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W. Thomas Kelly
Director
PVO/NIS Project
World Learning
1015 15 St. NW, Suite 911
Washington, DC 20008

23 June, 1997

Dear Tom:

Enclosed is PSI's final report to the PVO/NIS Project for the Contraceptive Social Marketing Project in the Sverdlovsk region of Russia. Various reports of the condom sales and promotion efforts in the region are also attached. We are pleased with the success of the project, and look forward to your reactions.

I look forward to seeing you at the close-out lunch on Wednesday. Many thanks for your on-going support.

Sincerely,

A handwritten signature in cursive script that reads "Elizabeth Gardiner". The signature is written in black ink and is positioned above the printed name.

Elizabeth Gardiner
Program Manager

enclosures

Final Project Report to World Learning/USAID

Reporting Period Covered: October 14, 1994 - March 31, 1997

Grantee Name: Population Services International (PSI)

Grant No: NIS-2022-00-40

Project Title: Contraceptive Social Marketing

Project Name of NIS Partner: Association of Obstetricians-Gynecologists

Country Sites: Sverdlovsk Region, Russia

Grant Amount: \$750,000 Grant

Start/End Dates: October 14, 1994-March 31, 1997

Reporting Officer: Elizabeth Gardiner, Program Manager

Contact Address/Phone: 1120 19th St., NW, Suite 600, Washington, DC 20036,
202-785-0072

Date of Report: June 23, 1997

I. Financial Status

	Grant	Match	
Total Project:	\$750,000	\$250,000	\$1,000,000
Year 1:	\$348,106	\$ 95,000	\$ 443,106
Year 2:	\$401,894	\$155,000	\$556,894

Percentage Match: 25%

Cumulative Expenditures:

WL funds:	\$758,340.31
PSI Match:	\$370,809.23

TOTAL (as of May 31, 1997): \$1,129,149.50

Project Goal: Improve reproductive health in the Sverdlovsk region of Russia by increasing the use of contraceptives.

Project Outcome: Build the capacity of local partners to implement a contraceptive social marketing project.

Project Outputs:

1. Increased demand for contraceptives.
2. Increased access to contraceptives.
3. Improved management capacity of the Association of Obstetricians-Gynecologists.
4. Improved marketing skills of project partners.

End of Project Indicators:

1. Steady increase in project sales of contraceptives over life of project.
2. Local partners successfully assume management of project.
3. Local partners continue marketing and sales of products after EOP.

Summary

Population Services International has, together with the Association of Obstetricians-Gynecologists, successfully implemented the Contraceptive Social Marketing Project in the Sverdlovsk region of the Russian Federation. Between December 1995 and March 1997, the project distributed more than 2.6 million condoms. In addition, the project's *Favorite* brand condoms achieved recognition and popularity among the target population of young people ages 15-25. In January 1997, local Russian staff assumed management of the project with financial and programmatic oversight from PSI/Washington. On-going condom distribution and promotion are currently funded by ODA and condom sale revenues through September 1997.

PSI began work in the Sverdlovsk region in January 1995. During the initial planning phase, PSI identified: a new NGO partner, the Association of Obstetricians-Gynecologists (the Association); a commercial distributor, Harmony; and several local advertising agencies as partners in promotion. The project's initial analysis revealed a continued high incidence of abortion, a rapid increase in sexually transmitted disease rates, an inconsistent availability of high-quality condoms, and low condom sales figures. In response, the project conducted thorough research to develop a condom brand, a price structure, a distribution network, and a promotion plan to stimulate demand for condoms among consumers and retailers. The project sought to decrease barriers to condom use and increase demand for condoms in order to reduce reliance on abortion as a method of fertility control and to prevent sexually transmitted diseases.

On World AIDS Day (December 1) 1995, the project launched *Favorite* condoms on the market in the Sverdlovsk region and began the condom promotion activities. Medical and educational professionals became a key element of the promotion campaign. The Association identified a core group of doctors, who provided training seminars for more than 500 other doctors, pharmacists, and educators. A series of radio and television advertisements promoting young people's use of the project brand were produced and continues to air locally. An hour long call-

in radio program, *Favorite*, came on the air in November 1996, hosted by a reproductive health specialist who answers listeners' questions. Through project activities, more than 25,000 young people have received information about condoms and reproductive health at concerts, discotheques, outdoor festivals, and other special events in cities and towns throughout the region. World Learning/USAID funding of \$750,000 to initiate the social marketing project was leveraged to raise donations from UNFPA, ODA, and individuals and organizations in Russia for a total project budget of over \$1.15 million for the almost three-year project.

I. Increased demand for contraceptives

Promotion, through special events, information and communication, media, and training, has clearly contributed to the high demand for *Favorite* condoms. Based on research among youth in the region, the project positioned *Favorite* and condom demand-creation activities as "a high quality American condom for sexually active young people ages 15-25 to allow them to feel calm, sure of themselves, and safe in romantic situations." The design of *Favorite* packaging and the television and radio advertisements were pre-tested among young people to help ensure *Favorite*'s popularity and appropriateness for the Russian audience. Other components of the promotion campaign - IE&C materials, special events, and training - were designed in response to youth preferences and opinions. With this consistent, youth-focused approach to condom promotion, the project sought to increase demand for condoms.

Special Events

More than 25,000 young people in the region have attended special events organized and sponsored by the project. PSI and the Association co-sponsored these events with numerous governmental, non-governmental, and commercial organizations, including the regional Committee for Youth Affairs, Ekaterinburg's independent television station, a local rock club, the American Information Center, and the local NGO "Anti-AIDS". These events have included discotheques, concerts, and outdoor festivals, with the largest event being a summer concert in Ekaterinburg's central stadium attended by 17,000 young people. One of the most ambitious of the project's undertakings was on World AIDS Day 1996, when the popular local rock band "Chaif" joined with the project to perform a "Love Safely" concert where 5,000 young people in the industrial city of Nizhniy Tagil received condom brochures and safer sex messages. At condom promotional events where *Favorite* was sold, demand was very high, reaching an average of one condom per couple at project-sponsored concerts in July and December 1996.

The goal of the events was to help young people obtain information about condoms in a comfortable setting. Sites were decorated with information about *Favorite* and condom use, condoms were given away or sold, and contests were held to demonstrate and provide information about condoms and their use. It was evident from the reactions of participants in these events that for many youth, this was the first time they had heard about, much less touched, condoms. These events have proven an effective way to familiarize young people with condoms and their benefits for prevention of STDs and unwanted pregnancy.

Information and Communication

Based on the opinions of young Russians, the project designed and developed informational materials to promote condoms among consumers and retailers. Research showed that the project's promotional materials such as posters, stickers, and *Favorite* dispensers were on display in almost all pharmacies where *Favorite* was for sale. For consumers, promotional materials such as key chains, pens, stickers, balloons, and the project's extremely popular t-shirts were given away as prizes to consumers who correctly answered questions about condoms and participated in contests. A colorful safer sex brochure was designed and distributed at numerous events. More broad-based training and IE&C materials, including a poster and a safer sex video, are currently being developed to encourage safer sex practices particularly among sexually active youth not currently using condoms.

Media

Since the start of contraceptive social marketing in Russia in early 1995, the project has placed special emphasis on disseminating information through media. Several articles about the project have appeared in newspapers and journals, including *Surviving Together*, *Newsweek*, *The Moscow Times*, and numerous local general and medical publications such as *Uralskie Rabochie (Urals Workers)* and *Byuro Zdarovya (The Health Bureau)*. Given the extensive reach of television to virtually every household in Russia, the project has actively sought television coverage. These efforts have met with considerable success; a local news agency produced a 5-minute and a half-hour segment about the project which aired on Ekaterinburg's most highly rated prime time program, "9 ½," entirely without charge to the project. All Ekaterinburg television stations have aired news segments on the project, and many have covered the special events, thereby multiplying their impact and reaching more people.

The project produced five radio spots (three brand-related and two public service announcements) and two television advertisements for *Favorite*. Following extensive consumer testing of themes and scenarios, a very talented local advertising company produced the spots based on youth preferences and project recommendations. In July 1996, the television and radio ads aired every day on Ekaterinburg and regional television, and sales reached an all-time high during that month, double the level of the previous month. All of the local radio and television stations donated air time to the project.

In November 1996, the project joined forces with Ekaterinburg's most popular radio station to produce a call-in radio program. The project invites a reproductive health specialist to answer listeners' questions on air. The hour-long *Favorite* show, which airs weekly at midnight, is popular among men and women of all ages, and receives more calls than it can answer. Topics include contraception, disease prevention and treatment, and relationships.

Training

Because young people often cited doctors and teachers as valuable sources for information about reproductive health, the project sought to improve the knowledge of these professionals. The Training Coordinator organized training for 500 medical and educational professionals in Ekaterinburg and six other cities in the region. Training focused on contraceptive methods,

counseling young people about contraception, and methodologies for providing this information. Role plays helped participants become comfortable with the subject matter and learn about safer sex in a different format. Correct condom use and condom quality testing was demonstrated. Many participants said they learned new information and techniques from the training. Trainers also worked with the media to disseminate information from the training; six articles were published in the press.

The impact of the training can be seen in many cities in the region. In Asbest, after attending the training, doctors from the women's clinic prepared a sexuality education curriculum, gained the approval of parents and the school administration, and taught the courses weekly for grades 7-11 for one year. Students from the school regularly consulted with doctors at the women's clinic in Asbest, where they could buy *Favorite*. Of the 20 schools in Asbest, only the one with the sexuality courses had no abortions this year. In Sysert, city administrators and representatives from the department of education attended the training. Following the training, teachers reported that the administration had been more supportive and understanding of the sexuality education program. Another training participant has developed a sexual education course in Revda. In Tavda, the Mayor donated office space for a training, which was covered in the local newspaper and television. Subsequently, the school administration invited doctors to teach sexuality education in the schools. Based on the success of the training program for teachers and medical professors, and the project is currently identifying young people who will be trained to conduct a peer education program.

Analysis of Demand Creation

To evaluate the impact of the promotional components of the project, the project conducted qualitative research among young men and women in September 1996. Research among consumers was designed to determine 1) their level of awareness about *Favorite*, 2) their evaluation of *Favorite's* attributes, 3) their buying habits, linked with first and repeat purchases of *Favorite*, 4) the effectiveness of the ad campaign and special events, and 5) the hindrances associated with condom use. The goal of the research was to evaluate the impact of promotion activities and to obtain information to guide future programming. The project Marketing Director, with the assistance of students and local consultants trained by the project in focus group research, conducted 14 focus groups amongst unmarried 15-25 year olds: six groups in Ekaterinburg and eight groups in the city of Asbest.

The research showed that many young people participating in the focus groups had heard about *Favorite*, the *Favorite* ad campaign, and project-sponsored special events. In Ekaterinburg, participants had heard about *Favorite* from a variety of sources. Many commented that *Favorite* was the one condom which was advertised and had special events, and others noted that a condom ad attracted a lot of attention because it was so unusual. Some had heard about *Favorite* from friends or had seen them for sale.

The focus groups suggested that the promotion of *Favorite* influenced condom usage. In Ekaterinburg, at least one person in every group had bought or received *Favorite*, and this tendency was stronger among those who had seen the ads. Those who had seen the ads also

tended to be more informed about condoms. Among those who had used *Favorite*, most expressed a desire to purchase *Favorite* again.

The focus groups highlighted some of the factors influencing condom purchase. Respondents in Asbest, many of whom had never used condoms, cited factors such as ads, nice packaging, low price, and a recommendation from friends. Reactions to both of the television ads and one radio ad ("Car without Brakes") were generally positive, while three radio ads received lower ratings. One frequent complaint was that the brand name was not sufficiently in evidence in the radio ads. In every group of respondents who had heard the ads, at least one person recalled *Favorite*'s slogan, "With *Favorite*, Love Safely." Participants in all groups commented on the attractiveness of the packaging, which they said suggested a quality product.

To evaluate the project's positioning and gain a better understanding of *Favorite* users and potential users in the region, the project conducted short interviews among contraceptive purchasers. Forty-nine people buying contraceptives at pharmacies and kiosks where *Favorite* was for sale in Ekaterinburg, Pervouralsk, and Rezh were interviewed. This survey, though not representative, suggested that condoms, and in particular *Favorite* condoms, were purchased and used frequently by contraceptive users. Sixty-seven percent cited condoms as the contraceptive method most frequently used, and 51% said they had used condoms in their last sexual encounter. Half of those surveyed purchased condoms at the time of the survey, and among those buying condoms, two-thirds said they use condoms as their primary contraceptive.

The majority of respondents were buying *Favorite* condoms (42%), followed by *Marvelon* oral contraceptives (21%), *King* condoms (7%), *Pharmatex* (spermicide) (4%), and *Masculan* condoms (4%). Almost every respondent had heard of *Favorite*. Every fifth person surveyed came to the pharmacy or kiosk with the intent to purchase *Favorite*, and twice as many actually purchased *Favorite*. The findings also suggest that *Favorite* is the condom brand leader; respondents more frequently purchased *Favorite* than other condom brands.

The survey suggests that *Favorite*'s positioning as an affordable, high-quality condom for young people ages 15-25 was in line with consumer preferences. Sixty-one percent of *Favorite* purchasers were in the target group - unmarried and ages 15-25. Two primary factors cited for selection of a contraceptive brand, including condoms, were price and availability, though quality, advice of friends, and advertising and packaging were also mentioned as influential factors. The implications of the survey are that *Favorite*'s promotional campaign has reached and influenced a considerable number of condom users. The reports on the short interviews and research on promotion are included with this report.

Other USAID-funded research points to an increase in contraceptive demand in the region. An October 1996 USAID report noted, "Ekaterinburg pharmacists reported to (CDC) monitors that the one commodity which they could not keep in stock were *Favorite* condoms." A study conducted by AVSC in Ekaterinburg showed that during the project period, clients at a family planning clinic reported hearing more about family planning in the media. From September 1996 to March 1997, the percentage of clients who had heard about family planning on

television increased from 38.1% to 50.9%. Increased frequency of family planning messages on the radio and in the press was reported, and the number of clients who said they were influenced to come to the clinic by a brochure increased. Although not comparative, in March 1997, the study found that 43.6% of the clinic's clients reported having heard of *Favorite* condoms. This small study confirmed the project's own findings that media, information, and *Favorite* promotion had influenced reproductive health behavior in Ekaterinburg.

High *Favorite* sales figures, coupled with the finding that the target audience enjoyed and remembered *Favorite* events and advertisements, pointed to the conclusion that the project's condom promotion and demand creation activities were successful. An independent evaluation of the project conducted in January 1997 for UNFPA confirmed these findings. It is clear that demand for *Favorite* is high among the target audience.

II. Increased access to contraceptives

The project has taken a two-pronged approach to **condom sales** to ensure that *Favorite* is available to the target audience. The project's commercial distribution partner, Harmony, sells primarily to clients who purchase a broad array of pharmaceutical products, and to Harmony's own pharmacies in Ekaterinburg. To supplement Harmony's sales, the project has a staff of three sales people, trained by PSI in pro-active selling techniques, who travel throughout the region offering and promoting product to outlets and distributors. Harmony and the project sales force have each sold approximately equal numbers of condoms, thereby doubling the impact that either the project or Harmony could have distributing on their own. Sales have primarily been to pharmacies and pharmaceutical distributors, though commercial kiosks and distributors have also purchased *Favorite*. Because of the highly urbanized nature of the population, most of the sales have taken place in the region's largest cities. A full breakdown of the sales by region and by type of outlet is included with this report.

Favorite condom sales increased significantly from the beginning to the end of the project period. In December 1995, for example, less than 42,000 condoms were sold, whereas monthly sales reached close to 340,000 in December 1996. Nonetheless, month-to-month sales fluctuated considerably throughout the life of the project, largely due to inconsistent condom supply, which resulted from delays in condom deliveries from the manufacturer. Changes in legislation pertaining to import and pricing of condoms also necessitated suspension of sales for a few months in 1996. The project had intended to distribute 3 million condoms in 23 months from October 1994 to September 1996. In fact, as a result of the delay of the launch of *Favorite* and the interruptions in sales, 2.6 million condoms were sold in 15 months from December 1995 through March 1997. Thus, although the project did not reach an ambitious goal of distribution of 3 million condoms, more condoms were sold per month than planned. Had there been no suspension of sales, it is clear that the target of 3 million condoms would have been met.

While the sales figures alone are considerable evidence that the project has made condoms available in the Sverdlovsk region, the project decided to confirm this indication with formal distribution research. In September 1996, the Marketing Director collaborated with an

Ekaterinburg university to conduct a distribution check to evaluate condom accessibility for the consumer. The goals were to determine whether *Favorite* and other condom brands were for sale in a variety of outlets in the region's cities and towns of differing sizes, to see if *Favorite's* promotional materials were being displayed, and to examine how closely retailers adhered to *Favorite's* recommended low price. A total of 304 outlets were surveyed, including 110 pharmacies (of which 15 were commercial/private) and 194 commercial kiosks.

Condoms were found in 52% of the outlets surveyed. *Favorite* was one of the three most prevalent brands. *Masculan* and *Kama Sutra* brand condoms were for sale in many outlets, but *Favorite* was the only brand that was available in both pharmacies and commercial kiosks. *Favorite* was most frequently available in pharmacies; 47% of pharmacies in small cities and over 70% of Ekaterinburg's pharmacies stocked it. *Favorite* was the most affordable condom with an average retail price of 555 rubles (\$.10). Pharmacies held quite closely to *Favorite's* recommended price, most likely due to legislation limiting mark-ups on pharmaceutical products, while kiosks usually inflated the price. Other condom brands ranged in price from 690 rubles (\$.12) to 1472 rubles (\$.27) per condom. The distribution study is included with this report.

The distribution check revealed that *Favorite's* consumer price was frequently above the project's recommended 333 ruble (\$.06) price. Nonetheless, *Favorite's* high sales figures suggested that price had little impact on demand. Consumer research indicated that *Favorite's* target audience (ages 15-25) considered 1500 rubles - the cost of a tram ticket - an affordable price for a single condom. A higher price would return more revenues to the project, allowing for intensified IE&C activities. For these reasons, PSI chose in October 1996 to raise the recommended consumer price to 1800 rubles (\$.33) for a pillow pack of three condoms. No impact on sales was noticed in the months following the price rise; in fact, in December 1996 the project had its second highest month of sales. With funding for condom purchases still scarcer in 1997, PSI decided to raise prices to cover the actual cost to PSI for the condom, testing, packaging, and shipping. The new price set in June 1997 is 1180 (\$.205) per condom, well within consumer's "affordable" range. Revenues will be returned to PSI's condom fund to purchase more condoms and help ensure that social marketing will continue in Russia.

The project's condom distribution effort has clearly helped to make condoms more accessible to consumers in the Sverdlovsk region. *Favorite* is not only for sale in numerous outlets, but also remains the least expensive condom available in the region. A pro-active sales approach has proven to be an effective means for ensuring distribution of large numbers of condoms. As a result, consumers have greater access to high-quality condoms than before the project started.

III. Improved management capacity of the Association of Obstetricians-Gynecologists & improved marketing skills of project partners

Over the life of the project, the Association of Obstetricians-Gynecologists has grown from a small group of 36 individuals to a well-known non-profit association with a membership of 100. Participation in the project has enabled the Association to increase its recognition throughout the

region. Many of the Association's members have improved their skills through the project's training program. Since project start-up, the Association has registered as an NGO, and renovated and opened an office, which is now fully equipped.

Financially, the Association has also benefitted from its participation in the project. Donor funds have enabled many Association members to receive salaries and consulting fees, a significant contribution at a time when Russia's public health system is struggling to support medical professionals. Although the Association would have preferred to have had more control over the budgetary and financial decisions, PSI's control over the project expenditures did not significantly hinder the success of the project. To date, the Association has received over nine million rubles (approximately \$1600) in donations from the distributor from the sale of *Favorite* and has tripled the amount of membership dues it collects.

Perhaps the Association's most valuable asset is its staff, now fully trained in social marketing activities. The project's five full-time and five part-time Russian staff have participated in a variety of training activities. PSI's country representative, who was based in Ekaterinburg from January 1995-January 1997, worked on a day-to-day basis with local staff to enhance their social marketing skills in their individual spheres of expertise. PSI/Washington's marketing experts conducted training in focus group research and pro-active sales for Ekaterinburg staff. Two staff members received training at PSI's headquarters in Washington, and one attended PSI's training in Istanbul in 1997. PSI secured the volunteer services of a bi-lingual marketing specialist with expertise in consumer product marketing in Russia. He trained and advised the Marketing Director on media planning in the Russian context. Project staff have participated in NGO training sponsored by World Learning in the areas of taxation and financial management, fundraising, human resource development, women in non-governmental organizations, media and public relations, strategic planning, and other topics relevant to NGO development.

These efforts to enhance the NGO and social marketing skills of the local Russian staff have achieved results. The Marketing Director submitted a poster to the 1996 International AIDS Conference in Vancouver, was accepted, and given a scholarship to attend. She successfully solicited donations in Ekaterinburg to fund her participation. The Training Director trained a team of five consultants who conducted the project's extensive training program, and have established the Association's training capacity. The management and marketing capacity of the local NGO staff has improved over the life of the project, and as a result, in January 1997, Russian staff assumed day-to-day management of the on-going project. PSI now serves as an advisor to the Ekaterinburg project, focusing in the areas of procurement, fundraising, and financial management, while the Russian staff continues distribution, promotion, and training activities in the Sverdlovsk region.

The project's commercial partner, Harmony, also gained considerable experience through collaboration on this social marketing project. At the outset, Harmony was reluctant to make any financial or programmatic commitment to social marketing. Two years later, in December 1996 Harmony's Director made a presentation to the Association of Obstetricians-Gynecologists praising the work of the project and urging the Association to continue its involvement with

social marketing of *Favorite*. Harmony also noted that the project's condom promotion activities had increased the sales of all condoms in the region, not just those of *Favorite*. For the first time, in June 1997 Harmony will be assuming some of the financial risk of *Favorite*'s distribution. This new commitment on the part of the distributor helps to ensure the on-going marketing of condoms in the region.

Conclusions

Project Goal: Improve reproductive health in the Sverdlovsk region of Russia by increasing the use of contraceptives.

Project Outcome: Build the capacity of local partners to implement a contraceptive social marketing project.

Although initially the high incidence of abortion in the Sverdlovsk region caught PSI's attention, as the project developed, it became clear that the project should address all aspects of reproductive health, including prevention of STDs, which have been rising dramatically. The inconsistent availability of high-quality condoms, low reported condom usage rates, and negative attitudes about condoms made a condom social marketing campaign a sensible choice to improve reproductive health. The project was not only PSI's first in the region, but also the first social marketing project in Russia's newly emerging non-profit sector.

The project is now able to demonstrate that NGO social marketing in Russia can help to change attitudes, improve knowledge levels among medical professionals and young people, and increase condom availability and usage while at the same time improve the sustainability of NGOs. For Russia, where the incidences of abortion and STDs are high, condoms are the ideal contraceptive to promote in order to prevent unwanted pregnancy and the spread of sexually transmitted diseases. The project sold over 2.6 million condoms, and although it is difficult to evaluate a marked increase in contraceptive usage without further research (for which funding was not available), condom sales over the course of the project suggest that condom usage has increased throughout the life of the project. These findings were also confirmed by the evaluator for the UNFPA grant.

Collaboration between PSI and the Association for Obstetricians-Gynecologists not only improved reproductive health by increasing access and demand for condoms, but also developed in-country capacity for social marketing. Social marketing is particularly important in Russia's non-profit sector because of two elements: the development of specialized skills needed to carry out a social marketing campaign and the potential for revenue generation. As a result of training and hands-on experience, the Association now has staff who have specialized social marketing skills (communications, sales, research, etc) and NGO management capacity (fundraising, financial management, operations, etc.). Further, the Association has become more financially secure through revenue generation from the sale of products. The project has demonstrated that social marketing can help to strengthen the financial and management capacity of Russia's emerging non-profit sector.

2. Outputs

1. Increased demand for contraceptives.
2. Increased access to contraceptives.
3. Improved management capacity of the Association of Obstetricians-Gynecologists.
4. Improved marketing skills of project partners.

The project achieved all four of the planned outputs.

The growth in sales from December 1995 to December 1996 demonstrates that demand for *Favorite* increased over the life of the project. Because no baseline survey was conducted due to lack of funding, it is difficult to demonstrate a comparative change in overall consumer demand for contraceptives from project start to finish. Nonetheless, the qualitative research does suggest that the demand-creation activities influenced purchase of *Favorite*. Similarly, clients at a family planning clinic in Ekaterinburg reported an increased exposure to family planning messages in the media and linked exposure to communications materials to a desire to seek family planning services.

Access to contraceptives clearly increased with the distribution of 2.6 million condoms from December 1995-March 1997. The distribution check demonstrated that *Favorite* was available in 40-71% of the region's pharmacies, and that the price was within the amount the target audience declared "affordable."

PSI's partners, the NGO Association of Obstetricians-Gynecologists and the distributor, Harmony, have improved their capacity for social marketing. This was confirmed by independent evaluators in December 1995 and January 1997. The Association has increased its funding and membership base, and heightened its visibility and reputation throughout the region. Many Association members had an opportunity to participate in training, while others had employment and consultancy opportunities as a direct result of the grant from World Learning/USAID. The Association's staff is fully trained in social marketing, and has improved capacity as trainers in reproductive health promotion. Harmony has become considerably more committed to the social marketing since the project's inception, and is now one of the strongest advocates for its continuation.

The primary impediment to achieving the outputs and objectives of the project was the interruptions in sales due to a complicated regulatory, import, and political environment. This limited the amount of condoms sold, and prevented the project from achieving the target number for condom sales within the planned time frame. A greater role for the Association in budgeting and allocation of financial resources might have increased the Association's feeling of ownership of the project. Also, full funding for baseline research would have enabled the project to present the impact and results more effectively by comparing it to follow-up research. Outputs were achieved thanks to excellent staff, strong local partners, and sufficient resources for an active promotional campaign. That many members of the government and the broader community accepted and supported NGO social marketing as a useful tool for addressing regional

reproductive health needs was essential for the project's success. Additionally, the interest of young people in having reproductive health information greatly facilitated the project's effort to expand contraceptive demand.

3. Achievements and Impact

The primary impact of the project was the shift in attitude toward condoms among young people in the Sverdlovsk region. Driven by young people's request for information, the project developed extensive information and communications campaigns. Through project activities, thousands of Russians heard messages about the reproductive health benefits of condoms through a variety of media. Many saw and touched a condom for the first time, and learned how to use it correctly. Others had an opportunity to discuss pregnancy and STD prevention with a doctor. In sum, project activities normalized discussion of condoms, and heightened community awareness about condoms and reproductive health.

Through the sale of *Favorite* condoms, the project improved reproductive health in the region. Because the condoms were sold, not given away, every condom sold can be counted as a condom used. The sale of 2.6 million condoms, therefore, represents prevention of STDs and unwanted pregnancy for 26,000 couples for one year (assuming one couple year of protection = 100 condoms).

The project contributed to Russia's economic development and progress toward democracy by helping non-profit, private, media, and government institutions. In this time of financial crisis for Russia's health sector, the project provided consumers with high-quality reproductive health information and products at low cost. Commercial condom distributors profited from the sale of *Favorite*, and learned the value of supplying condoms and selling a high volume at a low cost. Media had an opportunity to cover a positive upbeat news story and have a positive impact on health in the region. Local advertising agencies, research firms, and other small businesses gained new skills and generated income from collaboration with the project. Non-profit and government institutions learned new communications and marketing approaches to reproductive health.

The project was extremely cost efficient. Donor funding from four sources (World Learning/USAID, UNFPA, PSI, and ODA) over three years totaled \$1.2 million. With these funds, the project:

- purchased over four million condoms for distribution;
- carried out an extensive media campaign via television and radio;
- hosted more than 30 special events for over 25,000 youth;
- trained 10 staff members, 10 consultants, and 500 medical and educational professionals; and
- conducted six qualitative research projects, one quantitative study, and two independent program evaluations.

Considerable in-kind donations and volunteered time helped to achieve this fiscal efficiency.

Using revenues from condoms purchased with monies from ODA, UNFPA, and PSI, the project established a revolving condom fund to be used to finance continued condom distribution activities in the region.

4. Lessons Learned

First and foremost, the project demonstrated that NGO social marketing works in Russia. Because this was the first contraceptive social marketing project implemented in Russia, evaluation to determine the feasibility of social marketing was a key component. The World Learning and UNFPA independent evaluations concluded that PSI's social marketing was well designed for the Russian context and is replicable in other parts of the former Soviet Union. Evaluation of specific components of the program, such as training and behavior change communications, is more difficult, but nonetheless important. A baseline KAP study is costly, but extremely useful for achieving and demonstrating impact. Future social marketing activities in Russia and the region should allocate sufficient resources to developing these important program components.

In an environment of low donor interest, collaboration between non-profits and commercial organizations helps to promote cost recovery and contribute to the sustainability of reproductive health endeavors in Russia and the region. Sale of products (condoms) is one of the few ways that non-profits in Russia can expect to generate funds for programs. Donations from media and small commercial organizations, as well as individuals, are essential to cost efficiency. Both are feasible and necessary in Russia today.

Consumer spending capabilities are higher than initially estimated, and therefore a higher consumer condom price can be used to generate revenues to support on-going project activities. In the 18 months of *Favorite* sales, the recommended consumer price has risen over 300% (from 333 rubles (\$.06) in December 1995, to 900 rubles (\$.11) in October 1996, to 1180 rubles (\$.205) in June 1997). The first increase had no impact on sales, and, given that the price was still under what consumers are willing to pay for a condom (1500 rubles or \$.26), the project expects that sales will continue to be high. Condom sales at this price pay for the actual cost of the packaged condom. The elimination of the subsidy paid by the project on each condom sold before June 1997 opens the way for more extensive and consistent distribution of *Favorite* throughout Russia.

5. Recommendations

Social marketing of *Favorite* should continue in Russia. The Sverdlovsk project should continue, under local management and with technical support from PSI. PSI and the Association should use the Sverdlovsk project as a model to expand reproductive health promotion activities to other regions of Russia with high rates of sexually transmitted diseases and unwanted pregnancy. PSI should examine how condom revenues can be used to support behavior change operations as part of a sustainable condom social marketing program. Regionally, PSI should examine further how this model can be applied to other former countries of the Soviet bloc such

as Ukraine, Romania, and Bulgaria. PSI and the Association have placed a high priority on securing funding and local support for social marketing activities in Russia within the next six months.

Donors should continue to support health programs which demonstrate impact and plan for long-term financial sustainability. For this reason, programs must include provisions for sustainable financing to accommodate the expected decrease in international donor funds to Russia. Donors not currently funding health programs in Russia and the region should be encouraged to make these short-term investments which will have a long-term impact on reproductive health in the region. Russia and other countries of the former Soviet bloc are some of the few remaining countries in the world where an HIV epidemic could be prevented. International experience has demonstrated that prevention, and specifically condom promotion, are the most effective tools to prevent HIV. Social marketing in particular has been recognized by institutions such as UNAIDS, UNICEF, and USAID as one of the most effective interventions for STD prevention available today. To have an impact in Russia prevention efforts must be supported now.

Russia should place higher priority on reproductive health, especially the prevention of STDs, HIV, and abortion. An increase in attention from government officials throughout the country would heighten donor awareness and interest in addressing this problem. The health ministry should continue to explore how it can support health promotion organizations and delegate some responsibility for prevention programs to non-profit and commercial organizations.

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Проект Социального Маркетинга Контрацептив

Свердловская область

Учет продажи презервативов Favorite

Месяц/год		Вахитов Р.	Гредасова И.	Ильина Г.	Елкин Д.	Гармония	Всего	Баланс
декабрь	1995	1,620	3,744	0	0	8,544	13,908	13,908
январь	1996	0	0	0	0	36	36	13,944
март	1996	5,472	5,472	5,472	0	4,704	21,120	35,064
апрель	1996	13,548	17,244	20,880	0	37,665	89,337	124,401
май	1996	5,460	18,876	16,548	0	48,375	89,259	213,660
июнь	1996	13,536	20,904	17,724	0	12,744	64,908	278,568
июль	1996	5,352	49,896	19,440	0	45,552	120,240	398,808
август	1996	0	31,416	25,488	0	43,200	100,104	498,912
сентябрь	1996	0	0	0	0	16,947	16,947	515,859
октябрь	1996	0	3,744	3,456	432	21,553	29,185	545,044
ноябрь	1996	0	20,880	22,224	12,792	30,456	86,352	631,396
декабрь	1996	0	32,517	15,360	14,688	50,472	113,037	744,433
январь	1997	0	16,587	16,848	9,072	56,015	98,522	842,955
февраль	1997	0	864	1,959	864	1,584	5,271	848,226
март	1997	0	5,774	7,488	0	8,064	21,326	869,552
Итого:		44,988	227,918	172,887	37,848	385,911	869,552	

P.S. Report is by pillow pack of 3.

Торговый представитель: все
с 12/01/95 по 03/31/97

Район	Визиты		Отпущено товара			%
	Всего	Результ	Нал. расч.	Кредит	Всего	
1 Алапаевский	40	16	9936	0	9936	1.14 %
2 Асбестовский	41	13	4536	1440	5976	0.69 %
3 Каменский	69	28	7536	3312	10848	1.25 %
4 Камышловский	111	51	24341	4387	28728	3.3 %
5 Качканарский	20	13	2412	3744	6156	0.71 %
6 Красноуфимский	10	5	2904	0	2904	0.33 %
7 Кушвинский	20	14	828	288	1116	0.13 %
8 Н.Серьгинский	6	3	768	0	768	0.09 %
9 Н.Тагильский	127	67	19584	12948	32532	3.74 %
10 Невьянский	35	19	11964	144	12108	1.39 %
11 Первоуральский	89	53	22752	2160	24912	2.86 %
12 Североуральский	4	4	2592	0	2592	0.3 %
13 Серовский	41	21	9838	576	10414	1.2 %
14 Тавдинский	1	1	432	0	432	0.05 %
15 Туринский	36	14	5172	0	5172	0.59 %
16 Центральный	1515	626	560494	154464	714958	82.22 %
Итого:	2165	948	686089	183463	869552	100%
% соотношение:			78.9 %	21.1 %		

P.S. Report is by pillow pack of 3.

по категориям торговых точек

Торговый представитель: все
с 12/01/95 по 03/31/97

Наименование	Визиты		Отпущено товара			%
	Всего	Результ	Нал. расч.	Кредит	Всего	
Аптеки	1113	432	182971	76752	259723	29.87 %
Бары	6	2	288	144	432	0.05 %
Женские консультации	20	15	3552	0	3552	0.41 %
Киоски	118	93	10455	2592	13047	1.5 %
Клубы	4	2	216	0	216	0.02 %
Коммерческие магазины	14	2	156	0	156	0.02 %
Оптовые коммерческие маг	131	66	107539	14652	122191	14.05 %
Оптовые медицинские фир	738	321	366944	89323	456267	52.47 %
Секс шопы	20	15	13968	0	13968	1.61 %
Учебные заведения	1	0	0	0	0	0
Итого:	2165	948	686089	183463	869552	100%
% соотношение:			78.9 %	21.1 %		

P.S. Report is by pillow pack of 3.

Торговый представитель: все
с 12/01/95 по 03/31/97

Представитель	Визиты		Отпущено товара			Клиенты	%
	Всего	Результ	Нал. расч.	Кредит	Всего		
Организации							
Гармония	213	213	1,157,733	0	1,157,733	93	44.38 %
Итого	213	213	1,157,733	0	1,157,733	93	44.38 %
Торговые представители							
Елкин Дмитрий	185	82	34,791	78,753	113,544	79	4.35 %
Ильина Галина	932	268	309,141	209,520	518,661	265	19.88 %
Гредасова Наталья	391	216	485,574	198,180	683,754	156	26.21 %
Вахитов Роман	444	169	71,028	63,936	134,964	273	5.17 %
Итого	1,952	735	900,534	550,389	1,450,923	773	55.62 %
Всего:	2,165	948	2,058,267	550,389	2,608,656	866	100%

P.S. Report is per condom.

ПРОЕКТ СОЦИАЛЬНОГО МАРКЕТИНГА КОНТРАЦЕПТИВОВ

Свердловская область

Отчет о продажах

по районам

Торговый представитель: Гармония
с 12/01/95 по 03/31/97

Район	Визиты		Отпущено товара			%
	Всего	Результ	Нал. расч.	Кредит	Всего	
1 Алапаевский	1	1	144	0	144	0.04 %
2 Асбестовский	6	6	1584	0	1584	0.41 %
3 Каменский	1	1	69	0	69	0.02 %
4 Камышловский	9	9	8352	0	8352	2.16 %
5 Качканарский	0	0	0	0	0	
6 Красноуфимский	3	3	2592	0	2592	0.67 %
7 Кушвинский	0	0	0	0	0	
8 Н.Серьгинский	2	2	576	0	576	0.15 %
9 Н.Тагильский	7	7	9108	0	9108	2.36 %
10 Невьянский	8	8	5628	0	5628	1.46 %
11 Первоуральский	0	0	0	0	0	
12 Североуральский	4	4	2592	0	2592	0.67 %
13 Серовский	8	8	6334	0	6334	1.64 %
14 Тавдинский	0	0	0	0	0	
15 Туринский	2	2	1584	0	1584	0.41 %
16 Центральный	162	162	347348	0	347348	90.01 %
Итого:	213	213	385911	0	385911	100%
% соотношение:		100. %				

P.S. Report is by pillow pack of 3.

Отчет о продажах

по категориям торговых точек

Торговый представитель: Гармония
с 12/01/95 по 03/31/97

Наименование	Визиты		Отпущено товара			%
	Всего	Результ	Нал. расч.	Кредит	Всего	
Аптеки	45	45	88152	0	88152	22.84 %
Бары	0	0	0	0	0	
Женские консультации	10	10	1536	0	1536	0.4 %
Киоски	0	0	0	0	0	
Клубы	0	0	0	0	0	
Коммерческие магазины	0	0	0	0	0	
Оптовые коммерческие маг	2	2	4032	0	4032	1.04 %
Оптовые медицинские фир	147	147	281391	0	281391	72.92 %
Секс шопы	9	9	10800	0	10800	2.8 %
Учебные заведения	0	0	0	0	0	
Итого:	213	213	385911	0	385911	100%
% соотношение:		100. %				

P.S. Report is by pillow pack of 3.

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ПРОЕКТ СОЦИАЛЬНОГО МАРКЕТИНГА КОНТРАЦЕПТИВОВ

Свердловская область

Отчет о продажах

по районам

Торговый представитель: Гредасова Наталья
с 12/01/95 по 03/31/97

	Район	Визиты		Отпущено товара			%
		Всего	Результ.	Нал. расч.	Кредит	Всего	
1	Алапаевский	0	0	0	0	0	
2	Асбестовский	1	1	72	0	72	0.03 %
3	Каменский	0	0	0	0	0	
4	Камышловский	0	0	0	0	0	
5	Качканарский	0	0	0	0	0	
6	Красноуфимский	7	2	312	0	312	0.14 %
7	Кушвинский	0	0	0	0	0	
8	Н.Серьгинский	4	1	192	0	192	0.08 %
9	Н.Тагильский	0	0	0	0	0	
10	Невьянский	0	0	0	0	0	
11	Первоуральский	89	53	22752	2160	24912	10.93 %
12	Североуральский	0	0	0	0	0	
13	Серовский	3	3	288	576	864	0.38 %
14	Тавдинский	1	1	432	0	432	0.19 %
15	Туринский	0	0	0	0	0	
16	Центральный	286	155	137810	63324	201134	88.25 %
Итого:		391	216	161858	66060	227918	100%

% соотношение: 71.02 % 28.98 %

P.S. Report is by pillow pack of 3.

Отчет о продажах

по категориям торговых точек

Торговый представитель: Гредасова Наталья
с 12/01/95 по 03/31/97

Наименование	Визиты		Отпущено товара			%
	Всего	Результ.	Нал. расч.	Кредит	Всего	
Аптеки	257	125	40029	18288	58317	25.59 %
Бары	2	2	288	144	432	0.19 %
Женские консультации	4	3	1008	0	1008	0.44 %
Киоски	22	20	3927	0	3927	1.72 %
Клубы	1	1	72	0	72	0.03 %
Коммерческие магазины	3	1	12	0	12	0.01 %
Оптовые коммерческие маг	30	27	80234	3132	83366	36.58 %
Оптовые медицинские фир	71	37	36288	44496	80784	35.44 %
Секс шопы	1	0	0	0	0	
Учебные заведения	0	0	0	0	0	
Итого:		391	216	161858	66060	227918 100%

% соотношение: 71.02 % 28.98 %

P.S. Report is by pillow pack of 3.

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ПРОЕКТ СОЦИАЛЬНОГО МАРКЕТИНГА КОНТРАЦЕПТИВОВ

Свердловская область

Отчет о продажах

по районам

Торговый представитель: Елкин Дмитрий
с 12/01/95 по 03/31/97

Район	Визиты		Отпущено товара			%
	Всего	Результ	Нал. расч.	Кредит	Всего	
1 Алапаевский	0	0	0	0	0	
2 Асбестовский	0	0	0	0	0	
3 Каменский	0	0	0	0	0	
4 Камышловский	2	2	77	355	432	1.14 %
5 Качканарский	5	5	0	2304	2304	6.09 %
6 Красноуфимский	0	0	0	0	0	
7 Кушвинский	4	4	432	288	720	1.9 %
8 Н.Серьгинский	0	0	0	0	0	
9 Н.Тагильский	43	27	3168	12948	16116	42.58 %
10 Невьянский	5	5	1008	144	1152	3.04 %
11 Первоуральский	0	0	0	0	0	
12 Североуральский	0	0	0	0	0	
13 Серовский	0	0	0	0	0	
14 Тавдинский	0	0	0	0	0	
15 Туринский	4	2	576	0	576	1.52 %
16 Центральный	122	37	6336	10212	16548	43.72 %
Итого:	185	82	11597	26251	37848	100%

% соотношение: 30.64 % 69.36 %

P.S. Report is by pillow pack of 3.

Отчет о продажах

по категориям торговых точек

Торговый представитель: Елкин Дмитрий
с 12/01/95 по 03/31/97

Наименование	Визиты		Отпущено товара			%
	Всего	Результ	Нал. расч.	Кредит	Всего	
Аптеки	111	51	3744	13824	17568	46.42 %
Бары	0	0	0	0	0	
Женские консультации	0	0	0	0	0	
Киоски	9	4	1440	2592	4032	10.65 %
Клубы	0	0	0	0	0	
Коммерческие магазины	0	0	0	0	0	
Оптовые коммерческие маг	9	2	1008	0	1008	2.66 %
Оптовые медицинские фир	49	20	2813	9835	12648	33.42 %
Секс шопы	7	3	2592	0	2592	6.85 %
Учебные заведения	0	0	0	0	0	
Итого:	185	82	11597	26251	37848	100%

% соотношение: 30.64 % 69.36 %

P.S. Report is by pillow pack of 3.

ПРОЕКТ СОЦИАЛЬНОГО МАРКЕТИНГА КОНТРАЦЕПТИВОВ

Свердловская область

Отчет о продажах

по районам

Торговый представитель: Ильина Галина
с 12/01/95 по 03/31/97

Район	Визиты		Отпущено товара			%
	Всего	Результ	Нал. расч.	Кредит	Всего	
1 Алапаевский	39	15	9792	0	9792	5.66 %
2 Асбестовский	34	6	2880	1440	4320	2.5 %
3 Каменский	68	27	7467	3312	10779	6.23 %
4 Камышловский	100	40	15912	4032	19944	11.54 %
5 Качканарский	0	0	0	0	0	
6 Красноуфимский	0	0	0	0	0	
7 Кушвинский	0	0	0	0	0	
8 Н.Серьгинский	0	0	0	0	0	
9 Н.Тагильский	0	0	0	0	0	
10 Невьянский	1	1	720	0	720	0.42 %
11 Первоуральский	0	0	0	0	0	
12 Североуральский	0	0	0	0	0	
13 Серовский	0	0	0	0	0	
14 Тавдинский	0	0	0	0	0	
15 Туринский	22	11	2844	0	2844	1.65 %
16 Центральный	668	173	63432	61056	124488	72.01 %
Итого:	932	268	103047	69840	172887	100%
% соотношение:			59.6 %	40.4 %		

P.S. Report is by pillow pack of 3.

Отчет о продажах

по категориям торговых точек

Торговый представитель: Ильина Галина
с 12/01/95 по 03/31/97

Наименование	Визиты		Отпущено товара			%
	Всего	Результ	Нал. расч.	Кредит	Всего	
Аптеки	501	155	45394	34992	80386	46.5 %
Бары	1	0	0	0	0	
Женские консультации	6	2	1008	0	1008	0.58 %
Киоски	6	3	324	0	324	0.19 %
Клубы	3	1	144	0	144	0.08 %
Коммерческие магазины	9	1	144	0	144	0.08 %
Оптовые коммерческие маг	85	34	22121	11520	33641	19.46 %
Оптовые медицинские фир	319	71	33336	23328	56664	32.78 %
Секс шопы	1	1	576	0	576	0.33 %
Учебные заведения	1	0	0	0	0	
Итого:	932	268	103047	69840	172887	100%
% соотношение:			59.6 %	40.4 %		

P.S. Report is by pillow pack of 3.

ПРОЕКТ СОЦИАЛЬНОГО МАРКЕТИНГА КОНТРАЦЕПТИВОВ

Свердловская область

Отчет о продажах

по районам

Торговый представитель: Вахитов Роман
с 12/01/95 по 03/31/97

Район	Визиты		Отпущено товара			%
	Всего	Результ	Над. расч.	Кредит	Всего	
1 Алапаевский	0	0	0	0	0	
2 Асбестовский	0	0	0	0	0	
3 Каменский	0	0	0	0	0	
4 Камышловский	0	0	0	0	0	
5 Качканарский	15	8	2412	1440	3852	8.56 %
6 Красноуфимский	0	0	0	0	0	
7 Кушвинский	16	10	396	0	396	0.88 %
8 Н.Серьгинский	0	0	0	0	0	
9 Н.Тагильский	77	33	7308	0	7308	16.24 %
10 Невьянский	21	5	4608	0	4608	10.24 %
11 Первоуральский	0	0	0	0	0	
12 Североуральский	0	0	0	0	0	
13 Серовский	30	10	3216	0	3216	7.15 %
14 Тавдинский	0	0	0	0	0	
15 Туринский	8	4	168	0	168	0.37 %
16 Центральный	277	99	5568	19872	25440	56.55 %
Итого:	444	169	23676	21312	44988	100%
% соотношение:			52.63 %	47.37 %		

P.S. Report is by pillow pack of 3.

Отчет о продажах

по категориям торговых точек

Торговый представитель: Вахитов Роман
с 12/01/95 по 03/31/97

Наименование	Визиты		Отпущено товара			%
	Всего	Результ	Над. расч.	Кредит	Всего	
Аптеки	199	56	5652	9648	15300	34.01 %
Бары	3	0	0	0	0	
Женские консультации	0	0	0	0	0	
Киоски	81	66	4764	0	4764	10.59 %
Клубы	0	0	0	0	0	
Коммерческие магазины	2	0	0	0	0	
Оптовые коммерческие маг	5	1	144	0	144	0.32 %
Оптовые медицинские фир	152	46	13116	11664	24780	55.08 %
Секс шопы	2	0	0	0	0	
Учебные заведения	0	0	0	0	0	
Итого:	444	169	23676	21312	44988	100%
% соотношение:			52.63 %	47.37 %		

P.S. Report is by pillow pack of 3.

A Report on the Results of Sociological Research: The Distribution of "Favorite" Condoms in the Sverdlovsk Oblast

General Situation

On December 1, 1995, "Favorite" condoms were introduced and active distribution of the condoms throughout the Sverdlovsk Oblast began. The present research is being carried out to sum up the results of Project activities on the distribution of condoms.

This research took place from August 25 to October 15, 1996. Information was collected from August 27 to September 10.

The goals of this research are the verification of the distribution of "Favorite" condoms throughout the Sverdlovsk Oblast and a study of the price range for "Favorite" condoms.

Sampling

The objects of this research were pharmacies, commercial pharmacies and commercial kiosks.

The selection of units to form a sampling aggregate was conducted as follows. Populated areas of the Sverdlovsk Oblast were grouped into six categories depending on population and distance of the city from Ekaterinburg.

Category 1 - Population of over one million people (Ekaterinburg).

Category 2 - Population from 500,000 to 140,000 people (N. Tagil, Kamensk-Uralsky, Pervouralsk).

Category 3 - Population from 140,000 to 50,000 people (Asbest, Serov, Irbit, V. Pyshma, Krasnoturyinsk).

Category 4 - Population from 50,000 to 20,000 people (Kamyshlov, Krasnoufimsk, Kushva, Rezh, Sredneuralsk, Tavda, Artyomovsky).

Category 5 - Population from 20,000 to 5,000 people (Degtyarsk, Verhoturye, V. Tura, N. Lyalya, N. Sergi).

Category 6 - Population 5,000 and fewer¹ (settlements Losiny, Natalyinsk, Kurganovo, Sarana, Zaikovo, N. Sergi, Atig).

¹ Researchers did not attempt to form a representative sampling for populated areas in Category 6 because these are villages and workers' settlements and it is very difficult to organize and finance representative research in areas like these. Therefore, the results for this 6th category are approximated. Almost all the results are analyzed without data from Category 6.

In each of the categories, several cities (indicated in parentheses) were selected by random sampling and depending on the size of the city, and a survey of all or half of sales outlets was conducted. In this way, with the formation of the sampling, cities having different populations and situated different distances from Ekaterinburg, were included in the sampling aggregate.

The method of stratified sampling was used to select and survey sales outlets in 31 populated areas. The volume of sampling was 304 outlets.

Maximum error of the sampling for pharmacies was 9%; for kiosks, 4%, which means that the data on availability of "Favorite" condoms in the sampling aggregate could differ from the real situation throughout the entire Oblast by not more than +/- 9% for pharmacies and +/- 4% for commercial kiosks.

Conclusions

1. The "Favorite" condom brand is the leading brand which is most frequently available in the Sverdlovsk Oblast.
2. One "Favorite" condom costs much less than one condom of any other brand.
3. Unlike the other two brand "leaders" ("Masculan" which was available only in pharmacies and "Kama Sutra" which was available only in kiosks) the "Favorite" brand is available both in pharmacies and in commercial kiosks.
4. "Favorite" condoms are available in all populated areas of the Oblast which have different population sizes and distances from Ekaterinburg.
5. As for the whole Region "Favorite" condoms are available in one third of all the sales outlets (pharmacies and commercial kiosks)
6. In settlements with different populations, "Favorite" condoms were available in 47% to 71% of all the pharmacies in the given populated area.
7. In practically all of the outlets where "Favorite" condoms were sold, they were displayed in the window and visible to consumers.
8. The most popular advertising materials were the large sticker, small dispenser and the poster.
9. In the whole aggregate (i.e., in pharmacies and commercial kiosks), the selling price of "Favorite" condoms was close to the recommended price. In the pharmacies of the Oblast, "Favorite" was sold at the recommended price.

General Overview of the Market

According to the survey data, in the sales outlets of the Oblast (pharmacies, commercial pharmacies and commercial kiosks), 53 brands of condoms were present. Three of those were distinct leaders: "Masculan," "Favorite," and "Kama Sutra." Among all those brands for sale, these three brands were available as follows:

	Percentage of all available condoms in sales outlets
"Masculan" ²	18.0%
"Favorite"	17.0%
"Kama Sutra"	9.6%

The price of one condom for all varied from 320 to 2,000 rubles. Average prices per condom by brand were:

	Overall average price in pharmacies and kiosks throughout the Oblast
"Favorite" made in the U.S.	555 rubles
"Kama Sutra" manufacture unknown	866 rubles
"Adam" made in India	690 rubles
"Masculan" manufacture unknown	1,472 rubles
All Others	1,177 rubles

Table 1

Availability of "Favorite" Condoms in the Six Categories of Populated Areas (Percent of Sales Outlets with Condoms for Sale among All Outlets Interviewed in Each Category)

	Category 1 Population over One Million	Category 2 Population from 500,000 to 140,000	Category 3 Population from 140,000 to 50,000	Category 4 Population from 50,000 to 20,000	Category 5 Population from 20,000 to 5,000	Category 6 Population of 5,000 and fewer
"Favorite"	15%	14.5%	14.7%	26.9%	25%	15.2%

² In this instance, if several different types of "Masculan" brand condoms were sold in the same outlet, then they were counted as one brand (i.e., "Masculan" was available in the given outlet).

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"Favorite" is the brand which was available in all groups of the populated areas.

Furthermore, "Favorite" was available in both types of sales outlets, while "Masculan" was available only in pharmacies and "Kama Sutra" was available only in kiosks.

In sales outlets, "Favorite" was most frequently displayed using the pillow pack accompanied by the small dispenser and large promotional stickers.

In 18.7% of the outlets interviewed (pharmacies, commercial pharmacies, and commercial kiosks), "Favorite" was available in July and August, but at the time of the survey, which was conducted in September, it was out of stock. In 15.7% of the outlets, "Favorite" was available in September (pharmacies, commercial pharmacies and commercial kiosks).

Pharmacies

107 pharmacies in Ekaterinburg and the Oblast were selected as sites to conduct interviews.

On the whole, during the period from July to September, "Favorite" was available in 60.7% of all interviewed pharmacies. At the time the survey was conducted, "Favorite" was available in one-third of the pharmacies in the Oblast.³

The presence of a given brand in pharmacies is clearly seen in the table where the share of pharmacies interviewed (in percent) in which "Favorite" was sold in July, August and September is illustrated.

In specific categories of cities, the share of pharmacies which have "Favorite" with their other stock consists of:

	Percent of pharmacies which had, and currently have, "Favorite" available (July, August and September)
Category 1 (more than one million people)	71.4%
Category 2 (500,000 to 140,000 people)	66.7%
Category 3 (140,000 to 50,000 people)	65.4%
Category 4 (50,000 to 20,000 people)	47.1%
Category 5 (fewer than 20,000 people)	62.5%

The average price for one "Favorite" condom in pharmacies in the Oblast was 378.95 rubles. In populated areas that differed in numbers of people, the average price for the "Favorite" condom varied as follows:

³ Because "Favorite" was in short supply for July, August and September, sales representatives could not fill orders. Thus, the presence of condoms for sale in July and August was considered as availability, and the distribution results were considered for the period of July, August and September.

Category 1	405 rubles
Category 2	389 rubles
Category 3	366 rubles
Category 4	348 rubles
Category 5	333 rubles

On the basis of this data, it is possible to conclude that the fewer the number of people in a settled area, the lower the average cost of the condom.

In almost all pharmacies where "Favorite" was available (in 98.2% of pharmacies), "Favorite" was displayed in the shop window.

Commercial pharmacies

16 commercial pharmacies in Ekaterinburg and the Oblast were included in the sampling for this research.

Commercial pharmacies represented 15.4% of all pharmacies surveyed. In all of the pharmacies where "Favorite" was available, "Favorite" was displayed in the shop window.

In all of the commercial pharmacies, "Favorite" is, or was, available in July and August.

Commercial kiosks

194 commercial kiosks in Ekaterinburg and the Oblast were surveyed.

The study of "Favorite" condom distribution in commercial kiosks in the Oblast was a difficult undertaking as at present there is no exact information about the quantity and distribution of the given sales outlets in the Oblast. Therefore, because there was not enough data on the general aggregate, it was extremely difficult to take a representative sampling.

The most reliable scenario of "Favorite" distribution through commercial kiosks was collected for the major cities in the Oblast -- Ekaterinburg, Nizhny Tagil, and Kamensk Uralsk.

Table 2

Availability of "Favorite" Condoms in Commercial Kiosks in Ekaterinburg, Nizhny Tagil and Kamensk Uralsk in July, August and September (Percent of All City Kiosks Surveyed)

	July-August	September	Total (in %)
Ekaterinburg	7.5%	10.0%	17.5%
Nizhny Tagil	12.5%	5.0%	17.5%
Kamensky Uralsk	5.0%	5.0%	10.0%

According to the research data, from June until the time of the survey, one could find “Favorite” condoms in 14.3% of the kiosks (of all kiosks surveyed) in the Oblast.

The average price for one “Favorite” condom in commercial kiosks was 959 rubles.

Advertising materials

Information on the availability of advertising materials at sales outlets does not reflect the actual situation because at the time of the survey, there were no condoms at some of the sales outlets and accordingly, the advertising materials were removed. In addition, the main way commercial kiosks obtain condoms is through purchase on the wholesale market where advertising materials are not offered.

Overall, the survey showed that “Favorite” advertising materials are in 12.5% of sales outlets (information over the whole aggregate). Representatives of the sales outlets commented that they were most frequently offered posters and large and small stickers.

Table 3

Types of Advertising Materials Offered (Percent of All Cases Where Advertising Materials Had Been Offered to Sales Outlets)

Poster	42.9%
Large sticker	35.7%
Small sticker	23.8%
Informational brochure/leaflet	19.0%
Large dispenser	19.0%
Other (small dispenser, calendar)	4.8%

Note: the total does not equal 100% because respondents were able to select several alternatives as a response.

The large stickers (usually displayed on a wall) and small dispenser (on a shelf) were most often found in pharmacies and kiosks. The informational brochures/leaflets were more rarely seen.

The real situation of the availability of advertising materials in sales outlets is reflected in the following table.

Table 4

**Availability of Specific Types of Advertising Materials in Sales Outlets
(Percent of All Surveyed Sales Outlets, All Surveyed Pharmacies, and All Surveyed
Commercial Kiosks)**

	General Availability	Pharmacies	Commercial Kiosks
Large stickers	5.5%	16.0%	0.5%
Small dispensers	4.6%	13.2%	0.5%
Posters	3.1%	9.4%	-
Small stickers	1.8%	4.7%	0.5%
Large dispensers	1.5%	4.0%	-
No advertising materials	83.5%	66.0%	98.5%

Note: Because in several outlets there were several types of “Favorite” advertising materials, the total percent of all columns does not equal 100.

Means of obtaining “Favorite” condoms through sales outlets

In general (pharmacies, commercial pharmacies, commercial kiosks), almost 70% of respondents found it difficult to specifically name a place to obtain “Favorite” condoms. Of those respondents who knew of a place to obtain them, in half of the cases (53.3%) “Favorite” was purchased through sales outlets stocked through Harmony. In 15.6% of cases, they were purchased on the wholesale market. In 12.2% of cases, they were purchased through commercial businesses (percent of total quantity of indicated places).

If one speaks of the situation as a whole, then the leader among those places where “Favorite” is purchased is Harmony (the Contraceptive Social Marketing Project and Harmony were considered. One subject in this research because the sales representatives for the Project present themselves as sales representatives for Harmony during sales). For each type of sales outlet, the main places for obtaining “Favorite” differed.

Table 5

Means of Obtaining "Favorite" Condoms by Different Types of Sales Outlets

	Non-commercial Pharmacies	Commercial Pharmacies	Commercial Kiosks
Harmony	68.3%	77.8%	-
Wholesale market	-	-	66.7%
Commercial businesses	8.3%	11.1%	23.8%
Pharmacy warehouse	3.3%	11.1%	-
Pharminvest	5%	-	-
Other	15.1%	-	9.5%

Among those other places where "Favorite" could be purchased, sales outlets such as the enterprise "Pharmacia," "Pharmsoyuz," the Ekaterinburg Pharmaceutical Factory, and the firms "Varian" and "Khart" were listed.

Commercial pharmacies collaborate more frequently with Harmony than non-commercial pharmacies. The main means of obtaining "Favorite" condoms through commercial kiosks is through the wholesale market.

Dependence of the Situation on the Remoteness of the Populated Area in Relation to Ekaterinburg

This research showed that the farther away from Ekaterinburg the populated area was located, the fewer sales outlets there were that had "Favorite" condoms available. The very same tendency is present related to the availability of advertising materials at sales outlets: the farther away the sales outlets were, the fewer advertising materials encountered. In populated areas which were located more than 200 kilometers from Ekaterinburg, in 90% of the cases, "Favorite" condoms were obtained by the sales outlets through "Harmony."

Recommendations

1. More active work (the distribution of "Favorite" condoms and advertising materials) must be arranged with the sales outlets (both pharmacies and commercial kiosks) which are located farther away from Ekaterinburg.

2. A system of distribution of advertising materials to commercial kiosks should be organized.

3. "Favorite" condoms must always be in stock. Research results showed that when the condoms were out of stock, during the course of practically one to two months, the number of pharmacies that sold the condoms decreased by two times.

EXPRESS SURVEY REPORT

This express survey was conducted in Ekaterinburg, Pervouralsk and Rezh from September 25 to October 14, 1996. 49 people were surveyed and the interview method was used. The survey was conducted at four pharmacies and three commercial kiosks in Ekaterinburg, at one pharmacy in Pervouralsk and one pharmacy in Rezh. Research did not reveal any significant differences between the city and the Oblast, or the pharmacies and commercial kiosks, other than obvious differences (e.g., at kiosks, only condoms were purchased because other types of contraceptives were not sold there). The data in this survey are presented in a generalized form for all of the pharmacies and commercial kiosks where the survey was conducted.

The goal of this research is to analyze the consumer behavior of purchasers of "Favorite" condoms and other contraceptives in pharmacies and commercial kiosks.

The purpose of this research is:

1. To study the purchaser's behavior; to find out reasons for respondents' preferences when buying different types and brands of contraceptives.
2. To study contraceptive behavior (i.e., respondents' use of different contraceptive means and methods).
3. To learn the reasons behind the choice and purchase of specific condom brands from respondents who use condoms as the primary means of contraception.
4. To study the level of respondents' awareness of "Favorite" condoms.
5. To learn the social and demographic characteristics of purchasers of "Favorite" condoms and other contraceptives.

The subject of this research is:

All respondents who have purchased any kind of contraceptive at a pharmacy or commercial kiosk.

The social and demographic characteristics of those surveyed were: 49% men, 51% women. With regard to the purchase of condoms, three-fourths of the purchasers were men. The age of purchasers of contraceptives was:

- from 15 to 20 years of age - 24%;
- from 20 to 25 years of age - 41%;
- from 25 to 30 years of age - 12%;
- from 30 to 35 years of age - 14%;
- from 35 to 40 years of age - 3%;
- from 45 to 50 years of age - 4%;
- older than 55 - 2%.

59% of the respondents were not married.

The majority of those who declined to answer the interviewer's questions were:

- women from the ages of 20 to 30 years old - 40%;
- women younger than 20 - 20%;
- men 20 to 30 years old - 20%; and
- men 40 to 50 years old - 20%

Overall, people 20 to 30 years old (60%) most often declined to take part in the survey.

The object of this research was the variety of contraceptives at pharmacies and commercial kiosks. Since the objective of this research was to analyze consumer behavior of purchasers of "Favorite" condoms, the survey was conducted at pharmacies and commercial kiosks where "Favorite" condoms were being sold. In the majority of pharmacies other brands of condoms were also available. One of the most often encountered brands was "Masculan;" other brands were "Fitted," "King" and "Playboy."

Oral contraceptives were sold at almost all of the pharmacies. "Marvelon" and "Trikvilar" were most often seen.

Other contraceptives on sale were: spermicides and pills such as "Pharmatex," "Postinor," "Diana 35," and "Depo Provera."

Conclusions

1. This research revealed a high level of condom use among contraceptive users. Two-thirds of the respondents indicated that they use condoms as the primary means of contraception. Every other person who came to the pharmacy or commercial kiosk came for condoms.
2. The level of awareness of "Favorite" condoms was very high. Practically all people surveyed had heard about them.
3. Despite the fact that every fifth person came with the intent to purchase "Favorite" condoms, in reality, twice as many people have purchased them. Thus, one can also say that the level of usage of "Favorite" condoms is high among contraceptive users.
4. The main reasons for the selection of a specific brand of contraceptive and specific brand of condoms were price and availability.
5. It was discovered that the main competitor of "Favorite" is "Masculan."
6. One can assume that the number of "Masculan" condoms purchased is higher than that reported in this research since the survey was conducted only where "Favorite" condoms were being sold.

7. Taking into consideration that the main reasons for the selection and purchase of a specific brand of contraceptives and specific brand of condoms were price and availability, one can suggest that "Masculan" is "Favorite's" overall competitor. Thus, if there had been as high a level of awareness of "Favorite" as there is now, and if this brand were on sale everywhere "Masculan" is being sold, then taking into consideration the respondents' reasons for selecting condom brands, some users would purchase "Favorite" instead of "Masculan."

Purchaser's Behavior

Almost all of the purchasers came to the pharmacy for a specific contraceptive method. This was indicated by 88% of the respondents. The reasons why this or that method was preferred can be distributed as follows:

1. Convenient and suitable - 35%;
2. Safe - 33%;
3. Recommended by a doctor - 8%;
4. Other reasons (protects from STD's; friends' advice; relatives' advice; decided to try it; good advertisement; given as change by the store for a purchase) - 24%¹

In general, 54% of the respondents came to the outlet for condoms, 27% came for hormonal contraceptives, 4% came for IUD's, and 3% came for spermicides. 6% responded that they had not planned on buying anything. 6% responded that they found it difficult to answer the question.

Contraceptives purchased were:

1. "Favorite" condoms - 42%;
2. "Marvelon" - 21%;
3. "King" condoms - 7%;
4. "Pharmatex" - 4%;
5. IUD's - 4%;
6. "Trigerol" - 4%;
7. "Postinor" - 4%;
8. "Masculan" condoms - 4%;
9. "Fitted" condoms - 4%;
10. "Trikvilar" - 4%;
11. "Intim" condoms - 2%.

20% of those surveyed indicated that they came specifically to purchase "Favorite" condoms. In general, 53% of those who answered the question came for a specific brand. According to the consumers, the choice of a specific brand is influenced most of all by:

¹ For point 4, six different reasons which had 6% or less each were combined.

1. Price - 18%;
2. Availability of the brand - 14%;
3. Friends' and relatives' advice - 14%;
4. Desire to try it - 12%;
5. Quality - 12%;
6. Regular use of a given brand - 10%;
7. Liked the packaging; good advertising - 8%;
8. Doctor's advice - 8%;
9. Difficult to say - 2%;
10. Other reasons (more suitable than other brands; low content of hormones; the brand desired was not available) - 12%²

Note: the total does not equal 100% because those surveyed could choose several responses.

Contraceptive Behavior

Respondents were asked, "What contraceptive method or means do you most frequently use during sexual intercourse?" The responses were distributed as follows:

1. Condoms - 67%;
2. Hormonal contraceptives - 35%;
3. Coitus interruptus - 6%;
4. IUD's - 4%;
5. Vaginal foaming tablets and spermicides - 4%;
6. None - 2%;
7. Don't know - 2%.

Note: the total does not equal 100% because those surveyed could choose several responses.

During their last sexual intercourse, 51% of those surveyed used condoms, 29% used hormonal contraceptives, 8% did not use any contraceptive, 6% found it difficult to answer. 2% of those surveyed used IUD's, 2% used coitus interruptus, and 2% used spermicides.

Condoms were used:

- during each sexual intercourse by 43% of the respondents;
- sometimes, and sometimes were not used by 18% of the respondents;
- seldom by 25%;
- never by 14%.

² For point 10, four different reasons which had 6% or less each were combined.

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**Preferences of Respondents Who Use Condoms as
the Primary Means of Contraception**

Those who regularly use condoms were asked, "What condom do you most frequently use now?"

The respondents' answers were:

1. "Favorite" - 41%;
2. Any kind - 16%
3. Difficult to answer - 16%;
4. "Masculan" - 11%;
5. Domestically produced brands - 5%;
6. "Kama Sutra" - 5%;
7. "Classic" - 2%;
8. "Carex" - 2%;
9. "King" - 2%.

A further question was "Why do you frequently use that selected brand of condoms?" First was an acceptable price, to which 24% of the respondents pointed. Second and third at 20% each were the availability and reliability of the condoms. 12% found it difficult to answer the question. Of the other six responses, each had 6% or fewer totaling combined 24% (does not reduce sensitivity; convenient; good lubrication; like them; good advertising; variety of styles within a given brand).

The reasons for choosing the top three condom brands as listed above (by percent of those people using the preferred brand) were:

"Favorite"

1. Low price - 56%;
2. Reliability - 33%;
3. Availability - 17%;
4. Convenient - 11%;
5. Good lubrication - 11%;
6. Good advertising - 6%.

Any Kind

1. Availability - 60%;
2. Reliability - 40%.

"Masculan"

1. Does not reduce sensitivity - 57%;
2. Like them - 29%;
3. Variety of styles within the given brand - 14%.

Level of Awareness of "Favorite" Condoms

To ascertain the level of awareness of "Favorite" condoms, those surveyed were asked "Have you heard about "Favorite" condoms?" If the respondent could not answer specifically, then the question was asked again. Only when they were questioned for the third time were they shown the "Favorite" packaging.

90% of all surveyed had heard of "Favorite" condoms. This figure includes all those who remembered the condom on the first time or second time or after they were shown the packaging. 63% of those surveyed had used "Favorite" condoms.

Social and Demographic Characteristics of People Who Purchase "Favorite" Condoms

The main purchasers (61%) are people who are not married that are 15 to 25 years of age (15 to 20 years old - 33%; 20 to 25 years old - 28%). The next group of purchasers (16%) of "Favorite" condoms consists of people who are married and 20 to 25 years old. Then, people who were unmarried and 25 to 30 years old (11%). 11% of the purchasers were unmarried and 45 to 50 years old.

Report of Findings

Observations were conducted at one pharmacy in Ekaterinburg at the same time the express survey was being conducted. 22 respondents participated.

The purpose of these observations was:

1. To study the attitudes of the respondents to the subject of the survey.
2. To study the quickness of respondents' reactions when answering the question "Have you heard of 'Favorite' condoms?"
3. To determine the social and demographic characteristics of those people who declined to respond to the interviewer's questions.

Ten respondents reacted in a positive and friendly manner to the interviewer's request to answer questions. The same number were neutral. Two of those surveyed had a negative reaction and they declined to take part in the survey.

19 respondents to the question "Have you heard of 'Favorite' condoms?" immediately answered in the affirmative. One person remembered the brand after a while and one of those surveyed remembered the brand after being shown the packaging. Two respondents responded in the negative to the question even after having been shown the packaging.

FINDINGS OF THE SOCIOLOGICAL RESEARCH ON THE ACTIVITIES OF THE CONTRACEPTIVE SOCIAL MARKETING PROJECT

1. Background

The Contraceptive Social Marketing Project has been established in the Sverdlovsk Oblast since January 1995. The Project is non-commercial; its goal is to improve reproductive health in the Sverdlovsk Oblast and to promote the idea of safe sexual behavior.

Project implementation included the development of a brand name condom, which was specially designed with the Sverdlovsk Oblast in mind. On December 1, 1995, the "Favorite" condom was launched and was followed by active distribution of condoms throughout the Sverdlovsk Oblast. The condoms were distributed at low prices in order to be affordable to people of all income levels. From December 1995 to September 1996, approximately 1.5 million pieces were distributed.

Two video spots and two audio spots were prepared to advertise the brand, and two audio spots on the need to use condoms were produced as public service announcements. In order to promote the idea of safe sexual behavior and the use of condoms, special events, where many participants purchased or received free samples of "Favorite" condoms, were regularly held. In the Sverdlovsk Oblast an educational campaign was held which was aimed at medical workers, teachers and social workers -- those who in their profession work with people on issues regarding contraceptive choices.

The parties taking part in the Project are PSI (Population Services International), a non-commercial entity which is successfully using social marketing principles for the distribution of products to improve health in more than 35 countries around the world, and the Association of Obstetricians and Gynecologists, a newly established non-commercial social organization, dealing with issues of reproductive health of the Sverdlovsk Oblast population. This study is part of the planned research for the evaluation of Project activities.

2. Methodology

The object of this research is actual and potential consumers of condoms who are 15 to 25 years old.

The goal of this research is to find out:

- the attitude of respondents towards different contraceptive methods and means;
- the attitude towards condoms as a contraceptive method;
- knowledge of "Favorite" condoms;
- evaluation of characteristics of consumers of "Favorite" condoms;
- the purchaser's behavior related to initial and subsequent purchases of "Favorite" condoms; and
- the effectiveness of advertising instruments and special events on promotion.

The research was conducted from September 2 to October 2, 1996. Field work took place from

September 14 to 24. For the questioning of respondents, the focus group method of interviewing was used. There were 14 focus groups in all: six in Ekaterinburg and eight within the Oblast. 107 people took part in the research: 57 men and 50 women. Respondents 15 to 25 years of age were interviewed.

Two cities, Ekaterinburg and Asbest, were chosen as sites to conduct the focus groups. The Sverdlovsk Oblast is highly urbanized; 3.7 million people out of 4.5 million live in cities. Half of the Sverdlovsk Oblast population live in three major cities. Therefore, one large city (Ekaterinburg) and one medium sized city (Asbest) were chosen for this research. Another criterion for conducting the survey in Ekaterinburg and Asbest was the fact that this population had the opportunity to see and hear the advertising for "Favorite" condoms.

Focus group interviews were conducted by a moderator and an assistant: in men's groups [interviews were conducted] by men, in women's groups, by women; and in mixed groups, by a man and a woman. The interview was written down by an assistant and [recorded] on tape. After conducting research, the moderators prepared a report about each group.

Selection of respondents for focus groups was carried out by the Ural Information and Sociological Agency, an organization which conducts sociological and marketing research in the Ural Region. To select respondents, they used a specially developed questionnaire containing criteria for selection.

3. Selection

Selection was based on the following criteria:

1. Sex (male, female);
2. Age (15 to 25);
3. Marital status (single);
4. Use of condoms (using condoms, not using condoms); and
5. Sexually active (only sexually active people).

In several groups the selection of respondents was based on whether or not [participants] had heard or seen advertisements for "Favorite."

All respondents were required to live, study and work in different districts of the city and in different institutions, (i.e., not to be acquainted with each other). People working in advertising, conducting sociological and marketing research, taking part in similar research within the past year, or engaged in activities related to sales or promotion of condoms were not allowed to be recruited to participate in these focus groups.

Selection in Ekaterinburg:

1. Men who have seen the television advertisements and are using condoms:
7 people, ages 15-21.
2. Men who have seen the television advertisements and either using or not using condoms:
8 people, ages 22-25.
3. Women who have seen the television advertisements and either using or not using condoms:
7 people, ages 15-21.
4. Men and women who have not seen the television advertisements and are using condoms:
8 people, ages 22- 25.
5. Men and women who have not seen the television advertisements and are either using or not using condoms:
9 people, ages 15-22.
6. Men and women who have heard the radio advertisements and are either using or not using condoms:
9 people, ages 15-25.

Selection in Asbest:

1. Men who have seen the television advertisements and are using condoms:
7 people, ages 15-21.
2. Men who have not seen the television advertisements and are either using or not using condoms:
6 people, ages 22-25.
3. Women who have seen the television advertisements and are using condoms:
8 people, ages 15-21.
4. Women who have not seen the television advertisements and are not using condoms:
7 people, ages 22-25.
5. Men and women who have not seen the television advertisements and are using condoms:
9 people, ages 22-25.
6. Men and women who have not seen the television advertisements and are not using condoms:
7 people, ages 15-21.
7. Men who have heard the radio advertisements and are either using or not using condoms:
9 people, ages 15-25.
8. Women who have heard the radio advertisements and are either using or not using condoms:
7 people, ages 15-25.

Conclusions:

1. Respondents said most often that the best contraceptive methods are condoms and oral contraceptives.
2. Almost all respondents said that condoms should be sold in every pharmacy.

3. Advantages of condoms: effective, accessible, cheap, can be obtained without consultation with a doctor, and protects oneself from STDs, AIDS, and unwanted pregnancies.
Disadvantages of condoms: decreased sensitivity, breakage, inconvenient to use.
4. According to the respondents, condoms are used by people who have casual sexual partners or by people who do not know their partner well enough.
Condoms are not used by people who have a permanent partner, or by married people.
5. Participants in the research said that they would like information on the size of condoms, lubrication that can be used, the advantages of condoms as a contraceptive method, and information on STDs.
6. Qualitative methods were adapted to this research approach. Research revealed a high degree of respondents' identification with people who use condoms and a highly negative attitude to those "who will never use condoms."
7. To increase the number of people who use condoms, advertising is needed first and foremost. Also, condoms should be made available, sold anywhere, at all times and sold at "moderate prices."
8. Research has determined a high level of awareness of "Favorite" condoms in Ekaterinburg. Many people heard of or participated in social events carried out by the Project. The level of awareness of the brand was lower in the Oblast than in Ekaterinburg.
9. The majority of people who saw the advertisement have tried 'Favorite' condoms, and most of those who tried them intend to continue to use them or expressed a desire to purchase them again.
10. The first spontaneous appraisal many people made of "Favorite" condoms was that they are "high quality."
11. Factors evoking particular confidence in the product from consumers:
 - advertising;
 - nice packaging;
 - affordable price;
 - special events; and
 - word of mouth.
12. Respondents rated the TV spots relatively highly. Respondents rated the TV spots on a scale from 1 to 5 according to various criteria, and actual ratings varied from 3 to 5.
13. Radio spots were rated by respondents differently. The best rating was given to the ad "Car without Brakes" which had ratings of all 4's and 5's. The reels "Hi, Guys!" and "Want to be Healthy?" were liked less. The reel "Pharmacy" was not liked.

14. The main comments about the radio spots that were expressed by the respondents were to make them more expressive, "brighter" and to come up with a jingle.

15. One of the suggestions expressed by many respondents was to advertise the goods and the firm together (e.g., "the firm is a guarantee of quality").

16. Even immediately after watching and listening to the spots, almost none of the respondents could recall the name of the organization distributing the condoms (Contraceptive Social Marketing Project).

17. According to research results the most effective marketing and advertising instruments were packaging, the two TV spots, the radio spot "Car Without Brakes," and promotional events like the concert featuring the European group "E-rotic", and TV broadcasts by I. Sheremet.

Recommendations

1. In order to increase the effectiveness of the promotion of "Favorite," along with advertising the condoms, one should promote "the firm that is manufacturing or distributing the condoms."

2. Research showed that it is not effective to promote just the name of the firm that distributes the condoms (the Contraceptive Social Marketing Project). Rather, one should either change the name or think of additional steps for a "supplementary promotion of the name."

3. It may be necessary to redo the radio advertisements or create new radio spots in order to make them more expressive.

4. A new jingle may need to be created.

5. An aggressive advertising campaign and promotional campaign in the Sverdlovsk Oblast are necessary.

Attitudes toward Different Contraceptive Methods and Means

At the moderator's request to name the best contraceptive methods, in the majority of the groups, people mentioned condoms and oral contraceptives. However, over the entire period of the research, participants named almost all contraceptive methods and means: IUDs, coitus interruptus, spermicides and the calendar method. Hormonal injections were mentioned once.

In answer to the question about the worst methods, respondents also named almost all contraceptive methods and means: condoms - "because they break," "because there are low quality condoms," "the passion is lost," "do not allow full sensitivity," "remain in the vagina;" oral contraceptives and IUDs - "hormones," "influence the body;" calendar method - "ineffective."

In answer to the moderator's question, "What should always be available in any pharmacy?" the majority of respondents said "condoms, and not only one brand," "there should always be a selection" and "oral contraceptives."

Attitudes toward Condoms as a Contraceptive Method

Participants in the focus groups believed that condoms are used because they are: "safe," "effective," "affordable," "one can always buy them," "they are cheaper than anything else," "this is the most popular method," and "one can obtain them without consulting a doctor."

In those groups where respondents used condoms as the primary method of contraception or as one of the main methods, the most frequent and most positive statements given were:

- "the most reliable method," "one of the best methods of contraception."

In groups where condoms were not used as the primary method, participants' statements were more reserved:

- "a good method if the condom doesn't break."

In all of the groups, respondents mentioned the following positive aspects of using condoms:

- "protects from diseases and pregnancy."

In some groups, respondents said that condoms protect oneself from AIDS. One respondent said "the advantage of a condom is that it is pleasant when you put it on."

The same negative aspects of using condoms were given in all the groups:

- "full sensitivity is lost;"
- "sensitivity is reduced;"
- "it is not convenient to use;" and
- "condoms break."

In several groups other factors which prevent one from using condoms were mentioned:

- "one is embarrassed to buy them;"
- "it is uncomfortable to suggest it to a partner;"
- "condoms sometimes remain inside;" and
- "sometimes a partner (he or she) does not want to use it."

Participants in the women's group (ages 15 to 21) said:

- "a condom should always be handy, but then parents can find it; this is an obstacle to its purchase and use."

In one of the mixed groups (men and women participants) in Ekaterinburg, a woman respondent said "if you use a condom, your body won't receive nutrients," and "allergic reactions arise due to condom usage."

Respondents' Impressions of People Who Use Condoms

In most groups, in answer to the question "Who uses condoms?" the primary responses in many groups were:

- "people who have casual sexual partners"
- "people who change partners or who do not know their partner well enough."

In some groups respondents said that condoms are used by those:

- "who do not know any other methods;"
- "whom nothing else suits,"
- "whom this method suits."

Qualitative methods were used in this study. Participants were asked to describe, in a few words, people who use condoms, people who do not use condoms, and people who will never use them.

Answers to the first question revealed a high degree of identification. In many groups the foremost answers were:

- "people like me use them;"
- "people like my friends;"
- "all of my friends use them;"
- "normal people;"
- "people who are responsible;"
- "people who want to be healthy;" and
- "intelligent ones."

In some groups respondents said that people who use condoms are over 20 because "youth do not think about what will happen tomorrow." Conversely, [some people said] condoms are used by "younger students, ones who have just started." In some groups respondents thought that "condoms are used only until one is married."

According to the respondents, people who do not use condoms are:

- "married,"
- "have a permanent partner," and
- "are deeply in love."

In most groups, in the city as well as in the Oblast, descriptions of people who will never use condoms were highly negative:

- "homeless people;"
- "outcasts;"
- "bums;"
- "unemployed people (people who have no money);"
- "who do not care at all;" and
- "those who do not need it (e.g., monks, impotents)."

There were also other responses:

- "it's impossible that there are people who have never used condoms, everybody has used condoms at some time or will use them;"
- "political figures and medical workers."

Information about Condoms and the Need for Information

Respondents were asked: "What do you think, do people have enough information on the use of condoms or on all aspects related to the use of condoms?"

Respondents in the majority of the groups said that there is not enough information on condoms, and that information "beginning in grade school" should be given. In some groups respondents said "everybody knows about condoms."

The topics respondents wanted to be informed of follow:

- "diseases;"
- "sizes of condoms;"
- "lubrication;" and
- "advantages of condoms."

How to Increase the Number of People Using Condoms

Participants were asked: "In your opinion, what needs to be done in order to get people to use condoms?" One of the foremost responses in all of the groups was:

- "the main thing is advertising;" "there should be more advertising."

Other responses were:

- "condoms should be made available;" "they should be on sale in any place, at any time;"
- "moderate prices;"
- "instruction - lectures, discussions;"
- "inform people about the advantages of this method."

Awareness of "Favorite" Condoms

Selection of participants for four of the six groups in Ekaterinburg was limited to people who had seen and heard "Favorite" advertising. However, in all of the six groups many participants had seen and heard about "Favorite" even before the advertising campaign had begun.¹ There were revealing survey results in the two groups in which selection had not been limited to people who had seen and heard the advertising, but rather, had been based on whether or not respondents use condoms as their main contraceptive method. The majority of participants in these two groups knew the "Favorite" brand well.

¹ The advertising campaign for *Favorite* condoms was conducted in the mass media from July 3-30 for Ekaterinburg and the Sverdlovsk oblast.

According to the respondents, sources of information about condoms in Ekaterinburg were advertising, television and radio broadcasts, special events, word of mouth and the fact that respondents themselves saw the condoms for sale.

Talking about broadcasts and events, respondents most frequently mentioned I. Sheremet's broadcasts "Nine and a Half," events on Youth Day, Patra Day,² the discotheque "El Dorado," the concert featuring "E-rotic." In some groups respondents stated that "Favorite" condoms were presented at the concert. Many participants remembered the contest where one could win t-shirts, other prizes, and free condoms. Over the course of this research, participants of focus groups listed all of the promotional events held in Ekaterinburg, beginning in December 1995.

The awareness of "Favorite" condoms in Ekaterinburg was characterized by the following comment from one of the respondents:

"This is the only condom being advertised; for which promotional events are conducted; the only real condom, a condom for the general population."

Selection of participants for six of the eight groups in the Oblast was limited to people who had seen and heard "Favorite" advertising. In these six groups there were people who had seen and heard about "Favorite" even before the advertising campaign had begun, but there were considerably fewer than in Ekaterinburg. The main sources of information were word of mouth and seeing the condoms on sale. In the two groups in which selection had not been limited to people who had seen or heard the advertising but rather was based on whether or not respondents used condoms as the main contraceptive method, one person from each group knew about the brand.

The main sources of information about condoms in the Oblast were:

- advertising - "it immediately gets your attention; condoms were never previously advertised";
- respondents saw advertising materials or the brand on sale - "nice posters of 'Favorite' in pharmacies";
- word of mouth - "it would be difficult not to know about 'Favorite' condoms since they are talked about so much".

Purchasing "Favorite" Condoms

There were people in all of the groups in Ekaterinburg who talked about the purchase and use of condoms. In those groups, there was a significantly greater number of those people who had heard or seen the advertisements. Almost all of the respondents who purchased "Favorite"

² Patra Day took place the day after the special event held by the Contraceptive Social Marketing Project on Youth Day.

condoms said that they now use only those condoms; or that they use that brand more often than other brands; or that they would like to buy them again. In the group consisting of men 15 to 21 years old, who had seen and heard the advertising, the majority mentioned that they now regularly use "Favorite" brand condoms.

In the Oblast, the number of people who had never purchased or used condoms was greater. Some people said that they had not seen "Favorite" being sold in the pharmacy. But, those people were in all of the groups where respondents had seen or heard the advertisements.

Reasons for having made a purchase:

- advertisements
- nice packaging: "right away it's apparent by the packaging that the condoms are OK; if the paper is glossy, it means the goods are of high quality."
- low price: "well, what can you buy for a thousand rubles now except "Favorite" condoms;"
- talking to the people working at the contest: "I believed that the condoms were of high quality only after I spoke with the people working at the contest."
- word of mouth

Respondents' Views about Consumer Characteristics of "Favorite" Condoms

The most frequently heard response to the question, "What impressions do you, your friends and acquaintances have about using 'Favorite' condoms?" was, "high quality," "good."

A few times people said that the condoms seemed to be thick, however, others said, "the condoms seemed so thin that one could not believe that they could be durable. However, they did turn out to be strong." One of the respondents heard from her friends that a condom had broken.

Before discussing "Favorite," focus group participants were asked to list all the condom brands that they considered to be of high quality. In those groups where respondents had seen the "Favorite" advertisements, "Favorite" was mentioned more frequently than other brands. Brands such as "Playboy," "Masculan," "Fantasy," "Kama Sutra," Soviet brands and Czech brands were mentioned.

The Price of "Favorite" Condoms

Respondents were asked, "Do you know how much 'Favorite' condoms cost?" The price, according to participants, varied from 1,000 to 4,500 rubles per pack. Those who used the condoms more often gave prices "around a thousand rubles," and "1,000 rubles."

Their comments on the price were "the price is fine," "affordable," "cheap."

In those groups where the participants were 15 to 25 years old, the opinion "in general, condoms should be distributed for free," "everybody will benefit if condoms are given away" was more frequently expressed.

In answer to the moderator's question, "Why do you think the condoms cost that much?" participants in the research responded as follows:

- "joint venture," "they manufacture the condoms here through a license"
- "that price is an advertising goal; when everyone gets used [to it], then they will raise the prices"

Packaging of "Favorite" Condoms

During research, both in the city [of Ekaterinburg] and in the Oblast, participants in the focus groups without specific prompting by the moderator³ began discussing the packaging, or in some groups, talked about it over the entire course of the group interview. It was one of the few points about which all participants in the group discussions were in agreement:

- "very nice packaging;"
- "a symbol of love;"
- "if you see the packaging, you will immediately remember it; convenient packaging;"
- "the packaging is nice - there are three or five condoms in one pillow pack."

When respondents were asked to list the characteristics of the goods after viewing a video spot, in some groups, both in the city and in the Oblast, they answered:

- "nice packaging."

One of the participants, in answer to the question "How can the television ad be improved?" said, "well, just show a close up of the packaging, period."

People who had never seen the ads and had never heard about them were asked the following question after watching the television spots: "What would you say about the characteristics of 'Favorite' condoms?" The responses were that the condoms are of high quality, and one of the reasons given in several groups was:

- "you can tell at once by the packaging," "only a real firm would have such packaging."
- One of the respondents said, "nice packaging, it can be given as a present."

Appraisal of Video Spots by Respondents

All the participants in the focus groups were shown the television spots. Participants' comments follow.

³The object of this research was not to learn about respondents' opinions regarding the packaging. Therefore, there were no questions about packaging in the moderator's discussion guide.

"Ladder"

Merits:

- "interesting, original"
- "one can remember it very well"
- "evokes confidence in the goods," "the quality of the goods," "it is clear that the condoms are strong," "the girlfriend went to buy them,"
- "a real life situation,"
- "a light-hearted advertisement, good feeling,"
- "it was shot nicely and the falling 'Favorite' boxes are memorable,"
- "nice looking boy and girl."

Shortcomings:

- "nothing is said about the firm,"
- "unlikely situation,"
- "too condensed, not clear," "too quick, rushed,"
- "a short spot. If an ad is short, that means that the firm is reluctant to spend the money and that means that the goods are the same as the firm,"
- "did not like the boy's behavior,"
- "did not like the boy and the girl,"
- "filmed like a 'SovDep' shot⁴, like the SovKov.⁵"

"Cool Evening"

Merits:

- "kindness, joy, peacemaking," "reminiscent of Russian design,"
- "a good idea, well remembered,"
- "closer to real life,"
- "motivates a person to buy them,"
- "nice looking girl," "liked the girl's reaction,"
- "nice packaging,"
- "the love between them is clear."

Shortcomings:

- "nothing is said about the firm,"
- "the characteristics of the goods are not clear,"
- "no spark; the ad resembles others,"
- "a more uninhibited girl is needed,"
- "the boy looks very young,"
- "too simple, cheap,"
- "poor work by the producer."

⁴trans. note: filmed as they did in the Soviet regime

⁵trans. note: like Soviet propaganda

All of the respondents were asked to rate each spot from 1 to 5 according to the following criteria:

1. liked it, did not like it;
2. motivates one to buy, does not motivate one to buy;
3. is memorable, is not memorable; and
4. promotes confidence in the goods, does not promote confidence in the goods.

In some groups "Cool Evening" was liked better. In other groups, "Ladder" was liked. Almost all of the ratings given by respondents ranged from 3 to 5.

Besides the information which the respondents received from the television spots, they were greatly impressed by the very fact that there was advertising and they often transferred this to the characteristics of the goods:

- "if there is advertising, then this is a good firm with high quality goods";
- "if they shoot TV spots, then the firm is willing to pay, and the goods are fine."

Respondents' suggestions:

- "one should talk about the firm;" "if they say what the firm is, then everything will become clear;"
- "advertising should be cool, nice-looking;" "one should simply show it nicely, and the viewer will try it and decide on their own;"
- "a popular actor should say how cool the condoms are" or " buy them."

Appraisal of Radio Spots by Respondents

Respondents in several groups listened to the radio spots. Participants' comments follow:

"Pharmacy"

Merits:

- "both a man's and a woman's voice are heard;"
- "promotes confidence in the goods because everything takes place in a pharmacy;"
- "characteristics -- reliability;"
- "short and clear."

Shortcomings:

- "common; not original;"
- "music is unemotional and the voices are dull;" "sounds as if they are reading a script;"
- "phrases do not sound natural;" "Soviet advertising."

"Car Without Brakes"

Merits:

- "memorable, interesting;"
- "pleasant voices;"
- "the spot makes one think;" "One thinks, would I be so foolish as to drive a car without brakes? Then, most likely, one should also use condoms;" "makes one think about the dangers;" "very convincing;"
- "motivates one to purchase."

Shortcomings:

- "the phrases about marketing do not belong;" "phrases about the firm are not memorable;"
- "nothing is said about quality;"
- "motivates one to buy;"
- "the music should be lighter."

"Hi Guys"

Merits:

- "light, humorous;" "a fun advertisement;"
- "liked the voices;"
- "liked the phrases 'Hi guys'" and "Love safely with 'Favorite'."

Shortcomings:

- "too many words;" "slogans;"
- "the voices should be more expressive, especially the woman's;"
- "motivates one to buy in general, not specifically condoms;"
- "what's being talked about is not clear. It should be more straightforward. For example, 'Hi guys! I just tried some condoms...' or 'if I choose, I will choose "Favorite"."

"Want to Be Healthy?"

Merits:

- "properties and advantages of condoms are given in detail which is good for youth;"
- "convincing;"
- "the advantages of condoms are openly stated;"
- "memorable phrases, 'you can become a father when you yourself choose to'."

Shortcomings:

- "seems like propaganda, like a military slogan;" "dry and formal;"
- "the advertisement is spread out;"
- "too [packed] dense."

Respondents' Suggestions:

- "mention the firm;"
- "create special music for 'Favorite';" "have a product jingle/tune;" in order "to make people notice the radio;"
- "come up with a phrase to convince everybody, something like 'The Ministry of Health is notifying you: use 'Favorite';'"
- "make the voices more expressive so that they are lively, energetic."

All the respondents were asked to rate each spot, from 1 to 5, according to the following criteria:

1. liked it; did not like it;
2. motivated one to buy; did not motivate one to buy;
3. is memorable; is not memorable;
4. promotes confidence in the goods; does not promote confidence in the goods.

The lowest ratings, varying on average from 1 to 3, were given to the ad "Pharmacy." The ads "Want to be Healthy?" and "Hi Guys!" were given ratings from 2 to 4. The ad "Car Without Brakes" was given a 4 to 5 on average. This spot was liked best of all. When respondents were asked before listening or discussing any spots to remember spots they had heard, they began talking about that ad. During the entire course of this research, respondents both in the city and in the Oblast were in agreement over this question.

Appraisals of the Slogan by Respondents

In all groups where respondents had seen or heard the advertising, someone remembered the slogan. In groups where the selection of respondents was made on the basis of having heard but not seen the advertising, more people remembered the slogan and they remembered the words more accurately. In other groups where respondents often could not remember the wording, phrases like "you are safe" or "Favorite will help you" were said.

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