

MILESTONE REPORT
CONTRACT NUMBER : 263-C-00-99-00017-00

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COTR

CC : Donella Russell
Contract Officer

From : 
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Chief of Party

Date : March 28, 2000

Task Number : 5

Task Description : *Innovative Marketing Communication Activities Generating Increased Demand Among Specific Market Segments*

Milestone No.: 5.2

Milestone Description: CSI marketing and promotion strategy completed

Source of Verification: CSI marketing and promotion plan

Planned End Date: July 31, 1999

Status : Completed

Comments: See attached



**Marketing and Promotion
Strategy and Plan**

for

Clinical Services Improvement

(July 1, 1999 to June 30, 2000)

INCREASED DEMAND

-- Task 5 --

**USAID Population Family Planning IV
Project No. 263-0267**

**with technical assistance from
Johns Hopkins University/Center for Communication Programs**

Objectives:

1. Improve recognition of CSI's identity among women,
2. Increase the percentage of women who understand CSI's image and can recall its range of services, and
3. Increase the number of service volume by 3%, specifically among niche audiences:
 - Spacers: "Brides and Beginners"
 - Women transitioning from spacing to limiting: "Mindful Mothers"
 - Limiters: "Practical Planners"
 - Returning clients

Activities:

As activities are developed, messages will be tailored for the different market niches.

Outreach Materials and Activities

- Hold one-day clinics and CEIs to provide community-based, clinical services to women in the catchment areas of the CSI centers and underserved areas
- Enhance community outreach activities with consistent key messages (megaphone car announcements, meetings, home visits, lotteries) to promote CSI services to potential CSI clients
- Design and distribute IEC kits among outreach workers to use during IPC encounters and group meetings
- Distribute low-cost promotional ads such as circulars/discount coupons, direct mail, fliers to announce special events
- Purchase or obtain free promotional give-aways to create a daily reminder of CSI centers and quality of service
- Continue to serve CSI clients with transportation to centers and to follow-up with drop-out clients
- Update community outreach database to ensure accurate records of events

Point-of-Service Materials in Centers

- Design and print a Client Brochure to reinforce the positioning of CSI in the satisfied client's mind. Clients will be encouraged to take multiple copies of the brochure to share with friends and family in an effort to bring new clients to CSI.
- Produce CSI signs, posters, RH/FP videos, give-aways, etc. and display in centers
- Hold in-center meetings with satisfied clients to discuss their satisfaction with CSI and encourage them to talk with their friends/family

Mass Media

- Design and produce two 30/60-second TV spots emphasizing affordable, high-quality FP/RH services to establish recognition of CSI centers.
- Arrange Radio Programs such as talk shows with local CSI doctors or contests.

C. Institutional Supporters' Activities for PY1

Donors and other NGOs have one thing in common. Both audiences are instrumental in supporting CSI's aim to expand quality FP/RH service delivery to Egyptian women.

Objectives:

- To arrange at least two meetings with potential funding agencies,
- To secure a grant for upgrading the RH/FP services and/or for establishing the Center for Excellence, and
- To begin talking with at least two NGOs about CSI's capabilities to provide training, technical assistance and observational study tours.

Activities:

- Design and printing of a "CSI Story" brochure and outline inserts, such as service statistics, financial reports, Center of Excellence status, list of services offered to NGOs, etc.
- Tailor "request for funding" or "services offered" letters for donors and NGOs

D. Monitoring

The computerized management information system allows CSI to collect, track and analyze data regarding service volume, costs, and performance of individual centers. This system also has the capability to carefully track the communication activities. Tracking will help determine which communication materials are effective in "pulling" clients into the centers.

For the "institutional supporters," CSI should record every request for funds or services offered (organization, proposal, date and amount) as well as responses to those requests.

Activities

- Tracking new client responses to the question, "How did you hear about CSI?"
- Track funding responses

VI. MARKETING PLANS FOR PY2 and PY3

In the CSI Life of Project Plan (1999-2002), CSI expected to obtain independent legal status in PY1. At the time this document was written, however, the legal status issue was still in process of being resolved. Therefore, activities contingent on CSI's independent status are to be rescheduled. These activities included:

- Stocking pharmaceuticals such as hormonal therapy
- Mini-pharmacies
- Promotional events and materials announcing the CSI's new legal status

In addition, the CSI anti-FGM strategy and advertising in women's magazines will be considered for implementation in PY2 or PY3.

VII. IMPLEMENTATION SCHEDULE: July 1, 1999 – June 30, 2000

Activities by Quarters	1	2	3	4	Responsible
A. Strategic Planning					
Marketing Audit	x				Pop IV
Positioning Analysis	x				Pop IV
Review of CSI's Image (Logo and Name) among Clients/Providers (Qualitative)		x			Pop IV
CSI logo recognition research (Quantitative)			x		Pop IV
Materials pretesting			x		Pop IV
B. Client Marketing					
<i>Outreach Print Materials</i>					
New IEC Kits			x	x	Pop IV
Revise and print Circulars/Discount Coupons, Fliers and Direct Mail			x	x	Pop IV
Script for megaphone car announcements			x		CSI
Script/discussion points for community meetings and home visits			x		CSI
<i>Outreach Activities</i>					
One-Day Clinics and CEIs	x	x	x	x	CSI/local
Distribute Circulars, Direct Mail, Fliers	x	x	x	x	CSI/local
Megaphone car activities	x	x	x	x	CSI/local
Community meetings and home visits	x	x	x	x	CSI/local
Promotional Activities (Periodic Lotteries, gifts)		x		x	CSI/local
Community Outreach database update	x	x	x	x	CSI/local
Current Client Services (transport, follow-up)	x	x	x	x	CSI/local
Photographs and Videos on local events	x	x	x	x	CSI/local
<i>Point-of-Service Materials</i>					
Design and print Client Brochure and Posters			x	x	Pop IV
Produce or purchase new FP/RH videos			x	x	CSI
<i>In-Center Activities</i>					
Display and maintenance of CSI signs	x	x	x	x	CSI/local
Display of materials and giveaway	x	x	x	x	CSI/local
Run new FP/RH videos in waiting areas			x	x	CSI/local
Contact local physicians, organizations, and private hospitals for referrals	x	x	x	x	CSI/local
In-center and satisfied-client meetings	x	x	x	x	CSI/local

Activities by Quarter	1	2	3	4	Responsible Party
Mass Media					
Design and produce TV Spots			x	x	Pop IV
Radio Programs				x	Pop IV/CSI
C. Institutional Supporters					
Donors					
"Request for funding" letters	x	x	x	x	CSI
"CSI Story" Brochure and Inserts			x	x	Pop IV/CSI
PowerPoint presentations			x	x	CSI
Other FP/RH Institutions					
"Offer of CSI services" letters				x	CSI
Inserts for Services Offered (place in "CSI Story" brochure)				x	CSI
D. Monitoring					
"How did you hear about CSI" responses			x	x	CSI
Funding responses			x	x	CSI