimes they are associated with illicit sex. It is mandatory that executions be tasteful and project a wholesome image.

**CONTRACEPTIVE SOCIAL MARKETING COPIES
OF TV COMMERCIALS FOR PANTHER CONDOM**

- #1-6** First presentation by the agency.
- #7** Second presentation - on strategy but censored.
- #8** Final presentation - not censored.

#1

CONTRACEPTIVE SOCIAL MARKETING COPY
OF TV COMMERCIAL FOR PANTHER CONDOM

First Proposed Script

"Older Brother"

VIDEO

AUDIO

Zany younger brother (19) watches older, confident brother get dressed to go out. YB enters room, flings himself on bed, then wanders around rummaging in brother's things as they talk.

YOUNGER BROTHER: Limin' again tonight?

OB puts on shirt.

OB: Yup.

OB buttoning

YB: Gloria.

YB has found a stringybrim and dark glasses, which he now sports.

OB: Mind your own business.

YB: Hey--how come a handsome dude like me don't have a date every night--what do girls want?

OB lifts pack from dresser. C/U of hand with pack.

OB: Panther Condoms.

Glasses drop low on YB's face and he repeats the words, silently, but exaggeratedly.

OB is combing hair and regards YB intently in bedroom mirror.

OB: It's called responsibility. Shows a girl you don't take chances with her getting pregnant. Women love a responsible guy.

YB speaks in time to a strum on the watch he holds.

YB: Yeah!

OB puts on jacket, slips Panther Condoms into inner pocket and leaves room.

OB: And Panther Condoms protect you from AIDS and stuff. Women like a guy with BRAINS!

62

Cut to living room when he opens door to lovely Gloria and they embrace.

YB shakes head incredulously.

VIDEO

Pack shot on dressing table.

Super log and tag: Play smart, play safe.
Panther Condoms.

OB: Gloria baby.

YB: (incredulous) She picks you up.

AUDIO

ANNOUNCER:

Play smart, play safe - Use Panther
Condoms.

#2

CONTRACEPTIVE SOCIAL MARKETING COPY
OF TV COMMERCIAL FOR PANTHER CONDOM

First Proposed Script

"Take It With You" - Jingle"

VIDEO

AUDIO

Early morning, getting ready.
A dressing table with a little heap of
his/her things.
His hand or hers (both aged in 20's and
wearing a wedding ring) picks up the
items (more or less alternately, sometimes
together) as they are mentioned in the
jingle.

Her hand passes his the Panther.
Two hands clasp lovingly.
CU Pack Shot.

Hands selecting items.

A Pack shot.

JINGLE: Make it a habit to
Take it with you
Take it with you
Your wallet, your watch
Your keys and matches
Your Panther, too

ANNOUNCER:
Panther is strong, dependable,
vital for your protection.

JINGLE: Make it a habit to
Take it with you
Your lipstick, your pen
Your handkerchief, then
Your Panther, too

ANNOUNCER:
Panther, make it a habit.

1.4

#3

CONTRACEPTIVE SOCIAL MARKETING COPY
OF TV COMMERCIAL FOR PANTHER CONDOM

First Proposed Script

"Locker Room"

VIDEO

AUDIO

A locker room. A football team just leaving to go on the field.

SFX: Noise of team.

Camera closes in slowly through crowd to Manager leaning against end of locker row (blurs across camera as last players leave, running).

MANAGER: (a friendly informal, mature voice)

Give it all you've got, Jim!

SFX: Noise fades and dies with exit of players.

SFX: Utter silence.

Manager straightens easily and moves round to indicate Jim's name on locker door.

MANAGER:

(slight echo in empty locker room)

Jim is our goalie.

He's very proud of his pretty wife. After a match, they like to go out on the town. Jim always walks with his Panther.

Begins moving to next locker.

He likes Panther because it's strong, and he can depend on its protection.

Indicates Dave's name.

Dave is the youngest member of our team. He's the centre forward. He always walks with Panther, too,

Begins moving to next locker.

because it's flexible and strong.

Indicates Errol's name.

Errol is our left wing. He swears by Panther. It's comfortable, and strong.

Manager takes pack from jacket pocket, shows camera.

Panther protection--make it your safety habit.

CU Pack.

15

#4

CONTRACEPTIVE SOCIAL MARKETING COPY
OF TV COMMERCIAL FOR PANTHER CONDOM

First Proposed Script

"Glove"

VIDEO

A man's hands, one wearing a wedding ring. He puts a leather cycling glove on the unringed hand, taking time for a comfortable fit, and buttons the glove.

Bare hand smooths down the back of the gloved hand, fingers to wrist.

As the bare hand reaches the end of its stroke, it seizes the cuff and gives a couple of tugs.

The gloved hand flexes.

The gloved hand forms a fist and punches lightly into the cupped bare hand.

The gloved fist opens toward the camera to reveal a pack in palm.
Zoom in to CU pack.

AUDIO

The responsible male protects his loved ones by protecting himself, with Panther. He makes it a habit to take his Panther with him wherever he goes.

A Panther is sleek!

A Panther is dependable!

A Panther is flexible!

And a Panther is very strong!

Take your Panther with you everywhere, so you can depend on that vital protection. Panther! The Safety habit.

CONTRACEPTIVE SOCIAL MARKETING COPY
OF TV COMMERCIAL FOR PANTHER CONDOM

First Proposed Script

"Important Things"

VIDEO

AUDIO

Pretty girl lazily leans over top of shiny bike to speak to young guy in vest tinkering at side.

FVO: (nonchalantly) Means a lot to you--your bike? You always cleanin', fixing it.

C/U guy's face. He glances up, briefly.

MVO: We both always riding' it.

Feigned indifference--girls looks at her face in bike mirror. Over-shoulder shot.

FVO: (lightly) So what else do you care about?

He is engrossed in engine.

MVO: The usual . . . the guys are cool.

She looks heavenward and turns hands outward.

FVO: (slightly theatrical) The guys! Anyone else?

Guy looking at engine.

MVO: You.

She abruptly slides around bike and stoops, knee-to-knee with him.

FVO: Me! That why you carry around Panther condoms?

He puts down spanner and pulls out pack from wallet and holds it out.

MVO: (tenderly) Babe--we both know better than to take a chance. No room for a kid in my life or yours.

He stands, she follows.
He is now proud of his thoughtfulness.

FVO: Me too!

They embrace, laughing. Freeze.
Super logo and tag:
"PANTHER CONDOMS.
Play smart, play safe."

Laughter, and announcer:
Play smart, play safe.
PANTHER condoms.

10X

#6

CONTRACEPTIVE SOCIAL MARKETING COPY
OF TV COMMERCIAL FOR PANTHER CONDOM

First Proposed Script

"Reasons"

VIDEO

Different smiling people--male, female, different races speaking their opinions against a gray background. Fade to black between the segments.

Panther logo beginning to materialize against black screen.

Logo full on screen. Super tag:
"Panther Condoms. Because it's smart to be safe."

AUDIO

Girl 1: The most important thing to me is my . . .

Boy 2: . . . job. I work all hours.

Woman 3: (smiling) We have three kids already.

Guy 4: First I want to own my own place.

Guy 5: I'd like to travel . . .

Girl 6: See the world . . .

Man 7: The kids are big, so we can think about ourselves.

Boy 8: Too young!

Girl 9: No money!

Announcer: Even when you're in love, the one thing you don't want is an unplanned baby; use the simple, instant protection of Panther Condoms. Panther Condoms . . . because it's smart to be safe.

#7

CONTRACEPTIVE SOCIAL MARKETING COPY
OF TV COMMERCIAL FOR PANTHER CONDOM

Recommended Script--Censored

"Couple"

VIDEO

Good looking guy in office clothes buying doubles. He raises two fingers to order two as he speaks to camera. Guy's steady approaches; he moves his head to her and speaks.

Girl grins tenderly and speaks.

Panther product spins forward to camera and freezes.

Attractive girl at her dressing table addresses camera through mirror as she puts on her makeup. Pack of Panther prominently displayed in the foreground next to picture of her steady on dressing table. Girl's steady appears in mirror behind her. Bringing his face close to hers, he kisses her cheek and addresses camera.

Panther spins forward, four-way split screen as CU shots of hands slipping Panther condoms appear (1) wallet, (2) trouser pocket, (3) handbag, and (4) dresser drawer.

AUDIO

Guy: Since we care about each other, there are two very good reasons why we must be sure about the protection we choose. She's one of them.

Girl: He's the other.

Announcer:
Panther Condoms--every time.

Girl: I'm as serious as he is about Protection.

Guy: That's for sure!!

Announcer:
Panther Condoms--every time!
Today's men and women take responsibility for their own protection with strong, lubricated Panther Condoms.

#8

**CONTRACEPTIVE SOCIAL MARKETING COPY
OF TV COMMERCIAL FOR PANTHER CONDOM**

Final Script

"Beach Scene"

VIDEO

Beach scene at sunset. Open on young couple strolling along seashore.

CU of their loving expression as they look at one another. He hugs her and kisses her gently.

Zoom to CU of their fingers intertwined as they walk off into the sunset.

Scene changed to home of young couple in their late twenties. Man is standing at doorway of bedroom looking at his wife saying goodnight to their children. She tucks in the younger one, then turns and kisses the older one, sleeping in the other bed. She turns off bedside lamp, leaving on nitelight.

Wife walks towards husband at the door, smiling.

Cut to man enfolding her in his arms with a tender expression. Freeze frame.

Super: Panther Condoms
Endorsed by the Family Planning
Association of Trinidad & Tobago

AUDIO

FVO: (tone is "wondering" as though thinking)

He's such a loving, caring person, and so protective. With him I always feel safe and special.

MVO: (same "thoughtful" tone)
I'm happy we have a healthy family.

I'm glad we planned it that way.

Announcer:

A happy, healthy family begins with a caring, responsible relationship.

Use a condom for the protection you need--every time! Available at all drugstores.

Creative Evaluation
Guidelines

1. Understand the limitations of the rough work
2. Recognize your biases
3. Make sure the execution fits the strategy
4. Does the execution
 - position the product clearly
 - feature the most compelling benefit
 - generate trust
 - break the pattern
 - appeal to both heart and head
 - create a personality
5. Is the execution a campaign?
6. Is the work tortured?
7. Exercise judgement, but if there is some doubt, test

Media Plan Objectives
Exercise 22

TIME: 30 minutes

OBJECTIVE: To help participants understand how to set media objectives.

MATERIALS: Handouts from Zimbabwe with data pertinent for setting:

1. overall media objective,
2. target audience,
3. geographic considerations,
4. media weight or delivery
5. scheduling
6. creative considerations, and
7. other (e.g., advertising restrictions on time slots.

An appropriate budget will be provided.
Easel and marker.

**ADDITIONAL
BACKGROUND**

PREPARATION: Option -- To increase the relevancy of this exercise, compile data from relevant CSM products onto chart. Obtain data in advance from CSM Regional Managers.

INSTRUCTIONS:

Break participants into small groups. Assign each group an objective or two to complete. Provide relevant handouts for developing respective objectives.

Ask each group to write its objectives in their workbooks. Transcribe these on the easel for discussion.

Submitted to:

AID/Office of Population
Family Planning Services Division
Rosslyn, Virginia

BRIEFING PAPER

ZIMBABWE

Prepared by:

SOMARC/The Futures Group
1101 Fourteenth Street, N.W.
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Under Contract No. AID/DPE-3028-C-00-4079-00

I. BACKGROUND

Zimbabwe, with a population of 9 million, has an annual growth rate of 3.5 percent, and a total fertility rate of 6.7.¹ The Government of Zimbabwe recognizes that the annual growth rate is high relative to the country's economic growth, and, in its five year development plan 1986-1990, proposes several objectives relating to maternal and child health and family planning. Through the auspices of the Zimbabwe National Family Planning Council (ZNFPC), created by the government in 1985, a nationwide program now exists to educate, create awareness of and provide methods of family planning through contraceptive techniques. The 1986-1990 development program sets its objective as reducing the crude birth rate (CBR) from 39 per 1,000 to 36 per 1,000.

Zimbabwe has already made great strides in family planning since the country gained independence in 1980. National prevalence of modern contraceptive methods almost doubled from 14 percent at independence to 27 percent four years later. By 1984, almost half of Zimbabwean women currently in union and aged 15-49 had used at least one modern method.

The ZNFPC accounts for over 46 percent of the users of modern contraception. It operates 28 family planning clinics, and reaches into rural areas through its network of approximately 650 community-based distributors. Family planning services and/or products are also delivered by government hospitals and clinics, private hospitals and clinics, physicians, and pharmacies.

In August 1986, SOMARC received an invitation from the ZNFPC and USAID to conduct a country assessment. Upon successful completion of this endeavor, another trip was scheduled for December 1986. SOMARC subsequently received approval from the Ministry of Health for implementation of a CSM project.

II. POLITICAL ENVIRONMENT

In the past, contraception has been an extremely sensitive and political subject to most black Zimbabweans, particularly pre-independence when all population control efforts were seen as being aimed specifically at blacks. However, since 1980, the government of Zimbabwe has promoted the policy of "Health for all by the year 2000." The Ministry of Health has committed itself to the full support of a comprehensive program of family planning through child spacing. Nonetheless, the subject remains a sensitive issue, and the government closely monitors all family planning endeavors.

¹SOURCE: Population Reference Bureau, World Data Sheet, 1986.

III. OBJECTIVES

- To increase prevalence of condoms as an extension of the ZNFPC's programs.
- To increase brand awareness of the project's condom brand.
- To increase general acceptance of using condoms for family planning . . . changing men's attitudes from negative to positive.
- To train retailers in family planning in order to improve their instruction, service, and sales to clients.

IV. POTENTIAL CUSTOMERS

A. Condom Target Audience

- Regular: Urban males of reproductive age, urban high density, in socioeconomic groups C and D. The primary target audience is married, and the secondary target audience is single.
- Ultra-thin: Urban males of reproductive age, urban low density, in socioeconomic groups B and C. The primary target audience is married and the secondary target audience is single.

B. Target Market Populations

- Primary: 320,000
Secondary: 123,000
Total: 443,000

V. PRODUCTS

A. Description of Product Line

Condoms

The PROTECTOR brand condom is available in both colored and neutral regular versions and neutral ultra-thin versions. It is sold singly and in packages of three and is merchandised in point-of-sales display units.

The product image is one of a socioculturally acceptable and effective method of contraception for responsible men.

B. Competitive Environment

Condom

There exists little in the way of direct competition to the condom. This is because all condoms are imported, and with the shortage of foreign currency, no emphasis has been given to this method of contraception in the commercial sector.

IX. BUDGET

As the national advertising budget is limited to only Z\$100,000, it will be important to target the media effectively.

X. SALES OBJECTIVES

Sales Projections

Condom

- Total market potential in units = 1,770,000
- FCP market share for 1987-1988 = 1,070,800 (60% of market)
- Total sales generated: Z\$222,500

Media Plan Evaluation
Exercise 23

TIME: 1 hour

OBJECTIVE: To improve participants' skills in media plan evaluation.

MATERIALS: Handouts of 2 Media Plans - 1 for a Caribbean country and 1 for an African country.

ADDITIONAL
BACKGROUND

PREPARATION: Option -- synthesize the objectives from the preceding exercise as the basis for media plan development, and develop alternate plans accordingly.

INSTRUCTIONS:

Break participants into small groups. Ask them to evaluate the media plan alternatives to determine whether or not the recommended plan makes sense. Explain that while all components and guidelines may not be totally fulfilled, the broad evaluation categories should be. In other words, objectives should be addressed, rationale for strategies should be provided, the flowchart should make sense. Participants should use their workbooks to record their group's decisions. Discuss these decisions with the group.

SOMARC MEDIA PLAN

CARIBBEAN COUNTRY

PANTHER

Television:

CBC-Television is a one station, one channel medium, which captures, on average, 70% of the viewing public. Due to the sensitivity of the PANTHER product and to avoid child reach CBC-TV has mandated a 9:00 p.m. airing restriction, which in itself is not negative, as most of the popular adult programs are aired thereafter. Musical extravaganzas, featuring youth-oriented pop/rock 'n roll artists are scheduled and offer good advertising value, inclusive of trailers, intros., extros., and ad spots in and outside the program.

Radio:

VOB enjoys the largest share of listenership and cricket - a sport of paramount importance in the Caribbean - which together offers excellent value for money.

Bus Boards:

This rear-positioning on buses at \$\$/bus/month, is the most inexpensive medium which provides reminder advertising all day and all night, every day of the year.

SECURE

Only television material was produced, therefore a maintenance level frequency has been proposed to reinforce this new product's top-of-mind awareness.

METROCITY 1

PANTHER

Helen Television is the established government station in Metrocity 1. It is not the only television station, but it is the most popular. A consistent frequency of maintenance level spots is recommended.

SECURE

SECURE'S budget was greater than PANTHER'S budget, which afforded placement on Helen TV, as well as the new station, Daher. Both reach the same audience via local transmitter, but with competitive programming. Therefore, by placement on both, we can secure the maximum number of viewing audience. Daher's low spot cost offers us the same frequency.

METROCITY 2

PANTHER & SECURE

Very low spot cost affords a strong maintenance level schedule for both PANTHER and SECURE.

advertising blocking chart

client: _____ /SONARC

SECURE (FEMALE CONTRACEPTIVE)

WEEK COMMENCING SUNDAY	1989											
	JAN.	FEB.	MAR.	APR.	MAY	JUN.	JUL.	AUG.	SEPT.	OCT.	NOV.	DEC.
CBC TV												
72 x 30 sec. spots @ \$430.10	\$30,967.20..	4	2	2	2	2	2	2	2	2	2	2
1) PART SPONSORSHIP												
MUSIC EXTRAORDAIZA												
1 sponsorship week of Mar. 12*	\$5,500.00..			X								
1/2 sponsorship week of May 28 (shared with "Panther")	\$2,750.00..							X				
(Spots inside programmes).....				2				1				
(Spots outside programmes).....				2	3			2	1			

*George Michael, Elton John, Kiki Dee"

MEDIA 1990/1991

I. MARKETING OBJECTIVES

We have set three objectives for this period which could well extend into the 1990-1991 period.

1. To create brand awareness.
2. To change married male attitudes of condom usage from negative to positive.
3. To motivate purchase of condoms.

II. MEDIA OBJECTIVES

- To achieve awareness for Brand X condom by reaching as many people in the target audience as is efficiently possible.
- To use media that are efficient and effective in reaching the target audience throughout the year.
- To select media that would not only generate awareness but provide an opportunity to educate and motivate the consumer.
- To generate levels of frequency adequate to make an impact, but not so high as to become offensive or cause disapproval.

A. Target Audience

- Adults - male aged 20-45 years.
- Lower end of lower density area (LDA) and all high density areas. Key urban centers that incorporate high density areas are the cities of Harare, Bulawayo, Mazare and Gweru.
- The emphasis is on the married man.

B. Creative Considerations

This product category is extremely controversial and care must be taken for the appropriate media selection. It will be important to include some visual mediums so as to show the brand.

III. MEDIA STRATEGY

A. Selected Media

Moto and Parade due to long life (2 months at least) - and good spot color reproduction are, in the main, being used to create BRAND AWARENESS. Radio spots will run a week either side of every print media advertisement as a support medium.

B. Efficiency

- PARADE - over 100,000 copies sold per month. Has a readership of 783,000 per issue in Harare only which is greater than the national readership for the daily major newspaper (Herald). Over 90 percent of the 783,000 reside in the high density areas.
- KWAYEDZA - Has a circulation of 54,558 in Harare, 36,000 in Bulawayo, 6,380 in Manicaland and 5,868 in Midlands.
- MOTO - Circulation 17,000. Approximately 5-10 readers per copy. A thought proofing magazine which draws a lot of readers in HDA.

C. Geographic Delivery

The nucleus of our target group is the high density married man. There is no specific media for our target audience, but Kwayedza, Moto, Parade though national can be said to be the most effective media to reach high density areas.

Urban buses with main side panels measuring 366 x 91.5 cm in all urban areas will be easily read by the thousands who spend hours queuing for buses. There will be six buses in Harare, four in Bulawayo, one each in Matare and Gweru.

MEDIA	UNIT	COST PER INSERTION	HDA/LDA WKLY VIEWERSHIP OR NATIONAL READERSHIP	COST PER THOUSAND
ZBC RADIO 2	40 sec	\$ 280	1135,000 pr wk	,24
KWAYEDZA	PAGE + SPOT BLUE 37 cm x 7 col.	\$1854,65	85,000	\$21,82
MOTO	PAGE + SPOT BLUE (270 x 190)	\$ 560	51,000	\$10,98
PARADE	PAGE + SPOT BLUE (297 x 225)	\$2583	100,000	\$25,83

Media Plan Components

1. Statement of Objectives
2. Recommended Strategies With Rationale
 - media classes (e.g., TV vs. print)
 - media vehicles (e.g., types of programs)
 - comparative CPM's
 - circulation (print)
 - audience composition
 - geographic coverage
 - editorial environment
 - historical research/experience
3. Flowchart
 - bottomline plan CPM's for all alternatives
 - geographic spending/delivery (GRP's, R/F)
 - reach/frequencies by time of year/phase of plan
 - spending patterns
 - spending by medium
 - spending by time of year/phase of plan
 - delivery among primary and secondary audiences (GRP's, R/F)
 - analyses of spending and delivery by commercial length/print size
 - closing date
4. Innovative Media Opportunities

Media Plan Guidelines

In summary, here are a few guidelines that indicate what you should expect from your advertising agency in regard to media planning:

1. Has the plan been prepared professionally?
 - all reasonable options examined
 - documentation supporting any options selected
 - plan delivery compared to media objectives
2. Does the plan deliver on the most important goals set forth in the media objectives?
3. Does the plan stress effectiveness as opposed to merely being efficient?
4. Does the plan accomplish a few things well as opposed to many things in a mediocre fashion?
5. Do the media selected reach the target audience?
6. If an introductory phase is called for, is the weight scheduled sufficient to break through to the consumer?
7. Have extra media been scheduled during particularly strong sales periods during the year?
8. Has extra weight been scheduled in geographic areas of high sales potential? Are you advertising anywhere you don't have sales or distribution?
9. Does the plan make primary use of the most effective creative executions?
10. Have creative solutions or special opportunities been fully explored?

Entertainment
Exercise 24

TIME: 1 hour

OBJECTIVE: To help participants understand the value of special events/entertainment in communicating CSM messages.

MATERIALS: Hat with strips of paper inside, puppets, workbook. Audio tapes with background music optional.

ADDITIONAL
BACKGROUND

PREPARATION: Write the appropriate choices onto various strips of paper (see below).

INSTRUCTIONS:

Divide participants into small groups. First, have each group select its entertainment forum from the hat (theatre or television; radio; puppet show; song) Next, have each group select a subject area from the hat (e.g., the benefits of family planning, the benefits of a particular method, how to use a specific product correctly).

Each group must then develop a short entertainment event to communicate it's CSM message in the appropriate forum. The non-performing audience must write the message they think they hear in their workbooks. Some of these should be shared with the group. You should also discuss entertainment's particular strengths in communicating these messages.

Public Relations in Practice
Exercise 25

TIME: 10 minutes

OBJECTIVE: To reinforce what public relations is and how it can be used.

MATERIALS: Workbooks.

INSTRUCTIONS:

Ask participants to write down either one way they've seen Public Relations used or one way they might consider using it in their CSM program. Volunteers can address their examples to the entire group.

Public Relations Strategies
Exercise 26

- TIME:** 1 hour, in two 30 minute intervals
- OBJECTIVE:** To improve participants understanding and use of public relations strategies.
- MATERIALS:** Handouts. Workbook. Easel paper containing potential types of strategies. Marker.
- ADDITIONAL BACKGROUND PREPARATION:** Prepare the easel paper as follows:

Potential Public Relations Strategies

- | | |
|-------------------------------------|--|
| 1. Launch events | 14. Books and brochures |
| 2. Advisory councils | 15. Special events |
| 3. News conferences | 16. Educational efforts |
| 4. News releases | 17. Joint partnerships |
| 5. Major reports or studies | 18. Sponsorships |
| 6. Newspaper articles | 19. Letters to the editor |
| 7. Feature stories | 20. Influencing radio and TV shows |
| 8. Advice columns | 21. Cultivating columnists and editorial writers |
| 9. News stories with human interest | 22. Cartoons |
| 10. Endorsements by public figures | 23. Newspaper advertising supplements |
| 11. Public service announcements | |
| 12. Radio and TV talk shows | |
| 13. Feature programs | |

INSTRUCTIONS:

Part I

Break the participants into small groups. Provide each group with an appropriate scenario. Ask certain groups to develop introductory public relations approaches; others to develop sustaining approaches. Each group should designate someone to write down ideas in their workbook for the group.

Ask each group to identify:

- the public relations problem(s)/opportunities
- the public relations objectives
- target audiences

Discuss these as a group:

Part II

After the next part of the presentation, you will ask each group to complete questions 4 and 5 of the exercise. This includes:

- various strategies with rationale
- how these might tie to other IMC efforts

Encourage the groups to be creative -- they might come up with an interesting public relations campaign theme.

Then ask for volunteers to explain the strategies they've chosen. Discuss these.

Introductory
Public Relations Scenario

The CSM project is launching a new condom into a remote group of islands in the South Pacific in July, 1990.

Contraception is not an unfamiliar concept for the islanders although prevalence is low. Traditional island contraceptive practices and the rhythm method are most commonly used here. Contraception is considered to be the responsibility of the woman.

The low prevalence also traces to the fact that modern contraceptive methods have only been sporadically available. Major contraceptive manufacturers have not aggressively marketed to these islands before, due to historically high set-up costs. The new Minister of Health has become so concerned about unfavorable population trends that he is now providing special incentives for companies to market contraceptives on the islands.

The consumer demographic target audience for the CSM program is males 16-35. Sixty percent of these men have heard of condoms. About 5% have tried them occasionally if they could find them. But, often these condoms have not been properly stored so their quality has been poor. Also, there is general confusion as to how to use condoms correctly.

Consumer data indicates that despite the confusion and poor product perceptions among some men, there is an interest in trying condoms. However, most of these men are more inclined to use condoms for STD prevention rather than as a family planning tool.

Culturally, this CSM target group is not known for monogamy. Although most are of the Christian faith, traditional island sexual behaviors are practiced. Aside from their sexual pursuits, the male islanders particularly enjoy soccer and drinking beer with their buddies in local bars.

Of strong significance in island life is a group of male elders. These men promote large families, particularly sons, as important to the perpetuation of the culture. They are concerned, however, by the high number of families who are finding it increasingly hard to raise and feed their children and themselves.

Handout
Public Relations Scenario

The CSM group has identified the following marketing objective for the program:

"To motivate men to use condoms as a family planning tool, thereby increasing contraceptive prevalence from 10% to 35%."

Early consumer advertising testing showed that men are most disposed to use condoms to limit family size if they believe they will have fewer worries and a better life for themselves as a result. The advertising agency's proposed campaign theme is: "Smaller families mean a more trouble-free life. Try."

Radio will probably be an important medium since it is widely used and very popular. Literacy rates are poor among men except the elders. Television is not widespread. However, plans to use mass media will not be implemented without ground work public relations first -- particularly given the elders.

CSM condoms will be distributed through cigarette shops and the local pharmacy chain. Salespeople will need some training, however, to promote correct condom use.

For Introductory Public Relations Scenario

Problems

- Need to ensure condoms are properly used.
- Need to generate awareness and support for using condoms for family planning.
- Need to encourage positive attitudes toward smaller families.

Potential Target Audiences

Elders*
Church
Government
End-Consumer*
Shopkeepers and Pharmacists*
*Priority

Objectives

- To create favorable attitudes toward family planning and Panther condoms among the elders so they will encourage the islanders to use them.
- To build positive perceptions of Panther condoms as an effective family planning tool among the islanders so they will use them for contraception.
- To ensure that pharmacists and cigarette shop sellers promote correct condom use to the islanders so that they are used properly.

Potential Strategies

- Advisory Council -- Made up of people including key elders, government personnel and possibly a church representative to facilitate program acceptance and implementation.

- Newspaper Articles/Features -- To sensitize educated influentials, like the elders, to the problems of a lack of family planning and the positives of condom use.
- Endorsements by Public Figures -- To get key influentials to speak out in support of the CSM program to facilitate consumer acceptance.
- Radio Talk Shows -- With targeted subject matter for consumers (e.g., questions and answers on condoms) and/or for influentials (e.g., issues-oriented discussions).
- Brochures -- Highly visible to help explain how to use condoms to consumers.
- Special Events -- Sponsorship of local soccer clubs to appeal to consumers or the pharmacists association to appeal to the trade.
- Educational Efforts -- Conducting and publicizing trainings for salespeople on how to sell and promote condoms to the consumer.
- Major Reports/Studies -- Make these available to the elders to sensitize them to the importance of family planning and condom use.

Public Relations
Sustaining Scenario

The CSM program has been promoting its Norminale oral contraceptive brand in Cordoba for 2 years. Since no branded contraceptive advertising was previously allowed in mass media, television, radio and photonovellas were used to advertise the benefits of using oral contraceptives -- generically. This advertising positioned oral contraceptives as an effective, temporary method of family planning.

Doctors, clinics and mid-wives have been the primary distribution sources for Norminale. Point-of-purchase materials, including posters and brochures, were made available to them.

Trial has been average for Norminale, but recently sales have been tracking below projections. Awareness studies show high awareness of oral contraceptives. But, there is little awareness of specific brands, including Norminale. Oral contraceptives are perceived as effective, but they have developed a negative image among many women for spotting, nausea, and headaches. This may trace to incorrect consumer use and constant brand switching as seen in a recent KAP study.

The CSM group was able to convince the Ministers of Information and Health that permitting branded Norminale advertising would benefit consumers. Their main rationale was that if consumers developed brand loyalty, they would be less inclined to switch brands, thereby reducing potential side effects. The CSM group also promised to use communications to better ensure more correct consumer use of Norminale.

A Norminale advertising campaign is currently in development based on a more educational theme. Advertising will run at high weight levels initially to help generate awareness of the Norminale name. This will be supplemented with a strong promotion plan designed to encourage continuity of purchase. The CSM marketing objective is:

"To educate consumers to the proper use of Norminale, to reach a 'usual brand' level of 50% among consumers who use oral contraceptives."

Handout
Public Relations Scenario

The CSM group's plans for branded advertising have begun to generate negative publicity. The local Women's Association sees branded contraceptive advertising as manipulative. They have been interviewed on talk shows and the local news on the subject. The Church, never in favor of the original generic advertising, has been even more negatively outspoken at religious gatherings. This type of outcry is causing the Ministers of Health and Information to become uneasy with their original decision.

Separately, it is also apparent to the CSM group that doctors, mid-wives, and clinic personnel must also be educated to the benefits of recommending one particular brand of oral contraceptives to their patients. KAP data shows that medical personnel are the primary influencers for choice of contraception as well as being the distribution source for Norminale.

Trainer's Notes
For Sustaining Public Relations Scenario

Problems

- Low brand awareness
- No consumer loyalty
- Negative method image due to switching
- Government fear of negative public outcry with branded advertising
- Outspoken negative influentials (Church and Women's Association)
- Poorly trained doctors, mid-wives, and clinic personnel

Potential Target Audiences

End-Consumer*

Government

Church

Women's Association

Doctors, Mid-wives, Clinic Personnel*

Media*

*Priority

Objectives

- To create outspoken advocates among the media toward CSM program objectives, to counteract negative publicity among hostile groups.
- To re-educate doctors, mid-wives, and clinic personnel to correct oral contraceptive practices and provide incentives so they will promote proper use of Norminale to consumers.
- To create favorable attitudes toward Norminale among consumers so they will use it more consistently.

Potential Strategies

- Launch Event -- Once media groundwork is laid.

- Endorsements -- Seek role model advocates (e.g., celebrities, doctors) to speak out on behalf of branded advertising and loyalty.
- Major Reports/Studies -- Sent to the media to sensitize them to the need for branded advertising and the benefits of Norminale.
- Newspaper Articles -- To help women understand good contraceptive practices. To generate positive publicity for the program.
- Advice Columns -- For consumers on family planning and various methods, authored by respected doctor.
- Radio/TV Talk Shows -- Question and answer format on contraception and various methods hosted by celebrity advocates.
- Brochures -- That better explain to doctors, mid-wives, and clinics the benefits of Norminale and recommending the brand.
- Educational Efforts -- To retrain doctors, mid-wives, and pharmacists on good oral contraceptive practices.

Crisis Management
Exercise 27

TIME: 20 minutes

OBJECTIVES: To have participants think through how they might handle the public reactions in the wake of a CSM crisis.

MATERIALS: Workbooks.

INSTRUCTIONS:

Break participants into working groups. Have them read the mini-case in their workbooks and address steps to deal with the crisis. One member from each group should present an overview of the crisis management plan.

Consumer Strategies

Exercise 28

TIME: 5 minutes

OBJECTIVES: To associate different types of consumer strategies with specific local environments.

MATERIALS: Easel and marker.

INSTRUCTIONS: Upon completing the consumer promotion section, ask participants to shout out the types of consumer promotions that are/could be used in their countries. Discuss these.

Trade Strategies
Exercise 29

TIME: 5 minutes

OBJECTIVE: To associate different types of trade strategies with local environments.

MATERIALS: Easel and marker.

INSTRUCTIONS: Upon completing the trade promotion section, ask participants to shout out the types of trade promotions that are/could be used in their countries. Discuss them.

Promotion Goals
Exercise 30

TIME: 5 minutes

OBJECTIVES: To reinforce the point that different consumer strategies accomplish different promotional goals.

MATERIALS: Easel and marker.
Promotion Strategies Slide

INSTRUCTIONS: Ask participants to assign one or more codes to the various promotion strategies in their workbooks to indicate which goals are best satisfied: Trial ("T"), Repeat ("R") and/or Increase ("I"). Explain that a couple of these strategies will accomplish more than one goal.

Use the easel and marker to write down the name of the strategy and the codes participants assign to it. Discuss.

<u>Strategies</u>	<u>Goals</u>
sampling	trial
point-of-purchase advertising	any (awareness generator)
displays	any (awareness generator)
special events	any (awareness generator)
sweepstakes, lotteries contests	any
cooperative events	any
premiums	trial or increase
bundle pack	increase
collectibles	repeat
buy-one-get-one-free	trial or increase

Promotion Plan
Exercise 31

TIME: 1 hour, in two 30 minute intervals

OBJECTIVE: To improve participants' ability to identify and develop relevant promotion.

MATERIALS: Handouts (scenarios), workbook, and easel and marker.

INSTRUCTIONS:

Part I

Break participants into small groups. Provide each group with an appropriate scenario. Ask certain groups to develop introductory sales promotion approaches; others to develop sustaining ones. Someone from each group should write down ideas in their workbook.

Ask each group to identify:

- the problem(s)
- target audiences
- a consumer and trade promotion objective

Part II

After the next part of the presentation, ask each group to reconvene and complete questions 4 and 5 of the exercise. This includes:

Discuss this as a group.

- various strategies with rationale.
- how these might integrate with other IMC efforts.

Have this information laid out on workbook calendars.

Then ask volunteers to explain the strategies they've chosen. Discuss these.

Introductory Promotion Scenario

The CSM group in Nuestras has decided to launch a new VFT, "Seguridad," in their current CSM program in January 1991. Market research has shown that there is considerable consumer interest for such a product among married women, +30, who do not want to constantly be on birth control. Most of these women already have 2 - 3 children. Ideally, they hope to "take turns" with their husbands in sharing family planning responsibilities. The CSM condom in Nuestras is "El Rey," which has been quite successful.

Market research has shown that most of the target group have had experience with other methods of birth control, primarily oral contraceptives (80%). Few have had any experience with VFT's, less than 5%, since there have been no steady brands on the market. Consumer testing of Seguridad shows good acceptance -- product-related complaints were relatively low and consumers were willing to put up with some inconvenience, given the desire for an "external" method of birth control.

Seguridad will be launched in the major pharmacy and grocery store chains where "El Rey" has been. These two chains account for 75% of potential distribution and are well-managed. Seguridad will receive television and radio advertising on a campaign theme that stresses its safety and effectiveness. No brand seasonality is evident.

Introductory Promotion Scenario

Problem

- Need to generate trial among appropriate consumer target.
- Need to gain distribution and shelf space in major primary and grocery chains.

Potential Objective

- To generate initial product trial levels of X%.
- To achieve an X% level of distribution in major pharmacy and grocery chains.
- To obtain an X% share of regular shelf space in major pharmaceutical grocery chains.

Potential Consumer Strategies

- Sampling -- 2 or 3 tablets; distributed in store (woman to woman), enclosed instruction booklet. Helps ensure trial since no purchase is required.
- Point-of-Purchase Advertising -- Tied to advertising campaign theme, in-store posters and shelf talkers. Reinforces other media and generates in-store awareness.
- Sweepstakes -- Beauty event sweepstakes with proof of purchase. 1st prize is monthly hair salon "make over" (12 times per year for haircut, manicure, etc.). Proof of purchase required. Entry forms in store. Radio and POP support. Special advertising support. Ties purchase of Nuestras to another valued female service.
- Co-op tie-in -- With purchase of Brand X shampoo, consumers receive a free trial size of Seguridad. Shrink wrapped together and displayed. Helps encourage additional trial by shampoo users who might not ordinarily try Nuestras.

Potential Trade Strategies

- 25% off invoice allowance -- Timed to coincide with 1st and 3rd price pack. Needed to ensure price packs are bought. Attracts distribution and gains shelf space.
- Free goods offer -- Buy 12 cases, get 1 free. Timed to coincide with 2nd price pack (25¢ off 2 packs). Offered once trade sees how well Nuestras moves. Helps ensure shelf space.
- Display contest -- Timed to coincide with beauty sweepstakes. Store with the best display (judged by CSM manager and distributors rep) receives trip for 2 (owner) and free television for store manager. Ensures trade support for consumer event.
- Display allowance -- Additional allowance for putting up co-op displays. Same as above.

Introductory Promotion

Calendar

<u>Consumer</u>	J	F	M	A	M	J	J	A	S	O	N	D
Sampling	X											
Co-op tie in									X			
Sweepstakes					X							
Special Advertising					X							
P-O-P												

<u>Trade</u>	J	F	M	A	M	J	J	A	S	O	N	D
25% off invoice		X										X
Free goods							X					
Display contest					X							
Display allowance									X			

Sustaining Promotion Scenario

The CSM group in Nuestras has seen its market share for the El Rey condom brand decline by 3 points over the past 6 months. This decline was initially a surprise given the highly successful launch of El Rey the year before, where trial levels were +60% among the target group behind a strong consumer promotion plan.

Consumers have not had as many, or as high impact promotion events as they had last year to stimulate El Rey purchase. In an effort to save money in a sustaining mode, the CSM cut promotion funds so that only one price pack ran during the past 6 months. Unfortunately, this cut coincided with the introduction of a new competitive condom in the marketplace with a strong trade plan (no consumer events behind it).

Research does not show that previously loyal El Rey users have switched to the new brand. But it does indicate that consumers are buying El Rey condoms less frequently than last year, and only on an "as needed" basis. Since consumers don't have as many El Rey condoms on hand, the CSM group believes they don't use them consistently.

El Rey condoms are distributed in the major pharmaceutical and grocery chains. There have not been out-of-stock problems in the chains; in fact, there is a glut of inventory in the warehouses. To further complicate matters, it has also become apparent that pharmacist recommendations have declined considerably for El Rey, probably because of incentives in the new competitors trade plan. That is worrisome since pharmacies account for 70% of El Rey's volume.

While distribution losses in general are not evident yet, the CSM group is fearful that they will occur if the condoms don't move off the shelf. El Rey comes in packages of 3 or 6. There is no seasonality.

Consumer Promotion
Sustaining Scenario

Problems

- Need to promote more consistent consumer usage.
- Need to encourage more aggressive pharmacist promotion of El Rey.
- Need to maintain distribution and shelf space in pharmacies and groceries.

Objectives

- To promote more consistent consumer use by increasing the average number of condoms purchased in a single sale.
- To increase El Rey's share of recommendations among pharmacists by x%.
- To move existing stock of El Rey off the shelf and out of the warehouses.

Consumer Promotion Strategies with Rationale

- Point of purchase -- Shelf talkers and posters that tie to the advertising theme. Creates in-store awareness.
- Premium -- Free shaving cream with 6 pack purchase. Point of purchase advertising and free-standing display unit. Ties large size of El Rey to another valued item to move El Rey off shelf.
- Collectible Contest -- Letter game where box tops of 6 packs will contain different letters (printed on underside of package lid). Consumers will be instructed to collect enough lids to spell out the name "El Rey." They must then fill out a form which requires them to complete the current advertising theme as well, and mail in or put it in an in-store box with the collected letters.

Winners will be selected by lottery. 1st prize will be an automobile. Media and point of purchase advertising. Causes consumers to be more loyal to purchasing El Rey.

Trade Promotion Strategies

- Off-invoice allowances -- 25% allowance timed to coincide with 1st two bonus packs. Makes it more attractive to stock El Rey.
- Free goods offer -- Buy 12 cases, get 1 free. Timed with 3rd bonus pack. After trade has seen El Rey move, they should be more open to stocking free goods.
- Display allowances -- One timed to coincide with the BlGIF; the 2nd timed with the premium offer. Ensures displays will be put up to move goods.
- Mystery shopper contest -- To be conducted in the quarter where the collectible contest is occurring. Mystery shoppers will visit appropriate CSM pharmacies, posing as average consumers, and ask pharmacists to recommend a condom. To qualify for the contest, El Rey posters and point of purchase materials must be visible, the El Rey condoms themselves must be visible, and the pharmacist must recommend using El Rey condoms for family planning. The names of pharmacists who meet these conditions will be collected and a winner drawn. There will be media coverage. The winner will receive exciting prizes (e.g., television sets). Helps promote pharmacist recommendations.

Sustaining Promotion Calendar

<u>Consumer</u>	<u>J</u>	<u>F</u>	<u>M</u>	<u>A</u>	<u>M</u>	<u>J</u>	<u>J</u>	<u>A</u>	<u>S</u>	<u>O</u>	<u>N</u>	<u>D</u>
PP/B1G1F	X											
Premium				X								
Collectible Contest							X					
P-O-P												

<u>Trade</u>	<u>J</u>	<u>F</u>	<u>M</u>	<u>A</u>	<u>M</u>	<u>J</u>	<u>J</u>	<u>A</u>	<u>S</u>	<u>O</u>	<u>N</u>	<u>D</u>
Display allow.	X			X								
Off-invoice allow.						X			X			
Free goods offer											X	
Mystery shopper contest							X					

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Potential
Consumer Strategies

Sampling	Trial
Point-of-purchase advertising	Any (awareness generator)
Displays	Any (awareness generator)
Special events	Any (awareness generator)
Sweepstakes, lotteries, contests	Any
Cooperative events	Any
Premiums	Trial or increase
Bundle pack	Increase
Collectibles	Repeat
Buy-one-get-one-free	Trial or Increase

Potential
Trade Strategies

Buying allowance
Free goods offers
Buying loaders (free gift)
Consumer events (w/trade appeal)
 - cooperative events
Push money
Sales contests
 - display contest
 - mystery shopper
Display loaders (display as a gift)
Sampling
Point of purchase materials
Cooperative advertising
Dealer listing promotions
Merchandise allowances

SERVICE

EFFICIENCY

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