



Awareness and use of D'zire condom among urban Nepali men: Reach & recall baseline and endline results

Tess Shiras, Lauren Rosapep, Sujan
Karki, and Sarah Bradley

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Overview

- SHOPS Plus in Nepal
- CRS D'zire campaign overview
- Respondent characteristics
- Condom brand preferences and perceptions
- Sexual behavior and condom use
- Media habits
- D'zire campaign recall
- Changes in awareness and use
- Marketing implications/recommendations



SHOPS Plus in Nepal

- SHOPS Plus Nepal focuses on building the technical capacity and financial sustainability of the CRS Company (CRS)
- CRS is a Nepalese social marketing organization and key USAID partner
- CRS markets and sells priority health products including contraception (condoms, pills, and injectables), ORS, iron folate, and chlorine tablets



NEPAL CRS COMPANY
नेपाल सिआर एस कम्पनी



CRS's D'zire Campaign and Evaluation

- CRS ran a marketing campaign for its premier D'zire condom from September – October, 2018
- The D'zire ad ran in numerous media outlets:
 - TV: 3 channels
 - Radio: 30+ stations across urban Nepal
 - Internet: 3 sites
 - Newspaper: 3 papers
 - Digital display boards at the airport
 - Flanges and top shops throughout urban Nepal
- **SHOPS Plus conducted endline and baseline household surveys to evaluate the campaign's reach and recall**





Who are the respondents?

- The baseline sampled 1,801 men; endline sampled 1,810
- All urban, 18-49 years, and have used a condom at least once
- Baseline respondents were excluded from the endline
- The sample was drawn from 25 urban areas and is representative of urban Nepal
 - Endline survey returned to same wards used for the baseline sample





Respondent Characteristics

	Indicator	Baseline (n=1801)	Endline (n=1810)
Union Status	In Union	58%	59%
Age	18-24 years	28%	28%
	25-34 years	36%	39%
	35-49 years	36%	33%
Socioeconomic Status (SES)	A/B (higher)	26%	26%
	C/D/E (lower)	74%	74%
TOTAL		100%	100%

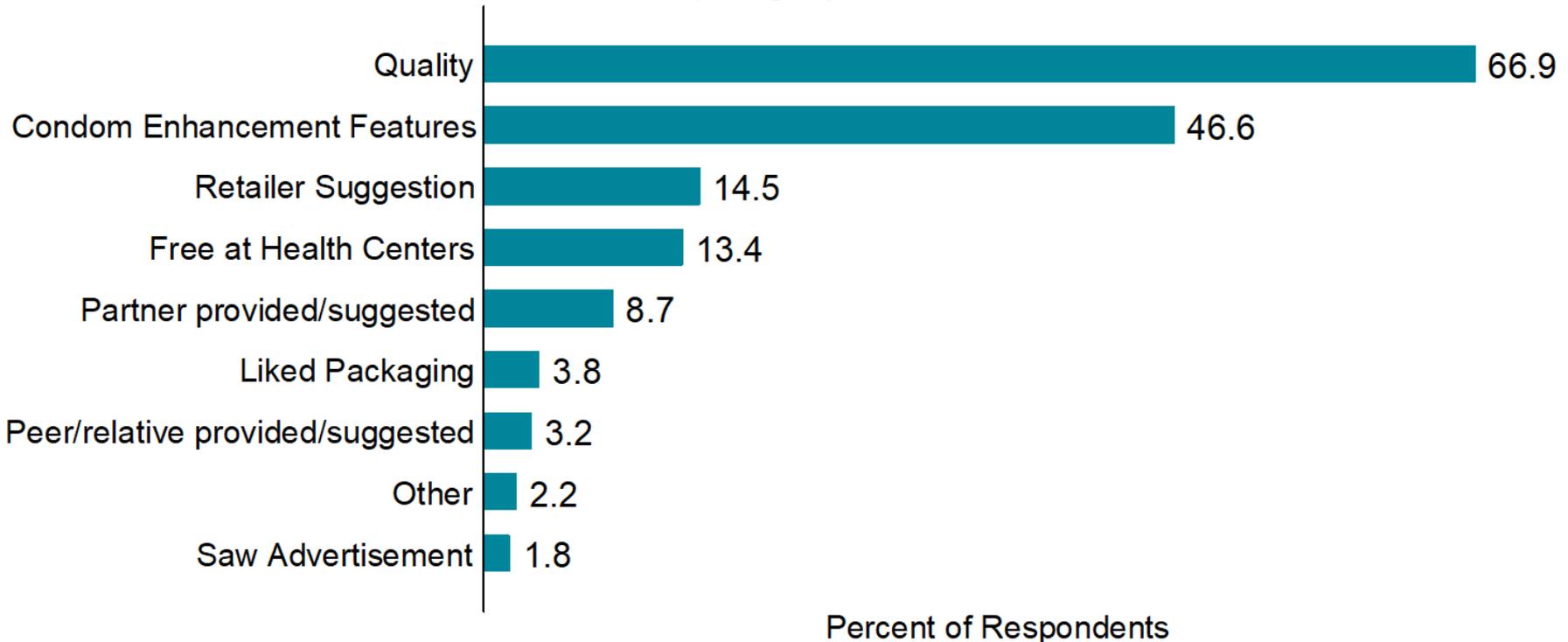
Note: See annex for more detailed information

A review of baseline findings on
condom preferences and
perceptions



Men want high quality condoms with enhancement features

Reasons for condom brand selection
(Among respondents who used a condom at last sex)



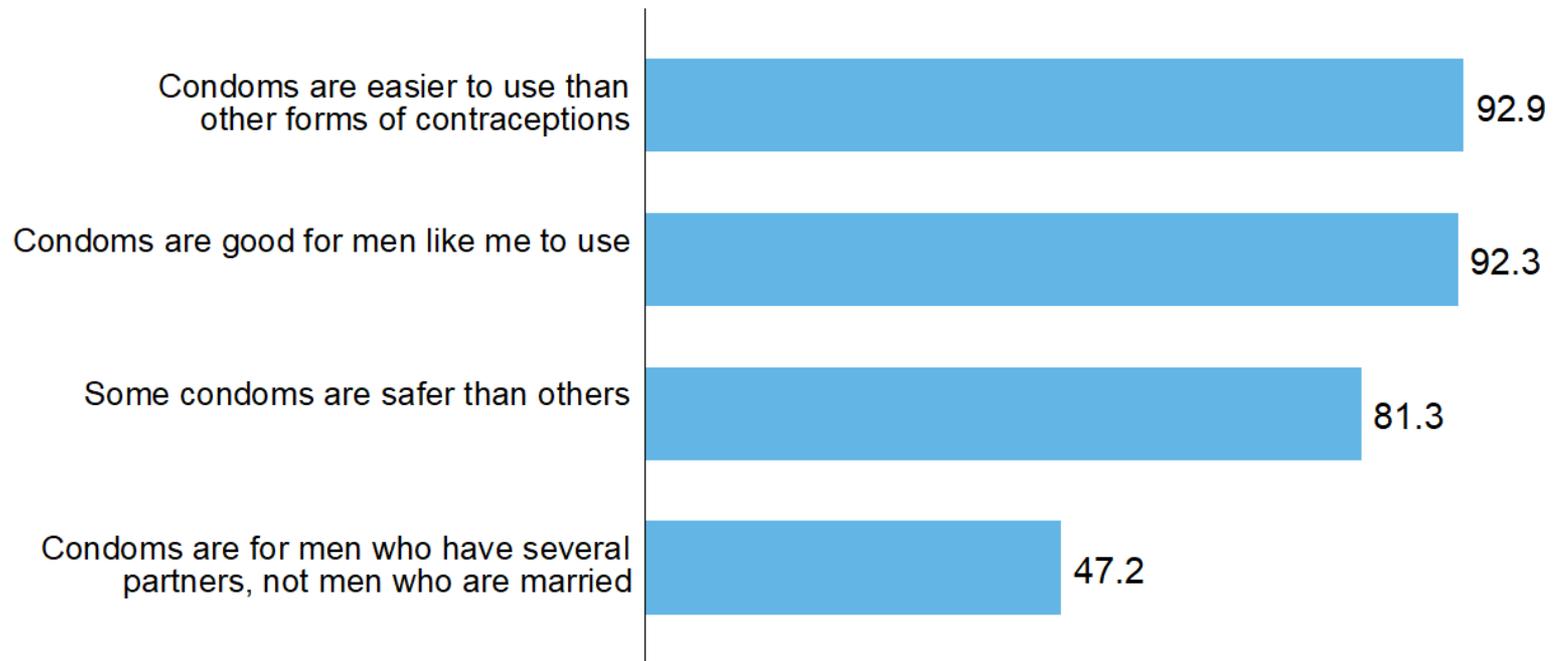
N=936

Condom enhancement is a combined category that shows % who mentioned at least one condom enhancement feature. See next slide for a break-down of condom enhancement features.



Product perceptions: Respondents generally have positive condom perceptions

Percent of post-campaign respondents who agree with each statement
(Among all respondents)



N=1810

Nearly **half** of men think condoms are for men with several partners.
81% believe some condoms are safer than others



Communication and purchasing norms: Nearly **half** of men feel ashamed to buy condoms

Percent of post-campaign respondents who agree with each statement
(Among all respondents)



N=1810



Brand perceptions: Mixed findings on brand loyalty

Percent of post-campaign respondents who agree with each statement
(Among all respondents)



N=1810



Men not in union care more about brand

Percent of post-campaign respondents who agree with each statement by union status
(Among all respondents)

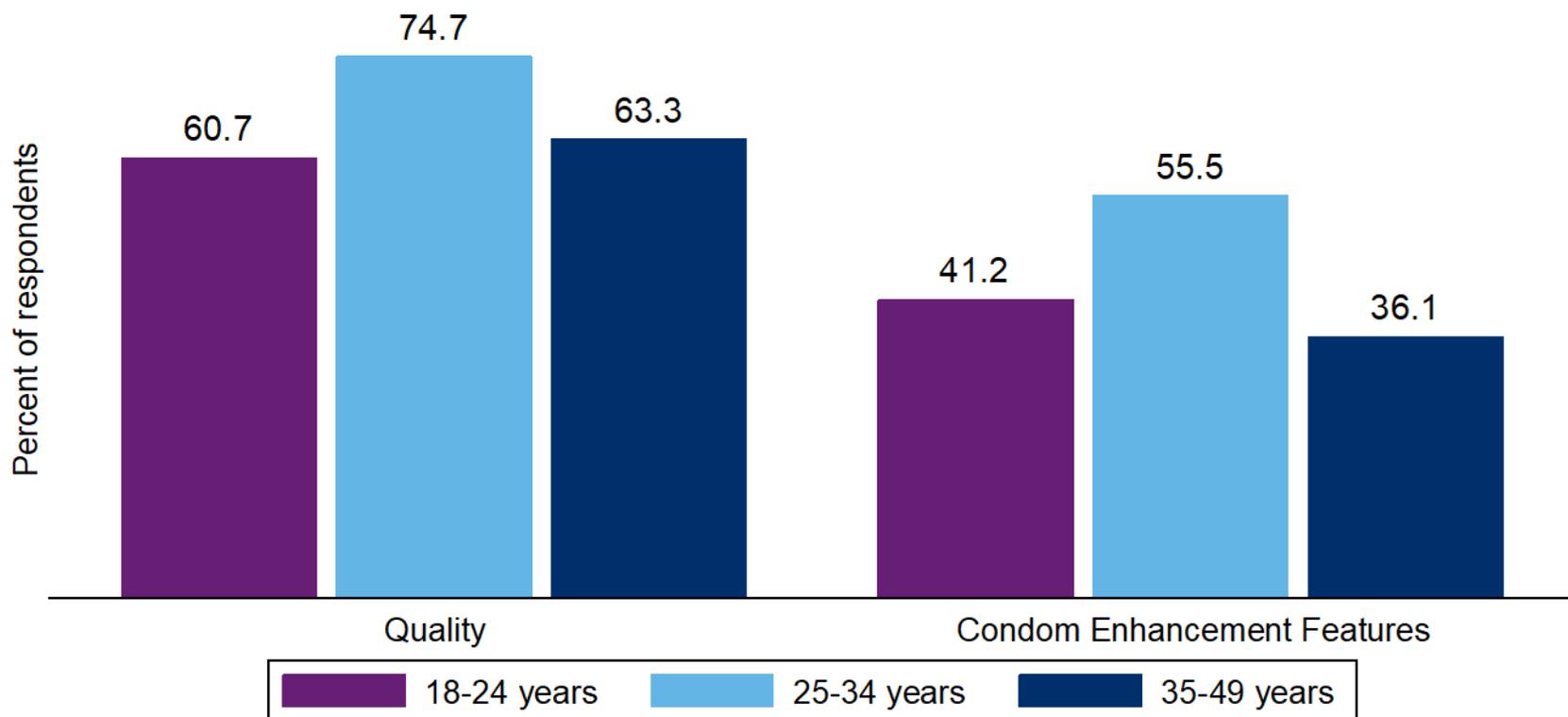


In union N=762; Not in union N=1048



Reasons for condom brand selection vary by age

Reasons for condom brand selection by age: quality and condom enhancements
(Among respondents who used a condom at last sex)



N=936

Men aged 25-34 care most about quality and condom enhancement features



Packaging and peer suggestions: Not important in selecting a brand

- Only **4%** of men noted condom packaging as a reason for brand selection
- Only **3%** noted that a peer or relative suggested a particular condom brand

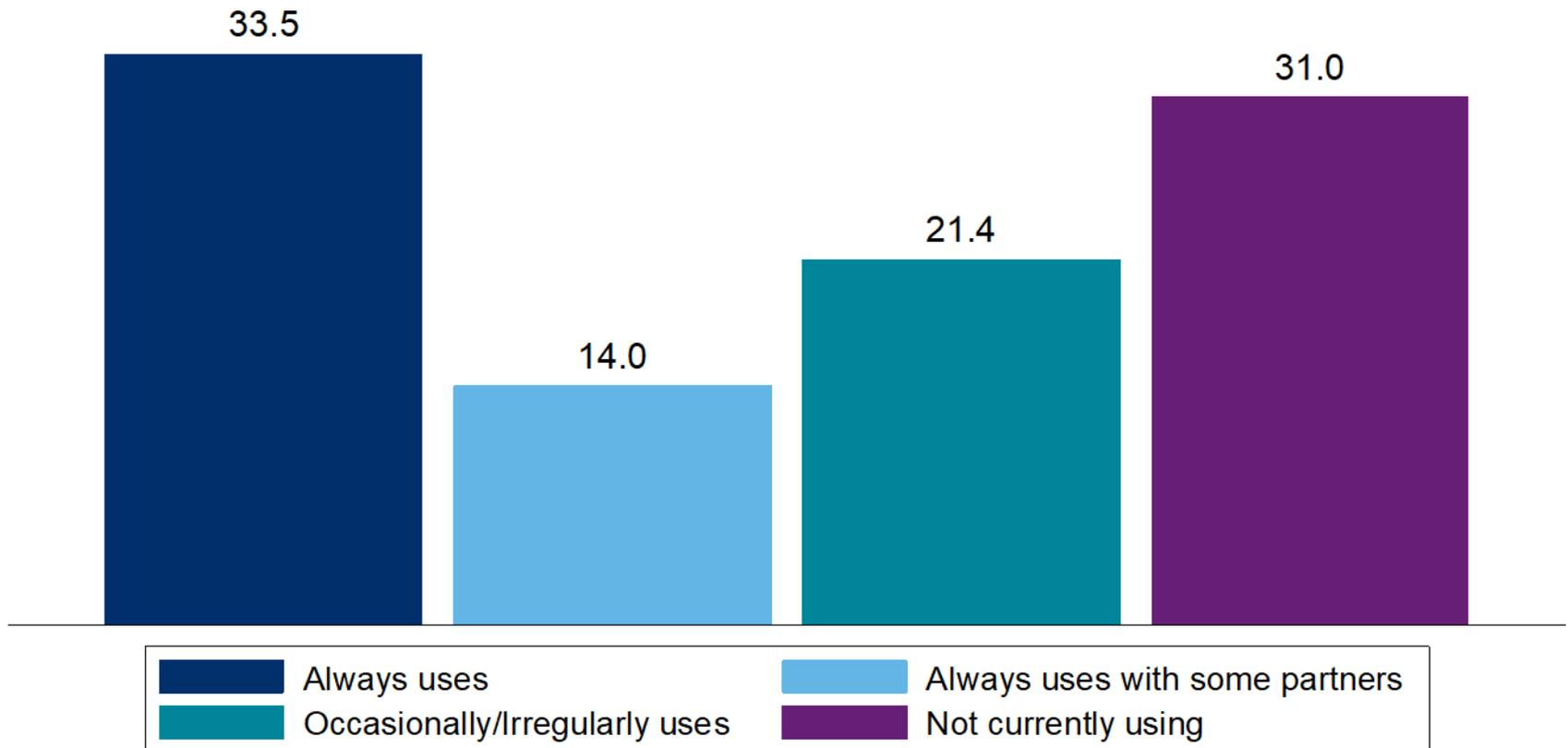


**A review of baseline findings on
sexual behavior and condom use:**



One third of urban men always use condoms but one third do not currently use

Condom habits among all respondents

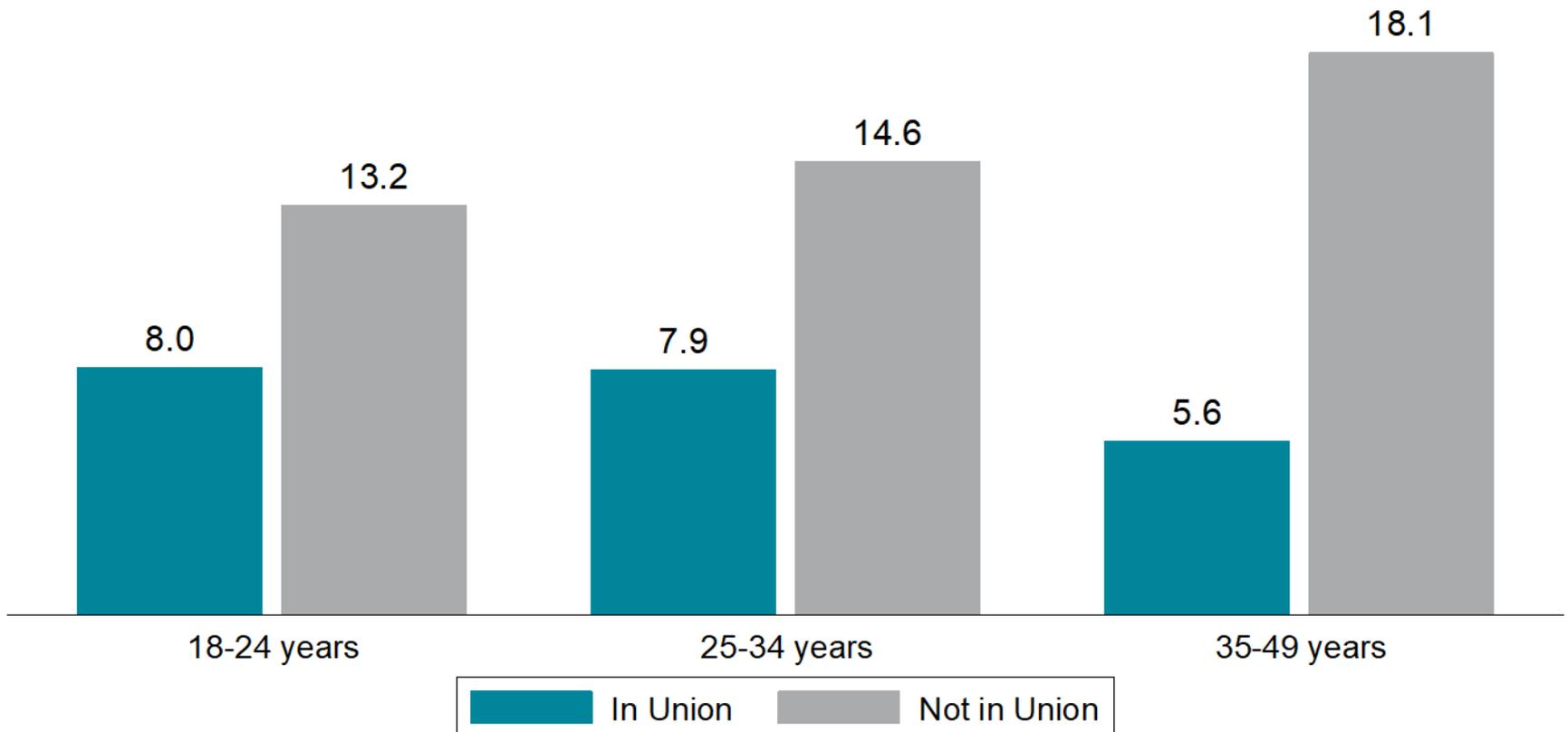


N=1801



Transactional sex is most common among older men not in union

Percent of respondents who paid for sex in last 3 months by union status and age

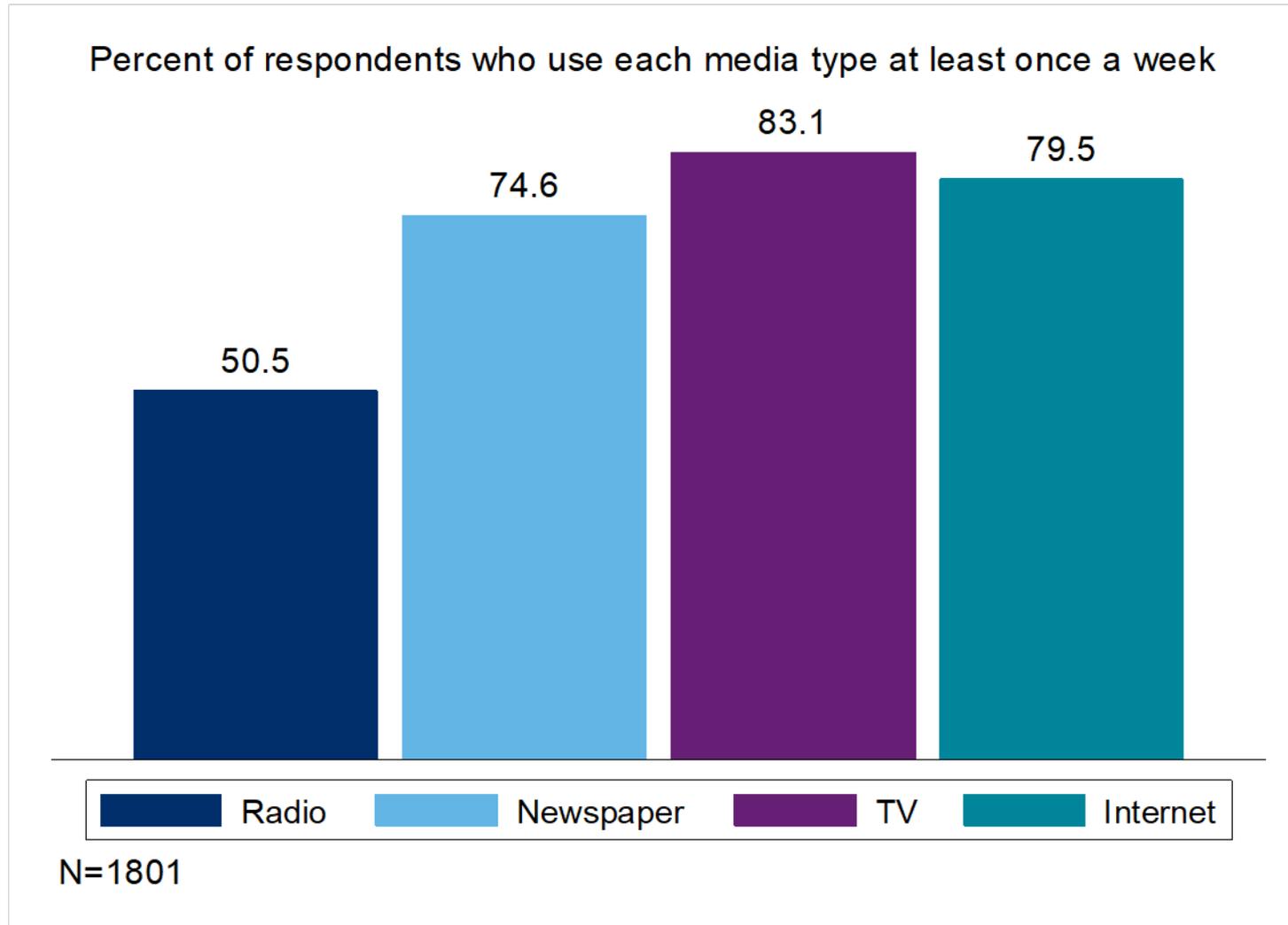


N=1801

A review of baseline findings on media habits:



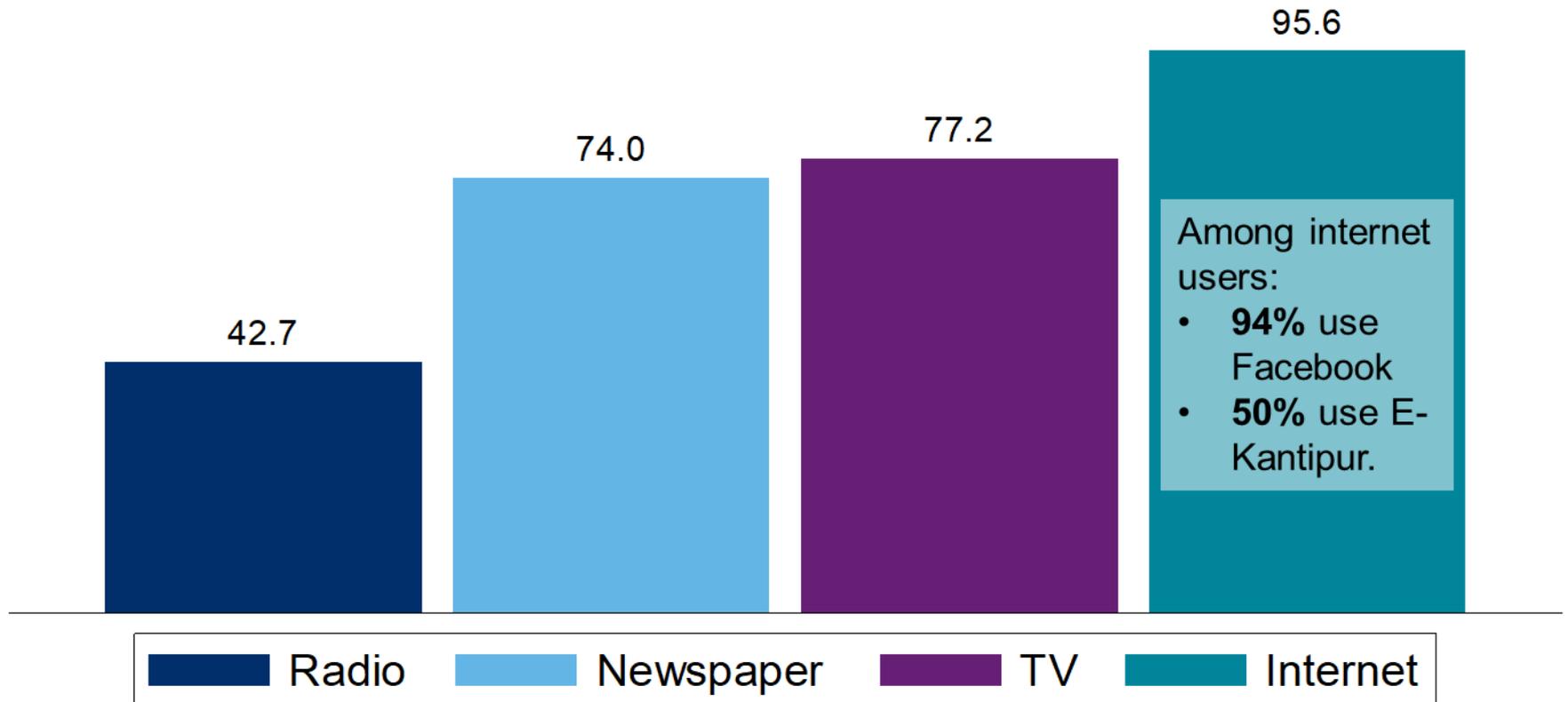
Urban men use radio the least





Young men not in union use Internet

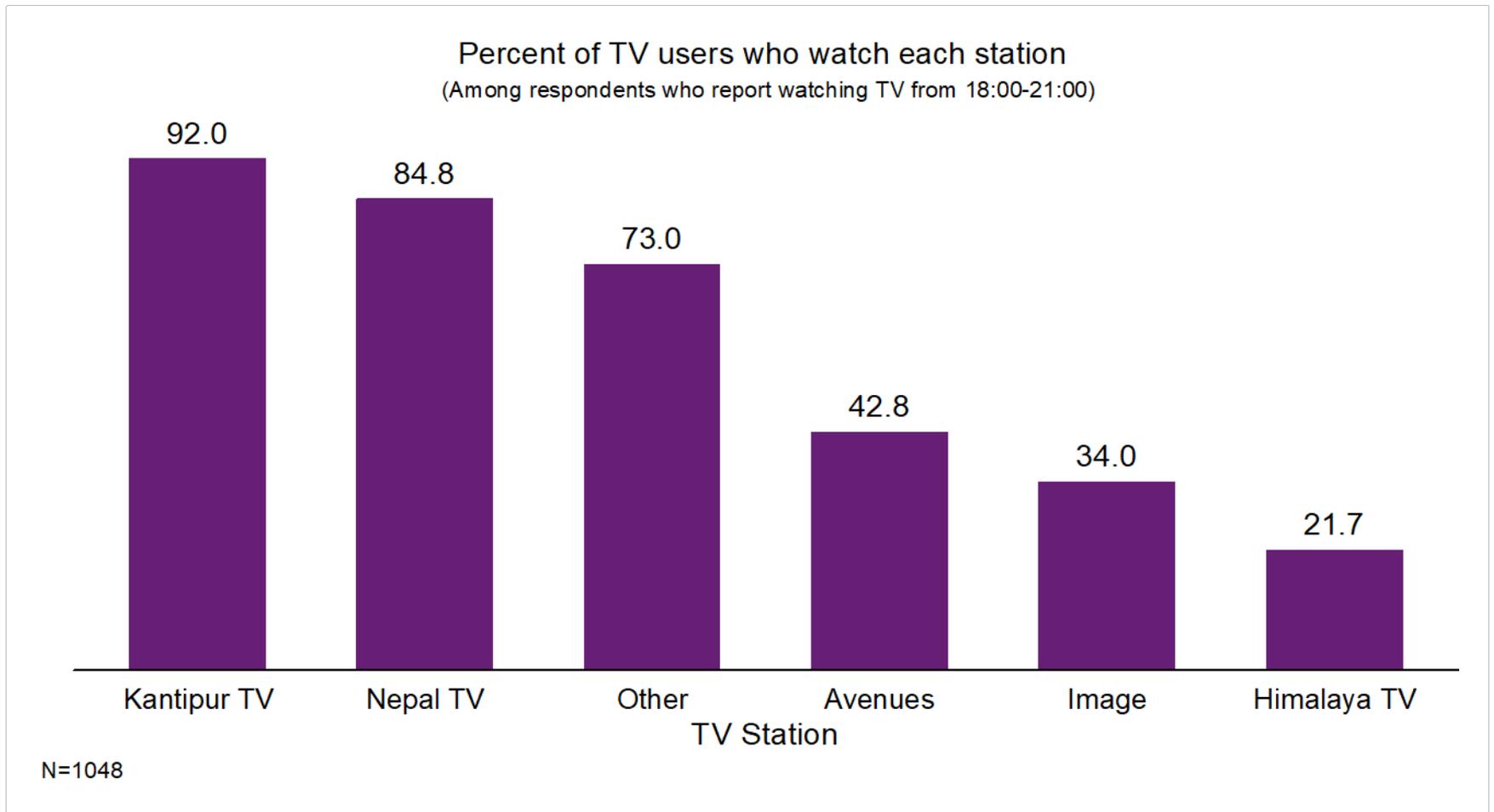
Percent of young respondents not in union who use each media type at least once a week
(Among respondents not in union aged 18-34)



N=1064



TV users watch Kantipur and Nepal TV at least once a week





Where to advertise to reach CRS's target group:

Internet

94%

of young men not in union
use **the Facebook** at
least once a week

Newspaper

83%

of young men not in union
read **Saptahi** at least
once a week

TV

70%

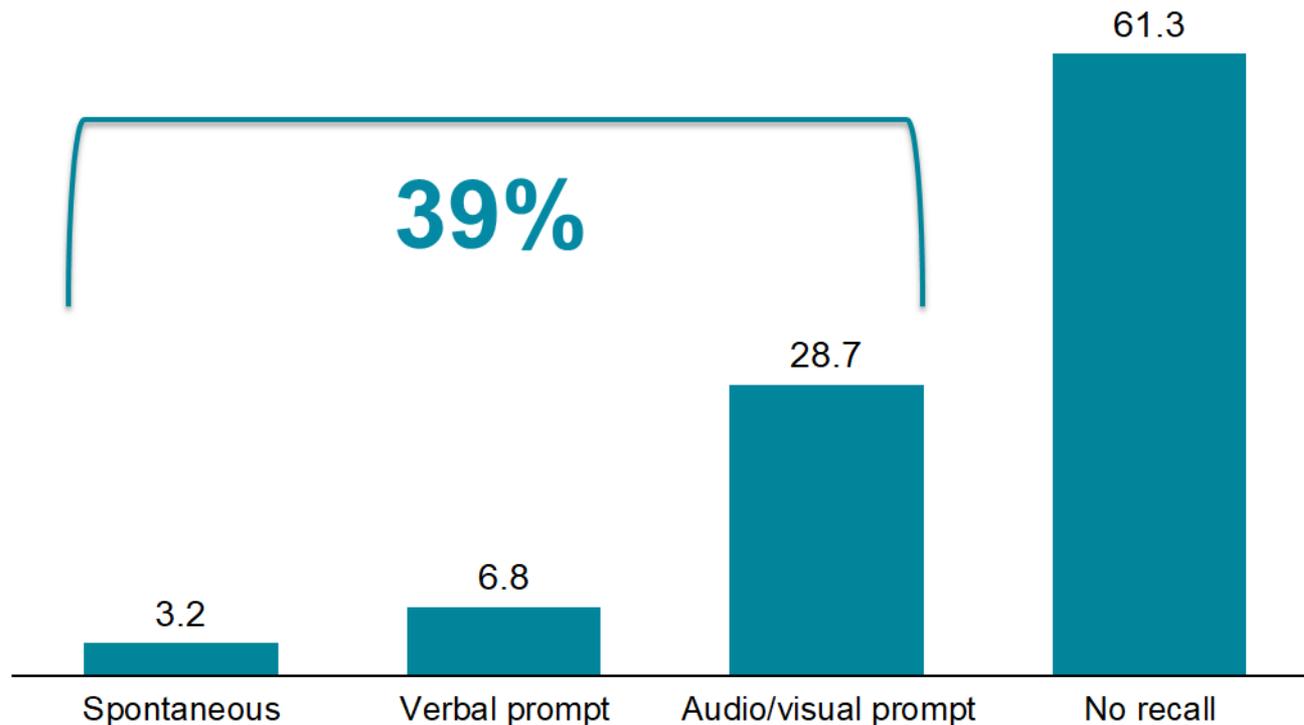
of young men not in union
watch **Kantipur TV** at
least once a week

D'zire campaign recall



Overall, **39%** of respondents recalled the ad

Percent of post-campaign respondents who recall ad by type of recall
(Among all respondents)

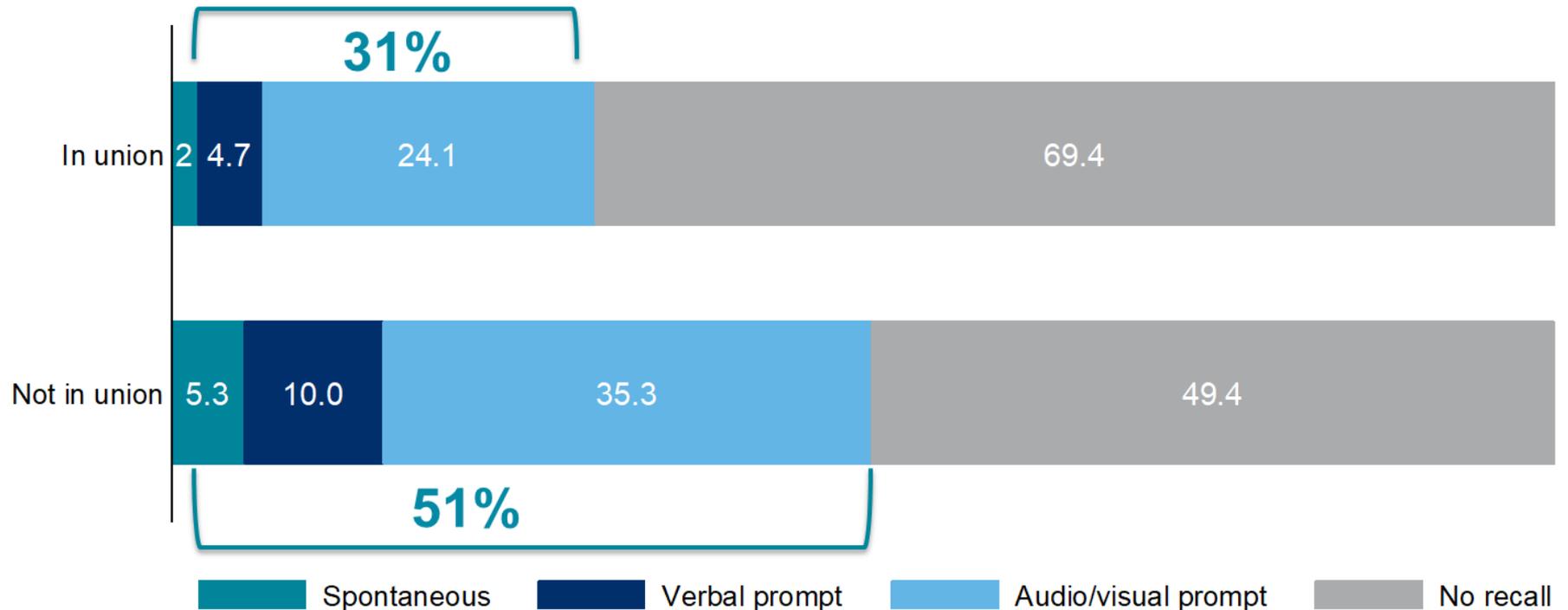


N=1810



Ad recall is higher among men not in union

Percent of post-campaign respondents who recall ad by union status
(Among all respondents)



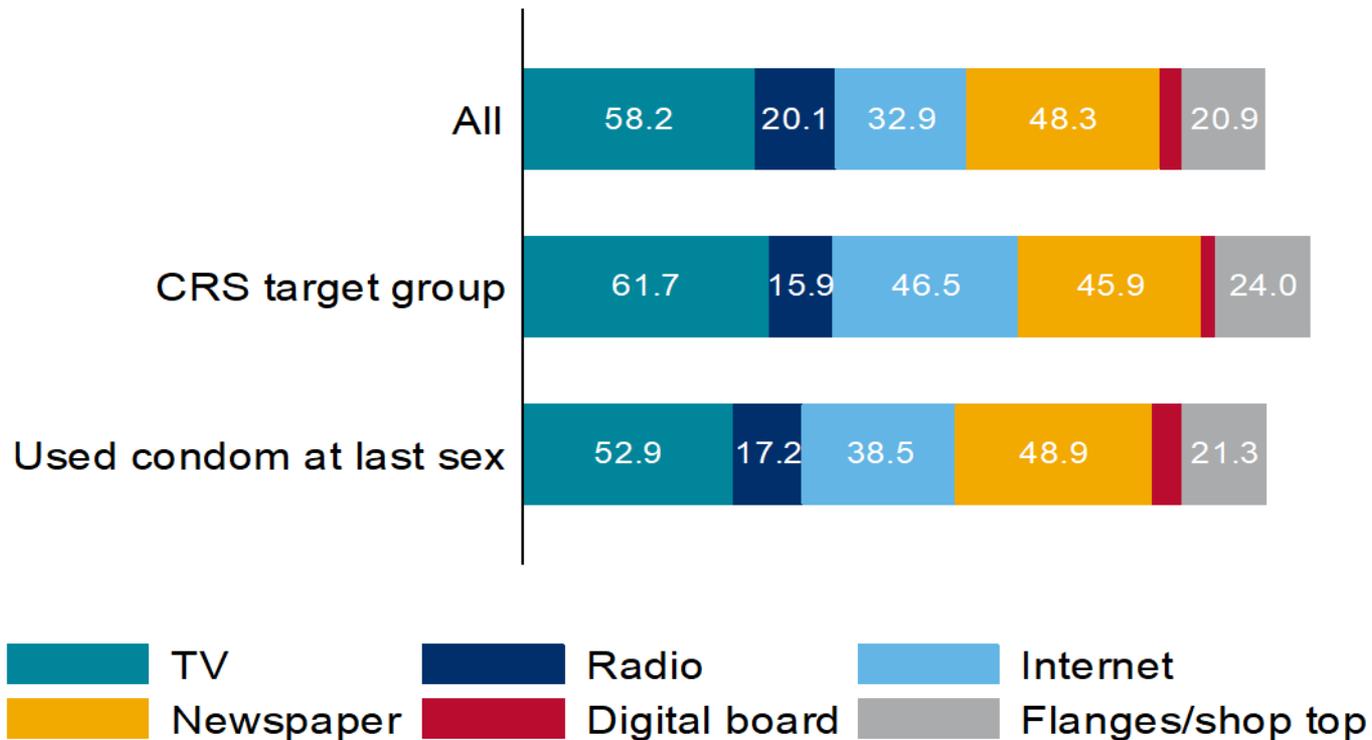
In union N=762; Not in union N=1048

Where did respondents see or hear the
D'zire ad?



Most respondents saw the ad on TV followed by newspaper and Internet

Percent of post-campaign respondents who were exposed to ad by media source
(Among respondents who recalled ad)



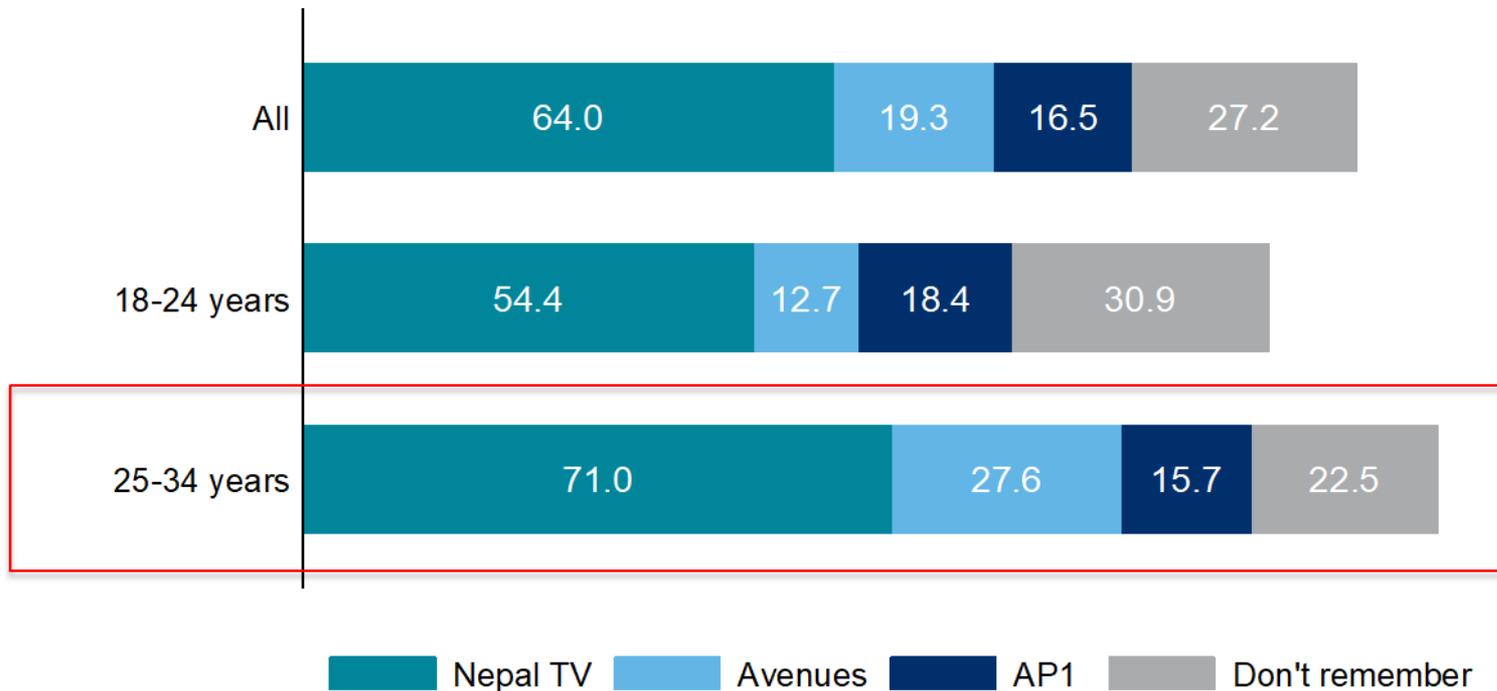
All N=782; CRS target group N=123; Used condom at last sex N=523

Bars sum to greater than 100%, as some respondents were exposed to ad on multiple media sources.



TV Stations: Men aged 25-34 were more likely to see ad on Nepal TV

Percent of respondents who saw ad on each TV station by age
(Among respondents who saw ad on TV)

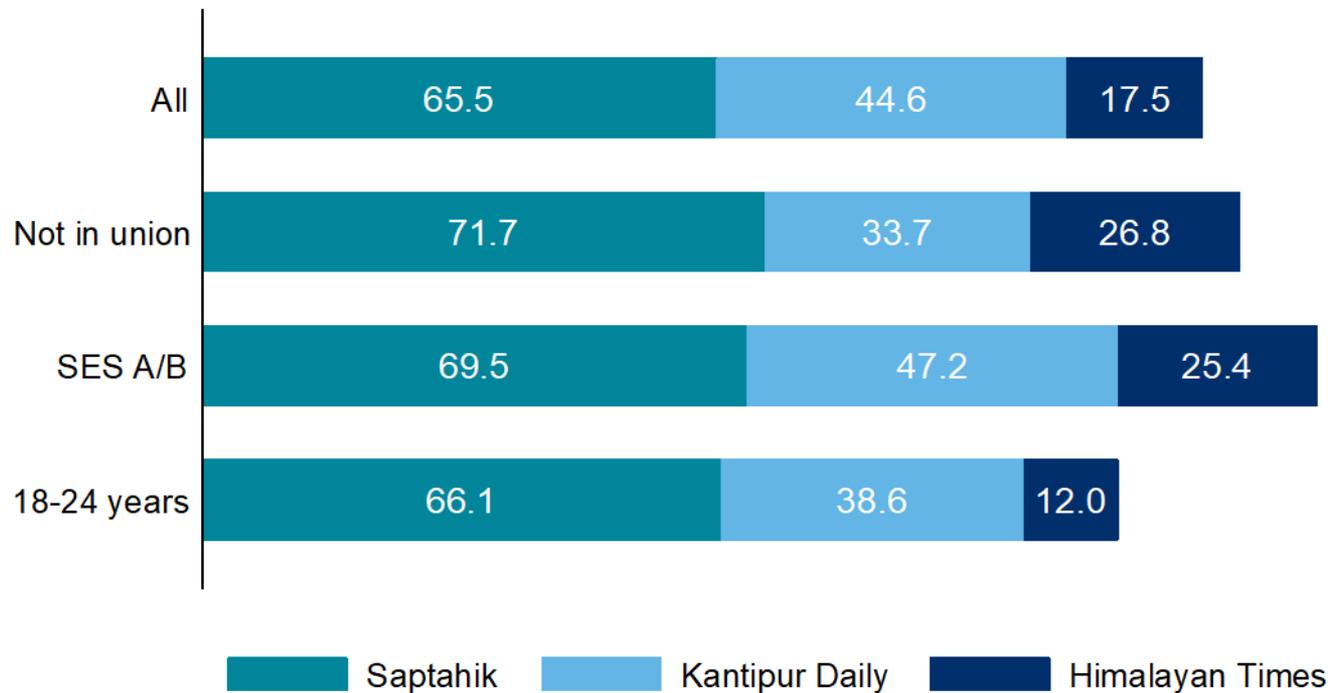


All N=453; 18-24 N=215; 25-34 N=189



Newspaper: Most respondents saw the ad in Saptahik

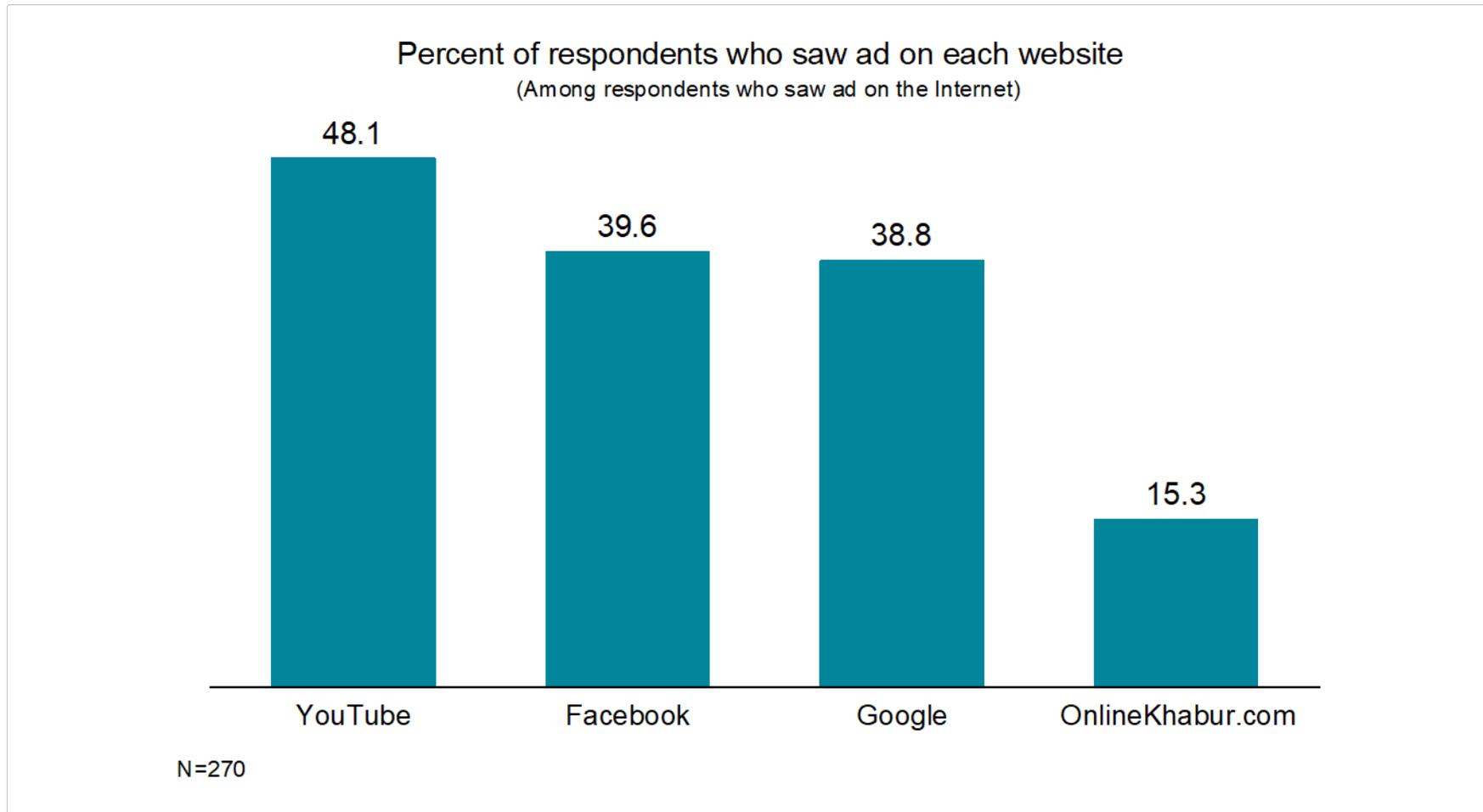
Percent of respondents who saw ad in each newspaper
(Among respondents who saw ad in the newspaper)



All N=369; Not in union N=254; SES A/B N=167; 18-24 N=140



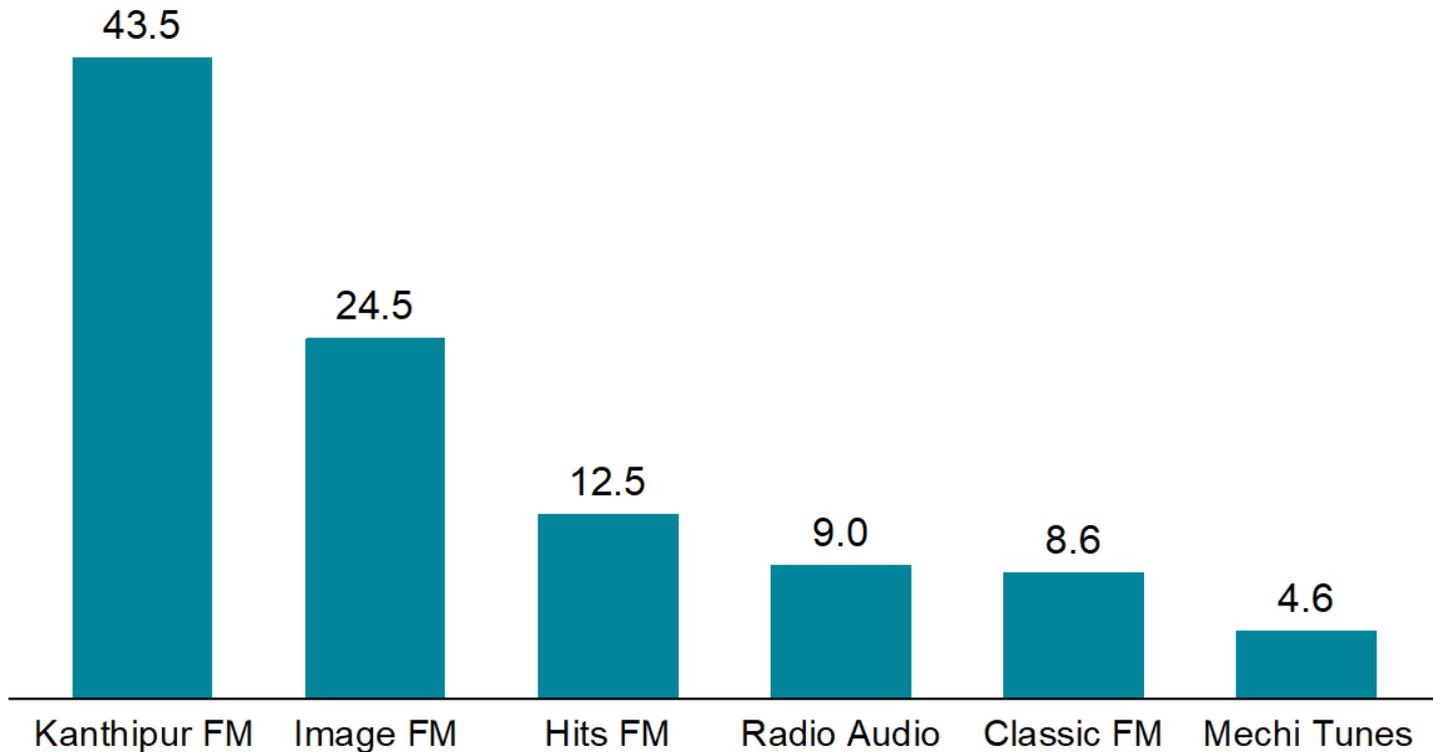
Among respondents who saw the ad on the Internet, most saw it on YouTube





Among those who heard the ad on the radio, most heard it on **Kanthipur FM**

Percent of respondents who heard ad on each radio station
(Among respondents who heard ad on radio)



N=143

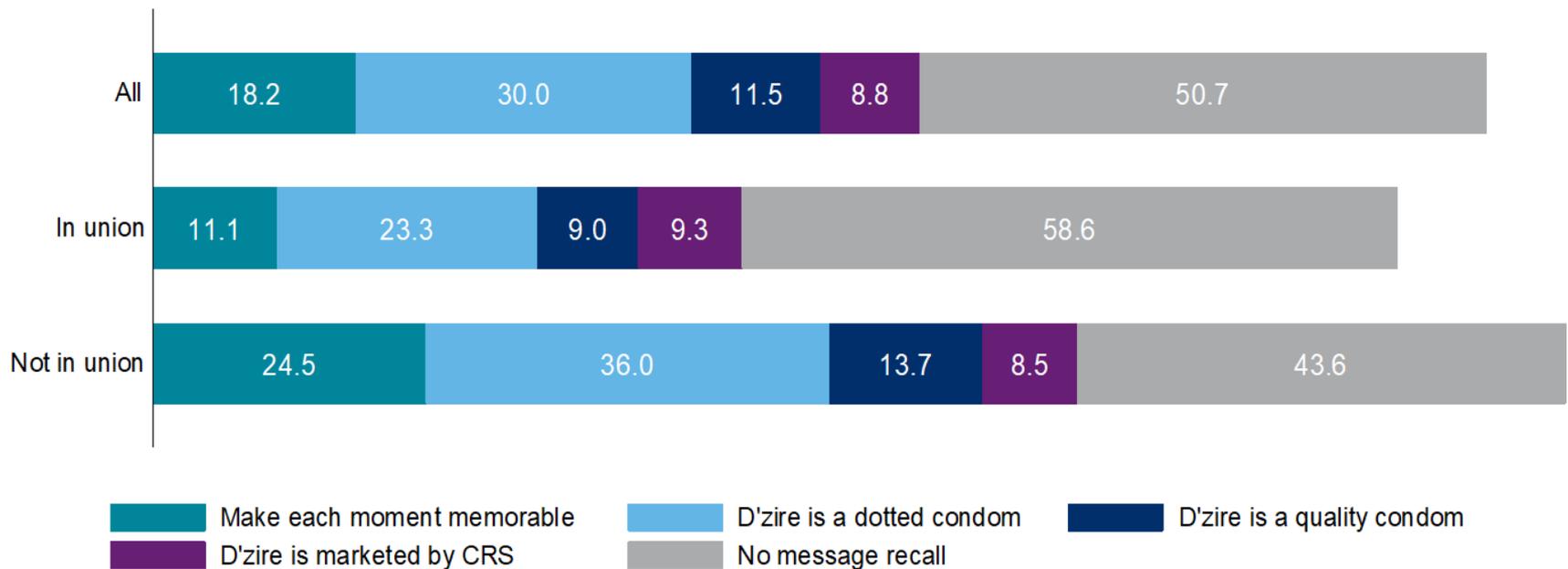
Graph excludes stations with less than 4% reported exposure.

What messages did respondents recall
from the ad?



Men not in union had somewhat higher message recall than those in union

Percent of respondents who recalled each message from the D'zire ad
(Among respondents who recalled the ad)

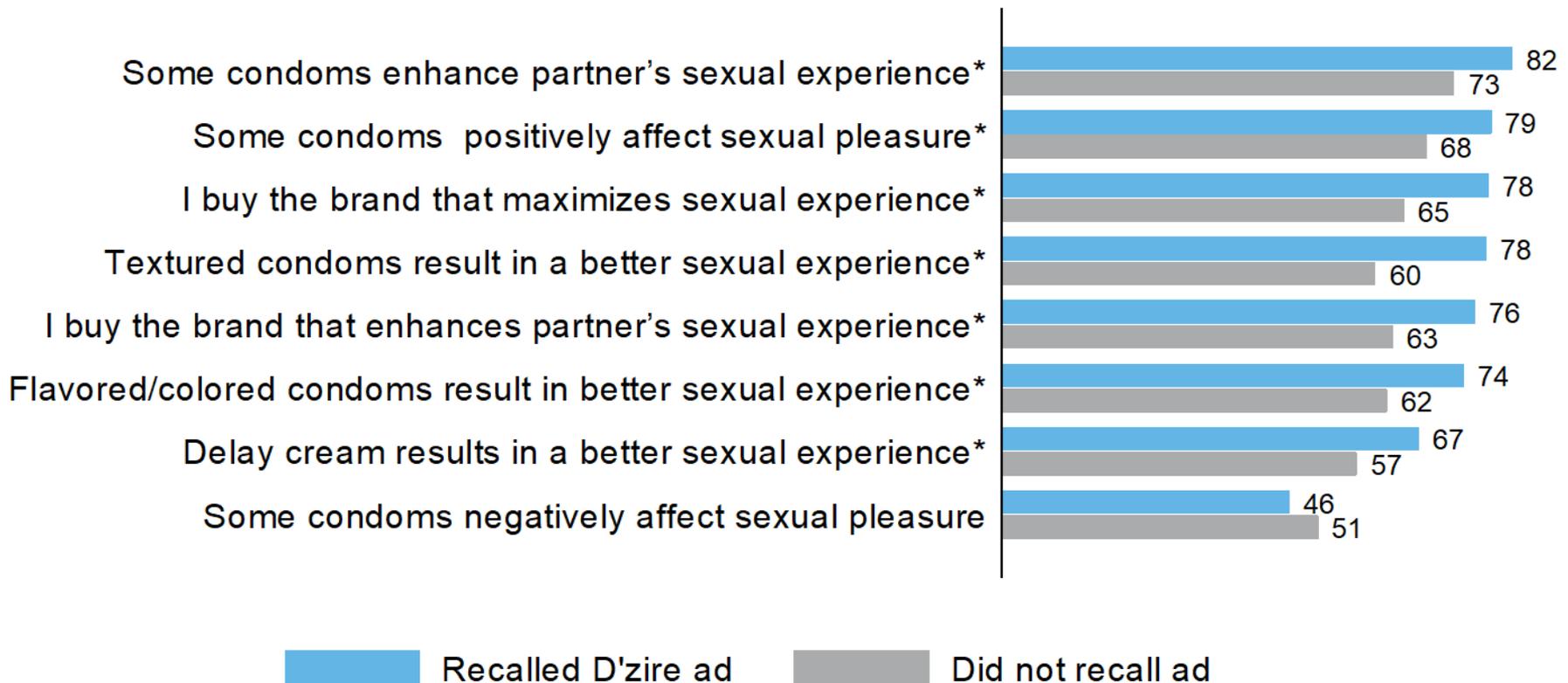


All N=782; In union N=252; Not in union N=530



Sexual experience perceptions are more positive among those who saw D'zire ad

Percent of post-campaign respondents who agree with each statement by ad recall
(Among all respondents)



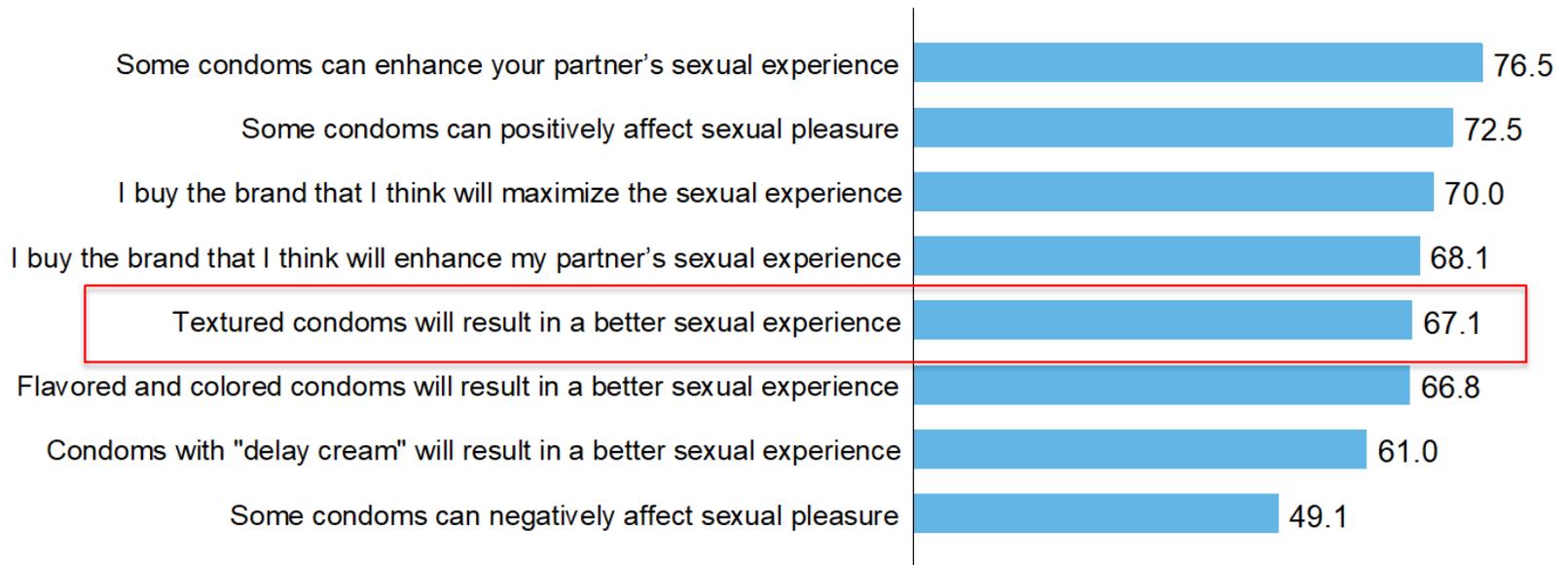
N=1810

* Difference between those who recalled and did not recall the ad is statistically significant.



Brand perceptions related to **sexual pleasure**

Percent of post-campaign respondents who agree with each statement
(Among all respondents)



N=1810

68% report that textured condoms will improve the sexual experience



Ad responses were positive

Intention to use condoms/D'zire brand:

- The ad reminded me I am looking for a better condom (**84%** agreed)
- I might try using D'zire (**84%** agreed)
- I will definitely try using condoms (**81%** agreed)

Ad was not offensive, overplayed, nor unrealistic:

- This ad is offensive (**9%** agreed)
- I saw the ad so many times; I am tired of it (**5%** agreed)
- The ad made exaggerated claims (**11%** agreed)

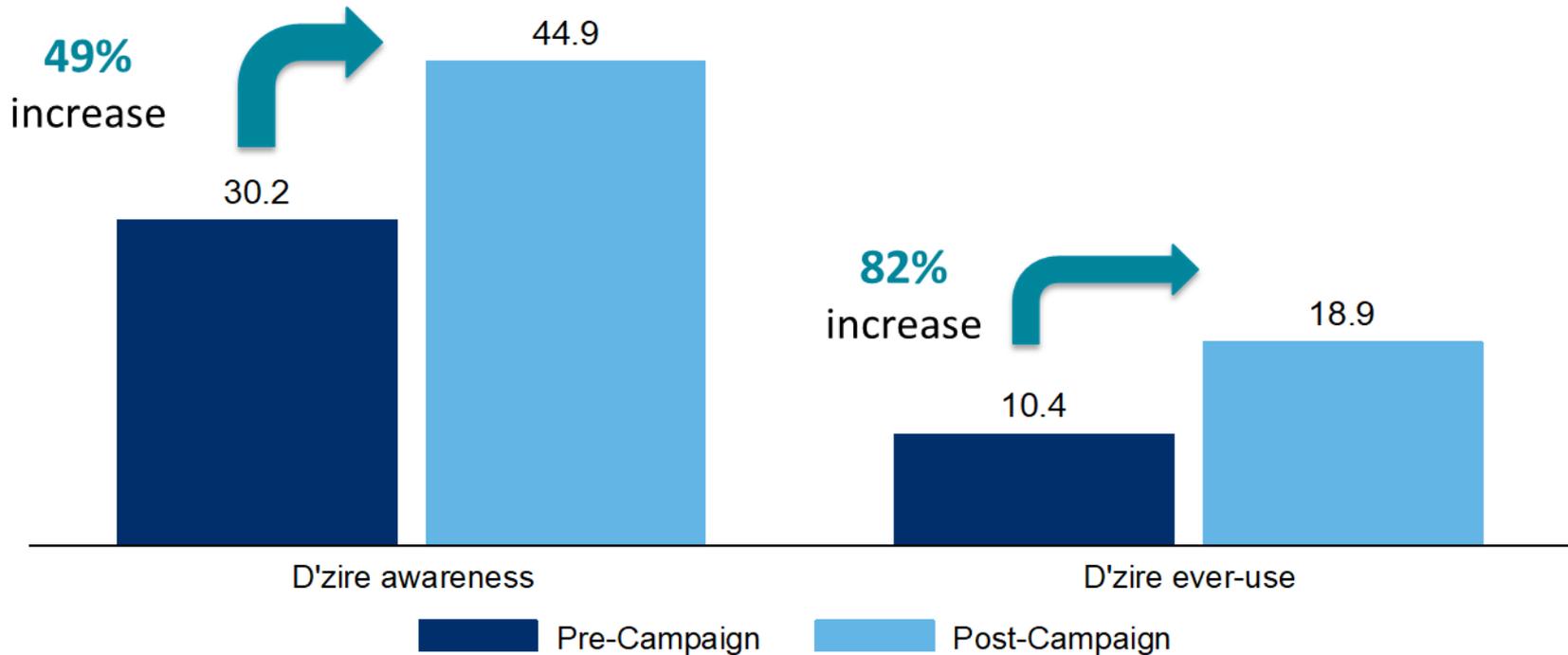
Did awareness and ever-use of D'zire increase after the campaign?

In the next series of slides, **dark blue** will represent **pre-campaign findings** and **light blue** will represent **post-campaign findings**.



Awareness and ever-use of D'zire increased **significantly**

Percent of baseline and endline respondents who are aware of and use D'zire
(Among all respondents)



Pre-Campaign N=1801; Post-Campaign N=1810
Differences in D'zire awareness and use are statistically significant ($p < 0.001$)



Regression results: Controlling for key demographics, how did D'zire awareness and ever-use change from pre to post-campaign?

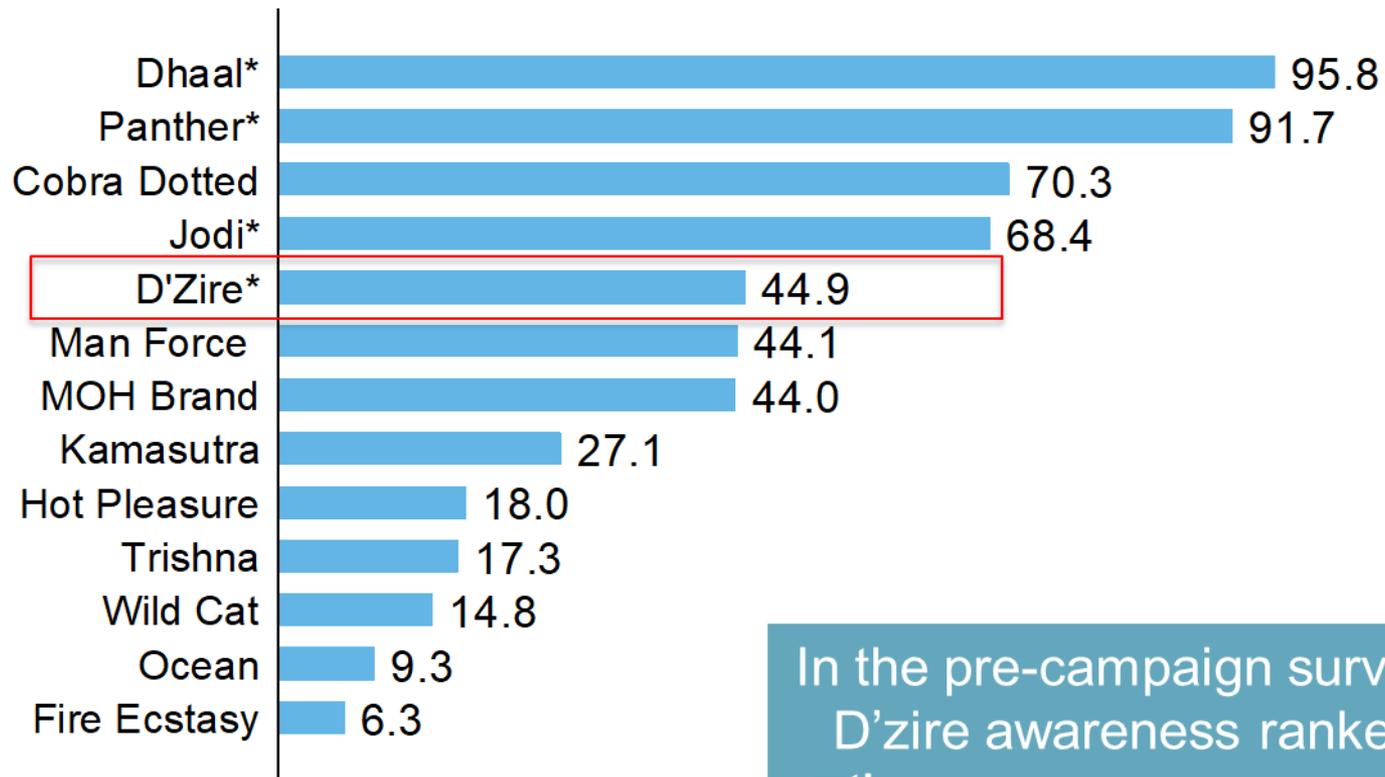
- Compared to pre-campaign respondents, post-campaign respondents were:
 - **15 percentage points** more likely to be aware of D'zire (beta: 0.149; $p < 0.001$)
 - **9 percentage points** more likely to have ever used D'zire (beta: 0.087; $p < 0.001$)
- These findings control for age, union status, SES, and condom use at last sex

How does D'zire awareness and ever-use compare to other brands and how did this change after the campaign?



D'zire ranks 5th in overall brand awareness

Percent of post-campaign respondents aware of each condom brand
(Among all post-campaign respondents)



In the pre-campaign survey,
D'zire awareness ranked
7th behind Man Force and
MOH condoms

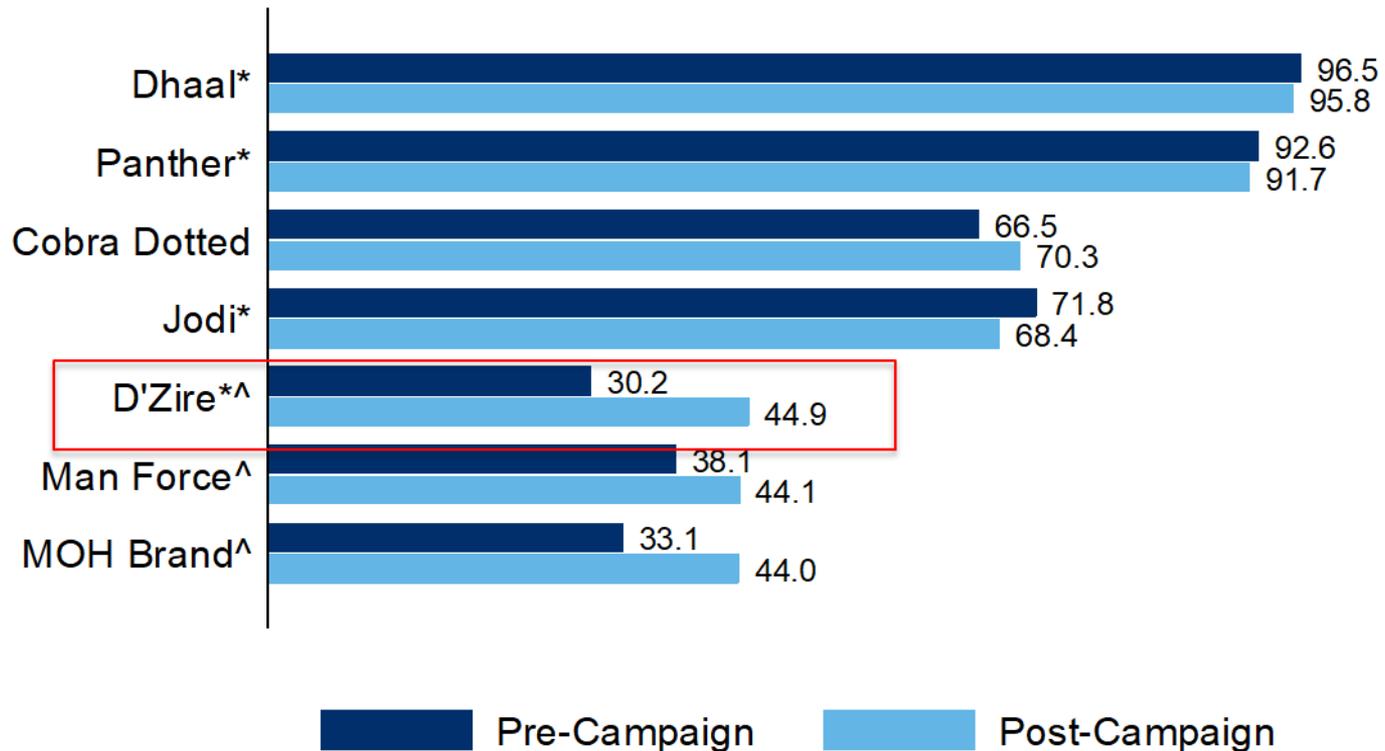
N=1810

* Socially marketed brand



Comparison with Pre-Campaign awareness results:

Percent of baseline and endline respondents who are aware of each brand
(Among all respondents)



Pre-Campaign N=1801; Post-Campaign N=1810

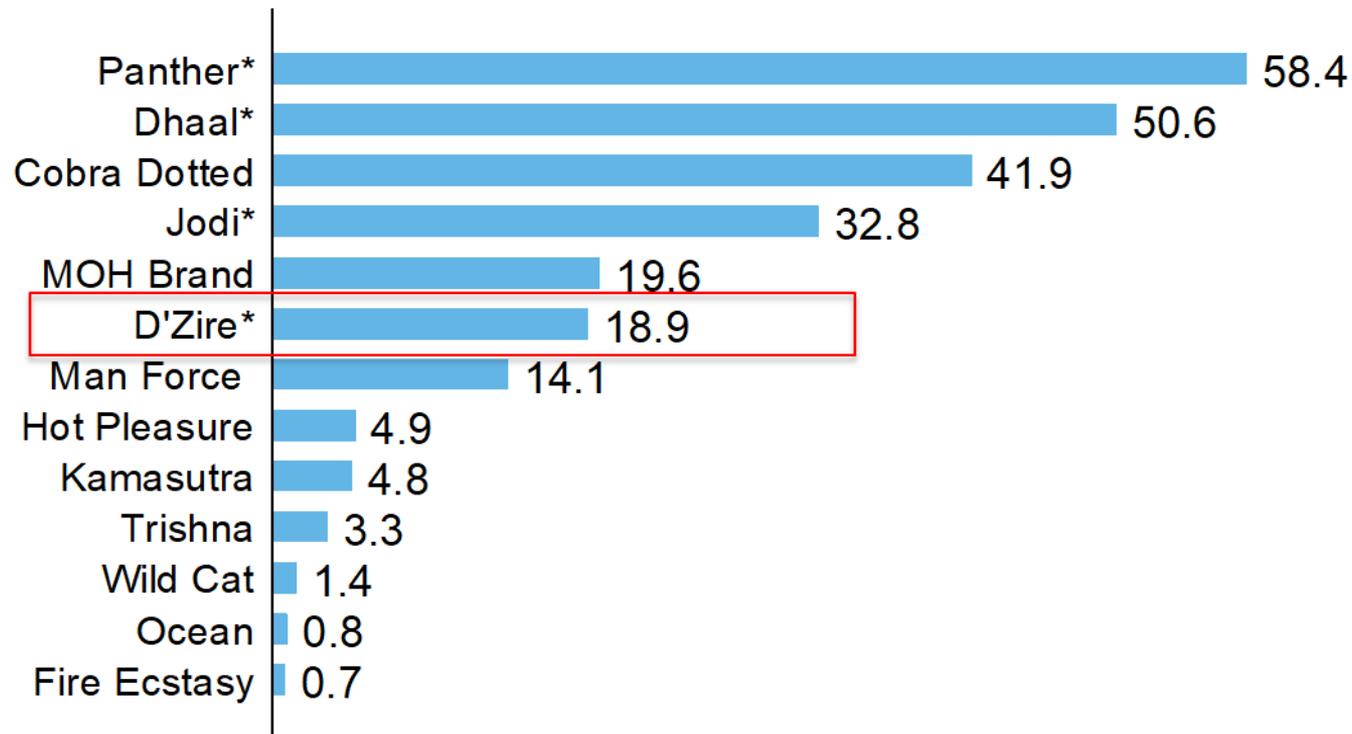
* Socially marketed brand

^ Difference is statistically significant



D'zire ranks 6th in overall brand ever-use

Percent of post-campaign respondents who have ever used each brand
(Among all post-campaign respondents)



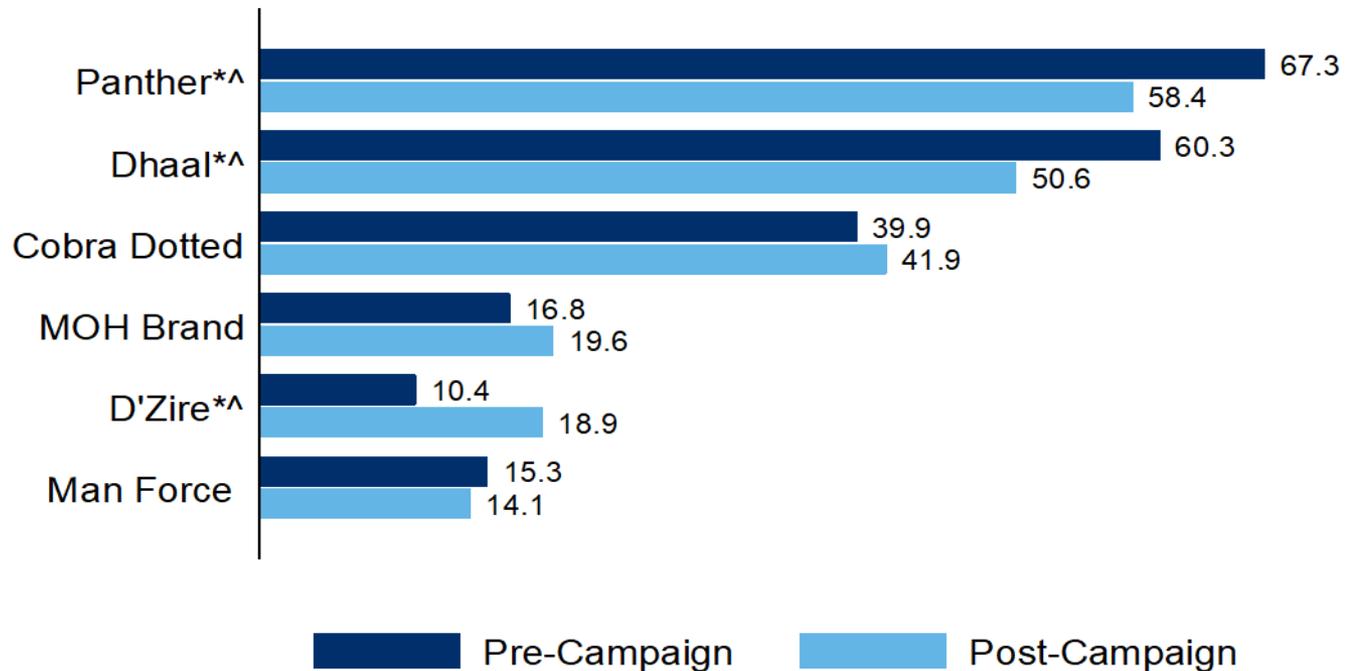
N=1810

* Socially marketed brand



Comparison with Pre-Campaign ever-use results:

Percent of baseline and endline respondents who have ever used each brand
(Among all respondents)



Pre-Campaign N=1801; Post-Campaign N=1810

* Socially marketed brand

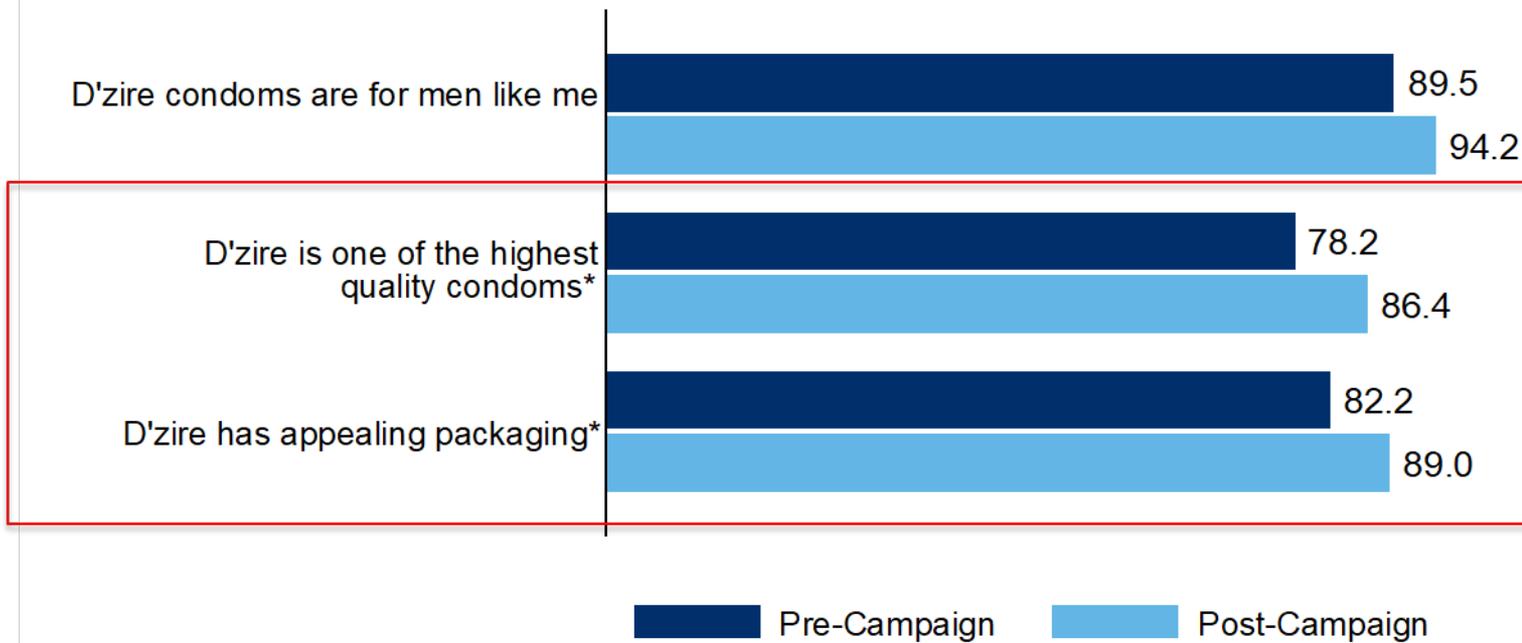
^ Difference is statistically significant

How did perceptions of D'zire change after the campaign?



Perceptions of D'zire **quality** and **packaging** increased significantly

Percent of baseline and endline respondents who agree with each statement
(Among respondents aware of D'zire)

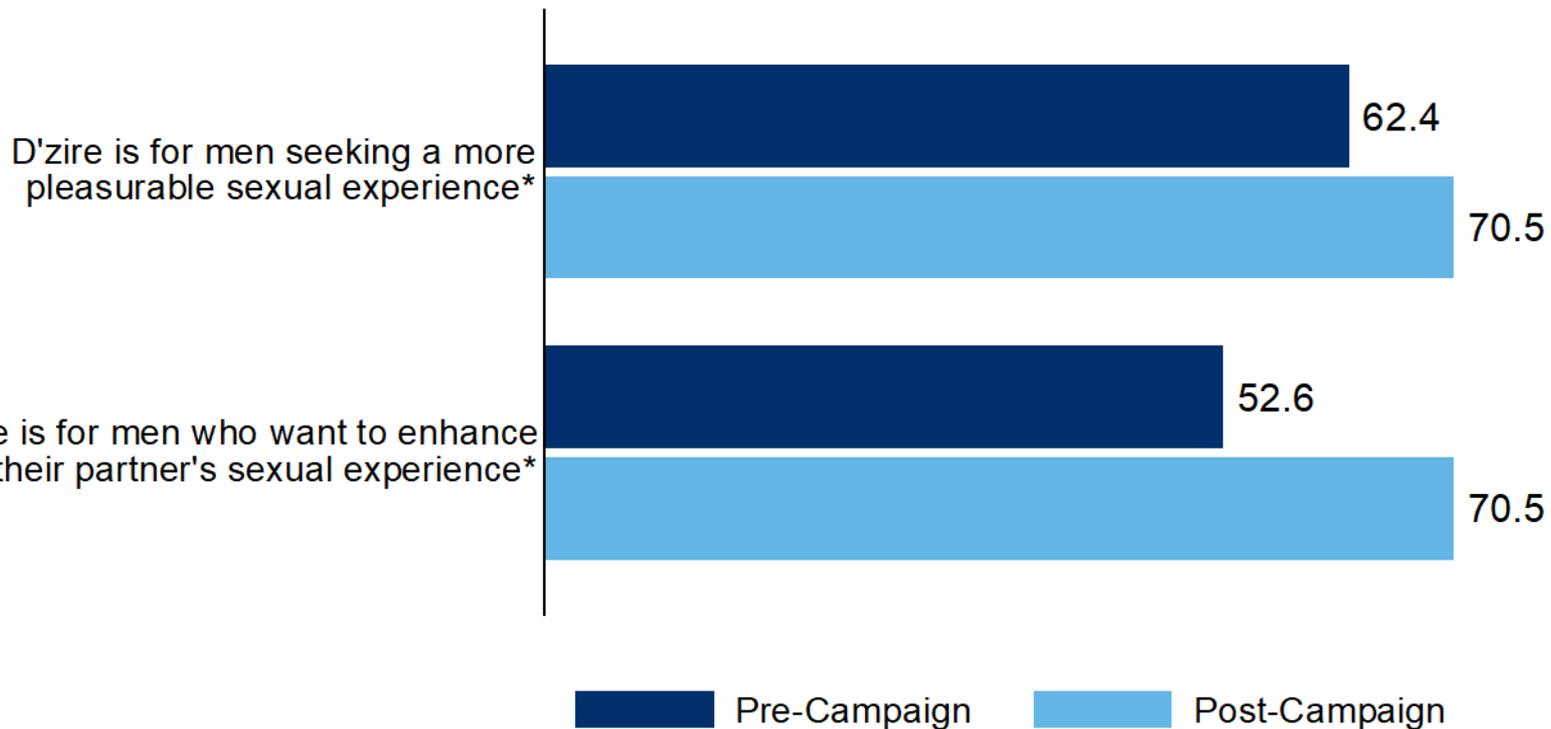


Pre-Campaign N=597; Post-Campaign N=906
* Differences are statistically significant (p<0.05).
See notes for specific p-values.



Perception that D'zire condoms **enhance sexual experience** increased significantly

Percent of baseline and endline respondents who agree with each statement
(Among respondents aware of D'zire)



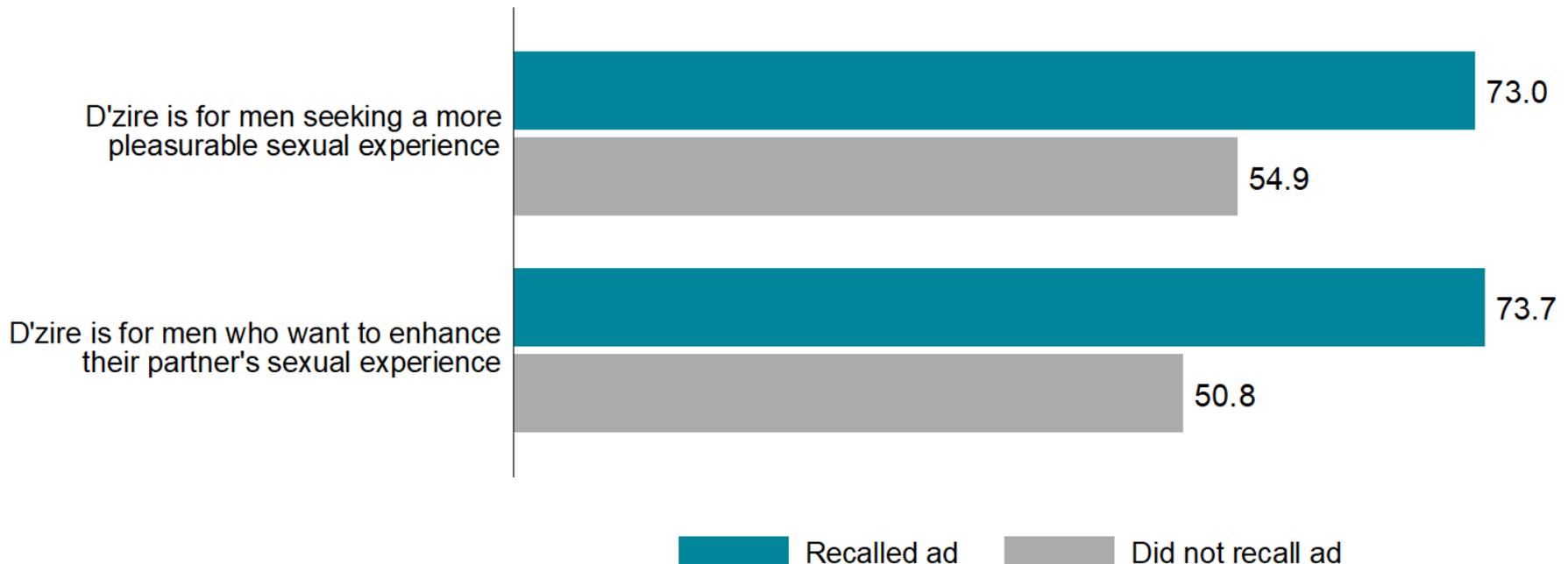
Pre-Campaign N=597; Post-Campaign N=906

* Differences are statistically significant ($p < 0.05$). See notes for specific p-values.



Post-campaign: Sexual pleasure perceptions are more positive among men exposed to the ad

Percent of post-campaign respondents who agree with each statement by ad recall
(Among respondents aware of D'zire)



Recalled ad N=781; Did not recall ad N=125

All differences are statistically significant ($p < 0.05$). See notes for specific p-values.

Marketing implications/Recommendations



Marketing recommendations to increase awareness and use of D'zire

- **Internet:** Focus on digital advertising to reach young men not in union.
- **TV:** The most effective TV spot is from 15:00-18:00 any day of the week on Kantipur or Nepal TV.
- **Newspaper:** 86% of all urban men read Saptahi.
- **Radio:** Radio is the least frequently used media outlet. Only 40% of young men not in union listen at least once a week.

Consider cost effectiveness

Channel	Estimated number of men reached	Cost	Cost per person reached
Television	2,062,996	1,508,048 NPR	0.73 NPR
Radio	712,478	615,500 NPR	0.86 NPR
Internet	1,166,195	1,055,530 NPR	0.91 NPR
Print	1,712,074	1,146,240 NPR	0.67 NPR
Digital billboard	202,046	68,000 NPR	0.34 NPR
Point of sale	740,835		



Concentrate Advertising efforts

- All previous efforts achieved 30.2% awareness of D'zire and 10.4% ever used of D'zire
- A two month, 3m NPR, multichannel campaign raised this to 45% awareness and 19% ever used.



Ad responses—areas for improvement

- Ad did not stand out as unique
 - I think this ad is unusual. I have not seen another like it. (29% agreed)
- Message recall was weak
 - Less than 50% could site a message from the ad
- Ad did not have a competitive edge over competing brands
 - The ad reminded me that I am dissatisfied with what I am doing/using now (50% agreed)
 - However, this finding is somewhat contradictory to the result that 84% said they are looking for a better



Future messaging on condoms

- Need to destigmatize condom purchase—embarrassment still a factor for urban men
- Consider gender transformative message destigmatizing condom purchase for women
- Continue to emphasize quality and pleasure



Want to learn more?

- We collected **much more** information than presented here
- Data collected includes:
 - More detail on condom perceptions between demographics
 - More detail on ad response between demographics
 - More detail on media use
 - Current contraception use and reason(s) for use
 - Frequency of sex and relationship to person of last sex
 - Reasons for non-condom use
 - Spontaneous versus prompted brand awareness



Tess Shiras, Senior Analyst

Tess_Shiras@abtassoc.com

Lauren Rosapep, Regional Research Lead

Lauren_Rosapep@abtassoc.com

Sujan Karki, Nepal Research Director

Sujan_Kardi@abtassoc.com

Sarah Bradley, Global Research Director

Sarah_Bradley@abtassoc.com

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Annex: Baseline Respondent Characteristics

Indicator		All Respondents (n=1801)	Respondents Not in Union (n=1076)	Respondents 18-24 Years (n=721)	Respondents in SES A/B (n=449)
Union Status	In Union	57.5%	0.0%	6.6%	50.0%
	Not in Union	42.5%	100.0%	93.4%	50.0%
Age	18-24 years	27.8%	61.2%	100.0%	21.8%
	25-34 years	36.0%	37.7%	0.0%	45.0%
	35-49 years	36.1%	1.2%	0.0%	33.2%
Socioeconomic Status (SES)	A	8.9%	9.1%	4.7%	34.0%
	B	17.3%	21.7%	15.8%	66.0%
	C	37.8%	42.8%	46.4%	0.0%
	D	20.0%	13.1%	15.0%	0.0%
	E	16.1%	13.4%	18.2%	0.0%
TOTAL		100%	100%	100%	100%



Annex: Endline Respondent Characteristics

Indicator		All Respondents (n=1810)	Respondents Not in Union (n=1048)	Respondents 18-24 Years (n=722)	Respondents in SES A/B (n=523)
Union Status	In Union	59.5%	0.0%	8.0%	44.8%
	Not in Union	40.5%	100%	92.0%	55.2%
Age	18-24 years	27.7%	62.8%	100%	28.5%
	25-34 years	38.9%	36.8%	0.0%	53.3%
	35-49 years	33.4%	0.4%	0.0%	18.2%
Socioeconomic Status (SES)	A	6.4%	9.3%	4.2%	24.5%
	B	19.8%	26.4%	22.8%	75.5%
	C	39.7%	43.1%	4.6%	0.0%
	D	18.7%	1.3%	15.8%	0.0%
	E	15.4%	8.1%	11.5%	0.0%
TOTAL		100%	100%	100%	100%