

**PRETEST RESULTS OF THE INJECTABLE
AND CONDOM ADVERTISING MATERIALS
IN UZBEKISTAN**

- A Focus Group Exploration -

FINAL REPORT

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July 1995

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Acknowledgments

This research study was one of several rounds of research conducted in Uzbekistan within the framework of the SOMARC (Social Marketing for Change) project. The purpose of the study was pretesting of TV and radio ads for injectables and radio ads for condoms. All these ads were prepared for airing on mass media in Uzbekistan.

The present research study was conducted under the contract with the Futures Group International, Inc. (FUTURES). The technical and methodological assistance on behalf of the FUTURES was rendered by Ms. Susan Smith and Ms. Rose Gieseke.

The research was carried out by "Expert" Sociological Center (Uzbekistan), a non-governmental research company based in Tashkent.

VOLUME I. MAIN REPORT

EXECUTIVE SUMMARY

Since fall 1993 in Uzbekistan research connected with reproductive behavior of the population, usage of contraceptives and perspectives of expanding the range of new contraceptives (such as injectables) on the Uzbekistan market was carried out. This research was conducted within the framework of the national program on Family Planning and is monitored by the Ministry for Health of Uzbekistan.

This research study is one of many others carried out during last two years by the "Expert" Sociological Center (Tashkent, Uzbekistan). In these studies the stereotypes of reproductive behavior of the population of Uzbekistan, attitudes towards usage of contraceptive methods and products were researched and some advertising materials prepared with the methodological and consultative assistance of the FUTURES were tested.

The present research study was ordered and financed by the FUTURES. The research was conducted within the framework of the SOMARC (Social Marketing for Change) project.

The method of focus-group discussions was used in the research. This method was chosen due to the reason that the advertising materials that needed pretesting could be discussed only in focus-groups. The following kinds of ads were tested in this research: injectable TV ad (female groups), injectable radio ad (female groups) and condom radio ad (female and male groups). The pretest was conducted in two cities of Uzbekistan - Tashkent and Samarkand. The timeline of focus-group discussions - from 17 to 27 May 1995.

Pretest of Injectable TV Advertising Materials

The injectable TV ad pretest showed that many participants have not heard about these products before and that is why for them ad was a *discovery* of a new and highly effective method.

The main messages of the ad were perceived by the participants well enough and the ad itself was estimated as well recalled. Especially well recalled by the participants was the message that injections are taken *once every three months*. The participants' personal experience showed that the usage of contraceptives demands constant attention and is connected with rather unpleasant procedures. And all of a sudden they learn that there exists such a convenient method as the injectable! This point of the ad became the most important for the participants.

Worse recalled was the message that information about injectables can be obtained from the brochures with the "Red Apple" logo.

The importance of the injectable TV ad was estimated very highly by practically all participants. The participants said that such methods of contraception open great opportunities in family planning issues.

At the same time it is noteworthy that the TV ad pretest brought to light some problems. Thus, the ad seemed to participants not quite believable. *Unbelievability* of the ad was caused in participants' opinion by the low level of acting. Nor were the participants satisfied by the script of the ad.

Besides, the unbelievability of the ad is due to the following points:

- the *safety* of the injectable which the participants think to be a drastic drug was not well-grounded.
- the participants do not believe that local physicians and pharmacists are competent enough to help women to choose such a method as the injectable.

Notwithstanding the shortcomings of the ad it was noted that even at its present format the ad is strong enough a stimulus to motivate women to try the offered contraceptives.

Thus on the basis of the conducted injectable TV ad pretest it may be concluded that:

- 1) The ad should be reshot in accordance with the above mentioned conclusions. Most important is the selection of new actors.
- 2) It is necessary to make changes in the script of the ad to make it more interesting and not so dragged out.
- 3) The new version of the ad should emphasize the safety of injectable for users.
- 4) It is necessary to make the possibility of training of competent physicians and pharmacists who would be able to counsel the injectable users more credible.

Pretest of Injectable Radio Advertising Materials

In the course of the research six radio spots, 40 sec. to 1 min. 20 sec. long, were tested.

Radio spots were grouped into three clusters as follows:

- *Return to Fertility*. The main idea of the spots grouped into this cluster was that after taking the injectable women can return to fertility easily enough.
- *Side Effects*. The radio spots of this cluster informed women that notwithstanding the high level of safety of the injectable some side effects may occur. But these effects can be got over if a woman is attentive to the instructions of specially trained pharmacists and physicians.
- *Used by Millions and Effectiveness*. The idea of this cluster was to make women aware of the wide usage of contraceptives around the world and to emphasize the high effectiveness of this method.

Return to Fertility

During discussion of radio spots that stress the easy return to fertility after taking the injectable the following points were revealed.

The main statement of the radio spots of this cluster - easy return to fertility - did not raise any distrust. Some participants would like to clarify the period of time after which a woman can return to fertility. Overall the idea of the spots of this cluster was perceived easily enough and did not raise any objections.

One of the two spots in this cluster was estimated much lower than the other. This is a spot in which a woman and her husband converse about usage of injectables. During its discussions significant differences between ethnic groups - Russian-speaking and Uzbek - were revealed. While participants of Russian-speaking groups considered the discussion of such problems between husband and wife quite atypical for our region, many participants of Uzbek groups thought on the contrary, that the discussion of these problems with a husband is *a find* of this spot. True, they were dissatisfied by the lack of concern in the husband's voice.

It may be concluded that the spots of this cluster need revision. Spot #1 needs some minor changes, spot #3 - significant changes. In spot #3 the topic, conversation between husband and wife regarding protection against pregnancy, should be kept, but it is necessary to make the husband more "gentle" and "caring". Besides it is necessary to clearly indicate the period of time needed after the last shot for woman to get pregnant.

Side Effects

Three radio spots were tested in this cluster. The main objective here was warning about possible side effects of the injectable.

The pretest has shown that the information about side effects was encountered by the participants with fear and disappointment. The fear had resulted from the intensity of information about possible side effects in this spot. The disappointment is the consequence of the admiration for effectiveness and convenience of the injectable that women have felt after listening to spots of "Return to Fertility" cluster.

Two of the three offered spots were estimated by the women as "antiads" because they attain the object contrary to that sought by any ad - to motivate to purchase the advertised product.

It goes without saying that the participants were satisfied that they were "honestly warned" about possible side effects of the injectable, but all of them said that after listening to such information they would hardly be likely to try the injectable.

The general conclusion after the pretest of the spots of this cluster is the following: the information about side effects should be less fearful and with this view it is necessary to reduce its volume.

Used by Millions and Effectiveness

There was only one spot in this cluster. Its main idea was to make listeners aware about the prevalence of injectables around the world and their effectiveness.

The spot was liked in all groups, but there were some comments regarding some specific copy points and dialogues which need revision to improve the ad.

C. Pretest of Condom Radio Advertising Materials

Pretest of condom radio ads was conducted in two male groups (in Uzbek and Russian) and four female groups (after pretest of injectable TV ads).

General discussions on family planning, problems of contraception and male responsibility in family planning issues were held in male groups at the beginning of the sessions. The course of the discussion had revealed that in their majority men are not prepared to share the responsibility for family planning with their wives.

This conclusion can be drawn from the fact that such accessible for men method of protection against pregnancy as condom is hardly ever used in family life. This image of condom is especially prevailing in Uzbek groups. hence also their skeptic and guarded attitude towards condom ads as advertisement of something that is not used in family life, something "shameful" and "sinful".

This overall attitude defined it seems the attitude towards the ad itself. Besides there are some executional and script shortcomings.

In female groups general discussions on family planning were not held. They just listened to and discussed the condom ads. It is noteworthy that the majority of the participants estimated the offered ads negatively though the motifs of such evaluation were somewhat different from those in male groups.

Overall conclusion from condom radio ads pretest is that the tested spots in their present format are not appropriate for airing in Uzbekistan.

After elimination of executional and script shortcomings in the spots it would make sense to test the ads again in male in female groups.

I. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusions

Main conclusions of injectable TV and Radio ads pretest are as follows:

- ◆ Overall the injectable ads were apprehended fairly well by women. For many participants of focus-group discussions information about a new highly effective method, the injectable, was depends on psychological preparedness of woman of Uzbekistan for usage of modern and more effective methods of contraception as the methods at their disposal at present are either not very effective or cause significant inconveniences.
- ◆ Women were especially enthusiastic about the *convenience* of the injectable. Practically all if them noted that a contraceptive that is taken only 4 times a year (or once every three months) would be optimal for those who want to prevent pregnancy. Actually the convenience of injectable taking was its only property which was evaluated as positive by all participants.
- ◆ At the same time the participants expressed doubts regarding both effectiveness of the injectable and its safety. The doubts that the participants had were aggravated by the intensity of negative information about side effects that the injectable can cause. As to the effectiveness of the injectable the ads failed to convince the participants regarding this aspect.
- ◆ Doubts were expressed also regarding the possibility of getting qualified counseling on injectables at physician's or a pharmacy. The information that specially trained physicians and pharmacists, and not those who the participants deal with at present, will counsel the clients went unnoticed by the participants.
- ◆ The executional elements of many spots were evaluated very low in the course of discussion. In participants' opinion in most of the spots the choice of actors was not good, and in some spots the revision of the script is needed.

Main conclusions of condom radio ads pretest:

- ◆ Notwithstanding the fact that during general discussion on family planning, problems of contraception and male responsibility in these issues many male participants in words expressed their sincere interest and preparedness to participate in solving these problems together with women, their subsequent answers give ground for doubts in their actual preparedness to share the burden of responsibility with women. This conclusion follows not only from the fact that the absolute majority of them have never used and are not prepared to use condoms in family life for protection against pregnancy but also from their statements that women should take upon themselves the *technical* side of protection.
- ◆ At the same time *usage of condom* is widespread among men. However the condom continues to be not so much a method of protection against unwanted pregnancy as means of safe promiscuity. This opinion prevails among participants of Uzbek groups (male as well as female). In this connection attitudes towards perspectives of condom usage in the family are very skeptical. Hence also a skeptic and guarded attitude to condom ads advertisement of something "shameful", "sinful", something that is not used in family life.

- ◆ The *idea of both ads* - "Male responsibility" and "Conversation in the pharmacy" - was comprehended and interpreted as an advertisement of the product that provides "double protection": against venereal diseases and unwanted pregnancy. Regarding the first ad it was noted that in it elements of "education", "concern for family" are more clearly observed, while in the second one - "informative" element.
- ◆ The way the necessity of condom usage in family life was grounded in the ads did not seem convincing to male participants. Besides some participants from Uzbek groups voiced their concern about the *inappropriateness* of such ads in radio programs because they tell about a product a mere mentioning of which can push husbands towards promiscuity.
- ◆ The execution of the ads was evaluated very low. The majority of the participants noted that the voices of different characters are indistinguishable.

B. Recommendations

Basic recommendations on alteration of the injectable TV ad are as follows:

- ◆ It is necessary to revise the dialogues, taking out of the ad needless details, such as introduction of the physician ("I am a physician") or the patient's words ("Doctor, I love children very much...") that clutter it up.
- ◆ It is necessary to select other actors. The physician should be somewhat older (but not old). It would be optimal if the physician was a woman of 35. And it would be good if she herself had had some experience of taking the injectable.
- ◆ The proverb which is according to the participants inappropriate, should be excluded from the Uzbek version of the ad.
- ◆ The safety of the injectable should be well-reasoned in the ad, because in its present form the words about safety of this new method sound "declarative". Though the concluding words of the ad "...they are trusted by millions of women..." sound not bad but to our mind it would be good to use such a phrase as "numerous research studies and practical experience have proved...". In other words the safety of the injectable should be emphasized more and in detail, because this is one of the key points of the injectable ad.

Basic recommendations on correction of injectable radio ads:

- ◆ Out of the two spots of "Return to Fertility" cluster the spot #1 "Doctor and Woman" was more convincing. Russian and Uzbek versions of this spot need only minor corrections, specifically clarifying the period of time in which woman can return to fertility. The spot #3 "Woman and her Husband" was liked neither in Russian nor in Uzbek version. The situation itself, Conversation of woman and her husband regarding usage of the injectable was considered unreal by many participants, but in Uzbek groups the possibility of such a conversation evoked a keen emotional response. That is why we think that it is necessary to keep the script but to change the actors and make the husband "more gentle and caring".
- ◆ All three spots offered in "Side Effects" cluster were estimated not very highly. The main reason for this as was mentioned above is high density of negative information about possible side effects of the injectable. It is necessary to include into the text of spot #7 "Woman and Doctor" which was liked more than others, reference to the brochure in which all issues of the injectable taking are dealt with in detail. In spots #2 "Woman and Her Friend" and #6 "Woman and Pharmacist" information about side effects should be more balanced. Besides it is necessary to change the announcer in all Uzbek versions of the spots.
- ◆ The spot #4 "Woman and Pharmacist" from the last cluster "Used by Millions and Effectiveness" was liked in all groups. Main changes it needs are: a) clear it from some incomprehensible words and phrases; b) instead of "9 million users" use words "women of developed (variant: European) countries". More convincing would be "every fifth (or sixth) woman takes injectables". Combining spots #1 and #4 which are very similar in many points seems to be a possible option.

Basic recommendation on condom radio ads:

- ◆ It is necessary to work out a new version of the ad by combining the merits of ads #1 and #2. Simultaneously the motif of concern for woman (wife, family) should be intensified; the spot should be more informative and culture sensitive.
- ◆ To change the actors so that their voices would be distinguishable and would not confuse the listeners.

II. BACKGROUND AND PURPOSE

The present research as well as several others regarding usage and popularity of contraceptives in Uzbekistan conducted during this year was funded by the USAID.

All social marketing research studies on contraceptive products usage in Uzbekistan were conducted in two largest cities of the Republic - Tashkent and Samarkand.

This research study is part of advertising - educational campaign promoting usage of modern contraceptives which is carried out in Uzbekistan under the "Red Apple" logo (symbol). The main idea of this advertising-educational campaign is to motivate women and men of the Republic who want to plan their family with the help of modern contraceptives to look for means to solve their problems at pharmacies and pharmaceutical centers that work under the "Red Apple" sign. It is planned to create in the minds of potential contraceptive users a close connection between the "Red Apple" sign and high efficacy and safety of contraceptives sold at pharmacies under this sign.

This research study was conducted within the framework of the SOMARC project. Ms. Susan Smith and Ms. Rose Gieseke have rendered technical assistance to "Expert" Sociological Center on behalf of the FUTURES GROUP INT.

The purpose of the present study was pretest of the injectable and condom spots prepared for advertising on TV and radio in Uzbekistan.

The object of the research was discussion of TV and radio spots in specially selected for this purpose female and male groups. It was necessary to research the following aspects:

- reaction of the participants to watching and listening to the ad;
- recall and comprehension of the ad;
- believability of the ad;
- informational value of the ad;
- cultural appropriateness.

It was necessary to work out recommendations on improving the ads on the basis of the conducted research for airing on TV and radio in Uzbekistan.

III. RESEARCH METHODOLOGY

The method of focus-interviews conducted by specially trained moderators was used in the present research study. Besides group discussions self-administered questionnaires completed by the participants in the course of discussion were also used.

Group discussions were held in special sound-proof rooms equipped with necessary video- and audio-equipment.

The duration of each discussion was 2-2.5 hours. The discussions were video- and audio-recorded. In the course of the discussion moderator's assistant took notes which together with moderator's reports were used later for final analysis. The discussions were observed by the working team present in the adjoining room, this allowed to comprehend the problems arising during the pretest more profoundly.

The recruitment of the participants was conducted according to specially prepared screening questionnaires. The following criteria were used for recruiting women. The participants of the focus-groups should:

- be married;
- have at least one child;
- be from 21 to 35 years of age;
- not have been sterilized;
- be sure that their health condition allows them to have more children.

For the participants of male groups the criteria were not so strict: they had to be in the age from 21 to 35.

Besides the groups were selected according to ethnicity: Uzbek and non-Uzbek (Russian-speaking).

The discussions were held in Uzbek and Russian.

FINDINGS

A. PRETEST OF INJECTABLE TV ADVERTISING MATERIALS.

Pretesting was done in the following five female groups:

- Uzbek group (Tashkent, 18.05.1995);
- Russian group (Tashkent, 19.05.1995);
- Uzbek group (Samarkand, 23.05.1995);
- Russian group (Samarkand, 23.05.1995);
- mixed group (Tashkent, 27.05.1995).

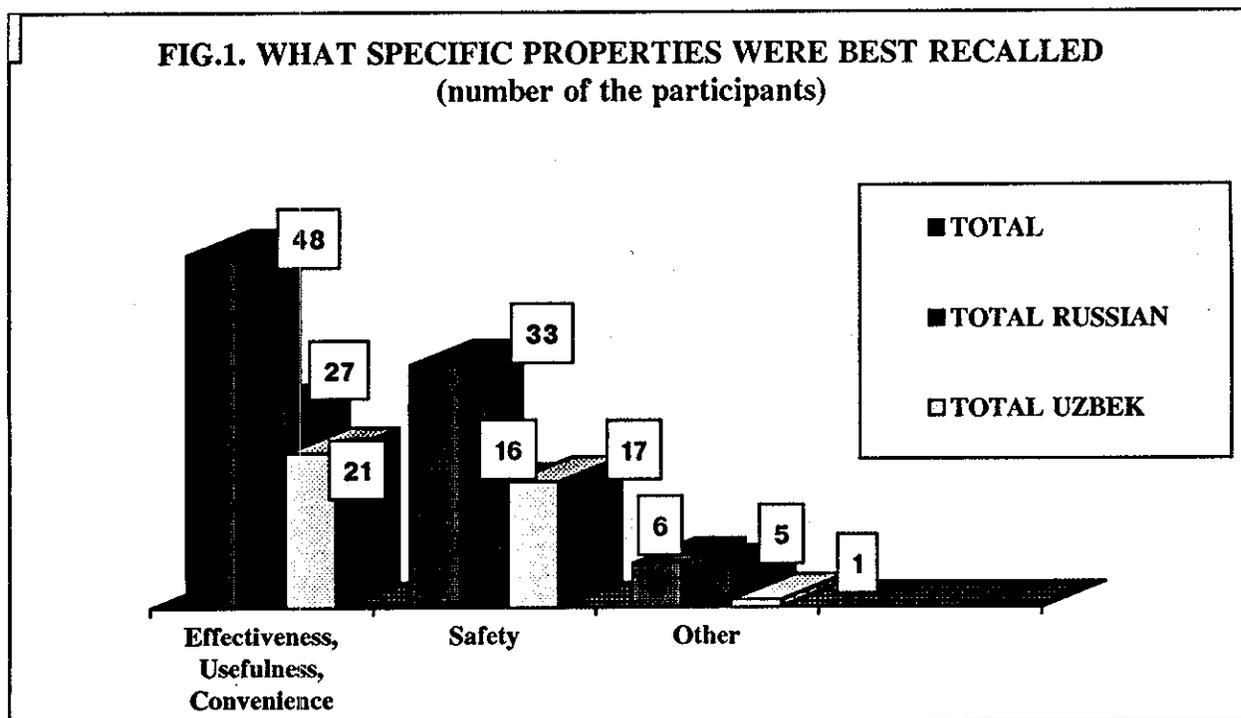
Recall and Comprehension.

The participants of all five groups estimated the ad as recallable enough. They have voiced several version of the main message of the ad. The participants comprehended the main message as follows:

- An offer of a new contraceptive method - the injectable, which is shot every three months.
- Information about brochures which are available at pharmacies with the "Red Apple" sign and were you can get additional information about contraceptives.
- Female health protection and consolidation of the family.
- Prevent of unwanted pregnancies.

It has been noted that the ad is recallable well enough. The women remembered especially well that the injection is shot once every three months (or four times a year). This fact as the most important part of the ad was mentioned by the participants of all five groups.

Figure 1 shows what specific properties of the injectables were best recalled by the participants.



Somewhat worse remembered was the message that additional information can be obtained from brochures available at pharmacies with the "Red Apple" sign. Thus some participants paid attention to this only after second listening.

Thus we can conclude that the main messages of the TV ad were comprehended easily enough. Best recalled was information that the injectable solves the problem of unwanted pregnancy prevention so easily; thus for the participants of Russian group in Tashkent it was difficult to believe that such a "miracle-like" method actually exists.

Importance of the TV Ad.

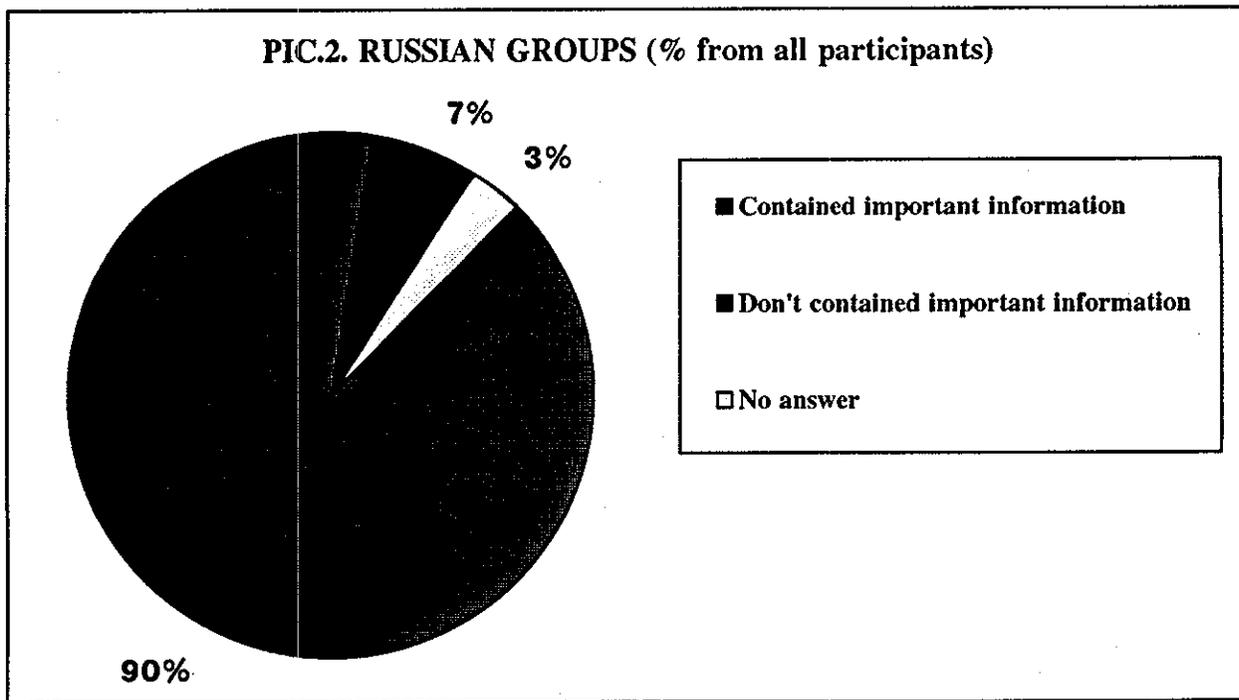
The importance of the TV ad of this kind was not doubted by the participants of all groups. It was noted that knowledge about modern methods of contraception will not only help to solve the problem of protection against pregnancy but also assist in settling intrafamily conflicts connected with imperfection of contraceptive methods that couples have at their disposal.

The participants considered it important that the ad tells about long term action and convenience of usage of injectables.

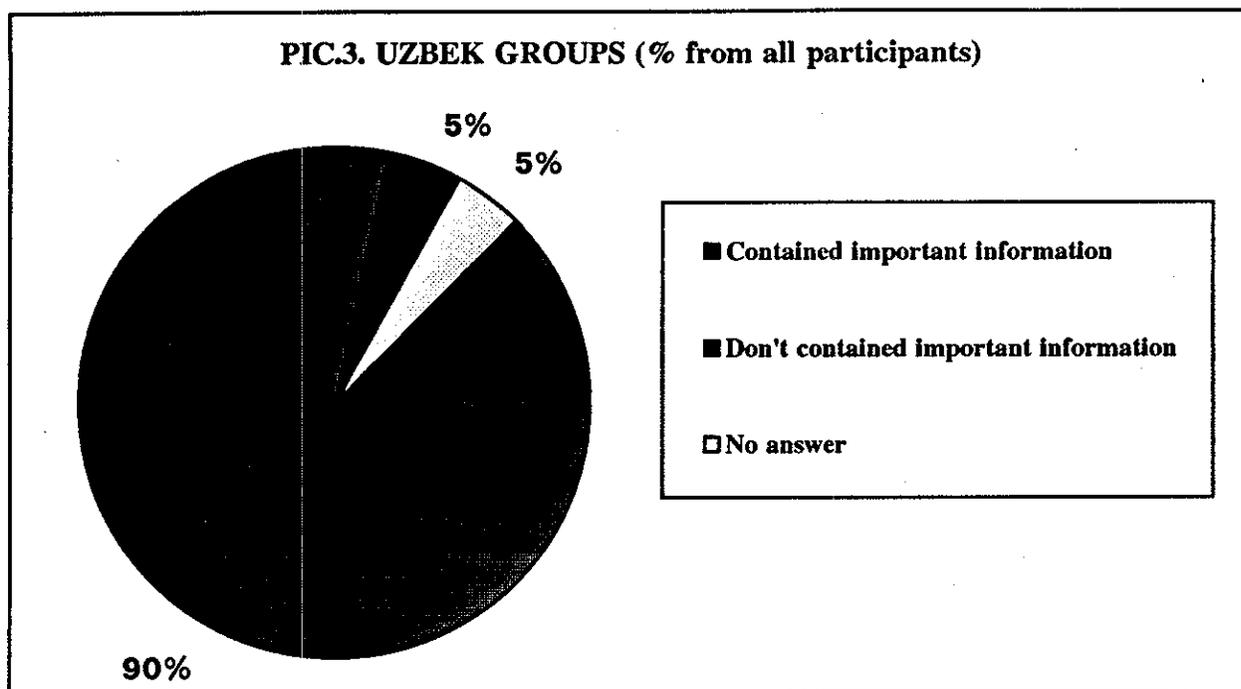
The data from self-administered questionnaires reflect how highly the importance of this ad was valued by the participants (see fig. 2 and 3).

The participants were unanimous in their answers to the question whether this ad contained important information. We did not observe any divergence of opinion either between Russian and Uzbek groups in Tashkent and Samarkand.

Thus the ad was evaluated as containing very important information.



PIC.3. UZBEK GROUPS (% from all participants)



The injectable was compared with the IUD and the pill and the majority of the participants decided that the *injectable* is *much more convenient*. True, the participants could not tell anything about effectiveness of the injectable, saying "it would be good to try first".

Thus it was perceived as the most important in the ad the information about convenience of the usage and also that injectables are widely used all over the world.

Likes and Dislikes.

Almost all participants said that they liked *the messages* about the modern and convenient method which the injectable was perceived to be.

They also liked that such a topic as protection against pregnancy was dealt with delicately and with a sense of proportion so that the ad is not of a "vulgar character".

Some participants liked that the doctor herself uses the injectable. To their mind this makes the ad more convincing.

It was also noted that the women in the ad have "attractive faces".

At the same time the participants came to conclusion that the ad has some shortcomings:

- ◆ the *actors' performance* leaves much to be desired. The participants commented that "the doctor looks at the wrong side", "the patient looks unnatural", "actors (especially the doctor) speak in hushed tones and their speech does not coordinate with the movements of their lips. Actors are "lifeless, unemotional".
- ◆ the *baby* in the ad is "uncomely" (and he is to touch people!).
- ◆ the ad itself seems to be too *dragged out* and *dull*.

Thus we may conclude that informational part of the ad was liked by the participants, while the execution (this especially concerns actors' performance) - disliked.

Believability of the Ad.

Was the ad believable? The opinions of the participants differ. Some consider it believable because it gives clear-cut and precise information about a modern contraceptive method which is used in many countries of the world. But the majority of the participants thought that the ad contains some unbelievable points. Besides unconvincing actors performance it is hard to believe in the following:

- ◆ that injectables are really as safe as the ad says. They doubt it because to their mind such a potent method as the injectable can not be safe (and the ad presents it as if it were "ideal").
- ◆ that doctors or pharmacists will be able to competently help patient to choose such a method as the injectable.

Thus we may say that there were some points in the ad which seemed not quite believable to the participants. The life experience of the participants hindered from believing that doctors and pharmacists may be competent and well-wishing counselors in choosing contraceptives. Besides "too bright" picture of the injectable as practically harmless method is not believable.

Reactions to Specific Copy Points and Executional Elements.

The participants *disliked* the *actors* in the ad.

The *doctor* is too young and does not look reliable. While speaking to the patient looks somewhere else. Speaks listlessly ("mumbles"), monotonously. The discord between the pronounced words and the movement of the lips is evident. The participants noted that it is not necessary at all for the doctor to say about herself "I am a doctor" because this is evident. The fact that it was a doctor not a pharmacist in the ad was approved by the participants, because doctors are trusted more here. But the doctor should look more reliable: this could be a woman of 32-35, who herself uses the injectable.

The *patient* looks unnatural, too constrained. Speaks listlessly, lacks any emotion. The same discord between the pronounced words and the movement of the lips is evident. The participants had an impression that the patient is alarmed by advertised product. One of the participants said that if she were offered such a method "she would blossom".

The *child* - his role in the ad is not clear. It seems he was to touch the public, make the ad more vivid. But many participants noted that the child is not attractive enough and makes too many movements and distracts from the ad.

Music. Overall music was liked. It was noted that it is unobtrusive and pleasing.

The participants of Uzbek groups commented that the parable used in the ad is inappropriate. To their mind it would be better to take it out, this would allow the doctor to pronounce her words in a normal pace, not to patter and concentrate on more important points: brochure, which explain in detail how the injectable works, places where these brochures are available, etc.

Interest, Relevance and Appropriateness.

The ad seemed rather interesting to the participants. *Only three* out of all participants answered that the ad was not interesting. At the same time this interest was probably caused by novelty of the information and not by artistic merits of the ad. So the way of presenting the material can be improved.

The participants did not find anything bothering or offending in the ad. In their opinion the ad is culture sensitive and does not offend anybody's dignity.

At the same time it seems that the intention of the producers of the ad to avoid any bothering issues made the actors "too modest"-looking (to the extent of listlessness and constraint), they *lack any motion* while discussing such an important topic as effective protection against pregnancy.

Motivation to Act.

The majority of the participants noted that the ad, even with its short-comings which were stated above is a strong stimulus to try the injectable or at least to speak about it with a doctor or read brochures. So the ad even at its present formal *attains its object* to get women interested and motivate to look for more detailed information about the injectable.

Suggestions on Improving the Ad.

The participants made several suggestions on improving the ad. Their suggestions run as follows:

1) To *take out* of the ads unnecessary *details*:

- introduction of the doctor ("I am a doctor...")
- the patients words "Doctor, I love children very much..."

2) To *choose other actors*. The doctor should be older (but not elderly), a woman of 33-35.

3) To *take out* of the Uzbek ad the *parable*, which the participants found inappropriate.

4) The message *about* the *safety* of the injectable should be *more well-reasoned* because in its present format the words about safety sounded as declarative to some of the participants. Though the tag-line "They are trusted by millions of women..." is not bad, it would be good, as some participants think, to use such a phrase as "scientific research and practical experience have proved..." In other words the safety of the injectable should be discussed in greater length and conclusively, because this is one of the key points of the injectable ad.

Conclusion.

Overall conclusion from the injectable TV ad pretesting is the following: the ad should be restructured with regard for comments stated above.

Most important at reshooting the ad is the choice of actors. Besides some alterations in the text of the ad are needed: to take out unnecessary elements, to make argumentation for safety more convincing.

B. PRETEST OF INJECTABLE RADIO ADVERTISING MATERIALS

Pretest of radio ads for injectables was conducted in five female groups:

- *Russian group (Tashkent, 17.05.1995);*
- *Uzbek group (Tashkent, 17.05.1995);*
- *Russian group (Samarkand, 22.05.1995);*
- *Uzbek group (Samarkand, 22.05.1995);*
- *Russian-speaking Uzbek group (Tashkent, 27.05.1995).*

Six radio ads were tested. Radio ads have been grouped into three clusters as follows:

Cluster I - "Return to Fertility": Execution #1 "Doctor and Woman" and #3 "Woman and Husband".

Cluster II - "Side Effects": Execution #2 "Woman and Friend", #6 "Woman and Pharmacist" and #7 "Woman and Doctor".

Cluster III - "Used by Millions and Effectiveness": Execution #4 "Woman and Pharmacist".

The order of presentation of clusters and individual ads within clusters were rotated in the process of testing. Let us review the findings of the pretest.

CLUSTER I. "RETURN TO FERTILITY"

Execution #1. Doctor and Women.

Recall, Comprehension and Importance.

The ad is well recalled and its main message is comprehended as an offer of a new contraceptive method, which is very effective and convenient.

Besides the fact that injectables are very convenient (one shot every three months) the participants paid attention to the following points:

- the injectable does not affect future children's health;
- injectables can be used over a long period of time;
- injectables are used by women in many countries.

Somewhat hard for comprehension were certain specific points of the ad. Thus the name of the patient (Leila), which is the first word that the doctor pronounces was perceived as the brand name of the product by some of the participants and the phrase itself was not understood. The participants did not quite understand what the "Red Apple" was - a "certificate" or a trade mark, or a logo on the product. It was only later in the course of discussion that they came to conclusion that it is a sign on special pharmacies.

This ad was well recalled because it mentions *convenience and long term* usage of the injectable though it was designed to emphasize return to fertility.

Information rendered by the ad was considered very important by the participants as the offered method of protection seemed to many of them more convenient than IUDs or the pill.

It must be noted that the participants from Uzbek groups comprehended the information contained in this ad somewhat worse (because of terminology) but in spite of this they also thought that the ad is very important.

Likes and Dislikes.

Russian groups liked that the information contained in the ad motivates to try this new contraceptive method. The ad itself was also liked (appealing music, voices). They also liked the details that the ad mentioned: that there are brochures on injectables at pharmacies, that one should talk to a doctor before using this method, that is why the ad sounds "balanced", caring for women's health and not obtrusive.

Russian groups did not like that nothing is said whether the injectable is hormonal or not and what is the content of hormones in the injectable.

In **Uzbek** groups the initial words of the patient (Leila) seemed somewhat tragic and the doctor did not seem credible and was not liked for this reason.

Believability of the Ad.

Overall the **ad seemed believable** to women of all groups. But it is worth mentioning that each individual spot did not leave an impression of a complete one, containing exhaustive information. They supplemented each other. Because part of the information is repeated in all the spots, the participants listen more attentively to the first three and the following three with less attention. That is why the believability of the ads depends on the order of their presentation: those that are presented first seem more believable and the following ones - less believable (the participants are less concentrated).

Reactions to Specific Copy Points.

The participants from **Russian** groups were especially impressed by the fact that the injectable protects against pregnancy for three months. "This is incredible" - said one of the participants - "just one shot - and nothing to think about for three months!".

Safety and effectiveness of injectables that are "used by many women around the world" was noted by the participants but they are not sure about that because the ad says nothing about side effects (in Russian groups spot #1 was presented first).

It was quite acceptable to the participants that it takes several months after the last shot before woman can get pregnant. They are fully aware of this.

The doctor seemed to the participants of Russian groups credible due to the following two reasons:

- she gave specific answers to specific questions;
- she plays an active role and persuades the patient to try this method.

At the same time it was noted that the doctor has "too languid voice" and she should: "pronounce words more distinctly".

The participants from *Uzbek* groups also took notice of the information that the injectable protects against pregnancy for three months. But they had more doubts regarding the safety of the injectable. The ad does not say much about this and does not look independent (i.e. it must be supplemented by other ads).

Reactions to Executional Elements.

In *Russian* groups the actors were approved. They are "credible" and have "pleasant voices". The music was also liked by the participants. The doctor is liked for her conviction and positive "assertiveness" which helps her to win the patient over. The volume of information in this ad quite sufficient and does not need any additions because otherwise it would be "publicism".

In *Uzbek* group the characters and the music were liked. But they did not like the voice of the announcer at the end of the ad; they think it lacks seriousness and gives an impression of a comedian saying something funny. The participants from *Uzbek* groups thought that the information contained in the ad is insufficient, it lacks information about side effects and the content of the product.

The participants from *Uzbek* group have also noted that the combination "injectable contraceptive" sounds incomprehensible (especially for women from rural regions) and it would be better changed for something else. They also think that the word "abortion" sounds abrupt, rude and very unpleasant to *Uzbek* women's ears.

There were some mistranslating in the *Uzbek* version of the ad. Thus the ad says: "Мен яна хомиладор булишни истайман ... жуда булмаганда, якин икки йил ичида". There must be: "Мен жуда булмаганда, якин икки йил ичида яна хомиладор булишни истамас эдим".

Interest, Relevance and Appropriateness of the Ad.

Interest and timeliness of the ad were not questioned in any group. The participants of *Russian* groups think that this ad will be *useful* not only to women but to men too.

The participants of *Uzbek* groups suppose with due regard to comments on executional elements the ad is quite appropriate for *Uzbekistan*.

Motivation to Act.

The *majority* of the participants *were motivated* by the ad to learn more about injectables and to look for brochures at special pharmacies. They were also motivated to talk to a doctor who is well informed about these modern contraceptives.

Execution #3. Women and her Husband.

Recall, Comprehension and Importance.

The participants of Russian group understood the main idea of the spot as mere *repetition* of spot #1. The participants think that it has no additional information. The difference between executions #1 and #3 is that in the first one the problem is solved with the "help of doctor" and in the second one "inside the family, by the woman herself". This was not quite liked. A competent and well-wishing doctor has more appeal than husband or somebody else (non-professional). The ad is recalled well enough but loses in comparison with ad #1.

The participants of *Uzbek* groups thought the importance of the ad is lost because of unnatural situation: in Uzbek families husbands and wives hardly ever discuss these problems especially in such tone.

It was hard to understand in all groups:

- can those who have never had children use the injectable;
- how many months does it take to get pregnant again after stopping it.

Likes and Dislikes.

The *majority* of the participants from *Russian* groups disliked the ad. They said that the husband had cold and indifferent tone and the wife's voice sound guilty at the end as if she makes excuses. Russian women think that the spot is inappropriate for Uzbek (and Tadjik) audience.

Uzbek groups liked the announcer, but disliked the husband. Opinions regarding conversation with husband differ, some think that it is a positive point, others that it is negative.

Believability of the Ad.

The believability of the ad was estimated *differently*. Russian groups think that overall the ad is utterly unbelievable, because it models the situation which is hardly probable. And in this regard husband's coldness and indifference is quite true to life.

Uzbek groups though it was admitted that discussion of this kind is not common, still considered the ad believable. Probably it was the effect of desirability of such behavior on men's side that favored this opinion.

The participants' opinions have split: some consider the very fact of male participation in the discussion makes the spot more believable, and others that it makes it less believable.

Thus, believability of the ad depends not on its being true to life, but on desire to see this life as it is portrayed in the spot.

Reactions on Specific Copy Points.

So the main point of controversy is the *dialogue of husband and wife*. Thus women from *Russian* groups reject the reality of such situation and think that it should be excluded from the spot.

In *Uzbek* groups opinions have split. Some of the participants considered the dialogue quite improbable and even shameful. They were also confused by the "giggling at the end of the spot". Other participants thought that the dialogue sounds probable enough, but husband is somewhat "cold" and "does not show enough concern". Some women from Uzbek groups think that in any case (despite probability or improbability of the situation) "husband should be educated". Others do not agree with them saying that the spot is to advertise the product, not to educate.

Reaction to Executional Elements.

Because the situation itself seemed to *Russian* groups inappropriate, this was projected at characters too. Thus husband was found unappealing (his voice, attitude towards his wife's account, etc.).

In *Uzbek* group that part of women who found the situation unprobable suggested changing conversation with husband for conversation with mother-in-law. This will correspond more to Uzbek traditions. And that part who considered the situation "normal" and even necessary (due to its educative function) suggested to reinforce husbands participation, make him more caring, "warm".

Motivation to Act.

Because the product itself seemed to the participants very useful and effective, desire to learn more about it appears even after this spot, notwithstanding its shortcomings.

SUMMARY ON CLUSTER I "RETURN TO FERTILITY"

Out of two ads presented in this cluster #1 "Doctor and Woman" is a *clear winner*.

Though some points of this were not well understood by the participants, on the whole comments were positive. Its information, believability, actors, music suited the participants. But it is necessary to make some minor changes in *Russian version* of the ad, specifying the space of time in which woman can get pregnant again after stopping injections. In Russian version especially believable is the doctor.

Opinion of *Uzbek version* of spot #1 is different. Thus some participants considered the doctor not very believable and patient's voice (Leila) somewhat tragic. Of course it is necessary to add information about how many months does it take after the last shot before woman can get pregnant again to Uzbek version too. In Uzbek version it is necessary to correct some inaccuracies in the translation and change some incomprehensible and inconvenient (for Uzbek language) word combinations like "injectable contraceptive".

Thus *Russian version* of spot #1 needs only minor corrections, and Uzbek version needs more considerable corrections to make a more socially acceptable version of the text. The rest of the points in the ad raised no objections and do not need changing.

Spot #3 was *disliked* both in Russian and Uzbek groups, but for different reasons.

Thus in Russian groups the majority of the participants estimated the situation (woman discussing problems of protection with her husband) as "quite improbable for region" and on this ground considered the spot unfit for advertisement. Besides the husbands behavior was perceived negatively: he irritated by his "coldness" and "lack of interest" in his wife's affairs. The participants did not like that such serious questions are discussed not with a "competent doctor" but "in the family" (they did not notice that the woman in the course of discussion referred to doctor's words).

In Uzbek groups the opinions have split. The husband was disliked for his "coldness" in Uzbek version of the ad too. But the dialogue of husband and wife though estimated as very rare, was not rejected. Many participants from Uzbek groups liked the very possibility of conversation with husband about these problems. Suggestion were as follows: "antagonists" suggested to change husband for mother-in-law, "supporters" suggested to inforce concern and interest on husband's side.

Taking into consideration the stormy reaction to spot #3 we suppose that the idea of the *dialogue* between husband and wife *should be kept* as exciting vivid emotional response and undoubtful educative influence on men. Besides in both version of the ad it is necessary to specify the period of time in which woman can get pregnant again after the last shot.

CLUSTER II. "SIDE EFFECTS"

Execution #2. Women and Her Friend.

Recall, Comprehension and Importance.

Reaction to this ad was unexpected: its clearness had a negative effect. In all groups women understood that it says about side effects that injectables may have. Detailed information that injectables may cause deviation in monthly menstrual cycle was rather unexpected for women.

In Russian groups the ad was considered "dreadful", they noted that while after the first ad they had a desire to "rush to the pharmacy", after this one they "were disappointed". At the same time the participants thought it important that the ad tells truth about side effects.

In Uzbek groups the ad also was understood without any difficulties, but aroused the same emotions: fear of unexpected side effects.

Overall amenorrhea is perceived by women as a disaster. The doctor's argument that this process is similar to what happens when a woman is pregnant or when she is breastfeeding did not reassure women: they say it is a "natural process there" and in the case of injectables it is artificially provoked and nobody can guarantee that it would not bring forth some "dreadful" after-effects for the body.

It should be noted that in Samarkand this ad was played last in this cluster and that is why it did not have the same frightening effect.

Likes and Dislikes.

In Russian groups the ad was liked because it is "honest" and truthfully warns of consequences of using injectables. Strange it may seem, this is exactly the reason of disliking it, i. e. they disliked that the ad frightens.

In Uzbek groups besides frightening effect they also disliked the characters.

Believability of the Ad.

In all groups the ad was considered unbelievable. Firstly, it is hard to believe that amenorrhea as a result of using injectables and when breastfeeding in the same, pregnancy and breastfeeding are natural processes. Secondly, it is hard to believe that amenorrhea is not harmful for health. The participants were worried that amenorrhea may "bring forth early menopause or dysfunction of ovaries".

Some women from Uzbek groups suppose that "with monthly flow something that organism does not need is expelled" and if a woman has no monthly periods "all this" remains in the body and this might be harmful for health.

Reaction to Specific Copy Points and Executional Elements.

Predominant in this ad was reaction of women to side effects. Especially keen was their reaction to changes in monthly periods and amenorrhea. The participants said that changes in periods are inconvenient due to several reasons:

- ◆ they usually get prepared for "women's days" and because of deviations in the cycle this may happen unexpectedly, for instance, while she is at work;
- ◆ amenorrhea does not allow a woman to understand whether she is pregnant or not;
- ◆ women are disturbed, that they will have amenorrhea for as long as they use the injectable (5 years, for example). They will be out of their habitual rhythm of life and this creates a psychological discomfort.

Nina's narration about her experience did not reassure the participants, especially in those groups where spot #2 was played first within this cluster. Many women thought that her words are just "publicity tricks".

They also did not like that the ad says about "deviations" in menstrual cycle. The word "deviation" makes them alert and they suppose it would be better to use "changes" instead.

Word combination "women's days" used in the ad was found art and "delicate" by the participants.

At the same time the doctor who according to one of the friends said that deviation in menstrual cycle are normal is not trusted. It is first of all unusualness of these changes that frightens them. Only few of them believe that regular periods will come back without any problem after stopping injections.

Besides, in Uzbek groups the characters were disliked. They considered rude using "thou" (singular of "you"). Dilbarhon (woman who tells about her experience of using the injectable in Uzbek version) laughs too much. The participants disliked the word combination "haiz kunlari". It is better to use "oi kurdim" instead. The word "dahshat" according to the participants sounds "dreadful" and it is better to change it for another word.

Interest, Relevance and Appropriateness.

Of course the ad was interesting, but this interest was overshadowed by "dreadful" information.

As for appropriateness the participants' opinion was as follows: this kind of information is more appropriate for women's consultation rooms because too much of attention given to side effects makes it "anti-ad".

Motivation to Act.

Attitude toward motivation is according: they said that ad motivates them to act, but not to look for injectables and information about this method to avoid injectables.

Execution #6. Women and Pharmacist.

Recall, Comprehension and Importance.

This ad as well as ad #2 put the participant on guard. It was well understood that the subject is side effects and the participants found this information useful.

At the same time it was hard for them to understand why regular menstrual cycle stops.

In Uzbek version it is unclear that the subject is the injectable. Most participants remembered only the patient's words that she "purchased medicine" (evidently this is a problem of translation).

Likes and Dislikes.

Likes or dislikes depend greatly on the order of presentation of the ads #6. Thus in Tashkent it was played after spot #2 and that is why it was liked more. The participants compared it with spot #2 and noted that it is more "calm", does not "evoke fear". At the same time in Samarkand where spot #6 was played first within the cluster it evoked similar to spot #2 feelings: fear, desire to reject any other information about injectables, etc.

On the other hand in additional Uzbek group (May, 27) which listened to spot #6 in Uzbek after spot #2 it was liked less than spot #2. In their opinion it alarms more than spot #2.

These participants were so concentrated on information about side effects that could not tell what specifically they liked and disliked in this ad. They could only evaluate the spot as a whole.

Thus we may say that spots #2 and #6 have equally negative effect on the audience and their evaluation often depends on whichever is listened to first.

In Uzbek version the announcer was disliked because his voice seemed abrupt to the participants.

Believability of the Ad.

Believability of the ad depends on the amount of negative information it contains. Thus if spot #2 for this reason was estimated as unconvincing 6 could not be estimated differently.

Believability of spot #6 was also decreased due to some mistakes in the text and translation which will be dealt with below.

At the same time some of the participants noted that spot #6 is even less believable than #2, because it is told "less and milder" about side effects in "Woman and Friend". Besides, the woman telling about her experience in "Woman and Friend" is glad, and in spot #6 - worried. And her emotional state is communicated to listeners.

Reaction to Specific Copy Points and Executional Elements.

There were some shortcomings in spot #6 which were noted by the participants.

Thus in both versions (Russian and Uzbek) the patient (Tania and Sayiora) says that she has been taking the injectable for months and participants were perplexed: how to understand the patient's words, is not the injection done once every three months?

Many participants found the situation (discussing personal problems with a pharmacist) hardly probable due to a simple reason: it is difficult to find such competent and well-wishing pharmacists.

The pharmacist's words when he is trying to reassure the patient do not sound convincing enough to calm down the women, they are too frightened by deviations in menstrual cycle, which is regarded by them (despite the pharmacist's assertion) as something contrary to the natural cycle of their organism. The pharmacist also is not believable because he was surprised (or taken aback) by her coming: "Back in so soon?".

Women thought that a doctor in pharmacist's place would be more credible.

In Uzbek groups the pharmacist's phrase "Juda tez kaitipsiz, Sayiorahon". "Why are you back so soon?" was disliked. The participants think that a more polite variant is needed here.

Some participants from Russian groups estimated the patient as "light-headed", because she "should learn from the very beginning as much as possible about the injectable".

As for announcer's mentioning of brochures, from which one can get detailed information about injectables, women said that if the patient comes back to the pharmacist for explanations, that means that she either did not read the brochure or it is of poor quality.

Interest, Relevance and Appropriateness.

Discussion about appropriateness of mentioning side effects in the ad was similar to discussion regarding spot #2.

Opinions of the participants have split. Some of them suppose that truthful information is necessary even if it scares away some women. Others oppose them saying that this information can be given anywhere but ads because this brings to naught the aim of the ad: to get people interested in the product.

The appropriateness of the ad can be evaluated only if the question whether an ad should contain information of shocking character (regarding side effects) is solved unanimously.

Motivation to Act.

The spot #6 also does not motivate to try the injectable. Its scary character makes to think over the question is there any try the injectable if it brings about so many inconveniences and make women worry about side effects.

Execution #7. Women and Doctor.

Recall, Comprehension and Importance.

The main message of the ad the participants comprehended as follows: "the injectable is a safe method, which does not affect metabolism and future children's health". The injectable can be taken for a long time without break and that means that they are safe.

This ad differs advantageously from spot #2 and #6. It is much more reassuring. Spot #7 does not just mention safety of injectables but makes this safety easily understood and convincing.

For these reasons the ad was estimated as very important and timely.

There were things hard to understand. Thus some participants did not understand how is it possible to use one and the same method for several years in succession without getting used to it and the injectable losing its effectiveness because of this.

Likes and Dislikes.

Participants of all groups liked this spot most of all in this cluster. If this spot was played after spot #2 and #6 the participants sighed with relief, because it reassured them and gave detailed explanations.

They also liked that it is not embarrassing to listen to this spot in presence of other people (children, men, etc.). The spot gives "specific answers to specific questions". It is informationally saturated and this differs it advantageously from other spots.

The participants from Uzbek groups think that male announcer is inappropriate in this spot because it decreases overall good impression of this spot.

Believability of the Ad.

Believability of this spot was estimated very high by the participants. In Russian as well as Uzbek groups the opinion was that all points of the ad are well balanced, that is why it is so believable.

But there were certain comments. Thus some participants thought that it is necessary to mention (just a little of course) side effects, because this ad gives too good an image of the injectable.

Besides it was suggested to add information where and how many women use injectables in order to show "mass character of injectables taking".

Reaction to Specific Copy Points and Executional Elements.

Under "metabolism" the participants understood such phenomena as "weight gain, hairiness, allergy". Surely changes in metabolism worry women, but not as much as changes in menstrual cycle, that is why the information contained in the ad reassures them.

The doctor in the ad seemed very believable. In the participants opinion it is necessary to make the patient more believable: she sound sincerely glad because she has found what she had been looking for.

Again the participants from Uzbek groups suggested changing the announcer who was disliked by many participants.

Interest, Relevance and Appropriateness.

The ad seemed to be more interesting and appropriate than the previous spot of the same cluster.

Motivation to Act.

Accordingly, practically all participants had the same reaction: the injectable is worth trying.

SUMMARY ON CLUSTER II "SIDE EFFECTS"

Spot #7 "Woman and Doctor" was estimated highest of the three spots presented in this cluster. Other ads of this cluster were perceived by the participants with fear or disappointment because they were full of information on side effects, so some women got an impression that injectables are not worth trying.

The participants were not reassured by arguments targeted at presenting all side effects of injectable taking (changes in menstrual cycle, amenorrhea, etc.) as something "natural" similar to breastfeeding or pregnancy. The wall of psychological resistance was unbreakable: the latter processes are natural, and the former - artificial interference into bodily functions.

Of course, participants prefer to be "honestly" warned about consequences of injectable taking, but such warning brings to naught the ad itself, because the fear evokes is greater than desire to try "modern highly effective method".

Essentially both spot #2 and spot #6 were estimated as "anti-ad".

In both spots (#2 and #6) there were executional shortcomings which were mentioned above. The actors were also criticized.

In Uzbek version of all spots of this cluster the announcer was disliked, the participants think he should be changed.

Against a background of this spots full of information on side effects spot #7 seemed to be nearly "a Christmas gift". The participants actually noted that it would not be bad to dilute it with negative information, e. g. to say some words about side effects that may happen while taking injectables.

Thus general recommendations regarding this cluster are the following:

- ◆ In spot #7 which was liked most of all some additional information on side effects should be added. It is also necessary to insert into the text reference to brochure in which all issues are dealt with in detail. On the whole all other points of the ad are well linked and balanced.

- ◆ To make changes in spot #2 and #6 in accordance with comments made above. To make presentation of negative information (e. g. information on side effects) more balanced. To change the announcer in Uzbek version of all the spots.

CLUSTER III. "USED BY MILLIONS AND EFFECTIVENESS"

Execution #4. Women and Pharmacist.

Recall, Comprehension and Importance.

This spot was comprehended by the participants as an advertisement of a new long-term contraceptive method.

The information given in the ad seemed important to the participants, because it had an educative character and did not contain anything frightening. In this regard spot #4 is very similar to spot #1.

At the same time there were some problems of comprehension. Thus the participants wanted to know why this method is called "temporary" although it can be used for long period of time.

The most impressive and recalled was the fact that the injectable is taken once in three months.

Likes and Dislikes.

Overall the ad was liked but in Tashkent where it was played last it seemed to repeat the information contained in other spots. And in some of the participants.

The reference to "9 million women" was not liked very much. The participants thought, firstly, that 9 million is not that much (they have divided 9 million by 100 countries and this gave 90 thousand in each country) and secondly, the phrase sounds somewhat trivial.

Believability of the Ad.

Believability of the information presented in the spot is connected mainly with phrase about 9 million users. As was said above this phrase was considered not very convincing. The participants said it would be much more believable if information about length of time this method is used and on what countries ("what if it is used only in China") were given.

Reaction to Specific Copy Points and Executional Elements.

The word "sparing" (backtranslation of Russian "щадящее" which translated English "gentle") put the participants on guard. Firstly, they interpreted this word as indication that there is certain percentage of risk. Secondly, they were in doubt: can a product be "highly effective" and the same time "sparing".

As was aforesaid there was a clear-cut reaction to the phrase about "9 million women". In the course of discussion different modifications of reference to foreign experience were tested. When it was mentioned that the product is used for over 30 years in different countries the participants were even somewhat offended: how can it be that it is being used for so many years and we never heard about it before! The fact that it is used in more than 100 countries of the world was also emphasized.

The most acceptable seemed the version which mentions developed countries in which this method is used. Together with number of women using it, this information would be very convincing.

Women also would be convinced if there was a phrase like "every fifth woman (sixth, seventh ...) in developed countries (European countries, etc.) uses this method".

Reaction of unbelievability also was aroused by the situation where explanations are given by pharmacist, because personal experience of women prompts them that such course of events is hardly probably.

Interest, Relevance and Appropriateness.

The spot seemed interesting. The information is well dosed and appropriate for Uzbekistan.

Motivation to Act.

The spot motivated the majority of the participants to learn more about the injectable and if it is possible to try it.

SUMMARY ON CLUSTER III "USED BY MILLIONS AND EFFECTIVENESS"

Because this cluster contained only one spot #4 all comments given in the course of analysis can be repeated in the summary.

The spot was undoubtedly liked by participants of all groups. It is informative enough, balanced and believable.

The comments expressed by the participants in the course of discussions can be brought to the following:

- ◆ To clear the dialogue out of incomprehensible for participants words and phrases (for instance, when the pharmacist speaks about the injectable as a temporary method), which just hinder the comprehension of information without adding anything to it.
- ◆ To change the word "sparing" for "mild" (Russian "мягкое").
- ◆ To change the reference to "9 million users". To all appearances reference to developed (or European) countries where injectables are used would be a success. Convincing enough would be mentioning of "every fifth (sixth, etc.) woman" using the injectable.
- ◆ Combining of spot #4 and #1 which are in many ways similar is also a possibility.

C. PRETEST OF CONDOM RADIO ADVERTISING MATERIALS

Condom radio ads pretesting was conducted in two male groups -Russian and Uzbek, only in Tashkent and also in all female groups together with Injectable TV ad pretesting.

Two condoms radio ads were tested. The results of the pretesting will be dealt with separately for male and female groups.

GENERAL DISCUSSION ON FAMILY PROBLEMS AND CONTRACEPTION

Discussion on usage of contraceptives in family life was conducted only in male groups. Two objects were pursued: to "warm up" the participants for further discussion and to ascertain attitudes regarding these problems.

In the course of discussion it was revealed, according to the participants of Uzbek as well as Russian groups, that all of them think that there should be no more than 2-3 children in the family. True, in Uzbek group there were two participants who already had 4 children, they explained that they wanted a son and they had only daughters, that is why they have 4 children now. They said that good child spacing is 2-4 years but not less than 2 years.

The majority of the participants of both groups assert that they discuss problems of protection against unwanted pregnancy with their wives. But in fact they do not participate in solving these problems actively. Thus they make their wives responsible for choosing the method of protection and take a passive part in this regard. This is especially characteristic of Uzbek participants. Different arguments are used to justify this: for women it is "easier", it is "harmful" for men to use condoms or withdrawal, etc.

For them male *responsibility* for protection against pregnancy means only that the man is aware of this problems and allows his wife to use contraceptives and limit number of children in the family. This view is especially characteristic of Uzbek participants.

ATTITUDES TOWARD CONDOMS AND THEIR USAGE

The discussion revealed that practically all participants (8 - in Russian group and 10 - in Uzbek group) have used condoms some time or other.

Brand names which were used and familiar to the participants: Indian, Chinese, European, "Soviet". **None** of the participants named *American condoms*, i. e. they are practically unknown to them.

But despite their experience (there were some participants in Russian group who used condoms constantly in family life) the discussion revealed that their attitude toward condom is rather cool. Thus nobody expressed the opinion that with condom family life is better than without it. Nobody noted that usage of condoms improved intrafamily climate, made the life of family more placid.

Our observation that condom (irrespective of ethnicity of the participants) is regarded as method of protection against STDs and consequently as method used out of family in promiscuous relations was corroborated. When asked who uses condoms most frequently the answer was: unmarried men and promiscuous men.

In this connection we may note that attitudes toward using condoms remain the same as before. Condom is an excellent method for protection against venereal diseases, but its constant usage in family life with the view of preventing unwanted pregnancy is not considered seriously by men. This is especially characteristic of Uzbek participants.

This is confirmed by the fact that when asked whether women ever buy condoms the majority of the participants answered that only those women who resell them or "professional prostitutes" do that. Some participants from Russian group said that ordinary women also buy condoms but this is rather a rare occurrence. The participants from Uzbek group think that a "decent woman" can buy condoms only when nobody sees her.

Taking into consideration aforesaid we will proceed to analysis the reaction of the participants toward offered radio spots.

EXECUTION I. "MALE RESPONSIBILITY"

Main Message, Comprehension and Importance.

In *male Russian* group the main message was perceived by participants as an advertisement of a protection method. But some of them stressed AIDS and venereal diseases, others - unwanted pregnancies. One of the participants noticed that the ad told about "double protection". Some of the participants thought that the main message of the spot was the "idea of concern" for family and wife.

In *male Uzbek* group the main message was also named as protection against pregnancy, and besides information about the "Red Apple" sign. The message about double protection was also comprehended by the participants, but according to the participants it was not a good idea to combine in one and same ad something "sacred" (family, its planning, concern for it) and "sinful" (protection against venereal diseases and AIDS).

It is interesting that in *female* groups there is a great difference in understanding the main message by Uzbeks and non-Uzbeks. Thus in *Uzbek* groups it was emphasized that a method for "promiscuous men" and not a method of protection against pregnancy is being advertised. The participants noted that condoms are hardly ever used in Uzbek families, that is why despite the fact that the message about "double protection" was understood ("heard") it was not perceived because it does not correspond to reality.

In *Russian* groups it was also clearly understood that a method that allows "double protection" is being advertised. And though some participants said that their husbands use condoms in family life as method of protection against unwanted pregnancy but in general such behavior is not dominant. It is still the woman who is concerned about protection against pregnancy.

At the same time nobody said that such an ad is not important or needed neither in male or female groups. On the contrary the importance of the ad was underlined. Thus in Uzbek male group it was noted that discussion of a "forbidden" topic over the air in Uzbek is a good undertaking.

The importance of such a discussion and information was underlined in female groups too, though participants from Uzbek groups said that one has a feeling of "shame" while listening to such ad. They did not say that it was not important but they said that because the ad mentions "double protection" men will perceive only the message about protection against venereal diseases and consequently condoms will be regarded as means of adultery.

Likes and Dislikes.

We shall begin with *male* groups. The participants of *Russian* group did not like that the ad is somewhat affected, "unnatural" and that "the end is bunched up". The tone of the ad was defined as "falsely cheerful" (especially the voice of the elder interlocutor). Besides the participants think that the age of "the younger" interlocutor leaves nothing of the message about concern for family which the ad contains. If he were elder and the "tone of the ad" were changed "everything would be in its proper place".

Besides in both groups (Russian as well as Uzbek) the participants did not like that it is *impossible to discern the voices* of interlocutors. "We are mixed up, how many participants are there: three or two" - said the participants.

In male groups different things were liked. Thus the participants of Russian group liked that "*concern for family*" theme is emphasized in the ad. Uzbek participants liked that "*forbidden topic*" will be broadcasted. The participants of Uzbek group estimated highly the brandname "O.K." According to them this name symbolizes high quality and reliable product. In Russian group after the first listening some participants did not understand the name of the condoms - "O.K." or "Red Apple". It was only after the second listening that they managed to make it out.

Some participants of *Russian female* groups did not like that the ad is somewhat abrupt. The beginning of the ad seemed especially abrupt: "...Five O.K. Condoms, please!" It was noted that the phrase about venereal diseases and AIDS can be heard by children and they would ask for explanation, and this is undesirable. But here opinions differed.

To some of the participants of *Uzbek female* groups it seemed *shameful* to advertise condoms. They did not like the word "O.K." which sounds foreign, manifests a different kind of life style. The participants noted that men may perceive the ad as if it urges on adultery: do as you please and everything will be O.K.! The participants think that there is no place for condoms in ordinary life of Uzbek families. This idea is *foreign for Uzbeks*.

What all women liked about the ad was its message about male responsibility, concern for wives. Though women mentioned that all the same the real responsibility for protection against pregnancy will lie on them, the message of the ad (man and woman are equally responsible) seemed very appealing to them. Being aware of the fact that it is impossible to change male behavior within an hour, women still hope that the ad will have an enlightening influence on their husbands.

Believability of the Ad.

Practically in all *male* groups there were no comments on believability of the ad. It sounded believable to the majority of the participants. Though according to some participants from Russian group it is hard to believe that the "elder" interlocutor constantly (during 1-2 years) uses condoms.

Women found more faults in the ad from the point of view of its believability.

Firstly, the behavior of the "elder" interlocutor who is so concerned about protection against pregnancy is not believable (because it is not characteristic of our republic).

Secondly, in their opinion the ad gives an impression that men like using condoms.

Thirdly, that the "elder" one approached the salesman and asked for "five condoms". Not a package, not a pack, but five pieces! In Tashkent Russian group this even made the participants laugh.

Actors.

Practically in all groups critique was the same: indiscernible voices, that is why it is hard to understand who speaks and what is said. Besides the tone of the ad is too "cheerful" and actors speak in unnatural voices.

Specific Copy Points and Executional Elements.

In *male Russian* group the script was criticized. Thus in the passage where one of the interlocutors says that he has to stop by the kiosk and buy condoms, there is a pause that misleads the listeners (because of the indiscernibility of the voices): they are under impression that it is the pharmacist who is surprised at the purchase, and not his younger companion".

Opinions regarding usage of *personal names* in the ad differ. Some suppose that names should not be used, others think that usage of names creates the atmosphere that is appropriate for this ad. "Dilia" in their opinion is very appropriate for this ad. One of the participants said that the usage of this name shows that condoms may be used by "eastern people". And he think this is one of the merits of this spot.

While discussing *the word "condom"* in the ad the participants agreed that it can be used and it does not bear any negative connotation, does not "grate upon the ears". Usage of other words (e. g. "method of protection for men") is misleading: what kind of method, how it should be used, etc.

Impression on quality is the following: this condoms must be of high quality. In the participants' opinion there are two reasons for this:

- the word "O.K." is used in the brandname;
- the ad says that they are used by millions of couples all over the world;

Most likely buyers of this condoms according to participants are men (irrespective of age, ethnicity, education).

In *male Uzbek* group no critique of the script was expressed. But they were against mentioning "double protection" - against venereal diseases and unwanted pregnancy - in the ad. The participants think that adjacency of the "sacred" (family) and "sinful" (venereal diseases) in one ad is undesirable.

In *Russian female* groups no special comments were made on executional elements. The participants noted that it would not be bad to explain in the spot in what way "O.K." condoms differ from other brands. It was also noted that "double protection" gives a certain ambiguity to the ad.

The participants of *Uzbek female* groups did not accept brand name "O.K." Their argumentation is: this name grates upon the ears (something foreign) and besides call forth the feeling that these products are intended for "frivolous men".

In the participants' opinion the dialogue of the "elder" interlocutor with the "younger" one is dragged out, and the words of the "elder" one sound rude.

Naturally everybody criticized the *sound-track* of the ad: indiscernible voices, the number of participants is not clear, etc.

Interest, Relevance, Appropriateness.

In *male Russian* group the ad was estimated not very highly. In the participants opinion it is not interesting though it is notable for its untypicalness (vivid dialogue, topic).

In *male Uzbek* and all female groups the ad was considered interesting enough (with due regard for all aforesaid critique of executorial elements).

The *appropriateness* of the ad was not doubted but with different argumentation. Thus the participants of Russian group think that condoms are ordinary products and as such need advertising. And in regions with high rate of births (like Uzbekistan) where the problem of protection against unwanted pregnancy is very urgent such an ad is more than appropriate. Especially as the ad does not contain anything that in the participants opinion might offend or bother their acquaintances.

In *Uzbek* group the emphasis was made on "enlightening" character of the ad and from this point of view its appropriateness was not doubted.

But the specific nuance fixed in mass consciousness regarding condoms made the ad somewhat ambiguous and this was noted by men as well as women. The fact that in Uzbek females the usage of condoms is quite uncommon made women doubt that the ad will be perceived as an advertisement of a method of protection against pregnancy. It will be sooner perceived as the call "not to be afraid of consequences of adultery" because now there is a reliable method of protection against such consequences (diseases).

Male Uzbeks evaluated the ad in the same way and this is evident from the list of those who in their opinion would be likely to buy "O.K." condoms. The list includes:

- people who care for their health;
- promiscuous men;
- people who plan children's births in their family

In this connection both women and men from *Uzbek groups* considered this ad *not quite appropriate*. Of course they are for enlightenment but they are against advertising condoms as method of protection against venereal diseases. The main thing in the East is not to name the problem out loud, then it seemingly does not exist.

EXECUTION 2. "CONVERSATION AT THE PHARMACY"

Main Message, Comprehension and Importance.

The message of the second ad was defined by *male Russian* group as "protection against pregnancy and venereal diseases". But at the same time they suppose that in the second ad the emphasis is made not on concern for family but urging to buy condoms. It just urges to buy "O.K." condoms that are more reliable.

In *male Uzbek* group the second ad is understood similarly.

Female groups also did not notice any message which discerned it distinctly from the first ad.

The importance of the second ad in their opinion is as great as of the first one.

Thus only in male Russian groups (and only by some of the participants) it was noted that the second ad has more "commercial" character than the first one. The "ides" of this ad is to sell the product more than enlightenment or other similar goals.

As this spot was played after the first one nearly in all groups, comments on the first one apply equally to the second one.

Likes and Dislikes.

In Russian and Uzbek groups there were points that were liked or disliked.

Thus in *male Russian* group this ad was estimated as "more vivid", "more concrete". The participants think that here it is said clearly where and what to buy, but the first ad leaves a better impression. Male Russian group did not like that the buyer is "too modest" and stutters too much.

On the contrary in *male Uzbek* group many participants were unanimous in saying that the behavior of the buyer at the pharmacy, his embarrassment and shyness are natural for many men and this is a positive point of the ad. That is Uzbek men liked the point that seemed unbelievable to men of Russian group.

Women from Russian group also noticed that the buyer is "too shy". But they especially liked that the place of action is a special pharmacy with a specially trained pharmacist.

Women from Uzbek groups agreed with them. They also disliked that the buyer "hesitates too before uttering what he wants". In this connection women said "they are not ashamed to advertise, but are too shy to speak about these products". It was also noted that the second ad is more clear-cut and than the first one. They also liked that it has less actors. Besides the tone of the ad is very appropriate: it does not foist the product but only informs about it and offers it.

Believability of the Ad.

Regarding believability of the ad *male Russian* group was again the most fault-finding.

The situation itself did not seem believable. They were under a delusion because the action takes place at a large pharmacy but at the same time the street noise is heard (as if the action

takes place in the street by a pharmaceutical kiosk). And a very competent pharmacist did not go well with street noise (kiosk). True, they made it out later.

The participants of *female groups* considered the ad not very believable and one of the reasons is that the buyer is too manifestly shy, too feigned. If the aim of the ad is to introduce condoms as a method of protection against unwanted pregnancy it would be more believable according to some of the participants if condoms were bought by a woman ("it's for family").

Actors.

The actors in this spot were estimated higher than in the first one. First of all because there are less and a listener is not confused who is who.

But it was noted that the buyer overdid shyness and this imparted feigned character to the ad.

In Uzbek version the salesman (pharmacist) speaks in somewhat "bad" voice, as if he seduces the buyer to do something "unrighteous". It would be much better if he recommended the product to the buyer in a "natural tone". To put it shortly, both the buyer and the pharmacist should sound more natural.

Specific Copy Points and Executional Elements.

We shall begin with comments of *male Russian* group.

Firstly, it is hard to understand what problem was solved by buying condoms. In fact there were several problems. This creates confusion which can be interpreted in different ways.

Secondly, the words of the pharmacist about "reliability and indispensability" of condoms the participants take for a "standard" phrase used in ads. If he said, for instance, that the supplies are from London that would be more convincing.

Thirdly, the tag line that these products are used by "millions of couples" is also estimated as standard. Though some participants think that this phrase is convincing. And it is the fact itself that is convincing not the pharmacist's intonation.

The *characters* were estimated in male Russian group highly enough: "They do not exclaim and gasp in raptures", as one of the participants put it. The ad is void of the "false cheerfulness" and pathetic that were characteristic of the first ad.

In *male Uzbek* group elements of local etiquette in the ad were noticed: greetings, the buyers shyness, attention to the buyer. The first ad lacks this.

Women noted that the second ad is more clear-cut and shorter, and also more informative.

Interest, Relevance, Appropriateness.

Nothing new compared to the first ad was added about appropriateness.

As to which ad is more interesting, in all groups except female Russian group in Samarkand this ad was estimated higher than the first one.

COMPARISON OF TWO CONDOM ADS AND SUGGESTIONS
ON THEIR IMPROVEMENT

Comparing the two spots the participants of male Russian group pointed out that they are simply different. the first one is directed at enlightenment and express "concern for family" and the second one is more "informative", "technical", i.e. concentrates on what product is advertised, where it be purchased, etc.

Similar ideas were expressed in female groups.

Overall suggestion was the following: it is necessary to combine the first ad with the second one, because both ads need to be revised. From the first ad it is necessary to take concern for wife, family and from the second one - its informative part.

The participants were asked to complete questionnaires to make comparison by different parameters. The data obtained as the result of this comparison are presented on diagrams below (see fig.4-9).

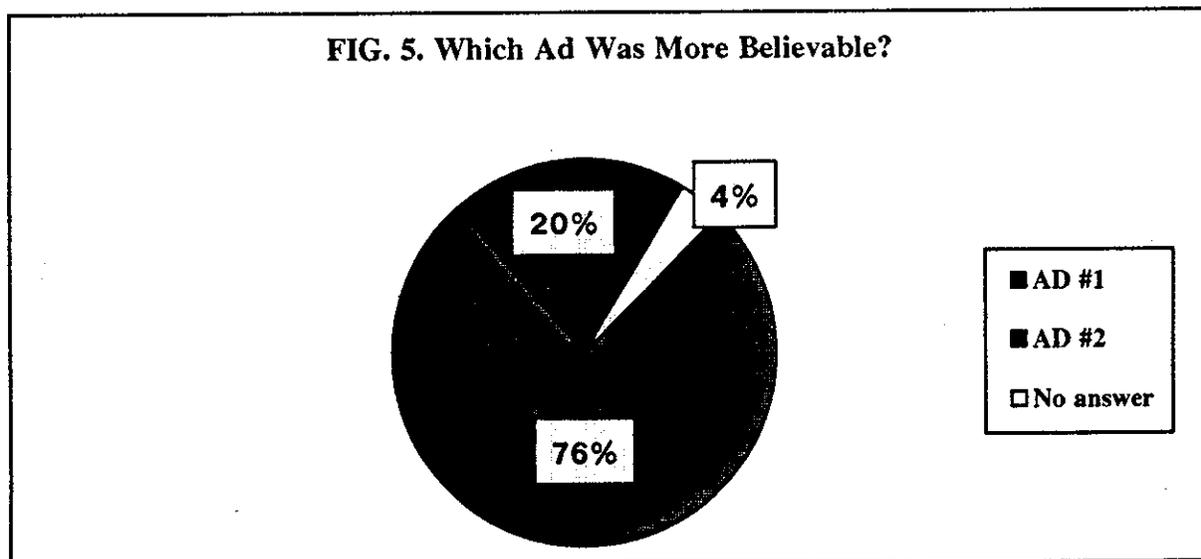
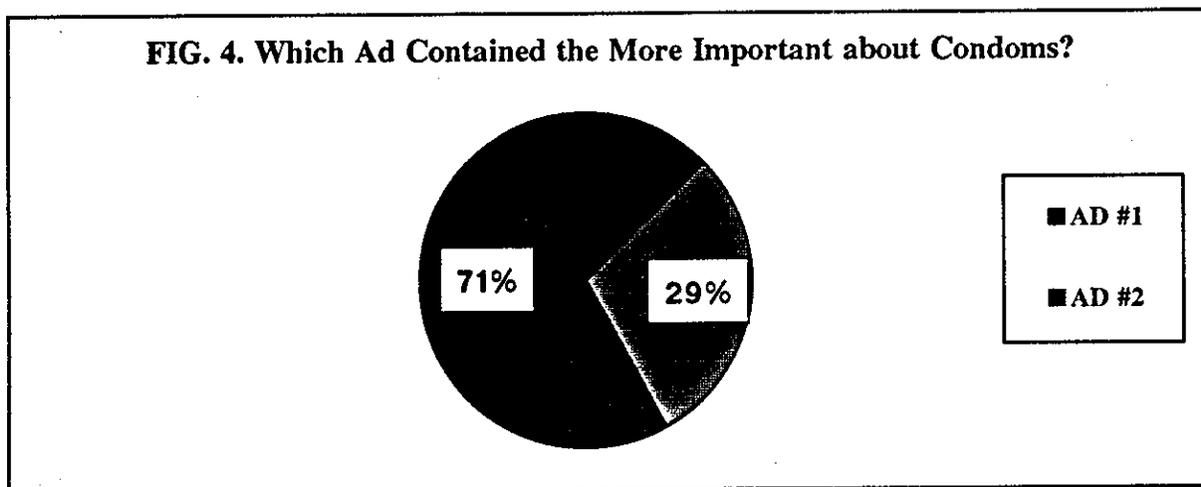


FIG. 6. Which Ad Contained the More Appropriate Characters?

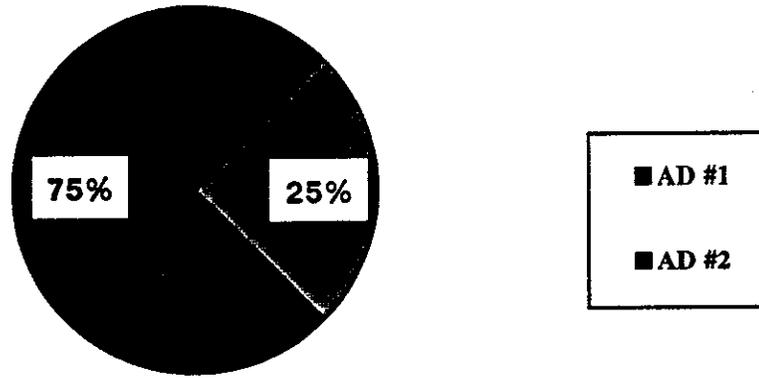


FIG. 7. Which Ad Would Be More Appropriate to Air on the Media in Uzbekistan?

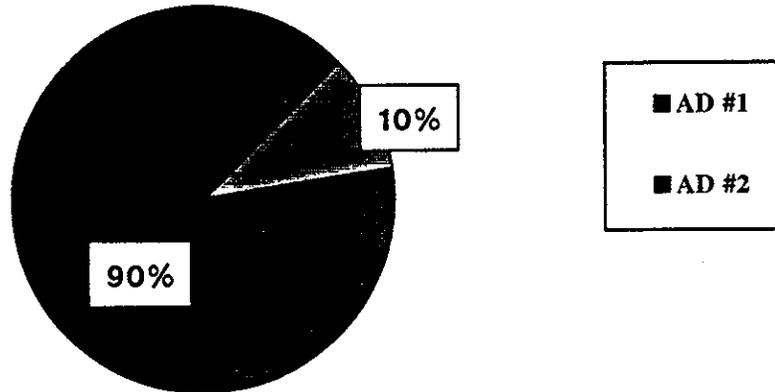


FIG. 8. Which Ad, if Either, Would Make You More Likely to Buy Okey Condoms?

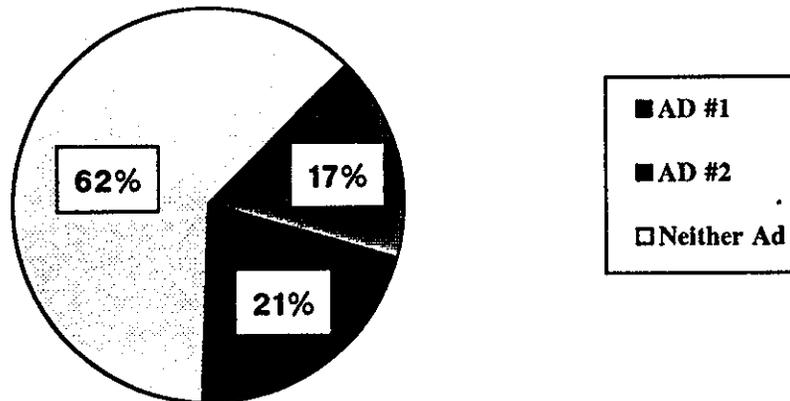
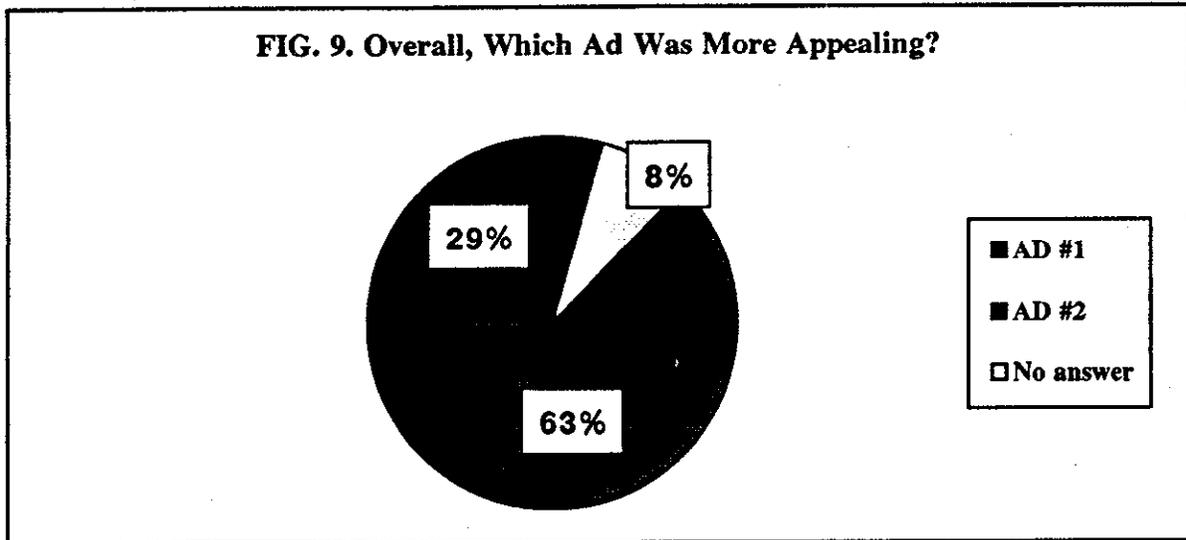


FIG. 9. Overall, Which Ad Was More Appealing?



The data on these graphs show that the second spot was estimated much higher, notwithstanding all comments regarding the shortcomings of both spots.

It follows from this that the idea of male responsibility though it raised arguments among participants (especially in female groups) was not decisive in evaluating the ad. Nevertheless it is necessary to use this idea in further work because the listeners are not indifferent in it.

SUMMARY ON CONDOM RADIO ADS

So we have analyzed the results of two condom ads pretests in male and female groups. Let us review them.

- 1) Though during *general discussion* on family planning, problems of contraception, male responsibility many male participants in words showed sincere interest in participating along with women in solving these problems, their further answers give ground for doubt that they are actually prepared to take the burden of responsibility on themselves.
- 2) *Usage of condoms* is rather wide-spread among men. But condom is still comprehended not so much as method of protection against unwanted pregnancy but as a method of safe adultery. This opinion is more characteristic of Uzbek groups (both men and women). In this respect attitudes regarding perspectives of condom usage in the family are as something "shameful", "sinful", something that is not used in family life.
- 3) The *message of both ads* was understood and interpreted as an advertisement of a method for "double protection": against venereal diseases and unwanted pregnancy. It was noted regarding the first ad that it manifests more clearly points of "enlightenment", "concern for family" and the second one is more "informational".
- 4) In *spot #1* the *theme of male responsibility* for protection against pregnancy was liked most of all. Though in opinion of many women this is unattainable at present time, this should be discussed in order to influence men in this direction. At the same time "feigned character" of this ad, "unnatural" behavior of the actors and script faults were noted. Women from Uzbek groups said that it seems somewhat "shameful" to advertise condoms.
 - This ad was said to be *not very believable*. The behavior of the "younger" interlocutor who was won over so easily by the "elder" man and other points of the spot and actors did not seem believable.
 - The participants especially disliked that the *voices* of the characters are practically *indiscernible* and it is easy to mix them up.
 - The participants from Uzbek groups considered the ad *not quite appropriate* because it advertises a product mere mentioning of which can push husbands to adultery: this product guarantees protection against venereal diseases. Actually, mentioning in one and the same spot of venereal diseases ("sinful") and family ("sacred") seemed to some participants from Uzbek groups quite inappropriate. In this regard the ad was considered to be targeted at men who want safe adultery.
- 5) *Spot #2* was *liked* for its shortness and clarity. It was said to be "more vivid", "more concrete". Compared to spot #1 the participants found it to be more informative through it is not very highly. Their behavior at some points was unnatural, feigned. The script is not void of faults either.
- 6) *Comparison* of the two ads showed that preference is given to *spot #2* "Conversation at the pharmacy".
- 7) *Overall conclusion* from the conducted analysis is the following: neither the first nor the second ad in their present format are suited for broadcasting in Uzbekistan.

Suggestions for improvement are the following:

- ◆ it is necessary to work out a *new version* of the ad by combining the merits of ads #1 and #2. Specifically: to reinforce the motif of concern for woman (wife, family) and at the same time make the spot more informative and tactful.
- ◆ to *change actors*, so that their voices were discernible and did not create confusion.

VOLUME II. MODERATOR'S SUMMARIES

VOLUME II. MODERATOR'S SUMMARIES

MODERATOR'S REPORT ON PRETEST TV ADS FOR INJECTABLE & RADIO ADS FOR CONDOM

City: Tashkent
Group: Female Russians
Moderator: Djamilya Yuldashbaeva
Date: May 17, 1995

REACTION TO INJECTABLE TV AD

Recall, Comprehension, Importance.

1. Apprehension of the main idea of the ad:

- a new contraceptive method is offered, the injectable which is taken every three months or four times a year.

This method helps women to maintain their health, as we have a large rate of abortion in our country; it also helps in family planning because some women have to give birth to one child after another without spacing due to the lack of effective and safe methods of protection against pregnancy.

This ad also renders information about methods of contraception which is difficult to obtain through other channels - grandmother's methods are out of date, doctors are either not competent enough or not eager to give consultations, popular medical magazines (like "Health") are not affordable nowadays.

The ad mentions that additional information about contraceptive methods and injectables in particular can be obtained from brochures which are available at pharmacies with the "Red Apple" sign.

2. Only one participant has heard about injectables. Others were surprised to learn that such a convenient long-term method exists - just one shot every three months, a method which is like a "miracle". This was the most important message for the participants. At the same time it was hard for them to believe that such a convenient and simple method actually exists. In this connection the participants expressed some doubts regarding safety of the method, they wanted to know how safe the injectable is, do injectables have side effects, are injectables affordable.

C. Likes and Dislikes

1. Was liked: the ad is perceived as winning, coy, reassuring. The participants noted that people are usually embarrassed to discuss problems of protection against pregnancy but in the ad this problem is presented very delicately, there is nothing vulgar in it. They also took notice of a pleasant music and appealing actors.

2. At the same time the ad seemed too dragged out, not dynamic and for this reason rather dullish. The most important information (description of basic properties of injectables) is given at the end and this part of information is not emphasized, is not stressed.

D. Believability.

1. Most difficult for participants was to believe in safety of this method. They noted that the ad recommends to consult a doctor. But in real life doctors are either incompetent and not aware about modern methods of contraception or refuse to consult because they are too busy.

The participants liked that in the ad the recommendations are given by a doctor, because "doctors are trusted", i. e. the presence of a doctor in the ad makes the information about the injectable believable.

2. The participants noted that:

a) The ad would acquire a more believable character if the doctor spoke convincingly and clearly about safety and effectiveness of the injectable and not better as she does in the ad; unnecessary information (for instance, the parable) should be taken out.

b) It is necessary to emphasize in the ad that the pharmacies with the "Red Apple" sign are special pharmacies with specially trained pharmacists; there are specially trained doctors who can consult patients in the field of contraception; to give a close up of the brochure - this kind of information will arise interest and motivate women to try this method.

E. Reaction to Specific Copy Points and Executional Elements.

1. After the first presentation only several participants have paid attention to the brochure (the participants called it instruction or recommendation), and after second presentation 9 participants out of 10 said they have noted the brochure. The participants noted that it is necessary to draw attention to the brochure, then the main idea of the ad will be better understood: it is not only a certain product that is being advertised, but a whole range of products about which one can get detailed information at the "Red Apple" pharmacies, by reading a brochure which will help a woman to decide whether this method is good for her.

2. It was noted that the doctor in the ad should have a more credible intonation (cheerful), because she look indifferent and listless, i. e. she should speak with more enthusiasm and the woman who came to the doctor should listen to her recommendations more attentively and not play with her child.

3. As main advantages of the method convenience and practicalness of the injectable were named, this differs it from the pill that should be taken every day.

As for safety and effectiveness these characteristics should be based, may be compared with methods of protection used in 60-s or 70-s or 80-s. May be the doctor should stress that she had taken the injectable for a long time and she has no problems: she has gained weight, she has healthy children and she herself is feeling well.

4. The participants noted that if injectables are really safe different women will use it with pleasure: married as well as unmarried, modest and "prostitutes".

5. Regarding reversibility: the participants noted that this should be emphasized in the ad.

F. Interest and Appropriateness of the Ad.

1. The participants noted that the ad seemed dull because it was dragged out. They had an impression that the ad contains little specific information and a lot of unnecessary details (like "Doctor, I like children very much", a parable). The voice of the patient seemed to be frightened and plaintive and the doctor's - slack and listless. All participants paid attention to the discrepancy between the sound and movement of lips (they decided that the ad was shot in a different language and then dubbed. All these points decrease a good impression the ad makes.

2. At the same time the participants noted that they think the ad speaks personally to them, because the information it contains is interesting and important.

G. Motivation to Act.

9 participants out of 10 would like to go to the pharmacy and get free brochure.

9 participants out of 10 would like to talk to a doctor about injectables.

REACTION TO CONDOM RADIO AD "MALE RESPONSIBILITY"

A. General Reactions Comprehension, Likes and Dislikes.

1. The main idea of the ad was perceived as follows: a "male contraceptive method" is being advertised. This method gives double protection, i. e. protection against pregnancy and the same time against venereal diseases and AIDS. It was noted indication of double protection expands the audience of listeners. At the same time the participants noted that in the family it is a woman that uses methods of protection, but several participants (3 women) said that their husband use condoms.

2. Likes and Dislikes. In comparison with a dragged out and dullish TV ad this radio seemed more interesting and vivid. One of the participants noted that the content of the ad is easier to understand, because you only listen to it and it is more difficult when you listen and watch (NB: I have an impression that it is because of executional shortcomings).

But part of the group noted that in comparison with the reassuring TV ad the radio ad seemed somewhat abrupt. And especially abrupt was the beginning of the ad: "...Give me 5 "O.K." condoms" They were also embarrassed by mentioning of venereal diseases and AIDS. The participants said that children can hear the ad and begin asking questions which are difficult to answer.

Regarding this issue the opinions have split. Some of the participants said that children can find out about things discussed in the ad in the street and not as delicately put as in the ad. Thus the ad also fulfills educational function.

3. What is hard to believe:

It was noted that it is hard to believe in:

a) that man like condoms;

b) that men are concerned about problems of protection against pregnancy;

c) that the buyer asked to give him 5 condoms (this made them laugh).

Regarding items a) and b) some participants said that their husbands care for their health wives' health and use methods of protection.

B. Reactions to Specific Copy Points and Executional Elements.

1. The characters of this as seemed appropriate, actors' voices were liked and the dialogue itself true to life.

2. The participants suggested changing the phrase "O.K." condom gives double protection for one low price for "double protection for affordable price".

3. The participants said that it is very good that the brand name is given, people would know what to look for, but quality of "O.K." condoms should be mentioned in the ad and in what way "O.K." condoms differ from other brands.

4. Supposition of high quality of "O.K." condoms is connected with the fact that they will be sold in "Red Apple" pharmacies, that is why the participants suggested to reinforce in the ad the point that "Red Apple" pharmacies sell only reliable products.

C. Interest and Appropriateness of the Ad.

1. The ad seemed interesting and vivid, dynamic.

2. The ad is targeted at young couples, young people who are not well aware of methods of contraception.

3. 6 participants were worried that the ad mentions frequently words "condom", "venereal Diseases" and "AIDS".

4. The phrase that not only women but men too should be concerned about problems of protection did not arouse any enthusiasm and was hardly even discussed.

REACTION TO SECOND CONDOM RADIO AD "CONVERSATION AT THE PHARMACY"

1. This ad compared to the first one seemed more tactful. It mentions the word "condom" less. They liked that the male buyer is embarrassed, because this is true to life - many people are embarrassed when they buy contraceptives.

2. They liked that there is a pharmacist, i. e. a competent person in the ad. The participants noted that the information should be obtained from a specialist, not a friend.

3. At the same time the ad needs some changes:

a) It is necessary to take out the word combination "short-term method of protection", it is not understandable and is not needed.

b) To take out the phrase "I have one problem less".

c) The participants had an impression that both ads were dubbed by people who do not know Russian well.

d) To tell about the quality of "O.K." condoms and in what way they differ from other brands.

COMPARISON OF CONDOMS RADIO ADS

The results of voting:

"Conversation at the pharmacy" - 6 participants (pro);

"Male Responsibility" - 5 participants (pro);

Why pro:

- "Conversation at the pharmacy" is more tactful, the word "condom" is used less.
- "Male Responsibility" - "O.K." condoms are recommended not by a pharmacist, i. e. a person who is interested in selling goods, but by a user, who has already tested the quality of the product.

MODERATOR'S REPORT ON PRETEST TV ADS FOR INJECTABLE & RADIO ADS FOR CONDOM

City: Tashkent
Group: Female Uzbeks
Moderator: Mavlyuda Kadirova
Date: May 19, 1995

Reaction to the TV Ad for Injectables

B. Recall, Comprehension and Importance

1. According to the participants the main messages of the ad are:

- * To help strengthen, protect and preserve a healthy family.
- * Strengthening of women's health.
- * Prevention of undesirable pregnancy.
- * Preservation of family peace.
- * An important and necessary information for women is offered.
- * Preservation of future generation's health.
- * To give female organism an opportunity to rest.
- * Achievement of financial and spiritual prosperity of a family.
- * Preservation of women's health all over the world.

2. How important was this information for you?

Did you learn anything new from this ad?

The information was important for the participants, because they heard about injectables for the first time.

Only one of the participants had heard about this method before. But in spite of this all participants were very interested in this method of contraception. Though they had already used other methods of protection they nevertheless would like to try this method.

C. Likes and Dislikes

1. Likes: The participants liked that the doctor had used this method herself before she recommended it to others. But the doctor spoke as if she whispered and because of that her words sounded uncertain. The advertised product is a new method, it was good to give a close-up. They liked that all women could use it.

2. Dislikes: The ad is long. It's necessary to make it shorter. They didn't like the patient with a child. She seemed light-minded. The participants think that the proverb is not appropriate and generally it is not needed in the ad. The participants didn't like that the injectables have a very short period of action (only 3 months). They would like it to be prolonged up to 8 months.

D. Believability

The participants said that the ad is believable, but they must have an additional information which they would like to get from a doctor.

E. Reactions to Specific Copy Points and Executional Elements

The second demonstration of the ad.

The participants think that the proverb in the ad is inappropriate. The participants said that they liked the doctor in the ad (a right age, pleasant voice). She was able to convince in the necessity of the product.

The ad convinces regarding effectiveness and safety of the product. But the participants would like to know if it contains hormones and if it affects weight, gain.

There is nothing in the ad about side effects of Injectables. The ad is very long. It looks more like a film. The participants think that it would be better if the doctor herself would present this product. It is necessary for the doctor to speak more convincingly, she should say that she herself has used the injectable and about its effect on the organism and also about side effects.

Some of the participants were worried if they would be able to have children after taking Injectables. Will it affect the future child? These points should be cleared up.

G. Motivation to Act

The participants liked the logotype. They were interested where they could get free brochures. They said they would take brochures to learn more about the product they were interested in.

All participants would like to get additional information from their doctor. They think it is more reliable. All would like to use this product.

Reaction to first radio ad for condoms

A. General reaction: comprehension, likes and dislikes

The participants didn't like this ad. They said it is out-of-date that condoms are advertised everywhere. Their husbands never use condoms. The participants think that the word "condom" doesn't sound nice and it must be changed. The word "o'key" is foreign and doesn't sound well.

B. Reactions to Specific Copy Points and Executional Elements

The participants did not like the patient. In their opinion he sounded too shy. If he doesn't feel shy to advertise such products why he is embarrassed to ask for it? It looks unnatural.

One of the participants thinks that men must be responsible for protection against pregnancy. The other nine participants think that this responsibility is more on women.

All participants agreed that condoms are needed only for protection against venereal diseases.

They could not give the prices for condoms but they would like to know how much they cost.

C. Interest and Appropriateness

Not many participants said the ad is needed. There are no TV sets in remote regions and districts in Uzbekistan. Collective farmers working in the fields, long distance drivers have not an opportunity to watch TV.

The participants said that condoms are necessary but not for their acquaintances. It is considered that only promiscuous men need condoms, condoms are not used with wives.

Reactions to Second Radio Spot of Condoms

B. Reaction Specific Copy Points and Executional Elements

They liked the second radio spot more. It is felt that the man worries about his wife's health, but it is not clear in the ad was he talking to his friend or the seller.

Only one participant understood that it was a conversation of two friends. The elder one told the second one about the advantage of this method of contraception.

The participants think that the ad must be shorter, there are many unnecessary phrases.

MODERATOR'S REPORT ON PRETEST TV ADS FOR INJECTABLE & RADIO ADS FOR CONDOM

City: Samarkand
Group: Female Russians
Moderator: Djamilya Yuldashbaeva
Date: May 23, 1995

TV AD

B. Recall, Comprehension, Importance

Comprehension of the main idea:

The aim of the spot is "to make women's life easier" since the problem of protection is "the most difficult problem for a woman".

A new contraceptive is being advertised - the injectable, - i.e. a shot, which protects for a period of three months.

Importance of the information:

The information is important, as the method seemed very convenient, - for example, unlike the pill that has to be taken every day.

The participants compared the injectable with IUDs. It was mentioned that IUDs protect for a longer period for 5 years. But other participants, in this connection, mentioned that, nevertheless, a woman having a IUD sometimes gets pregnant "since their efficacy is 98%", that IUDs can result in complications, that IUDs are a foreign body in the organism. That is why for some women injectables can be more suitable. Besides, if a woman would like to have a child she will be able to solve this problem more easily with injectables than with IUDs.

What was new in the ad:

- 8 participants heard about the injectables for the first time. One participant had heard that in maternity centers only those women who do not want to have more children or cannot have them use injectables.
- One more participant told that many years ago in Siberia her mother had a shot that protected her for 5 years.

What was hard to understand:

- While watching the spot for the first time the participants did not understand quite well that the "Red Apple" sign meant specialized pharmacies.

C. What participants liked and what they did not like

The participants liked that the ad contained an interesting information - the information about a new convenient contraceptive. What they did not like was the execution of the ad - it was a little dull, too long and monotonous.

D. Believability

It is difficult to believe that our doctors will be aware about this new method.

Women would like to be sure that doctors and pharmacists will be trained and will be able to give necessary explanations concerning the injectable.

E. Reactions to Specific Copy Points and Executional Elements

What was new after watching the spot for the second time:

- "Red apple" means specialized pharmacies in which one can obtain brochures to get more detailed information about the injectable (composition, contraindications, etc.)

The doctor in the spot:

- The doctor should have "more assured", - she has "a weak low voice", she should not look aside "as if she takes a peep at the text". As for her age: "she is about 30", "24-25-26". Somebody told that it was doubtful that "she really had two children, as she looked too young".
- It was mentioned that it was good that "a young doctor was advertising a new method", but she should behave more convincingly and her performance should be more expressive. It is not necessary for her at all to tell "I am a doctor..." - it is quite clear from the first moment.
- At the same time it was good that there is a doctor is participating in the ad because people trust doctors.

A patient in the ad:

- She is "dull, constrained", "is giggling too much", "is too shy", "has a child's voice". She could be shy at the beginning of the spot but towards the end she should show that the doctor had convinced her, but in the spot she is "indifferent".

A child in the ad:

- It is good that a child is participating in the spot - it has a reassuring effect (it means that the product is safe), makes one smile, but, at the same time, "the child hinders his mother from listening".

The properties of the new method (convenience, safety, efficacy, reversibility):

- The women stated that injectables were really convenient. But as for their safety and effectiveness - the advertisement is "proofless", some arguments are needed, for example, "according to numerous researches carried out by doctors and scientists", and the same about their effectiveness.

The participants stated that the actors in the spot should stress that the method is really safe and effective".

The idea of reversibility of the injectable was discussed less, - women on the whole believe that after having injections they will be able to get pregnant again, although some time would be needed for that (the experience they had using other methods).

Who will be likely to use the injectable: those who cannot use an IUD or the pill.

The proverb seemed to be unnecessary. It would be good to add some information to enforce the idea of the efficacy and safety of the injectable.

F. Interest and Appropriateness of the Ad

The spot seemed: dull, long, monotonous, inexpressive, not interesting. The actors' performance is "a little dull". The spot has been badly sound-tracked (desynchronization: lips' movement did not coincide with the text). Poor "grouping" - actors are placed in the corners and the center is empty. The interior should be more attractive. The music, - at least in the beginning and in the end of the spot, - should be more recognizable, i.e. it should draw attention to the spot and stress somehow the doctor's words.

The participants mentioned that they had the impression that the spot was addressed to them personally, since the information about the new method seemed interesting and helpful.

G. Motivation to Act

The participants understood that they could get the information about the injectable in "Red Apple" pharmacies, from pharmacists and brochures. It was mentioned that it would be convenient to discuss this problem with a pharmacist as maternity centers are located very inconveniently.

All the participants would like to get free brochures. All the participants would talk to a doctor about the injectables.

Notes

The participants of this group listened to Radio spot # 7 "Doctor and Woman". They mentioned that this spot was much more interesting than the TV spot. The information in the radio ad seemed more interesting and persuasive. Besides, the production is better - the actors are more expressive and believable, especially the doctor. In this connection they had the following suggestion: "Maybe, the doctor in the TV spot should be a little older?".

CONDOM RADIO AD

"Conversation in the pharmacy" (1st dialogue)

A. General impression (comprehension, what they liked...)

Comprehension of the main idea:

The spot is advertising condoms that protect not only from AIDS and other venereal diseases but also prevents pregnancy.

The participants rather did not like the spot than liked it. The beginning seemed too long, too many times the word "you know" is repeated, the embarrassment is simulated, unnatural.

What was embarrassing in the spot: some participants mentioned that the topic of the spot itself embarrassed them.

They are worried that children could hear this ad and will ask what condom, AIDS, venereal diseases are. Other women objected and told that the young need such information, that it is better if they get such information this way but not in the street.

The women understood that the spot was about a married man who decided to solve the problem of protection against pregnancy himself.

At the same time, the spot unwillingly draws more attention to the question of protection against AIDS and venereal diseases than to condom as one more method in family planning.

Besides, one jr two participants mentioned that if it had been the matter of family planning it would have been a woman buying condoms since such problems are dealt with women.

"OK" was understood as an "Americanism" meaning that it is all right, everything is excellent.

What was hard to understand: some participants did not understand from the first moment that "OK" was the name of the condom.

They were confused about "one problem less", "double protection". "One problem" - is this preventing pregnancy or protection from AIDS? (it was a humorous reaction but it was the reaction of the audience). Preventing pregnancy, protection from venereal disease and AIDS - this should be "triple" protection, or one should consider AIDS as a venereal disease?

B. Reaction to Specific Copy Points and Executional Elements

- ◆ expression "short-term" method was understood as "single-use" method.
- ◆ the spot did not give any proof that "OK" condoms were reliable and indispensable, that they differed somehow from not "OK condoms". Maybe, they are better because they are available in "Red Apple" pharmacies, but this is a guess.

C. Interest and Appropriateness of the Ad

- ◆ The spot seemed "dull", "insipid", "not bright", trite. It is necessary to find some thing that will draw attention to it.
- ◆ Voices are merged, they are very similar, the "embarrassment" of the actors should be a little shorter. The participants did not like the timbre of the voices.
- ◆ The spot is addressed rather to young people.

"The Male Responsibility " (2nd dialogue)

A. General impression (comprehension, likes and dislikes)

Overall reaction of the audience: This spot was much better, more interesting.

What they liked: the dialogue is interesting, it is interesting to listen to it. A good phrase about the responsibility of men.

What they did not like: Why 5 condoms and not the whole pack? The form of addressing "young friend" is not good. The actors speak with an accent.

What was difficult to understand: As the voices are not clear it is difficult to understand how many people participate in the spot.

What was not believable: The phrase about the responsibility of men is good, it has an educational effect. It would be useful to listen to such ads even with children but it is not the practice here in Uzbekistan to speak about male responsibility. But still it would be good for educational purposes.

B. Reaction to Specific Copy Points and Executional Elements

- Actors seemed appropriate. When friends, - especially elder ones, - recommend something one usually trusts them.
- Responsibility - the ad makes men to think about the problem. The ad explains that condoms are not only for adultery, but for all men who worry about their wives' health. It is especially useful for Uzbek men.
- Mentioning venereal diseases and AIDS provokes some ambiguity, but not strongly pronounced.

Price: reasonable price is 3 soums for one condom.

Quality: Quality is not proved in any way. Maybe this should be done by "Red Apple" pharmacies, - to advertise more actively and then it would be clear that products of higher quality are available in these pharmacies.

C. Interest and Appropriateness of the Ad

- The ad seemed interesting because the dialog was very vivid.
- The voices should be more "recognizable".
- The music,- at least at the beginning and in the end, should be more recognizable; "the program logo should be accompanied by an appropriate music".
- The ad is addressed mostly to young, married and "not very married" people.

Rating:

The group chose the 2nd spot, i.e. "Male Responsibility", because it is interesting, believable, with a dynamic beginning.

Recommendations to improve the ad:

- 1) To change 5 condoms for a pack.
- 2) Not to use the form of addressing "young friend".
- 3) The actors' voices should have different timbre, and without an accent.
- 4) To emphasize the "Red Apple" sign, since it is not convenient to speak about specific qualities of condoms in the ad (that they are reliable, do not tear easily).
- 5) To draw attention to the following: that the producers of the ad are seemingly speaking about a family; that a husband should also care about his wife's health; but mentioning AIDS and venereal diseases makes the ad ambiguous - as if (as was humorously mentioned by some participants) "the young friend" has problems with venereal diseases.

MODERATOR'S REPORT ON PRETEST TV ADS FOR INJECTABLE & RADIO ADS FOR CONDOM

City: *Samarkand*
Group: *Female Uzbeks*
Moderator: *Mavlyuda Kodirova*
Date: *May 23, 1995*

REACTION TO TV AD FOR INJECTABLES

A. Recall, Comprehension and Importance

The participants noted that the main messages of the ad are:

- * Birth of healthy children.
- * Preservation of women's health.
- * Protection against abortions.
- * To offer women a new method of protection, because other contraceptives cause inconveniences.
- * A new method which is more convenient than pills is offered.

B. What is Liked and Disliked

1, They liked that there is no anything shameful. The doctor is credible. The participants noted that the doctor looks a little bit older than the patient, but they think that to have experience the age is not of a big importance.

2. The didn't like: The participants think that the proverb in the spot is inappropriate. On one hand childless families could fell hurt, on the other we have many children and it is not necessary to repeat it again.

C. The Reaction to Specific Copy Points and Executional Elements

The participants were interested in this product, but they do not fully trust it. They have clarity feeling of fear because there is no complete clearness.

The music and logo were liked. They think that the actors were selected in a right way. There is not much information about injectables, nothing is said about side effects. There is some fear that in future it will be difficult to get pregnant.

The participants think that more information about the injectable is needed because many people are afraid to take it.

It is necessary to add information about prices and manufactures. The fact that many people use this method needs to be mentioned and it's necessary to tell how it works.

The participants said that 120 sums for the injectable is expensive.

D. Motivation to Act

The participants said that they will certainly consult with their doctor before they begin taking the injectables. This method is considered to be very useful for Uzbekistan provided that it is harmless.

The term "contraceptive" is not clear. It should be changed for a more understandable one.

REACTION TO FIRST RADIO AD FOR CONDOMS

A. General Reactions: Comprehension, Likes and Dislikes

The main message of the ad: to help men to preserve their health, to protect themselves from AIDS and other infectious diseases. None of the participants noted that it is for preserving women's health.

The participants think it is shameful to advertise such a product. Men will think they could always use this method when they go with loose women, because they are afraid to get infected, and also that their wives would find out.

The participants said that good things don't need to be advertised, that is why they don't trust the quality.

B. Reaction To Specific Copy Point and Executional Elements

Overall the ad was not liked. The participants said that it should be shortened. The dialogue between friends is dragged out. It was hard to understand the beginning of the conversation, it is necessary to give explanations. The words of one of the friends sound rude.

"Double protection" means that this method helps men to preserve their health.

They didn't like the name "O.K." because it is foreign, there is an impression that it is for light-minded people. But in general the name is not bad.

REACTIONS TO SECOND AD FOR CONDOMS

B. Reaction to Specific Copy Points and Executional Elements

All the participants liked this ad more. It is more clear and shorter, less actors take part in it, music is very pleasant. They like that the method of contraception is not imposed but only offered.

The participants would like to know more about quality of the product and it is desirable that the prices were affordable.

COMPARISON OF TWO ADS FOR CONDOMS

Nine people voted for the second Radio spot.

Two people abstained from voting.

The second ad is considered to be more appropriate for Uzbekistan.

MODERATOR'S REPORT ON PRETEST TV ADS FOR INJECTABLE & RADIO ADS FOR CONDOM

City: Tashkent
Group: Female Mix
Moderator: Djamilya Yuldashbaeva
Date: May 27, 1995

I. Testing "Red Apple" Logo Ad and Injectable TV Ad

1. TV-Logo (in Uzbek)

Overall comprehension: New contraceptives are advertised in this ad, of various kinds - "from IUDs to condoms, pills, etc."; these methods are "for the family, for the health; they are of pure quality, safe" - this impression is created by the "Red Apple" sign. It is mentioned that this is an apt sign and good for memorizing.

It was mentioned as well that information ("explanations") about new contraceptives can be found in the "instructions or recommendations" (i.e. brochures) that are free. A pharmacist can also give some explanations. The women stated that it was hardly believable, that it was "too civilized", "the service is so high". But this information is very helpful since it is very convenient to consult with a pharmacist, while visiting a doctor requires some time, or a doctor might not be aware about new product. The information offered in the spot seemed important as well because "these products" (i.e. contraception pills) are sometimes available and sometimes not, or nobody knows anything about them. Thus, the spot really gives an important information to women.

The spot was found on the whole interesting and tactful, i.e. it was "an impulse to action" - now, when women see the "Red Apple" sign they will certainly drop in at the pharmacy and will be able to learn additional information there about contraceptives and whether they suit them or not.

2. Injectable TV (in Uzbek and Russian)

B. Recall, Comprehension, Importance

Overall comprehension: A concrete product is advertised - injectables that are every in three months or 4 times a year. It is a safe method, after which a woman can have children. The method is harmless, but, still, a doctor's advice is necessary.

Only one participant thought that the ad was about the pills because she paid more attention to the women in the ad.

The participants had not heard about the injectable before, that is why the information was new for them. What was important - that injectables are a method of long-term effect, very convenient and not dangerous for health. It was what they liked about it.

It was mentioned that several topics were covered in this ad: 1) information about a concrete "remedy"; 2) the "health" topic; 3) and that "there will be no problems in the family", "the idea of family planning".

C. Likes and Dislikes

The participants liked the information about the product and the actors' faces in the ad ("they have a nice appearance"). It was the performance that they did not like. The doctor is looking in the wrong direction. The patient is too constrained, has an "unnatural" appearance. The ad is a little dull, the actors are not emotional.

D. Believability

The safety of the injectable was found hard to believe. It is "too ideal" in the ad. No one medical preparation can be absolutely safe. If this method prevents pregnancy for a period of 3 months it means that it is a "strong" preparation and it can cause side effects in a woman's organism.

In the ad the woman is a doctor and that is why she recommends this product, but our doctors may not know about this method.

E. Reaction to Specific Copy Points and Executional Elements

How the doctor was assessed: The fact that the woman is a doctor is reassuring. But the doctor's performance does not "convince" of the safety of injectables. She is looking in the wrong direction, is looking at herself into the monitor, does not show any emotions. She "is posing", "smiling too much", but "does not show any interest in the patient". A gynecologist should give such kind of information but this woman looks more like a pediatrician and that is why participants doubt her competence in this matter. Some participants found the doctor too "young" since gynecologists are usually somewhat older they have (assumed, she is 29-30-32 years). On the whole the doctor is not quite credible.

The patient: Participants did not like her, because she was unnatural, constrained, unemotional, monotonous. She looks as if she is afraid of the product. One participant mentioned: "If I were offered such a method I would look just happy". But this patient does not trust her doctor (the participants assumed, she is 19-20-24 years old).

The child: It is good that a child is participating in the ad, - it means that the ad relates to the matter of family planning, solving the problem of abortion and health. If it were not for the child there would have been the impression that the mother was too young and did not want to have children at all.

The women in the group were most of all concerned about the question of safety of the injectables for a woman's health. Some participants mentioned in this connection that the "Red Apple" sign itself makes the impression that this product is "ecologically clean", that "it is much better". And, besides, the phrase "trusted by millions" affect the attitude towards the injectables. Other participants still doubt their safety and would like to get more detailed information, e.g. about the composition of the product, the manufacturing country, although they know that they can have such information in the brochure and from a doctor.

Note: After TV spots the women listened to a radio ad. They liked ad # 7 ("a woman and a doctor") best of all. It was mentioned that it contained more concrete information about this method and explained the main properties of injectables (effectiveness, safety, reversibility). The doctor in the ad really gives advice to a patient and is doing that quite convincingly.

Inappropriate expressions: the proverb did not seem appropriate in the ad. Such a proverb is more appropriate if said by an older woman. Besides, the participants did not like the word "mazar", - this is a "terrible word" and is associated with "death". A young woman should simply tell the following: "I have already got one son, and I would like to have a daughter too, but not now".

F. Interest, Relevance and Appropriateness of the Ad

The video spot contains an interesting information about the new contraceptive but it has not been made in a right way. The actors' performance is not expressive. There is no "contact" between the doctor and the patient, they "are separated"; "it is not a consultation", - thus, it is not actually a dialog, that is why the story about the product is not believable. Besides, the ad lacks "cordiality", emotion.

The interior of the room seemed "dull", - it is rather an office of a head person but not of a doctor. The room is "small, narrow, lacking air". The Russian and Uzbek versions have not been sound-tracked properly, - text does not coincide with the actors' lips movements. Besides, they are speaking not very clearly, that is why it is difficult to understand the text (especially the Uzbek one). In the Uzbek version the music is too loud and drowns the text. All this does not make it easy to apprehend the ad.

One participant mentioned that the music was of a "wave-like" character that hindered the apprehension of the ad, and that it should be even during the dialog.

G. Motivation to Act

The participants mentioned that they will get all necessary explanations concerning the injectables in the brochures from "Red Apple" pharmacies and when consulting their doctors, i.e. "these two visits (to a pharmacy and a doctor) are very important". Of 9 participants 8 would like to have the brochures and to consult a doctor. One participant was not going to change her method of contraception to another one so far.

II. Testing the Injectables Radio Ads # 2, 6, 7, 3 (in Uzbek and in Russian)

1. Radio ad # 2 "Woman and friend" (in Uzbek)

a) Overall comprehension: The ad is "understandable", "nice", "pleasant". Such an impression was caused due to the following: child's laughter, "natural situation", "conversation between the friends", pleasant voices.

b) On the whole the participants liked the ad mostly because it was more vivid in comparison to the TV spot. Besides, the radio ad seemed more "understandable" than the TV spot (which is probably explained by the fact that the radio ad was more interesting than the TV spot and, therefore, more understandable).

c) At the same time the information contained in the ad regarding amenorrhea caused concern for the participants. It is "worrying" and makes one think that injectables "affect somehow the organism". Women believe that with menstrual bleeding "something that is not needed for the organism is discharged", and if it is not discharged where it goes to?

Thus, the following opinion was formed in the group: if amenorrhea is explained it will probably seem convenient ("one will not have to buy Tampax"), but so far this information is alarming, and referring to the fact that the same happens to pregnant and breastfeeding women does not reassure because in that case it is "a natural process".

d) The participants did not like that the announcer's voice was a male voice since it makes the impression that a man interferes with delicate women's problems.

2. Radio ad # 6 ("Woman and a Pharmacist") (in Uzbek)

a) The following moments were noted in the group that made comprehension of the ad difficult:

- the woman tells that she "has been taking the injectable for two months already" although earlier it was said that it is to be taken once in 3 months;
- it is not clear at the very beginning of the ad that it is about the injectable contraceptive, - some participants remembered only the words: "As you remember you gave me the drug".

b) The women mentioned that this ad causes more concern than the "Conversation of two friends". They thought that in the "conversation" they were talking about side effects less and in "softer" words, without paying special attention to it. And, besides, the woman in the "conversation" is glad, and in the ad with pharmacist she is worried. Probably it is because in the "conversation" they explained everything to the woman and she liked the injectable, but in the spot with pharmacist they did not explain it properly. Thus, although in the "pharmacist" ad the explanation was given by a specialist, the "conversation of friends" proved more reassuring.

c) Discussion - "should the question of side effects be touched in the ad?"

On the one side, such information is not useless, it "makes sense", since women "are not quite sure that a pharmacist will explain everything, and in this case they will be able to hear all the explanations at least over the TV and radio".

One participant mentioned in this connection: "When you are doing some ironing, for example, and listening to the radio, you realize that you should go to the doctor and have a talk with him".

On the other side, another participant tells the following: "At first I thought that it was an interesting method and wanted to try it. But then, in this ad I heard about heavy bleeding then amenorrhea, and they say it must become normal again after the injections are stopped. So many problems with this! I think I don't need it!"

It was mentioned in the group that such information is not acceptable because elderly people and children may hear it. They will tell that we've had enough advertising of "Tampax", and now they are speaking about menstruation! And if husbands hear this ad they will tell that they will not allow their wives to use this method.

Conclusion: This information should be obtained from a doctor or from brochures.

3. Radio Ad # 7 "Woman and Doctor" (in Uzbek)

a) The participants liked this ad best of all - they estimated it as "excellent", since it is clear "who is asking and about what", that the product is "safe", everything is clear about "space of time" and that a woman "can have more children in future".

One participant mentioned that in the ad a woman "asked just those questions that I myself wanted to ask while listening to the ad".

b) The women recommended to arrange a similar dialog in the TV spot. It was mentioned that it is better when "it is a woman who asks questions first but not a doctor who tells that she is a doctor".

c) 6 participants thought that a male voice in the ad was not acceptable. In this connection it was told that Uzbek women "brought up in our way cannot perceive such an information delivered by a man" (many participants of the group when they heard a male voice smiled with confusion).

4. Radio Ad # 3 "Wife and Husband" (in Uzbek)

a) The opinion of the group was that this ad is "absolutely unacceptable for our region". The ad is maybe "properly produced", but "one feels embarrassment". One participant even looked down when she was listening to the ad because she was a little "ashamed". The participants had doubts: "Do wives really discuss such topics with their husbands?" What especially embarrassed the women was "giggling in the end".

b) 5 participants considered the ad as completely unacceptable. 4 participants told that "husbands must be educated and liberated", and that "it is necessary to bring up new moral principles". Those participants who considered the ad acceptable mentioned that they were "modern women" but still their reaction to the ad was negative, and then what about the "general audience"! Besides, if "the ad will educate" then it will not "advertise the article".

Recommendations on the spots

1. It is better not to mention about side effects in the spots because "only tested and safe products" are usually advertised, "no one foreign company would ever tell about drawbacks". Side effects should be discussed with a doctor since any drug works specifically for each individual. "In any case the new product will not be taken without consulting a doctor".

2. If side effects still are to be discussed it should be done the way they did it in the radio ad # 2 ("Conversation of two friends" - Uzbek version): "the woman was pleased even in spite of side effects".

In the ad # 6 the woman is worried, she says: "You did not tell me everything" although the pharmacist should have explained her everything. Generally speaking, such explanations should be given by a doctor and not by a pharmacist. A pharmacist can give only some general explanations, since "How does he know what category I fall into?". Besides, "people buy something at a pharmacy and go away to different places", and "a doctor knows that 10 women take it and how it works for each of them". "It is abroad that people consult a pharmacist, but we go to a doctor".

3. In the TV spot the doctor should not tell "I recommend it to all my patients", - because "there can be contra-indications for some of them".

4. The participants liked the ad "Conversation of two friends" (# 2) because it was "unobtrusive, calm and easy to comprehend", and "the doctor is educating, advising".

In this connection they recommend that the ad should start with the words: "My friend has told me...".

5. The participants came to the conclusion that there must be a doctor in the ad since many people need explanations and they are convincing only if given by a doctor.

6. The ad # 2 ("Conversation of two friends") (in the Russian language) - comparison with the Uzbek version.

a) The Russian version was less successful than the Uzbek one. The participants did not like the voices, - for example, the friend seemed somewhat rude. There is no "sincerity" in the voices, "there is a dialogue but there is no contact between the women". It seems that the women are sitting in the studio and they are just recording their voices.

b) There is no logic in the dialogue itself: "You have nice boys!" ... and in the next moment: "Do you use a good contraceptive?" Why does the friend ask about contraceptives? "A very strange change in the conversation, nobody will ask that in a real situation". In the Uzbek version this change was somewhat softer and not so unexpected.

c) "The word "ужас"! ("terrible") should not be used. In the Uzbek version the word "дахшат" has somewhat humorous sense, while in the Russian language it means something scary, dreadful.

d) The music on the whole both in the Russian and in the Uzbek versions was assessed positively.

Conclusion

Motivation as regards the injectables.

8 participants of 9 get interested not only in "Red Apple" pharmacies but in the injectables as well. One participant told: "I have 3 children, and I have an IUD for 4 years already. It is time now to remove it and I do not know what to do. That is why the information about injectables was interesting to me".

**MODERATOR'S REPORT ON PRETEST RADIO ADS
FOR INJECTABLE**

City: Tashkent
Group: Female Russians
Moderator: Djamilya Yuldashbaeva
Date: May 17, 1995

I. RADIO SPOT 1 ("Doctor and Woman").

1. The main message - injectables, new method of contraception, a shot every 3 month. A very convenient method.
2. The participants took notice of such characteristics of injectables as convenience, safety and effectiveness. While the participants had no doubts as to convenience of injectables, safety and effectiveness were not substantiated enough. Some of the participants noticed that the ad also says about either instructions or inserts (brochure).
3. Overall the ad was liked, though it aroused some questions (how safe and effective are injectables, what are their side effects, would they be affordable). Women made a comment that if the spot were more detailed it would not be a proper ad.
 - The ad appears to be convincing, music is pleasant, the doctor is credible, though she has a "languid" voice.
4. This spot roused an interest for injectables and a desire to learn more about this method.
5. As to the information that injectables are obtainable at the "Red Apple" pharmacies, the participants took notice of the pharmacy only after second listening. The spot says "any pharmacy with the "Red Apple" sign and the participants remembered "any pharmacy" and did not take in that these are special pharmacies with the Red Apple sign.
 - The participants found it difficult to believe that they can consult doctors about injectables because they are not well aware of new methods of contraception or reluctant to consult.

II. RADIO SPOT 3 ("Woman and her Husband").

1. The participants noted that the spot gives basically the same information as the spot 1, about injectables which are convenient, effective and safe. The participants paid attention to the information that after using injectables women can have children.
 - They also noticed that they can get additional information about injectables in brochures.
2. The participants found this spot less convincing than the previous one in which the main characters were a doctor and a woman.
 - The participants disliked:
 - a) husband's attitude towards the information imparted by his wife was "cold and indifferent".

- b) the participants had an impression that husband and announcer had identical voices.
3. So the first spot was more convincing, because recommendations were imparted by the doctor. Only two participants said they liked spot 3 and the reason was that the problem of protection was discussed in the family by husband and wife and children's voices draw attention to the ad "purely emotionally".

III. RADIO SPOT 2 ("Woman and Friend").

1. This spot was estimated as useful because it shows the "reverse" side of seemingly tempting and at the same time "dreadful" method which can scare away the desire to learn something about injectables.
2. The participants disliked the information that injectables may cause bleeding between cycles and amenorrhea. It was noted that women are prepared for regular periods and unexpected bleeding may cause problems. Women of 34-35 were worried that amenorrhea may indicate early menopause. They also expressed fears that injectables are not very effective and women may get pregnant. And she would not even know that she is pregnant due to the absence of periods.
3. The participants noted that the dialogue of two friends was to create unconstrained and reassuring atmosphere but perhaps bad choice of actresses makes the spot sound scary. Nina has a pining voice, women expressed an opinion that she had pined because she had no periods.
4. Only four out of ten participants were motivated to learn something new about injectables.

IV. RADIO SPOT 6 ("Woman and Pharmacist").

1. While the spot "Woman and Friend" scared the participants this ad was perceived as more reassuring. Apparently this is because the explanations concerning injectables are given by a specialist - pharmacist.
 - It is after this spot that the participants understood that they can consult a pharmacist at the pharmacy not only a doctor.
2. The spot has roused some questions:
 - Are the injectables hormonal?
 - If they contain hormones, is there any risk of "turning into a male in two years", and growing "mutate".
3. The participants noted that they do not use the term "women's days", but they thought that this term was more delicate than "menstrual cycle".
4. One of the participants said it is too complicated to go to a doctor every three months to have a shot.
5. Overall this spot made a better impression than "Woman and Friend". Some participants showed a revival of interest for injectables. Women thought that the safety of injectables should be emphasized, may be by mentioning that they are imported from such countries as Germany, France, Hungary, India, that they have been already tested by other women.

V. RADIO SPOT 7 ("Woman and Doctor").

1. This spot roused interest immediately after first listening. The spot appeared to be successful and convincing. This is due to presence of a doctor in it who gives the necessary explanations concerning injectables, that they are safe both for the woman and future children. This spot was thought more appropriate for Uzbekistan.
2. At the same time women had certain doubts:
 - They were surprised that injectables can be used for a long time without breaks, because they think that people get used to medicines and they become less effective.
 - Some medicines were said to be safe and later we learned they were harmful. Will it not be the same with injectables?
 - Is it not harmful not to have periods long term?
3. Nevertheless the ad was recognized as successful and motivating; practically all participants wanted to have more detailed information about injectables.

VI. RADIO SPOT 4 ("Woman and Pharmacist").

1. The figures given in this spot roused perplexity, because they thought that 9 million women from 100 countries is too small a figure, in Russia alone there are 150 million women. The tag "Injectables are trusted by millions of women all over the world" is much more convincing.
2. Some terms were not understood:
 - e. g. such word as "sparing"
 - It is not understandable why injectables are called a "temporary" method.

The participants expressed an opinion that the spot would be more convincing if among the characters there were users of this method; mere mentioning of 9 million women is not convincing enough. The ad should also explain how long the injectables can be used, because women prefer to use one and the same method.

RESULTS

The most liked spots:

- ◆ Doctor and Woman (1) - 10 voices (pro)
- ◆ Woman and Doctor (7) - 8 voices (pro)

The least liked spot:

- ◆ Woman and Friend (2) - 10 voices (pro)

MODERATOR'S REPORT ON PRETEST RADIO ADS FOR INJECTABLE

City: Tashkent
Group: Female Uzbek

Date: May 18, 1995

I. RADIO AD # 1

1. One of the participants knew about the product. A doctor recommended it to her and told about its drawbacks, that is why she decided to use IUD. The other participants had not heard about the injectables before.
2. "Injectable contraceptive" - this term is not clear to many women. The participants noted that particularly understandable it will be to women from provinces. It would be better to say "preventing unwanted pregnancy". The word "abortion" is not acceptable among Muslims and should be replaced by another one. Since the ad can be heard by the elder as well as by children this word is not suitable. At the beginning of the ad the words of the patient sound unnatural and somewhat tragic.
3. Likes and Dislikes: The announcer's words are considered as a necessary addition to the ad as they help women to learn about a new product and to find it.
 - The participants did not like the announcer's voice, since it does not sound serious. They thought sounded like comic actor who is telling something funny.
4. After listening to the ad # 1 the participants got interested in the product, but they were doubtful about the following:
 - Are they really safe?
 - What makes them better than other contraceptives?
 - Effect from the injectable lasts for a period of 3 months, isn't it harmful for the health?

It would be good to know the opinions of those who have already tried the product. It is necessary to tell about the composition of the injectable and about side effects. The participants mentioned that the ad contained too little information.

5. The participants liked the music very much.
6. Some mistakes were found in the translation into Uzbek. It is said in the ad: "Мен яна хомиладор булишни иштайман ... жуда булмаганда, якин 2 йил ичида". It should be: "Мен жуда булмаганда, якин икки йил ичида яна хомиладор булишни истамас эдим".

II. RADIO AD # 3

1. After listening to the ad the participants had the following questions:
 - Why does the effect of the injectable last only for 3 months?

- Can it be increased at least up to 6 months?
 - Isn't it harmful for the health?
 - How much does the product cost?
2. The participants think that the ad contains too little information.
 3. The participants liked the characters performing in the ad.
 4. Many participants believe that the conversation with a husband should be replaced by the conversation with a mother-in-law. It will correspond better to the local traditions. The conversation with the husband does not sound very nice.

The speaker's voice should be more considerate, sincere, but it is not like this in the ad. There is no link, it sounds cold.

No care and concern about the wife's health are felt in the husband's words. It sounds as a demand for action.

5. The participants suggested to make a TV spot instead of the radio ad.
6. Some participants believe that it is necessary to talk with husbands and discuss these matters with them just to draw their attention and not to estrange them from women's problems.

III. RADIO AD # 2

1. The participants told that after listening to such an ad one will think if she should use injectables or not. The participants had some questions:
 - Why there will be no periods?
 - Can there be any other deviations?
 - Might a woman expect ovaries disfunction?
 - Is it scary?
2. The participants believe that such information should be obtained in women's health centers, women's clubs or from magazines. Only one participant told that this was a truthful information and she would like to try the injectable since IUD has its own drawbacks.
3. The participants did not like the actors in the ad. It seemed that it was a conversation between a mother and her daughter rather than between two friends. They did not like that the friends said to each other "ты". Some participants thought it was a conversation between two sisters (different age).

Dilbakhor is laughing too much in the ad, - it would be better if she would be speaking in a whisper.

Eight participants were against this ad and only two were for it. The participants told that they trust their doctor more than their friend or husbands.

4. It is better not to use the word "хайз хунлари". It does not sound good, it's better to say "ой курдим". The word "дахшат" sounds frightful, it should be replaced with a more natural word.

IV. RADIO AD # 6

1. After having listened to this ad many participants were reassured, believed in safety of this product.
2. The participants did not understand quite well the pharmacist's explanation about side effects of the injectable. It is not explained quite clearly how many times the cycle is changed, and when - after 1-2 injections or in a month?
3. Many participants suggested that the conversation with a pharmacist be replaced with a conversation with a doctor. It is explained by the fact that in real life people trust doctors more, and discuss such questions with doctors not with pharmacists.
4. The participants did not like the actors. They did not like the announcer's voice, - it seemed rude to them. They did not like the phrase "Жуда тез кайтибсиз , Сайерахон" (i.e. "came back so soon"). It is better to say "What worries you?"
5. There is a mistake in the translation of Sayera's words - she says "I have been using it for 2 months already".

V. RADIO AD # 7

1. After having listened to this ad the doubts were a little dispelled. But still there were some questions the women were concerned about:
 - Fears due to the fact of amenorrhea. If there is no change of blood won't it affect a woman's organism? (For example, after the menopause the organism starts getting older very fast).
2. An information about advantages and drawbacks of the offered product should be added.

- It was not clear to the participants if a woman can use the injectable all her life if there are no side effects.

- What should a woman do if she cannot come to get an injection in three months?
 - Isn't it dangerous if there are no periods for the rest of the life?
 - Isn't it related to the menopause?
3. The participants liked this ad best of all. They think that the actors were properly selected. The only drawback is the announcer's voice, - it should be replaced with a woman's voice since his voice sounds rude and tactless.

VI. RADIO AD # 4

1. The participants did not like the phrase "9 million..." - they think this number is not true. Although the number is not small, a woman still must try herself since organisms are different. The information given to the participant did not seem real to them. When they were told that this method is being used for 30 years already they were somewhat disappointed that they did not know anything about this method for such a long time.
2. The participants believe that it would be better if a doctor would tell about the new product. Women do not trust pharmacists so much, they think that pharmacists are not so qualified.
3. The participants suggested that the injectables be made only in the hospitals. It is necessary to check that commercial structures were not involved in that. The prices should be established and people should be informed about them.
4. Many of the participants got interested in the advertised product and would like to try it.

The estimation of the ads:

- Ad # 7: all were "for" it.
- Ad # 2: 8 participants were "against", 2 would like to change it a little.
- Ads # 1 and 3: all were "for" it, although mentioned that it contained too little information.
- Ad # 4: 5 participants were "for" it, 3 -"against", 2 - abstained.

The remaining ads: all were "for" them.

All the ads are good, have certain sequence, one supplements the other, that is why all the improvements recommended for each ad should be taken into consideration.

Some participants decided to consult a doctor and, if the injectable is suitable for them, to use this method.

**MODERATOR'S REPORT ON PRETEST RADIO ADS
FOR INJECTABLE**

City: *Samarkand*
Group: *Female Russians*
Moderator: *Dfamilya Yuldashbaeva*
Date: *May 22, 1995*

I. RADIO SPOT 4 "WOMAN AND PHARMACIST".

1. The main message: A new method the injectable, taken every three months. The participants were interested in this contraceptive which seemed very convenient. So the fact that it is taken only once every three months has turned out to be the most important information for the listeners.
2. It is hard to believe that doctors will be able to give explanations regarding injectables "talkative" pharmacy was also surprise.
3. Believability. The phrase "Nine million women in one hundred countries" seemed unconvincing for the listeners. They think it is a too small figure. Besides, one of the participants surmised that these 9 million women were from China and this circumstance bothered her.
4. On the whole the spot, containing important information, seemed to be interesting. The pharmacist in it was rather credible. At the same time it was noted that such quality of the injectable as convenience was grounded, but there is some doubt regarding safety and effectiveness. It was also mentioned that the word "sparing" increases doubts of regarding the product's safety. Only two participants paid attention to the fact that the injectable is a temporary method. This is not clear, besides, the ad tells about long term usage and it is not clear how a temporary method can be used for a long time.
5. The participants paid attention to the fact that the pharmacies would have the "Red Apple" sign. This sign was understood as the name either of the firm or a certificate. The participants didn't quite understand if these pharmacies would differ from other (for instance, have trained staff). The participants note that it would not be bad to say in the spot that the price is affordable it seemed that such a convenient method could cost very much. They would also like to know if it is intramuscular or intravenous (which is bad). All participants would like to drop in at the "Red Apple" pharmacy and read a brochure about these injectables.

II. RADIO SPOT 6. "WOMAN AND A PHARMACIST".

1. The ad surpassed, alarmed and disappointed. The most alarming points are:
 - amenorrhea;
 - bleeding between periods;
 - will regular periods return after taking injectables;

- amenorrhea can be connected with pregnancy, i. e. women are not quite sure in the effectiveness of the method.
- 2. But it was noted that if amenorrhea was explained, some participants would find it convenient.
- 3. Not only the information in the spot put the participants on guard but it was also the way it had executed. Tanya seemed "light-minded" and "irresponsible" because before taking the injectable she had to learn how it works. Tanya should be more reliable and serious, and be Tatyana not Tanya. The surprise of the pharmacist when he said: "Back so soon?" also worries participants though he himself is credible.
- 4. The participants were surprised to hear that pharmacist was more informed than the doctor and gave explanations, there is a phrase in the spot "the doctor had said something."
- 4. After listening to this spot eight people would like to get information regarding the injectable.

III. RADIO SPOT 7. "WOMAN AND DOCTOR".

- 1. After spot 6 which "scared" women, this ad seemed more reassuring and convincing. They got this impression because a very convincing reliable doctor acted in the spot, and the ad informs listeners.
- 2. It was noted in the group that if the product can be used for a long period of time it might be actually harmless.
- 3. At the same time women wanted to know where the doctor had got the information about the safety and effectiveness of the injectable from. The ad should tell for how long women have been using this method rather than how many women use it.
- 4. Some of the participants suggested that the woman who came to visit the doctor should be more convincing, for instance she should express gladness when she learnt from the doctor about wonderful characteristics of the injectables. May be she should be older.
- 5. All participants would like to get information about the injectables.

IV. RADIO SPOT 2. "WOMAN AND FRIEND".

- 1. The participants liked this spot in general, but as it was mentioned several times that it was because they listened to it after the first three ads and that is why it did not scare them.
- It was also noted that it should be presented in pair with the third spot, but not separately.
- 2. They liked this spot and it seemed interesting to them because 2 friends took part in it and recommendations were given not by a pharmacist who is interested in selling the product only, but by a woman who had already had a positive experience of using this method.
- 3. All the participants would like to get additional information about the injectable.

V. RADIO SPOT 3. "WOMAN AND HUSBAND".

1. The group did not like this spot. It seemed to the participants that it didn't contain any additional information. Besides the dialogue between the wife and her husband about contraception seemed to some participants far from reality especially in Uzbekistan.
2. The participants thought that the spot was not executed well. The wife had a guilty voice as if she was asking to excuse her. The husband made an impression of a man indifferent to his wife's problems. He is not believable.
3. The participants noted that the spot itself didn't motivate them to learn more about the injectable. The interest was aroused by the other spots.

VI. RADIO SPOT 1. "DOCTOR AND WOMAN".

1. This spot is evaluated as conclusive, containing much information, a competent and credible doctor takes part in it.
2. Suggestions: to mention for how many years this method has been used in other countries. If it is shot intramuscular or intravenous, not to use a female name Leila because some of the participants understood it as the brand name.
3. The spot was evaluated as very believable.

Result:

- They liked spots 7, 2, 1, 4 and didn't like 6 - 4 participants; 3 - all participants.

Recommendations:

- Spot 2 should be presented only in pair with spot 7. Spot 1 and 4 are close thematically.

**MODERATOR'S REPORT ON PRETEST RADIO ADS
FOR INJECTABLE**

City: *Samarkand*
Group: *Female Uzbeks*
Moderator: *Mavlyuda Kadirova*
Date: *May 22, 1995*

I. RADIO SPOT 4.

A. Recall, Comprehension, Importance

1. Comprehension of the main message: This ad is about a new method of protection against pregnancy.
2. How important and relevant was the information in this ad?
 - The participants have not heard about this method before. It seemed to them that it is a very convenient method because the injectable is taken only once every three months.
 - The participants think that there is little information in the spot. It is necessary to add more information from the brochure.

D. Reactions to Specific Points in the script

The phrase "Nine million women from one hundred countries" is not convincing. They think that this is not a guarantee. They say that "9 million" is not convincing.

The participants expressed fear if lest the injectable should affect future children.

The ad does not say how long this method of protection can be used. The participants wanted to know if it is possible to use it for 2 or 3 years.

E. Reaction to Specific Points and Executional Elements

The participants think that the voice of the male announcer is inappropriate for this ad, as if he is eavesdropping on women discussing their problems. But nevertheless eight participants decided to keep the male announcer because he separates the ad and gives an additional information. But the actor should be changed. The record must be clearer so that voices sounded more distinctly.

The voices of the pharmacist and the patient were liked. They liked the music in the ad - it is pleasant and recognizable.

The spot seemed interesting to the participants.

The participants consider that every ad should guarantee the quality it is necessary to mention that it is licensed by a medical institution. The participants expressed a wish that this product should not be sold through private sellers. The name of the product should be given in the ad.

The participants think the ad should better be shown on TV so that women would be able to see this product.

RADIO SPOT 6.

1. This ad reassured the participants because there is a conversation with a doctor. The doctor's words were believable.
- At first the participants were alarmed by the absence of period after taking the injectable because they suppose that the natural course is violated. They are afraid of getting pregnant without knowing it. But after the doctor's explanation they were reassured.
2. After the second listening they were alarmed again. Six of them were worried that they wouldn't be able to have children in future. Some participants said they would be afraid to take this injectable.
3. They liked the ad. They also liked the doctor's and the patient's voices. But the announcer should be changed.

RADIO SPOT 7.

The participants liked the fact that after using this method it is possible to get pregnant again.

The term "contraceptive" is hard to understand and must be changed.

The doctor's voice is very pleasant and understandable but the patient speaks in a very low voice and not distinctly. But the doctor must be older than the patient to emphasize her experience. The announcer's voice seemed to be inappropriate.

The participants noted that it is interesting to listen to all 3 spots because one may puzzle, others give additional information and explain.

The participants think it is necessary to specify the period of time when a woman can get pregnant.

It is important to give the price of the product.

The participants noted that it is necessary to have nice words in the spot so that when you listen to it with your husband everything would be pleasant and clear.

RADIO SPOT 2.

1. The participants think this ad is superfluous because there is nothing new in this ad.
2. The participants were alarmed by amenorrhea.
3. The word "dahshat" should be changed, it scares women.
4. Judging by the voices it is difficult to understand who are talking mother and her daughter or two friends. This is just a conversation, not an ad. The conversation of two friends sounds unnatural.

RADIO SPOT 3.

1. After listening to this spot the opinions of the participants split. Some think that it is not necessary to tell men about this problem and others think that on the contrary they must be told about it.
2. It is not clear in the ad in what time a women can get pregnant.
3. The husband did not seem to be concerned and careful enough. May be that is why the participants' opinions have split.
4. They liked the announcer, he is very convincing.

RADIO SPOT 1.

1. The participants think that only healthy women can take the injectable, it is not for all women.
2. There is little information, in the ad additional information be obtain from the brochure.
3. The patient speaks indistinctly. At first she says she doesn't want to have children but then says she want to have them in 2 or 3 years.
 - It is necessary to change the doctor's voice.
4. This ad will not be understandable for many people. It must be listened to in the same order as the participants did.

The participants think that the best one was spot 7.

Nine participants consider the radio spot 2 is unnecessary.

One of the participants was against Radio spot 3.

All other Radio spots were voted "for" by all the participants.

MODERATOR'S REPORT ON PRETEST RADIO ADS FOR CONDOM

City: Tashkent
Group: Male Russians
Moderator: Igor Pogrebov
Date: May 20, 1995

I. INTRODUCTION

Moderator tells the participants briefly about the topic of today's conversation, asks them to be most sincere and active while discussing all questions arising during the conversation. The participants introduce themselves.

II. COMMUNICATION AND RESPONSIBILITY FOR CONTRACEPTION

While discussing how many children the participants would like to have if they would marry today, and, in general, how many children should a family have, the opinions were almost similar - two-three, not more.

The participants believe that child spacing should be 2-3 years, at least 1.5 years.

As for who should be responsible for having children only when a family wants it, the participants think that both the wife and the husband should bear such responsibility. All the problems should be solved jointly and discussed between the spouses.

As it turned out the participants discuss these problems in their families. Sometimes the husband starts such conversation, and sometimes - the wife.

When asked where men could get the information on these problems the participants were puzzled. Many of them think that there is too little information available on these matters.

What could make men more actively participate in family planning? The participants believe that the main factor could only become the improvement of living standards which, for example, resulted in such behavior, of men in the West.

When the moderator told that, in his opinion, men has the only real possibility to participate in family planning - to use condoms, - one participant told that there were also surgical methods. But most of the participants were against any surgical methods of solving this problem. In general, they believe that only those men would agree to surgical intervention who are determined not to have any more children.

III. ATTITUDES AND USE OF CONDOMS

When the conversation turned on the use of condoms one of the participants said the following: "Imported condoms are too thin and the Soviet ones - like an imitation leather boot". Another participant told that there is a preconceived opinion that condoms somewhat dull sexual feeling. In his opinion it is not true and his long-term experience proves that.

There were two different opinions concerning the condoms: some participants thought that they dull the feeling, others did not agree with that.

The participants believe that condoms are used mostly by unmarried men and those men who have extramarital relations. At the same time, the participants protested when the moderator said that condoms should be used in situations when other contraceptive methods are not suitable. The main objection was that it is always possible to find some way out, since there is a lot of methods. Thus, men still are not ready to admit that there are such situations in the family that would make them take this decision: to use condoms. Condoms still remain the method used "outside the family". And from psychological point of view they are considered this way by men who, judging by their words, admit their importance and usefulness in the family life.

Most of the participants had used condoms: 8 of 10. They mentioned Indian, Chinese, Austrian, Soviet condoms. Some are of the opinion that "Soviet" condoms are better because they are "more reliable". One participant mentioned jokingly that "they are stretched out so much that if you are too much enthusiastic you can loose it".

Indian condoms are considered to be of the worst quality. At the same time, it seems that the participants' experience in using condoms is limited, since only two-three of them actively participate in the conversation and others do not tell anything neither about the brands nor about the quality of condoms.

As far as the price for condoms is concerned: acceptable is considered the price of 5-8 soums (not more than 10) per a pack of 3 pieces.

While discussing the question if women buy condoms the first reaction was that they do - for the resale. Later on two opinions formed: some of the participants thought that condoms were bought by common women, as well while others believed that only "professional women" bought them. But, still, there was no heated discussion upon this topic.

IV. IMMEDIATE REACTIONS TO THE FIRST CONDOM RADIO AD

Recall, Comprehension and Importance

While discussing the main idea of the ad the participants had a clear understanding that a method of contraception was advertised. But some of them paid more attention to AIDS and STDs while the others - to unwanted pregnancy. One participant mentioned that the ad was about "double protection".

Another participant (he speaks in a low voice, giving weight to each word, making the others listen to him, - judging from his appearance, older and more experienced than others) told that it seemed to him that the main idea of the ad was the idea of "taking care". Some participants agreed with him.

The end of the ad, to their opinion, was "too hasty", - as if everybody were in a hurry.

What was the most easy to recall in the ad - that one can go to a kiosk and buy condoms (i.e. their availability).

Some of the participants went on insisting that the matter of quality is not so important and that the ad attaches the prior importance to the question of "taking care of the family and its

members' health". These participants are of the opinion that the questions of quality are not so important in their life than it is believed by some people.

The participants did not find anything in the ad that was confusing for them or hard for understanding. However, some of them mentioned that the topic itself is a little embarrassing: it is somewhat unexpected in such a context. One of the participants remembered that when there was a discussion about condoms in connection with AIDS everything seemed quite natural, but here the stresses are shifted. The participants believe that it would be better if condoms would be advertised in a more "noble" way (i.e., for example, as the means of care of the family's health, etc.).

Likes and Dislikes

When it was asked if everybody understood the name of the condoms - "OK", it turned out that it was not clear for all the participants what the name of the condoms was - "OK" or "Red Apple" (4 participants thought that the name was "OK", 4 - "Red Apple" and 2 could not give any answer).

Therefore, the brand name is not recalled well enough while listening to the ad for the first time. However, the participants are of the opinion that after listening to the ad for the second time everything will be quite clear.

According to the participants' opinion, there was nothing particularly appealing in the ad, maybe with the exception of "care for the family".

What they did not like most of all was that the ad was somewhat "falsely cheezful" (especially the voice of the elder interlocutor), thrusts their opinion on the listeners.

The participants believe that it would be better if "the elder" would simply give "the younger" a piece of practical advice but not in that tone of voice like in the ad.

The participants did not like that the ad was a little bit artificial, "unnatural", "theatrical". And they did not like it was a "hasty" end of the ad.

The participants believe that the age of "the younger" partner eliminates the idea of caring about the family being originally set in the ad. If he had been a little older and "the tone of the ad" changed then "everything would have been OK".

The participants propose as well that the place of condoms' manufacture was mentioned in the ad, to tell, for example, that they "correspond to the best American standards" or something like this.

Believability

It was the opinion of some participants that it was hard to believe that "the elder" partner constantly (during 1-2 years) used condoms.

But, on the whole, the participants think that there are no such points in the ad that are hardly believable.

V. IMMEDIATE REACTIONS TO THE SECOND CONDOM RADIO AD

Recall, Comprehension and Importance

The idea of the second ad was defined by the participants as "preventing pregnancy and STDs".

However, they believe that the aim of the second ad is not care for the family but rather the advertisement of condoms.

In the ad they just say in a more simple way that one should buy "OK" condoms which are more reliable.

The ad is criticized from the first moment: the seller's tone of voice is "typically television-like". At the same time, other participants mention that the seller's voice is "normal" because he offers "a good thing" to a doubtful customer.

The participants tell that they did not find in the ad anything that was new for them, although people from remote provinces could probably find in it a lot of new and interesting information for themselves.

Likes and Dislikes

The participants assessed this ad as "more vivid", "more specific". It is clearly explained here where and what one should buy, while the first ad still produces a more favorable impression.

The participants did not like that the customer is "too shy" and stammers too much.

Believability

The situation itself modelled in the ad did not seem believable enough. For example, when asked where the action took place in the ad they answered first that probably in a pharmacy (one participant said: "in a Red Apple pharmacy"). Then, however, they noticed the street noise and the discussion changed its direction: it was surely not a pharmacy, at least not a big pharmacy, but rather a street kiosk or a stand.

There was a contradiction between the too knowledgeable and obliging pharmacist (seller) and street noise. Such seller cannot stand at a kiosk. On the other side, there can not be such a street noise inside a pharmacy.

VI. LOGO AD DEMONSTRATION

Instead of the TV spot a "Red Apple" logo poster was demonstrated. The participants asked what will be sold in these pharmacies.

VII. SUBSEQUENT REACTIONS TO THE FIRST CONDOM RADIO AD

Reactions to Specific Copy Points and Executional Elements

The first reaction of the participants was the following: "it is absolutely unclear who is speaking with whom". Some participants mixed up "the elder" interlocutor with "the pharmacist", - they thought that it was the pharmacist who was surprised that "the younger" was using condoms.

"We could not make it out how many participants there were in the ad - three or two". It was not clear for the participants because the voices are very much alike.

The discrepancy, - as the participants think, - arose at the moment when one of the interlocutors tells that he has to stop at a kiosk and buy condoms. The pause that follows makes an impression that it is the pharmacist who is surprised at the purchase.

There were different opinions as to whether concrete personal names should be used in the ad. Some think that there is no need in the names, the others believe that using the names would just create the necessary atmosphere that will suit this ad very much. The name "Dilya", - as the participants think, - suits this ad perfectly. One of the participants (of Eastern appearance) says that if the name "Dilya" is used in the ad it will mean that condoms can be used by "Easterners" as well, that it is used here with this purpose. And he thinks that it is quite good.

While discussing the word "condom" itself used in the ad the participants agreed that it can be used and that it does not bear any negative connotation and does not "grate upon the ears". The use of other words (e.g. "method of protection for men") will cause difficulties: which method is meant, how to use it, etc.

Mentioning STDs in the ad was perceived as quite normal. The participants consider that there is nothing bad in it.

All the participants understood quite well what "double protection" meant. While discussing the question of a "proper" price the participants agreed that the price of 8-10 soums per a pack was quite acceptable. And they mentioned also that a reasonable price is quite compatible with a good quality: "All that glitters is not gold", as one of them said.

What do they think of the condoms quality? The participants think that these condoms must be of a high quality. There are two reasons for that:

- the word "OK" is used in the name;
- it is mentioned in the ad that they are used by millions of couples around the world.

But on the whole, as they think, personal experience is the best.

It is most likely, - as the participants think, - that the condoms will be bought by men, irrespective of their income, age and nationality.

Interest and Appropriateness of the Ad

The ad is a little dragged out. One participant says that there is one moment in the ad when it seems that it is the end but then it suddenly continues.

The ad is targetted at any kind of audience: both for the young and for the elder. In general, the participants have difficulty in defining whom this ad is speaking to.

The participants did not feel that the ad was speaking to them personally. However they mentioned that the ad was not foisted upon them and was rather pleasant to listen to.

The participants believe that there is nothing offending or bothering in the ad. It is quite appropriate to air on mass media.

One participant characterized this ad as a "poor" one. On the whole, it was noted that for an ad to retain in one's memory visual perception is necessary.

VIII. SUBSEQUENT REACTIONS TO THE SECOND CONDOM RADIO AD

Reactions to Specific Copy Points and Executive Elements

The immediate reaction to the second listening is as follows. After the seller says that condoms prevent unwanted pregnancy, STDs and AIDS, the customer tells that now he will have one problem less. Which problem is meant?

This ad is more informative and it is more clear what are the main points in it.

The characters are quite appropriate. "They do not exclaim with admiration", - as one of the participants said. Unlike the first ad, this ad lacks "false cheerfulness" and pathetics.

Not all the participants heard the pharmacist's words about the short-term method, but everybody understand these words as "single-use". As for long-term methods, they think that these are pills, IUD and the like.

The pharmacist's words that condoms are "reliable and indispensable", are not quite believed, they are considered just a "standard" phrase. But if he, for example, would say that they are supplied from London, it would be more convincing. The phrase that these products are used by "millions of couples" is also perceived as a standard one. Although some participants find it convincing. And in this case it is not the pharmacist's intonation that convinces but the fact itself.

It was hard for the participants to determine where the condoms were manufactured.

Interest and Relevance of the Ad

The second ad was found more interesting than the first.

IX. COMPARISON OF TWO ADS

The opinions of the participants were divided equally: 5 were in favor of the first and 5 - in favor of the second ad.

And the participants believe that the first ad shows husband's care for his wife while the second is more "technical" and informational - what is to be bought, where and how, and what it is used for.

X. RECOMMENDED IMPROVEMENTS TO BEST-LIKED AD

The improvements suggested by the participants are as follows. The first and the second ads should be combined together since both need to be revised and improved. From the first ad the idea of concern about wife and family should be taken, and from the second - its informative part.

MODERATOR'S REPORT ON PRETEST RADIO ADS FOR CONDOM

City: Tashkent
Group: Male Uzbeks
Moderator: Ibragimjon Makhmudov
Date: May 19, 1995

II. COMMUNICATION AND RESPONSIBILITY FOR CONTRACEPTION

1. How many children would you like to have?

In average most of the participants prefer to have 2-3 children. Those who have more than three (there were two of them) explained it by desire to have children of different sexes. For instance, there are only girls in the family, and parents want to have a boy too and thus their goal not limiting but waiting for a son's birth.

2. What space there should be between children?

Most frequently the participants said that child spacing should be 2 years. This time is needed for restoring woman's health. 2 or 3 participants thought that spacing should be 3-4 years. In this time elder children will grow up and become independent enough and besides can help parents to look after younger children.

3. Have you ever discussed problems of protection against pregnancy with your wife?

Almost all participants answered positively.

4. Responsibility for protection.

In many cases responsibility for protection against pregnancy is laid on women, because, as some participants explained it, methods of contraception used by women are more convenient than those used by men. A woman can see to it beforehand, and a man must think about it at the most "interesting" moment. Another argument is that the sperm is for fertilization and it is inexpedient to ejaculate it out and it is also a sin. That is why a woman should think about protection. One of expressed opinions was that withdrawal affects male nervous system and from this point of view this method of protection should not be used.

III. ATTITUDES AND USE OF CONDOMS

1. Limited usage of condoms was explained by insufficient reliability and poor quality. The participants think that condoms should not be used in the family. Condoms are not protection against different STDs (three participants share this view). One of the participants said that frequent usage of condoms affects male nervous system and this may influence family life negatively.

- Thus it may be concluded that condom is not perceived as a reliable and effective method of contraception. The participants have also noted that condoms are relatively expensive and not affordable to many people. Besides in Uzbekistan the majority of the population lives in rural regions and it may well be that they have never seen condoms.

- It was elucidated that almost all participants (10 men) have used condoms some time or other. Their unanimous opinion was that basically condoms are used out of the family for protection against Studs.
2. Who most take the responsibility for protection against pregnancy?
 - The answer was as follows: 8 participants think it is female responsibility and 3 participants answered that both man and woman are responsible.
 3. Brand of condoms.
 - The participants named some countries of manufacture - Bangladesh, India, European. With studs, colored, scented, thin, thick.
 - Foreign brands are preferred, the thinner the better.
 - Prices: 8; 3; 25; 50 sums.

Do women ever buy condoms?

Those women who are professional prostitutes buy them. A woman can buy condoms if nobody sees her making this purchase. It is acceptable (but in rare cases) that a woman buys condoms for her husband with the object of protection against pregnancy.

It was elucidated that basically "male responsibility" is perceived as understanding female problems by men, that is how much he helps a woman in protection against pregnancy. In this case husband does not take responsibility in the strict sense of the word, his responsibility consists in allowing his wife to use contraceptives, understanding her problems, consenting to limit number of children in the family.

Sources of information are first of all women and friends.

IV. GENERAL REACTIONS TO FIRST CONDOM RADIO AD

1. The main idea of the ad was comprehended by the participants as:
 - protection against pregnancy
 - creating awareness about "O.K." brand
 - creating awareness about "Red Apple" sign
2. They liked that for the first time an endeavor was made to speak so openly on such a "forbidden" topic in Uzbek. The brand name "O.K." and information on methods of protection against studs ad is timely.

Our male population is not prepared enough to using condoms for protection against pregnancy, that is why a man buying condoms for using in the family is something foreign for Uzbek mentality and disliked.

They also did not like that it was difficult to make out the voices. The buyers friend can be taken for the seller.

V. GENERAL REACTIONS TO SECOND CONDOM RADIO AD

1. The main idea of the ad: Condoms can should be used by men for protection of women against pregnancy. Many participants were unanimous in saying that the state of the buyer on the pharmacy, his embarrassment and shyness regarding the purchase are natural for many men and considered this a positive point of the ad.
2. Who does this ad speak to?
 - 4 participants answered that the ad speak to people like themselves, 6 participants do not think the ad speaks personally to them.
3. The majority of the participants think that the characters are appropriate.
4. The ad is considered interesting and appealing because of its novelty.

VI. REACTION TO SPECIFIC COPY POINTS (FIRST AD).

1. The participants understood that the first man buys condoms for family planning, protection from pregnancy.
 - The second men buys condoms for protection against STDs. This idea appeared in the group only after moderato's probes.
2. Brand name "O.K." is perceived as a sign of reliability and a guarantee of success.

"Double protection" is understood as protection against pregnancy and diseases. But protection against STDs in the participants opinion, decreases the value of the ad, because the main idea of the ad is family planning, and the idea about protection against STDs brings something sinful (disease) into something sacred (family). That is why from psychological point of view it is better not to draw attention of the potential listeners to this part of the ad, i. e. protection against diseases.

3. After listening to the ad most probable buyers of "O.K." condoms would be people who:
 - care about their health
 - prepare for adultery
 - plan children' births in the family

VII. REACTION TO SPECIFIC COPY POINTS (SECOND AD)

1. According to the participants' opinion the main idea of the ad is family planning.
2. The participants think that the condoms are imported from Europe, an English speaking country and this is indicated by the brand name "O.K."
3. The majority of the participants consider the ad interesting and useful. In the opinion of some of the participants most appealing is that elements of ethnic etiquette is taken into consideration in the ad - how people greet each other, shyness of the buyer, attention to the

buyer on the sellers side. The first ad lacks greetings and that is why the second ad has an advantage.

4. Regarding probably buyers of "O.K." condoms the participants said that people who are not knowledgeable enough in problems of contraception would be likely to buy them. In their opinion young people or newly-weds pertain to this group.
5. The majority of the participants were unanimous in the question of broadcasting this ad in Uzbekistan. They think it would be more expedient to air first a spot on family planning and some methods of contraception, preferably in a health radio program.

VIII. COMPARISON OF TWO CONDOM ADS

1. The majority of the participants (8 men) think that the second ad contains more information about condoms.
2. The second ad is more believable. It explains the properties of condoms in detail.
3. In the second ad the character are more appropriate and there are more elements of natural behavior of the participants.
4. Regarding the first ad the participants expressed an opinion that personal names should not be used (the buyer mentions his wife's name Guzalhon), because this is rather a delicate topic, people who have the same name may be embarrassed to hear it in the ad.

The following wishes were expressed:

- ◆ There should be a preparatory stage before broadcasting both ads.
- ◆ The ad should be on air in the evening time to target it at adults.
- ◆ The ads should be incorporated into health radio programs.
- ◆ It would be advisable to change the order of presentation of the ads. The second as is more gentle, and the characters look more natural.

VOLUME III. FREQUENCY REPORT

INJECTABLE TV AD (FEMALE GROUPS)																	
Question 1. Besides trying to sell a product, what were the main messages this ad was trying to communicate?																	
MAIN IDEAS	GROUPS																
	TOTAL		TOTAL RUSSIAN		TOTAL UZBEK		TASHKENT						SAMARKAND				
	num.	%	num.	%	num.	%	Russian		Uzbek		Mixed		Russian		Uzbek		
						num.	%	num.	%	num.	%	num.	%	num.	%	num.	%
Campaign Against Abortions and for Protection Against Unwanted Pregnancy	24	47.06	16	53.33	8	38.1	9	90	3	30	2	20	5	50	5	45.45	
Means of Protection Against Venereal Diseases and AIDS	2	3.9			2	9.5									2	18.18	
To Inform about Specific Properties of Injectables (Their Safety, Convenience Effectiveness, Accessibility)	28	54.9	27	90	1	4.8	8	80			9	90	10	100	1	9.1	
Educational Goals, Concern about Family and Women	23	45.1	6	20.0	17	81.0			10	100	5	50	1	10	7	63.64	
Other	3	5.9	1	3.3	2	9.5	1	10	2	20							

INJECTABLE TV AD (FEMALE GROUPS)																
Question 2. What specific features of this new product were mentioned in this ad?																
GROUPS																
MAIN IDEAS	TOTAL		TOTAL RUSSIAN		TOTAL UZBEK		TASHKENT						SAMARKAND			
							Russian		Uzbek		Mixed		Russian		Uzbek	
	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%
Safety of the Injectables	33	64.71	16	53.33	17	81	4	40	8	80	5	50	7	70	9	81.82
Effectiveness, Usefulness, Convenience of the Injectables	48	94.1	27	90	21	100	8	80	10	100	9	90	10	100	11	100
Fear of Injectables	1	2.0	1	3.3			1	10								
Fear of Side Effects	1	2.0	1	3.3			1	10								
Other	6	11.8	5	16.7	1	4.8	1	10			1	10	3	30	1	9.1

INJECTABLE TV AD (FEMALE GROUPS)																	
Question 3. Was there anything you found confusing or hard to understand?																	
ANSWERS	GROUPS																
	TOTAL		TOTAL RUSSIAN		TOTAL UZBEK		TASHKENT						SAMARKAND				
							Russian		Uzbek		Mixed		Russian		Uzbek		
	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	
Yes	10	19.6	8	26.67	2	9.5	5	50	1	10	1	10	2	20	1	9.1	
No	40	78.4	21	70	19	90.5	5	50	9	90	9	90	7	70	10	90.9	
If yes, what did you find confusing?																	
Unclear Message about Mechanism of its Action	3	5.9	3	10			2	20			1	10					
Doubts Regarding Harmlessness of Injectables	1	2.0	1	3.3			1	10							1	9.1	
Executorial Shortcomings of the Ad	7	13.7	6	20.0	1	4.8	3	30	1	10	1	10	2	20			

INJECTABLE TV AD (FEMALE GROUPS)																
Question 4. What, if anything, did you like about the ad?																
ANSWERS	GROUPS															
	TOTAL		TOTAL RUSSIAN		TOTAL UZBEK		TASHKENT						SAMARKAND			
	num.	%	num.	%	num.	%	Russian		Uzbek		Mixed		Russian		Uzbek	
	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%
Safety of the Injectables	7	13.73	3	10	4	19	1	10	2	20	1	10	1	10	2	18.18
Effectiveness of the Injectables	6	11.8	3	10	3	14	1	10	3	30	1	10	1	10		
Long-term use and Convenience of the Injectables	4	7.8	3	10.0	1	5	2	20			1	10			1	9.1
Actors and Musik	16	31.4	12	40.0	4	19	2	20	1	10	3	30	7	70	3	27.3
Simplicity, Intelligibility and Clearness of the Ad	28	54.9	16	53.3	12	57.1	6	60	4	40	5	50	5	50	8	72.7
That the Ad is Speaks to Women of the Republic	2	3.9			2	9.5			2	20						

INJECTABLE TV AD (FEMALE GROUPS)																
Question 5. What, if anything, did you dislike about the ad?																
ANSWERS	GROUPS															
	TOTAL		TOTAL RUSSIAN		TOTAL UZBEK		TASHKENT						SAMARKAND			
	num.	%	num.	%	num.	%	Russian		Uzbek		Mixed		Russian		Uzbek	
	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%
The Ad is Dragged out, Music is Monotonous	10	19.61	6	20	4	19	2	20	4	40	3	30	1	10		
Insufficiency of Information about the Product	8	15.7	5	16.67	3	14	4	40	1	10	1	10			2	18.18
Incomprehensible Words and Expressions the Proverb	5	9.8	1	3.333	4	19	1	10	2	20					2	18.18
Characters, the Format of Dialogues	8	15.7	8	26.7			3	30			5	50				
Other	7	13.7	5	16.7	2	9.5	1	10	2	20	1	10	3	30		

INJECTABLE TV AD (FEMALE GROUPS)																	
Question 6. In your opinion, what type of person was this ad speaking to?																	
GROUPS																	
ANSWERS	TOTAL		TOTAL RUSSIAN		TOTAL UZBEK		TASHKENT						SAMARKAND				
							Russian		Uzbek		Mixed		Russian		Uzbek		
	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	
Someone like me	42	82.4	23	76.67	19	90.5	6	60	10	100	9	90	8	80	9	81.8	
Someone else, not me	5	9.8	5	16.67			4	40					1	10			
If someone else, who was it speaking to and what makes you think this?																	
Because I am Well Informed and Educated	2	3.9	2	6.667			2	20									
The Ad is Intended for Shy People	1	2.0	1	3.333			1	10									
The Ad is for Those Who Have no Time	1	2.0	1	3.333			1	10									
The Ad is for Those Who Do not Understand the Importance of Contraception	1	2.0	1	3.3									1	10			

INJECTABLE TV AD (FEMALE GROUPS)																	
Question 7. How would you describe the woman in the ad who was giving the information?																	
ANSWERS	GROUPS																
	TOTAL		TOTAL RUSSIAN		TOTAL UZBEK		TASHKENT						SAMARKAND				
							Russian		Uzbek		Mixed		Russian		Uzbek		
	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	
Knowledgeable	48	94.12	27	90	21	100	10	100	10	100	9	90	8	80	11	100	
Not Knowledgeable	3	5.9	3	10							1	10	2	20			
Reassuring	48	94.1	27	90	21	100.0	9	90	10	100	10	100	8	80	11	100	
Not Reassuring	2	3.9	2	6.67			1	10					1	10			

INJECTABLE TV AD (FEMALE GROUPS)																	
Question 8. Which of the following sets of words best describes how you felt about this ad?																	
GROUPS																	
ANSWERS	TOTAL		TOTAL RUSSIAN		TOTAL UZBEK		TASHKENT						SAMARKAND				
							Russian		Uzbek		Mixed		Russian		Uzbek		
	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	
Interesting	48	94.12	27	90	21	100	8	80	10	100	10	100	9	90	11	100	
Not Interesting	2	3.9	2	6.667			2	20									
Contained important information	47	92.2	27	90	20	95.2	8	80	10	100	10	100	9	90	10	90.91	
Did not contain important information	3	5.9	2	6.667	1	4.8	2	20							1	9.1	

INJECTABLE TV AD (FEMALE GROUPS)																
Question 9. Where did the ad say these products were available?																
GROUPS																
ANSWERS	TOTAL		TOTAL RUSSIAN		TOTAL UZBEK		TASHKENT						SAMARKAND			
							Russian		Uzbek		Mixed		Russian		Uzbek	
	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%
At Pharmacy	19	37.25	12	40	7	33	7	70	1	10	2	20	3	30	6	54.55
At Hospital	1	2.0			1	5			1	10						
At Women's Consultation Center	3	5.9	2	6.7	1	5	1	10			1	10			1	9.1
Wherever There is the "Red Apple" Sign	9	17.6	5	16.7	4	19	1	10	2	20			4	40	2	18.2
At any Shop, Except Grocery	1	2.0	1	3.3			1	10								
Do not Remember	22	43.1	13	43.3	9	42.9	3	30	7	70	8	80	2	20	2	18.2

INJECTABLE TV AD (FEMALE GROUPS)																	
Question 10. Was there anything in this ad that might bother or offend people you know?																	
GROUPS																	
ANSWERS	TOTAL		TOTAL RUSSIAN		TOTAL UZBEK		TASHKENT						SAMARKAND				
	num.	%	num.	%	num.	%	Russian		Uzbek		Mixed		Russian		Uzbek		
	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	
Yes	4	7.8	3	10	1	4.8	2	20	1	10			1	10			
No	45	88.2	26	86.67	19	90.5	8	80	9	90	9	90	9	90	10	90.9	
If yes, what might bother some people?																	
Possible Ineffectiveness of the Injectable	2	3.9	2	6.667			1	10			1	10					
The Price of Injectables							1	10									
Problems of Search for Injectables	1	2.0			1	4.8			1	10							
Possibility of Side Effects	1	2.0	1	3.3									1	10			

INJECTABLE TV AD (FEMALE GROUPS)																	
Question 11. On an overall basis, how appealing did you find this ad?																	
GROUPS																	
ANSWERS	TOTAL		TOTAL RUSSIAN		TOTAL UZBEK		TASHKENT						SAMARKAND				
							Russian		Uzbek		Mixed		Russian		Uzbek		
	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	
Very Appealing	21	41.18	11	36.67	10	47.62	1	10	5	50	4	40	6	60	5	45.45	
Somewhat Appealing	27	52.9	17	56.67	10	47.6	9	90	5	50	5	50	3	30	5	45.45	
Not at All Appealing	2	3.9	1	3.333	1	4.8					1	10			1	9.1	

INJECTABLE TV AD (FEMALE GROUPS)																	
Question 12. How likely would you be to talk to your doctor about this new injectable product?																	
ANSWERS	GROUPS																
	TOTAL		TOTAL RUSSIAN		TOTAL UZBEK		TASHKENT						SAMARKAND				
	num.	%	num.	%	num.	%	Russian		Uzbek		Mixed		Russian		Uzbek		
						num.	%	num.	%	num.	%	num.	%	num.	%	num.	%
Very Likely	31	60.78	20	66.67	11	52.38	6	60	5	50	6	60	8	80	6	54.55	
Somewhat Likely	14	27.5	5	16.67	9	42.9	2	20	5	50	3	30			4	36.36	
Not at All Likely	5	9.8	4	13.33	1	4.8	2	20			1	10	1	10	1	9.1	

FIRST CONDOM RADIO AD "MALE RESPONSIBILITY" (MALE GROUPS)						
Question 1. What were the main ideas the ad was trying to get across?						
MAIN IDEAS	GROUPS					
	TOTAL		TASHKENT			
	Number	%	Russian		Uzbek	
Number			%	Number	%	
Condoms Assist in Protection Against Pregnancy and in Family Planning	14	70	7	70	7	70
Condoms Assist in Protection Against Venereal Diseases and AIDS	14	70	9	90	5	50
Necessity and Reliability of Condoms	7	35	4	40	3	30
Male Responsibility and Possibility of Maintaining Psychological Comfort in the Family	3	15	2	20	1	10

FIRST CONDOM RADIO AD "MALE RESPONSIBILITY" (MALE GROUPS)						
Question 2. Was there anything you found confusing or hard to understand?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
			Russian		Uzbek	
	Number	%	Number	%	Number	%
Yes	6	30	2	20	4	40
No	14	70	8	80	6	60
If yes, what did you find confusing?						
Discussion of Such Intimate Issues is Embarrassing	4	20	1	10	3	30
The Possibility of Using Condoms in the Family Embarrasses	1	5			1	10
Indication of the Concrete Number of Condoms Purchased by the Buyer in the Ad was not Understood	1	5	1	10		

FIRST CONDOM RADIO AD "MALE RESPONSIBILITY" (MALE GROUPS)						
Question 3. What, if anything, did you particularly like about the ad?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
	Number	%	Russian		Uzbek	
Number			%	Number	%	
Characters, the Format of Dialogues	4	20	2	20	2	20
Clearness, Simplicity, Inobtrusiveness of the Ad	8	40	2	20	6	60
Informativeness of the Ad	4	20	2	20	2	20
The Theme of Care About Wife and Mutuals into a Family	2	10	2	20		
Truthfulness (Plausibility) of the Ad	3	15	2	20	1	10

FIRST CONDOM RADIO AD "MALE RESPONSIBILITY" (MALE GROUPS)						
Question 4. What, if anything, did you not like about the ad?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
	Number	%	Russian		Uzbek	
Number			%	Number	%	
Excessive Optimism of the Ad, Its Lightness and General Tone	2	10	2	20		
Insufficient Persuasiveness	2	10	1	10	1	10
Format of Dialogues, Actors	4	20			4	40
Insufficient Informativeness	5	25	1	10	4	
Inappropriateness of the Ad for the Culture of Uzbek People	2	10			2	20

FIRST CONDOM RADIO AD "MALE RESPONSIBILITY" (MALE GROUPS)						
Question 5. In your opinion, what type of person was this ad speaking to?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
			Russian		Uzbek	
	Number	%	Number	%	Number	%
Someone Like Me	13	65	9	90	4	40
Someone Else, not Me	7	35	1	10	6	60
If someone else, who was it speaking to and what makes you think this?						
Because I Do not Need Such Ads	2	10	1	10	1	10
Because I Do not Use Condoms or Do not Use Condoms Frequently	3	15			3	30
Because I Can Manage My Necessities	1	5			1	10
Because Protection Against Pregnancy is Woman's Problem	1	5			1	10

FIRST CONDOM RADIO AD "MALE RESPONSIBILITY" (MALE GROUPS)						
Question 6. Did the characters in the ad seem appropriate to you?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
	Number	%	Russian		Uzbek	
Number			%	Number	%	
Yes	14	70	8	80	6	60
No	6	30	2	20	4	40
If no, why did they not seem appropriate?						
Their Age is Inappropriate	1	5	1	10		
The Announcer Should be a Woman	2	10	1	10	1	10
Female Voice is not Wanted in the Ad	2	10			2	20
National Peculiarities of Uzbek are not Taken into Account	2	10	1	10	1	10

FIRST CONDOM RADIO AD "MALE RESPONSIBILITY" (MALE GROUPS)						
Question 7. What did the ad say to look for to know where to by these products?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
	Number	%	Russian		Uzbek	
Number			%	Number	%	
At a Pharmacy	5	25	2	20	3	30
At a Kiosk	1	5	1	10		
Where There is "Red Apple" Sign	7	35	3	30	4	40
The Ad Says Nothing About It	3	15	2	20	1	10

FIRST CONDOM RADIO AD "MALE RESPONSIBILITY" (MALE GROUPS)						
Question 8. Which of the following words best describe how you felt about the ad?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
	Number	%	Russian		Uzbek	
Number			%	Number	%	
Interesting	15	75	7	70	8	80
Not Interesting	5	25	3	30	2	20
Contained Important Information	16	80	7	70	9	90
Do not Contained Important Information	4	20	3	30	1	10
Believable	13	65	7	70	6	60
Do not Believable	6	30	3	30	4	30

FIRST CONDOM RADIO AD "MALE RESPONSIBILITY" (MALE GROUPS)						
Question 9. Was there anything in this ad that might bother or offend people you know?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
			Russian		Uzbek	
	Number	%	Number	%	Number	%
Yes	2	10			2	20
No	18	90	10	100	8	80
If yes, what might bother some people?						
Low Awareness About Condoms	1	5			1	10
Information About Venereal Diseases Many People are Concerned About Their Spreading	1	5			1	10

FIRST CONDOM RADIO AD "MALE RESPONSIBILITY" (MALE GROUPS)						
Question 10. On an overall basis, how appealing did you find this ad?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
	Number	%	Russian		Uzbek	
Number			%	Number	%	
Very Appealing	5	25	3	30	2	20
Somewhat Appealing	15	75	6	60	9	90
Not Appealing	1	5	1	10		

FIRST CONDOM RADIO AD "MALE RESPONSIBILITY" (MALE GROUPS)						
Question 11. After seeing this ad, how likely would you be to try this product?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
			Russian		Uzbek	
	Number	%	Number	%	Number	%
Likely	13	65	8	50	5	50
Not Likely	6	30	1	10	5	50
Difficult to Answer	1	5	1	10		

SECOND CONDOM RADIO AD "CONVERSATION AT THE PHARMACY" (MALE GROUPS)						
Question 1. What were the main ideas the ad was trying to get across?						
	GROUPS					
MAIN IDEAS	TOTAL		TASHKENT			
			Russian		Uzbek	
	Number	%	Number	%	Number	%
Condoms Assist in Protection Against Pregnancy and in Family Planning	7	35	4	40	3	30
Condoms Assist in Protection Against Venereal Diseases and AIDS	10	50	4	40	6	60
Necessity and Reliability of Condoms	7	35	5	50	2	20
Male Responsibility and Possibility of Maintaining Psychological Comfort in the Family	1	5	1	10		
There are Nothing Ideas, but There is Simple Ad of Concrete Production	3	15	2	20	1	10

SECOND CONDOM RADIO AD "CONVERSATION AT THE PHARMACY" (MALE GROUPS)						
Question 2. Was there anything you found confusing or hard to understand?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
			Russian		Uzbek	
	Number	%	Number	%	Number	%
Yes	2	10	1	10	1	10
No	18	90	9	90	9	90
If yes, what did you find confusing?						
Discussion of Such Intimate Issues is Embarrassing						
The Possibility of Using Condoms in the Family Embarrasses						
Other	2	10	1	10	1	10

SECOND CONDOM RADIO AD "CONVERSATION AT THE PHARMACY" (MALE GROUPS)						
Question 3. What, if anything, did you particularly like about the ad?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
			Russian		Uzbek	
	Number	%	Number	%	Number	%
Characters, the Format of Dialogues	5	25	1	10	4	40
Clearness, Simplicity, Inobtrusiveness of the Ad	3	15	2	20	1	10
Informativeness of the Ad	1	5			1	10
The Theme of Care About Wife and Mutuals into a Family						
Truthfulness (Plausibility) of the Ad	6	30	1	10	5	50

SECOND CONDOM RADIO AD "CONVERSATION AT THE PHARMACY" (MALE GROUPS)						
Question 4. What, if anything, did you not like about the ad?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
			Russian		Uzbek	
	Number	%	Number	%	Number	%
Excessive Optimism of the Ad, Its Lightness and General Tone	1	5	1	10		
Insufficient Persuasiveness	1	5			1	10
Format of Dialogues, Actors	2	10	2	20		
Insufficient Informativeness	1	5			1	10

SECOND CONDOM RADIO AD "CONVERSATION AT THE PHARMACY" (MALE GROUPS)						
Question 5. In your opinion, what type of person was this ad speaking to?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
	Number	%	Russian		Uzbek	
Number			%	Number	%	
Someone Like Me	11	55	7	70	4	40
Someone Else, not Me	9	45	3	30	6	60
If someone else, who was it speaking to and what makes you think this?						
Because I Do not Need Such Ads	4	20	3	30	1	10
Because I Do not Use Condoms or Do not Use Condoms Frequently	3	15			3	30
Because Protection Against Pregnancy is Woman's Problem	2	10			2	20

SECOND CONDOM RADIO AD "CONVERSATION AT THE PHARMACY" (MALE GROUPS)						
Question 6. Did the characters in the ad seem appropriate to you?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
			Russian		Uzbek	
	Number	%	Number	%	Number	%
Yes	17	85	8	80	9	90
No	2	10	1	10	1	10
If no, why did they not seem appropriate?						
The Announcer Should be a Woman	2	10	1	10	1	10

SECOND CONDOM RADIO AD "CONVERSATION AT THE PHARMACY" (MALE GROUPS)						
Question 7. What did the ad say to look for to know where to by these products?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
			Russian		Uzbek	
	Number	%	Number	%	Number	%
At a Pharmacy	4	20	2	20	2	20
At a Kiosk	2	10	1	10	1	10
Where There is "Red Apple" Sign	13	65	7	70	6	60
The Ad Says Nothing About It	1	5			1	10

SECOND CONDOM RADIO AD "CONVERSATION AT THE PHARMACY" (MALE GROUPS)						
Question 8. Which of the following words best describe how you felt about the ad?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
			Russian		Uzbek	
	Number	%	Number	%	Number	%
Interesting	15	75	6	60	9	90
Not interesting	4	20	3	30	1	10
Contained Important Information	13	65	6	60	7	70
Do not Contained Important Information	6	30	3	30	3	30
Believable	14	70	5	50	9	90
Do not Believable	5	25	4	40	1	10

SECOND CONDOM RADIO AD "CONVERSATION AT THE PHARMACY" (MALE GROUPS)						
Question 9. Was there anything in this ad that might bother or offend people you know?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
			Russian		Uzbek	
	Number	%	Number	%	Number	%
Yes	3	15	1	10	2	20
No	17	85	9	90	8	80
If yes, what might bother some people?						
Low Awareness About Condoms						
Information About Venereal Diseases Many People are Concerned About Their Spreading						
Other	3	15	1	10	2	20

SECOND CONDOM RADIO AD "CONVERSATION AT THE PHARMACY" (MALE GROUPS)						
Question 10. On an overall basis, how appealing did you find this ad?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
			Russian		Uzbek	
	Number	%	Number	%	Number	%
Very Appealing	6	30	2	20	4	40
Somewhat Appealing	8	40	4	40	4	40
Not Appealing	4	20	3	30	1	10

SECOND CONDOM RADIO AD "CONVERSATION AT THE PHARMACY" (MALE GROUPS)						
Question 11. After seeing this ad, how likely would you be to try this product?						
ANSWERS	GROUPS					
	TOTAL		TASHKENT			
	Number	%	Russian		Uzbek	
Number			%	Number	%	
Likely	12	60	6	60	6	60
Not Likely	4	20	1	10	3	30
Difficult to Answer	4	20	3	30	1	10

COMPARATIVE RATINGS OF CONDOM RADIO ADS (MALE GROUPS)				
Question 1. Which ad contained the more important message about condoms?				
GROUPS	1st ad		2nd ad	
	Number	%	Number	%
TOTAL	7	33.3	14	66.7
<i>TASHKENT</i>				
Russian	4	40	6	60
Uzbek	3	27.3	8	72.7

COMPARATIVE RATINGS OF CONDOM RADIO ADS (MALE GROUPS)				
Question 2. Which ad was more believable?				
GROUPS	1st ad		2nd ad	
	Number	%	Number	%
TOTAL	5	23.8	15	71.4
<i>TASHKENT</i>				
Russian	5	50	4	40
Uzbek			11	100

COMPARATIVE RATINGS OF CONDOM RADIO ADS (MALE GROUPS)				
Question 3. Which ad contained the more appropriate characters?				
GROUPS	1st ad		2nd ad	
	Number	%	Number	%
TOTAL	4	19.0	17	81.0
TASHKENT				
Russian	4	40	6	60
Uzbek			11	100

COMPARATIVE RATINGS OF CONDOM RADIO ADS (MALE GROUPS)				
Question 4. Which ad would be more appropriate to air on the media in Uzbekistan?				
GROUPS	1st ad		2nd ad	
	Number	%	Number	%
TOTAL	5	23.5	16	76.2
<i>TASHKENT</i>				
Russian	4	40	6	60
Uzbek	1	9.1	10	90.9

COMPARATIVE RATINGS OF CONDOM RADIO ADS (MALE GROUPS)						
Question 5. Which ad, if either, would make you more likely to buy Okey condoms?						
GROUPS	1st ad		2nd ad		Neither Ad	
	Number	%	Number	%	Number	%
TOTAL	5	23.8	10	47.6	6	28.6
<i>TASHKENT</i>						
Russian	4	48	3	30	3	38
Uzbek	1	9.1	7	63.6	3	27.3

COMPARATIVE RATINGS OF CONDOM RADIO ADS (MALE GROUPS)						
Question 6. After seeing this ad how likely would you be to buy Okey condoms?						
GROUPS	Very Likely		Somewhat Likely		Not at All Likely	
	Number	%	Number	%	Number	%
TOTAL	5	23.8	13	61.9	3	14.3
TASHKENT						
Russian	2	20	6	60	2	20
Uzbek	3	27.3	7	63.6	1	9.1

COMPARATIVE RATINGS OF CONDOM RADIO ADS (MALE GROUPS)				
Question 7. Overall, which ad was more appealing?				
GROUPS	1st ad		2nd ad	
	Number	%	Number	%
TOTAL	5	21.3	16	76.2
<i>TASHKENT</i>				
Russian	4	40	6	60
Uzbek	1	9.1	10	90.9

COMPARATIVE RATINGS OF CONDOM RADIO ADS (FEMALE GROUPS)				
Question 1. Which ad contained the more important message about condoms?				
GROUPS	1st ad		2nd ad	
	Number	%	Number	%
TOTAL	9	22.0	31	75.6
TOTAL RUSSIAN	6	30	13	65
TOTAL UZBEK	3	14.3	18	85.7
<i>TASHKENT</i>				
Russian	5	50	4	40
Uzbek	1	10	9	90
<i>SAMARKAND</i>				
Russian	1	10	9	90
Uzbek	2	18.2	9	81.8

COMPARATIVE RATINGS OF CONDOM RADIO ADS (FEMALE GROUPS)				
Question 2. Which ad was more believable?				
GROUPS	1st ad		2nd ad	
	Number	%	Number	%
TOTAL	4	93	35	85.4
TOTAL RUSSIAN	3	15	16	80
TOTAL UZBEK	1	43	19	90.5
<i>TASHKENT</i>				
Russian	3	30	6	60
Uzbek			9	90
<i>SAMARKAND</i>				
Russian			10	100
Uzbek	1	9.1	10	90.9

COMPARATIVE RATINGS OF CONDOM RADIO ADS (FEMALE GROUPS)				
Question 3. Which ad contained the more appropriate characters?				
GROUPS	1st ad		2nd ad	
	Number	%	Number	%
TOTAL	10	24.4	30	75.2
TOTAL RUSSIAN	7	35	12	60
TOTAL UZBEK	3	14.3	18	85.7
<i>TASHKENT</i>				
Russian	6	60	3	30
Uzbek			10	100
<i>SAMARKAND</i>				
Russian	1	10	9	90
Uzbek	3	27.3	8	72.7

COMPARATIVE RATINGS OF CONDOM RADIO ADS (FEMALE GROUPS)				
Question 4. Which ad would be more appropriate to air on the media in Uzbekistan?				
GROUPS	1st ad		2nd ad	
	Number	%	Number	%
TOTAL	4	4.8	36	87.3
TOTAL RUSSIAN	1	5	18	90
TOTAL UZBEK	3	14.3	18	85.7
<i>TASHKENT</i>				
Russian			9	90
Uzbek	2	20	8	80
<i>SAMARKAND</i>				
Russian	1	10	9	90
Uzbek	1	9.1	10	90.9

COMPARATIVE RATINGS OF CONDOM RADIO ADS (FEMALE GROUPS)						
Question 5. Which ad, if either, would make you more likely to buy Okey condoms?						
GROUPS	1st ad		2nd ad		Neither ad	
	Number	%	Number	%	Number	%
TOTAL	4	9.3	27	65.9	8	19.5
TOTAL RUSSIAN	3	15	11	55	4	20
TOTAL UZBEK	1	4.8	16	76.2	4	19.8
<i>TASHKENT</i>						
Russian	3	30	3	30	2	20
Uzbek			6	60	4	40
<i>SAMARKAND</i>						
Russian			8	80	2	20
Uzbek	1	9.1	10	90.9		

COMPARATIVE RATINGS OF CONDOM RADIO ADS (FEMALE GROUPS)				
Question 6. Overall, which ad was more appealing?				
GROUPS	1st ad		2nd ad	
	Number	%	Number	%
TOTAL	10	24.4	26	63.4
TOTAL RUSSIAN	5	25	13	65
TOTAL UZBEK	5	23.4	13	61.9
TASHKENT				
Russian	5	50	3	30
Uzbek			7	70
SAMARKAND				
Russian			10	100
Uzbek	5	45.5	6	54.5