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**EGYPT
AND
CONTRACEPTIVE SOCIAL MARKETING**

Egypt: The Land and Its People

The Arab Republic of Egypt, which occupies an area of 385,000 square miles, has a population of 48 million people, making it the most populous country in the Arab world and second most populous country in Africa. Because 99% of Egypt's population lives in only 3.5% of the land area, mostly the Nile Valley and along the Suez Canal, it has one of the world's highest population densities. The annual population growth rate is relatively high, at 2.7%.

Egyptians have a literacy rate of 40% and education is compulsory from ages 6 to 12. Approximately 90% of Egyptians are Sunni Muslim, with most of the remaining people being Coptic Christians. The per capita income is \$690 (U.S.) and life expectancy is 55 years.

Family Planning Programs in Egypt

Family planning services in Egypt were first delivered in December 1953 when the National Commission on Population (NCP) was formed at the initiation of the Ministry of Social Affairs. Through eight family planning clinics, NCP distributed free contraceptives primarily to married women who already had three children, whose husbands gave consent, and who had a health or economic reason not to have any more children.

In 1964 a small-scale government program commenced distribution of oral contraceptives and IUDs. In 1966 The National Family Planning Program was instituted, using existing Ministry of Health clinics and health centers. This program concentrated on selling contraceptive pills and providing free IUDs.

Also in the mid-1960s, NCP evolved into the Egyptian Family Planning Association (EFPA) which took over the clinics and also assumed responsibility for all voluntary family planning activities in Egypt. EFPA became affiliated with the International Planned Parenthood Federation (IPPF). EFPA currently has 499 clinics which are staffed by Ministry of Health personnel.

In 1975 the Egyptian Fertility Care Society was formed by physicians specializing in obstetrics and gynecology to promote sterilization as a family planning alternative. The Society, with clinics in about 14 hospitals, also helps train and educate physicians about sterilization.

In 1977 the Population and Development Project (PDP) was launched. This major program provided funds for development projects to villages that achieved a target percentage of couples practicing family planning.

Contraceptive social marketing was introduced in 1979 when Family of the Future was created.

Family of the Future

The Family of the Future is a semi-private, non-profit family planning organization set up in June 1979 under the Egyptian Family Planning Association. It is under the protection of the Ministry of Social Affairs. The goals of the project are:

To consolidate the existing Cairo commercial contraceptive retail sales program; and

To expand the program into other areas of Egypt.

Marketing objectives of FOF are:

- o To create an awareness of and an increase in demand of family planning services, especially among the lower economic strata in urban Egypt.

- o To establish and maintain a reliable supply mechanism which makes the project's products (condoms, foaming tablets and the two copper IUDs) more readily accessible from pharmacies, doctor's offices, and other retail outlets.

- o To consolidate the operations and services in the greater Cairo area and to expand to other urban areas in Egypt.

The target market for FOF activities is married couples of reproductive age, especially those who have already had several children and who are lower income. Although the population problem is easily visible in Cairo, family sizes are much higher in rural areas and in Upper Egypt.

FOF was originally funded by the U.S. Agency for International Development and the International Planned Parenthood Federation. It now operates on funds from U.S. AID and the revenues it generates by selling contraceptives.

FOF Organizational Structure

FOF has approximately 150 employees, most of whom work at the program's headquarters in Cairo. Small staffs work in offices located in Alexandria, Assiut, and Zagazig.

FOF is run day-to-day by an Executive Director and 14 managers. The Executive Director reports to a board of directors consisting of eight prominent Egyptians, including well-respected physicians and the internationally known Aziza Hussein, who is chairman. FOF has its own sales force of 25 medical representatives who call on both physicians and pharmacists.

In July 1984 FOF re-organized and established the product management system to facilitate the marketing of its products and services. Under the old organizational structure, heads of departments (e.g., research, sales, advertising) reported directly to the Executive Director. Under the product management system, three product managers are fully responsible for and coordinate all marketing activities for their specific products. This system enables each product to get more attention and it allows the Executive Director to spend more time on larger, more long-range issues.

The product manager brand assignments are as follows:

Product Manager A -- Hormonal contraceptives (oral pills and injectibles)

Product Manager B -- Condoms, vaginal foaming tablets, and new products

Product Manager C -- Intrauterine devices

(add copy D)

FOF Marketing

FOF marketing activities center around the classic four P's of marketing: product, pricing, promotion, and placement.

Their products and services are marketed just as packaged goods are sold throughout the world, with ethical and local adjustments.

FOF Products

FOF offers a full line of contraceptive products: condoms, oral contraceptives, IUDs, vaginal foaming tablets, and Depo-Provera (not subsidized by U.S. AID). The brand names are Golden Tops (condoms), the Copper T and Copper 7 (IUDs), Norminest Fe (oral contraceptive), and Amaan (vaginal foaming tablets). All of the products are manufactured by American companies with the exception of Amaan which soon will be replaced by an American product. The program continually examines new products for possible introduction.

Although the demand for each type of contraceptive varies greatly, FOF believes in aggressively marketing each type to ensure that the market potential is fully explored and that revenues are maximized.

Early in FOF's development a qualitative study was conducted to assess contraceptive brand awareness, brand loyalty, usage, purchasing behavior, method satisfaction, reactions to packaging, awareness to family planning methods and sources of information about methods and FOF. Findings were used to help guide further program decisions related to packaging, pricing, and communication needs.

Adding new products to the FOF product line is a high priority. A system for identifying new products has just been put in place. It will allow U.S. AID and FOF the necessary lead time to examine potential markets and plan new product introductions.

FOF Pricing

The ceilings for FOF product prices are set by the government. The contraceptives are priced to be affordable by the target markets. Focus group interviews helped to explore the acceptability of the prices of FOF products. Although competitive brands sometimes sell at lower prices, there have been no price increases in FOF products since they were introduced. Their current prices in U.S. dollars and Egyptian pounds are:

Product	Price	
	U.S.\$	L.E.
Condoms	.12	.10/package of 3 units
Foaming tablets	.36	.30/box of 12 tablets
Low dose O.C.	.42	.35/cycle
Cu T IUDs	1.20	1/unit
Cu 7 IUDs	3.31	2.75.unit

Promotion

FOF has been particularly strong in product promotion. The General Manager for Information and Advertising is responsible for consumer advertising and publicity. the manager of medical promotion, packaging, and distribution oversees the individuals in charge of commodities, distribution, and medical promotion.

FOF has a sales force of medical representatives who have degrees in pharmacology or related medical fields.

A variety of media, especially television, is used extensively to promote FOF products. National television, radio, magazines, newspapers, outdoor posters, cinema, and bus cards are among those media used on a regular basis.

Norminest Fe, the oral contraceptive, was introduced with brand-specific television advertising. Tops condoms, also advertised on television, encourage men to share the responsibility in a tasteful, subtle way.

Twenty-seven million Egyptians (60% of the population) watch television, which is a relatively inexpensive medium to purchase. (A 30-second commercial costs approximately \$400.) Radio is also effective, reaching 80% of the population and is used to reach the lower classes and provinces. It is also used as an effective complement to television. Outdoor advertisements include neon signs, wallboards, billboards and lampposts. FOF also makes extensive use of point-of-purchase materials such as posters, calendars, stickers, etc. to promote the FOF name and logo.

Interpersonal communication and education about family planning methods is carried out through "rallies" (group meetings) in villages and at worksites. To date, 9,000 of these rallies have been held and have reached over 500,000 people.

FOF also sponsors symposia for health professionals to keep them informed. FOF has held two conferences with Moslem and Christian religious leaders to gain support for family planning. It trains physicians in the proper technique for inserting IUDs and keeps them informed about the various contraceptive methods and FOF has established five clinics where family planning services are provided and information is disseminated

In addition to the FOF advertising department, three local agencies are used to create and produce advertising, point-of-purchase material, and package inserts. FOF, however, buys its own media time.

FOF Distribution Because FOF has a strong sales force, the distribution of FOF products has penetrated most of the country. About 3,240 pharmacies in Egypt, accounting for most of the pharmacies in the country, sell FOF products.

FOF has its own in-house distribution system. Their sales force deliver products in FOF vans to hospitals and clinics. The medical representatives provide detailing to physicians.

FOF is also exploring sales potential in outlets like foodstores, barbershops, and PX's, among others.

FOF Research

The keystone of FOF's marketing activities is market research. Important marketing decisions are based on thorough research of all reasonable alternatives. Techniques like focus groups, panel studies, and package and price testing, etc., are all used to help market FOF's products and services properly. Research is also used to monitor existing activities to ensure that they are "on track."

For example, alternative names, packaging, and pricing for new vaginal foaming tablets were recently tested among consumers to determine the optimal name and package and to assess the acceptability of the price.

Advertising copy is always tested in rough form before production to ensure that the messages are clear, impactful, and believable.

The Uniqueness of FOF

The FOF CSM program is unique in the following ways:

- o It is one of the most sophisticated marketing-driven CSM programs in the world.
- o The program's product manager system represents an advanced departure from most CSM programs.
- o FOF staff members are trained in marketing and social marketing.
- o It markets IUDs (unlike other CSM programs) and Depo-Provera, an injectable contraceptive.
- o FOF works well with the Egyptian government which has granted it a fair amount of autonomy.

Summary of FOF's CSM Achievements

- o FOF sales (June '79 to June '84):

	<u>Units</u>	<u>C.Y.P.*</u>
Intrauterine devices	502,628	954,992
Oral contraceptives	468,917	36,070
Vaginal Foaming Tablets	10,955,008	109,550
Condoms	17,308,929	<u>172,999</u>
		1,273,611

* Couple-Year-Protection

- o Developed highly sophisticated advertising and research techniques.

- o Trained more than 200 doctors on IUD insertion techniques.
- o Held 5 conferences for doctors and pharmacists on the various contraceptive methods.
- o Held a religious conference for Christian and Moslem religious leaders that ensured the non-existence of any conflict between family planning and religion.
- o Established 5 specialized model clinics to offer family planning services to the public.
- o Held 9,000 rallies throughout Egypt that were attended by more than half a million citizens.
- o Visited all gynecologists and obstetricians in Egypt and provided them with medical pamphlets and samples of the various contraceptive methods.