AROUND THE WORLD WITH THE 4 P’S
Lynda Bardfield, FHI
USF Social Marketing Conference
June 18, 2011

VISA APPLICATION QUESTIONS

• What does IEC stand for?
• What about BCC?
• When USAID asks for ‘social marketing’, what do they expect?
• What is the biggest difference between doing this kind of work domestically and internationally?
• Can the 4 P’s be applied to the design of any behavioral intervention in any country?
ITINERARY

- Ethiopia
- Cambodia
- Caribbean
- Kenya

WHAT’S HOT

- NEW PRODUCT (FC)
- IMPROVED SERVICES (VMMC)
- BEHAVIORAL CHALLENGES (KHA'T)
GLOBAL SOCIAL MARKETING SUITCASE

- CONSUMER FOCUS (PROFILES)
- AUDIENCE SEGMENTATION
- EXCHANGE THEORY
- MARKETING MIX (WORKSHEETS)
- CREATIVE BRIEF

SNAPSHOTS versus CASE STUDIES
A GLIMPSE AT HUMAN NATURE

People, places, profiles

UNIVERSITY STUDENT: ETHIOPIA

Girmachew is a first year male university student, who, before university, was disciplined, innocent, and academically strong. Then he fell under the influence of older students and tried alcohol and khat, thinking that would help him get along with them and make him more popular. Day after day, he came late for class and even missed class. He was repeatedly reported by campus security for coming to class late and drunk; disturbing other students; harassing female students; and frequently breaching the student code of conduct. His academic achievement declined and he received an academic warning. He continued thinking he was academically strong and blamed his low academic status on his instructor’s bad attitude. He thought his academic status would improve if he chewed more khat and studied hard. After getting drunk, he usually had sex with different partners he didn’t remember the next day. He never felt that he or his partners were at risk so he seldom used a condom.
WHO IS GIRMACHEW SLEEPING WITH?

Tegegne is a local khat house owner who lives and works close to Adama University. He believes that university students are capable of controlling themselves and should ‘know better’. He is unaware of the correlation between khat abuse and HIV infection. In fact, HIV is not on his mind at all. He basically has a ‘business is business’ attitude.

To Girmachew, profit making is a priority and losing customers is unaffordable. He wants to keep his customers. He may even be having sexual relations with the girl students he wants to keep. He feels despised by the larger community because of the business he’s in.
GROUP EXERCISE #1:
Target Audience Profile
MAKING PUBLIC HEALTH PROFITABLE...

AROUND THE WORLD WITH THE 4 P’S
PRODUCT INNOVATION

What’s new?

THE LIFE STRAW

![Image of the LifeStraw product]
THE LIFE STRAW

• A ‘personal mobile water-purification tool’
• Effective against waterborne diseases i.e. typhoid, cholera, dysentery, & diarrhea
• In use in: Ghana, Nigeria, Pakistan, Uganda

THE PLAY PUMP
HOMEMADE WHEELCHAIRS
PACKAGING & POSITIONING

TERRIBLE TOBACCO

[Images of damaged teeth and lungs]
REPOSITIONING ‘HIGH’
MEXICAN GOVERNMENT DEAL

Mom gets paid if ...
• She brings her daughter to the clinic
• Attends workshops
• Keeps her daughter in school
Reward Card

Rewards Rules:
1) Every time you visit Modhumita Drop-in Centre, you will earn 10 points.
2) Every time you bring a new friend you will earn 10 extra points.
3) If you earn 100 points, you will be entitled to Peer Educator training.

\[ 10 + 10 + 10 + 10 + 10 + 10 + 10 + 10 + 10 + 10 = 100 \]
FLOATING HOSPITALS

MOBILE DIAGNOSIS

- Two Wheeled Foundation (TWF)
- Bicycle workshops-repair & sell
- Remodel recycled bikes into ambulances & medical goods carriers
THE SCOOP ON POOP
PRICE STRATEGY: DOGGIE DNA

- Canada & Israel
- Special trash cans
- 12-year old sales reps
- Reward vs. Punishment
Maybe I should walk home…

PROMOTION
(PREVENTION)
POVERTY ALLEVIATION

ORGAN DONATION
OPEN DISCUSSION

Developing MARKETING MIX STRATEGIES
CAMBODIA
### PRODUCT WORKSHEET

<table>
<thead>
<tr>
<th>PRODUCT, SERVICE, OR BEHAVIOR</th>
<th>TARGET AUDIENCE (PRIMARY &amp; SECONDARY)</th>
<th>AUDIENCE'S CURRENT PERCEPTION</th>
<th>AUDIENCE'S CURRENT PRIORITIES</th>
<th>PRODUCT OR SERVICE IMPROVEMENT OR INNOVATION</th>
<th>POSITIONING</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### PRICE WORKSHEET

<table>
<thead>
<tr>
<th>PRODUCT, SERVICE, OR BEHAVIOR</th>
<th>ANY DIRECT (MONETARY) COSTS?</th>
<th>WHAT ARE THE INDIRECT COSTS? (BARRIERS, COMPETITION)</th>
<th>HOW CAN YOU DECREASE THE BARRIERS &amp; COSTS?</th>
<th>HOW CAN YOU INCREASE THE PERCEIVED OR TANGIBLE BENEFITS?</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRIMARY AUDIENCE:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SECONDARY AUDIENCE(S):</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### PLACE WORKSHEET

<table>
<thead>
<tr>
<th>PRODUCT, SERVICE, OR BEHAVIOR</th>
<th>WHERE IS PRODUCT USED? WHERE DOES THE BEHAVIOR OR SERVICE TAKE PLACE? (Where is the audience when thinking about it or at risk?)</th>
<th>CURRENT BARRIERS</th>
<th>PLACE IMPROVEMENT OR INTERVENTION (Access, Convenience, Appeal)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### THE MARKETING MIX (4 P’S) STRATEGIC PLANNING TOOL

<table>
<thead>
<tr>
<th>TARGET AUDIENCE</th>
<th>PRODUCT</th>
<th>PRICE</th>
<th>PLACE</th>
<th>PROMOTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>Tangible product, service, or desired behavior. How will you ‘position’ or modify it to make it more appealing? NEW PRODUCT IDEAS ACCEPTED.</td>
<td>'Costs' associated with adopting the product, service, or behavior. How will you decrease the costs and increase the benefits?</td>
<td>Where the audience uses product, performs or thinks about the desired behavior. How will you make this place more appealing or accessible? How can you intervene at the moment of choice?</td>
<td>Targeted message concepts and communication channels for strategic communication. How will you promote the offering (product) in a beneficial (price) and convenient (place) way?</td>
</tr>
<tr>
<td>Secondary</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
GROUP EXERCISE #2:
4P’s planning

ETHIOPIA
KHAT IN ETHIOPIA

• Export valued at over $200 million a year/taxable commodity
• More than 10 million people chew everyday
• Only illegal in 1 region
• Similar to amphetamines
• Effects include ‘gesba’ (being unmotivated) & premature ejaculation

KHAT CHEWERS

• 4 X more likely to have multiple sexual partners
• 4 X more likely to contract HIV
• 2 X less likely to adhere to ART
ALCOHOL IN ETHIOPIA

- Long tradition of brewing alcohol, including tej, tella, arake, borde, and korafe
- Per capita consumption low (0.9) compared to highest consumption countries Hungary, Ireland, Czech Republic, Russia, UK, France, Nigeria
- Alcohol consumption highest in Adama (70%)
- Drinkers more likely to have multiple partners and less likely to use condoms

Linked Behaviors

- Substance abuse (lowers inhibitions)
- Gender norms reinforced (Male ritual behavior)
- VAW & Unsafe Sex (multiple partners, lower condom use)
KHAT USE

“We’re losing a whole generation to khat”
---RECENT UNIVERSITY GRADUATE
Link between Khat & Alcohol

KHAT (*mirkana*)  
Increased Activity  
(*Unprotected sex/GBV*)

ALCOHOL (*chebsi*)

THE CHALLENGE

- Hard-wired for immediate gratification  
- Dopamine-Pleasure-seeking chemical secreted by brain  
- Conditions the brain... from happiness to habit  
- Environmental cues trigger & reinforce behavior
PRODUCT STRATEGY
HOW TO REPOSITIONING KHAT?

• Some consider it sacred/used in religious ritual
• Also considered medicinal
• Considered a way of sharing fun with friends
• Considered performance enhancing

PRICE STRATEGY
THE EXCHANGE THEORY
### THE DEAL WITH KHAT

<table>
<thead>
<tr>
<th>YOU GIVE ME</th>
<th>YOU GET</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 BIRR</td>
<td>KHAT</td>
</tr>
<tr>
<td></td>
<td>Energy</td>
</tr>
<tr>
<td></td>
<td>Fun</td>
</tr>
<tr>
<td></td>
<td>Popularity</td>
</tr>
<tr>
<td></td>
<td>Better grades</td>
</tr>
<tr>
<td></td>
<td>High</td>
</tr>
</tbody>
</table>

### PRICE STRATEGY:
OFFERING A SUBSTITUTE HIGH
PRICE: EXCHANGE
Alcohol-Free Options

Alcohol-free social/recreational activities offered by faculty, student committees, and Athletic Department

- Weeknight and weekend social events, including live music, dances, comedy, and other entertainment
- "Open Mike" music nights, where students perform
- Game show nights & Movie Nights on campus
- Sporting events, concerts, and theater in surrounding community
- Media Literacy activities including counter-marketing

A PLACE STRATEGY

- Train khat house owners on khat abuse and HIV/AIDS
- Brand student-friendly khat houses
- Provide condoms at all khat houses
- Intervene at wholesalers when owner collects khat
### The Marketing Mix Planning Tool

#### Target Audience

<table>
<thead>
<tr>
<th>Audience</th>
<th>Product</th>
<th>Price</th>
<th>Place</th>
<th>Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>Tangible product, service, or desired behavior. How will you &quot;position&quot; or modify it to make it more appealing?</td>
<td>Costs associated with adopting the product, service or behavior. How will you decrease costs and increase benefits?</td>
<td>Where they perform or think about the desired behavior. How to make this place more appealing or intervene at this point in time?</td>
<td>Messages &amp; communication channels. How to promote the offering (product) in a beneficial or price and convenient (place) way?</td>
</tr>
<tr>
<td>University students with abuse or addiction problem</td>
<td>Self-identification, Position rehabilitation as freedom and control, Develop substitute 'high'</td>
<td>COST: Stigma, withdrawal, Loss of 'friends', Cost of substitute high</td>
<td>Dormitory, clinic, local bars &amp; khat houses, Peer interventions, Khat house owner interventions</td>
<td>Reminders, De-glamorize alcohol and khat use, Redefine being high Increase value of freedom and control</td>
</tr>
</tbody>
</table>

#### Ethio-Public Health

- **Primary Audience**: Tanable product (product, service or behavior).
- **Product**: Self-identification, Position rehabilitation as freedom and control, Develop substitute 'high'.
- **Price**: Costs associated with adopting the product, service or behavior. How will you decrease costs and increase benefits?
- **Place**: Dormitory, clinic, local bars & khat houses, Peer interventions, Khat house owner interventions.
- **Promotion**: Reminders, De-glamorize alcohol and khat use, Redefine being high Increase value of freedom and control.
2:30PM BREAK
CONDOMS IN THE CARIBBEAN
PRODUCT INNOVATION

THE FEMALE CONDOM (FC)
the only female-initiated prevention method
that provides double protection
• ‘The importance of female condom programming should be taken as seriously as preaching the good news of Jesus Christ and the Kingdom of God.’

• Negotiating for safer sex in both spousal and non-spousal sexual encounters remains a major challenge for most women

Bishop Jolly Ehigiator Oyekpen
A prevention method that will enable women to have greater control over their own protection from disease and/or unplanned pregnancy.
TARGET AUDIENCE

Primary Audience
- Brothel Based Female Sex Workers in the Southern District of Stann Creek (Belize)

PRODUCT STRATEGY: BELIZE

Female Condom – FC2
- Current perception: Too big, Too noisy, Affordability, unattractive
- Audience current priority: Providing for their family and their selves, Staying healthy (because of the responsibility towards their kids)
- Product improvement/innovation: Packaging (Case/purse for condoms and money)
- Warming Lubrication
- Positioning: FC as a tool to improve their work
### PRODUCT SERVICE BEHAVIOR

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>TARGET AUDIENCE</th>
<th>AUDIENCE'S CURRENT PERCEPTION</th>
<th>AUDIENCE'S CURRENT PRIORITIES</th>
<th>PRODUCT IMPROVEMENT</th>
<th>POSITIONING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female condoms</td>
<td>16-25 year old sexually active females</td>
<td>Requires too much self-intimacy</td>
<td>Employment</td>
<td>Unique selling proposition</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Men</td>
<td>Noisy (based on experience with previous generation)</td>
<td>Relationships – boyfriend</td>
<td>Clearly differentiate the first</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female peers</td>
<td>Ugly/Unattractive</td>
<td>Pleasure/Excitement</td>
<td>generation from the second –</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Too big</td>
<td>Education</td>
<td>get new buy-in</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Difficult to use</td>
<td>Protection</td>
<td>Make it exciting and</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Expect partner objection</td>
<td>Affordability</td>
<td>adventurous</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Too expensive</td>
<td>Freedom</td>
<td>Necessary part of sex</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Condom can’t fit</td>
<td></td>
<td>Healthy lifestyle product</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>with sexual pleasure</td>
<td></td>
<td>that is trendy and cool</td>
<td></td>
</tr>
</tbody>
</table>

### MARKETING MIX STRATEGY: BELIZE

- **Positioning as-**
  - Lubricated sex toy
- **Employment tool**
- **Something you deserve, e.g. Revlon tagline “Because You’re worth it’**
- **Status symbol**
- **Need to make FC more affordable**
- **Need to make FC more accessible, which would lead to higher turnover in sales and possible reduction in cost**
- **Quicker Turnover in clients = Financial Gain for FSW and Place Strategy**
- **Placement in Brothels – Women’s Restroom, Assigned ‘service’ rooms**
  - By the bar
  - By the Beauty Salon
PLAYED BY MORE MUSICIANS...

Manu Dibango, Saxophone player, Cameroon
NEW IMPROVED
ADULT MALE CIRCUMCISION
ADDRESSING PRICE THROUGH PROMOTION

NYANZA PROVINCE

• High HIV prevalence
• Low rates of circumcision
• Luo tribe: Largest non-circumcising group
• 12% Kenya’s population
• Highest HIV infection rates highest among Luo
Otieno is 26 and lives in Siaya, Kenya. A high school graduate, he aspires to go to university and become a rich businessman. For now, he works as a bank clerk and has a small business on the side running a used matatu to make extra cash. Because he migrated from another village, he lives with two relatives and helps support their children’s school fees. He has two girlfriends, a ‘main’ girlfriend who he likes a lot but isn’t ready to marry and another who is offering sex which he can’t refuse.

He likes to go out drinking, dancing, and enjoying music 3 nights/week. Sometimes he binge drinks and regrets it. He went for HIV testing a couple of times when he was in school and sometimes goes for testing now after unprotected sex and binge nights. He is a Christian, but not practicing now. His role model is his bank manager who drives a nice car, earns more, and has a house and family.
IDENTIFYING PRICE: COSTS & BENEFITS

• VMMC Barriers
  - Pain/blood/surgery
  - Long recovery
  - Doc could make a mistake
  - Inconvenient
  - Loss of cultural identity
  - Miss out on sex during recovery period (could be long)
  - Suspicious of outcome on sex life (positive/negative)

• Shang Ring Benefits
  - Safe and convenient
  - Hygienic/clean result
  - Less painful/discomfort
  - Shorter surgery & recovery time
  - Aesthetically pleasing, superior finish
  - Available free 60% protection from HIV (and some other STIs)
  - Women prefer circumcised men

2. Objectives
What do you want your target audiences to think, feel, or do after experiencing the communication?

The Creative Brief

1. Target Audience
Describe the person that you want to reach with your communication. What do they value? How do they see themselves? What are their aspirations? Include a primary & secondary (influencer) audience if appropriate. Include any relevant audience research.

3. Obstacles
What beliefs, cultural practices, pressure, misinformation, etc. stand between your audience and the desired behavior?
THE CREATIVE BRIEF

• A bridge between **research** and **creative**
• A foundation for the creative strategy
• A “creative contract” among partners at the outset of the creative process

The Creative Brief

1. **Target Audience**—Whom do you want to reach with the communication?
2. **Objectives**—What do you want your target audiences to KNOW, BELIEVE, or DO?
3. **Obstacles**—What beliefs, cultural practices, pressure, misinformation, or competitive behaviors stand between the audience and desired objectives?
4. **Key Promise**—What’s in it for the audience? What is the ‘offering’?
5. **Support Statements/ Reasons Why**—Substantiation for the Key Promise
6. **Tone**—What feeling or personality will the communication have?
7. **Channels**—How will you reach the audience?
8. **Openings**—When or where are the teachable moments?
9. **Creative Considerations**—Any political, linguistic, graphic, or other considerations?
Creative Brief

Female sexual partners of the uncircumcised men

Target Audience

• PRIMARY (Uncircumcised Luo men)

• SECONDARY
  1. Female sex partners
  2. Peers and friends
  3. Satisfied clients and mobilizes
  4. Providers and counselors

• TERTIARY
  1. Faith leaders
  2. Cultural elders
  3. Employers and biz leaders
  4. Legislators
  5. Provincial administration
  6. Media
  7. Celebrities
Female sex partners

- Women having sex with uncircumcised men (18-35) in Luo Nyanza (significant others: wives, girlfriends)
- The married ones value healthy family and good relationship with husband (peaceful home)
- The girlfriends value a happy long-term relationship that may lead to marriage
- Both groups value pleasure and satisfaction with sex
- They see themselves as having some risk of HIV from their man
- They belong to women’s groups or hang out with friends
- They value motherhood and want to be perceived as caring (mother and wife)
- They have a cell phone and a radio and they read magazines
- They are interested in MC for
  - Hygiene, improved sexual performance, and HIV prevention

Objectives (Knowledge)

- They will know...
  - that the new MC is faster and easier (men back to work sooner)
  - that MC has benefits for them as well
  - where new MC services are offered
  - where to get accurate information about new MC
  - that MC is not full protection (and they must use other protective means as well)
Objectives (Belief)

• They will believe that...
  – they can influence the man to go for MC
  – MC does not contradict with being a Luo
  – after MC, the man will still be a man
  – a circumcised penis is easier to clean
  – a circumcised penis makes condom use easier
  – waiting for sex for 6 weeks is worth it for a lifetime’s benefit
  – talking about the new MC with the man is a good thing

Objectives (Behavior)

• They will...
  – seek information about the new MC
  – discuss the new MC with their husband
  – encourage the man to go for the new MC
  – support him through healing, including no sex for 6 weeks
  – still protect themselves from HIV prevention in other ways
Obstacles

- They see MC as not their decision (rather as the man’s choice)
- They lack confidence to push him for MC (fear of losing him)
- They are not convinced that MC is in line with the Luo culture
- They have low knowledge of benefits of MC to themselves
- They don’t like the idea of 6 weeks with no sex
- They don’t know MC services are offered
- They worry the man will lose income for many days (to heal)
- They fear the circumcised man will go to try out his new look (sharpened spear) with women (from other communities)

Key Promise & Support Statements #1

Key Promise #1:
If I encourage my husband to go for the new MC, he will know how much I love him, then he will give me more love

1. Because a Luo man loves a caring woman, (then the woman who encourages MC is loved by her man)
2. Because MC helps man to last long and go more rounds, (then the woman partner is sexually satisfied)
Key Promise & Support Statements #2

Key Promise #2:
If I find out more about the new MC, then I will protect my family and myself

1. Because MC partially protects a man from getting HIV, (then if I find out more about the new MC, then I am helping protect him, and the family and me)
2. Because MC helps prevent cervical cancer in the women partners, (then if I find out more about MC, then I am protecting my family and myself)

Tone

• Caring
• Empowering
• Fashionable and trendy
Communication Channels

- Interpersonal communication
  - Mobilizers
  - FP providers
  - ANC clinic providers
  - Hair dressers
  - Faith leaders
- Mass media
  - Radio
  - TV
  - Magazines
- Print media
  - Billboards
  - Poster
  - Brochures
- Promotional giveaways
  - Stickers
  - Badges
  - Bags
- Mobile technology
  - SMS messages
  - Hotline

Openings

- Valentine’s Day
- Market days
- Women’s group meeting days
- Evening radio or TV when woman and man are both at home
- Whenever seeking a health service
Creative Considerations

- National VMMC Program logo on everything
- Don’t erode the gains already made (standard procedure)
- Don’t encourage men to go and try the new spear with new partners
- Don’t make men forget MC is only partial protection (other prevention still critical)
- In English and Luo
- Don’t insinuate we’re “targeting” Luos (going after them)
- No pictures or cartoon depictions of penises
- Leave room for a hotline phone # to be added later
MORE LOVING

MORE POPULAR
LESS TIME, PAIN, WORRY, ETC...

A LUO MAN SPEAKS OF THE 4 P’S...
GROUP EXERCISE #3: The Creative Brief

“Study communication and you may not produce great communication. Study life and you will.”