



How could we market vaginal microbicides to young African women?

WPP is the world's leading marketing services business



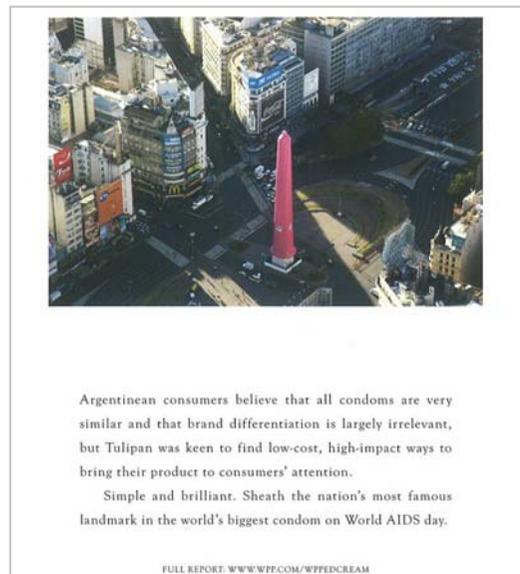
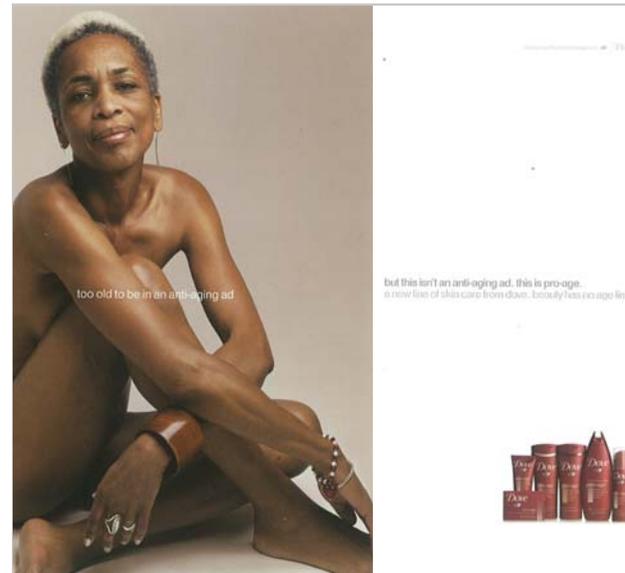
We have expertise across every marketing discipline



Our job is to create marketing solutions people listen to and act upon



Our job is to create marketing solutions people listen to and act upon



We have businesses who specialise in creating behavioural change in your sector



Some examples of our HIV work

**ТЫ ПОСТУПАЕШЬ
ТАК ЖЕ,
ЕСЛИ НЕ ЗНАЕШЬ СВОЙ ВИЧ-СТАТУС**

**КАСАЕТСЯ
КАЖДОГО** **СТОП
СПИД
РУ**

ПОЛУЧИ МАКСИМУМ ИНФОРМАЦИИ
НА WWW.STOPSPID.RU И ПРОЙДИ ТЕСТ НА ВИЧ

реклама

www.breakthrough.br

**NINETY PERCENT OF HIV POSITIVE WOMEN ARE THROWN OUT
OF THE HOUSE AFTER THEIR HUSBANDS DIE OF AIDS.
IS THIS JUSTICE?**

**break
through**
building human rights culture

DFID **n(o)vib**
TWENTY LAKH HIV POSITIVE WOMEN ARE WAITING FOR YOUR ANSWER.



So how could we market microbicides?

Every marketing challenge starts with defining the Central Question



What will best trigger widespread adoption of microbicides?

- Product performance (safety and efficacy)
- Product acceptability
- Public health endorsement and funding
- Physical distribution
- Prescriber commitment
- Share of mind
- Socio-cultural approval
- Consumer desire



You can brand similar products in radically different ways



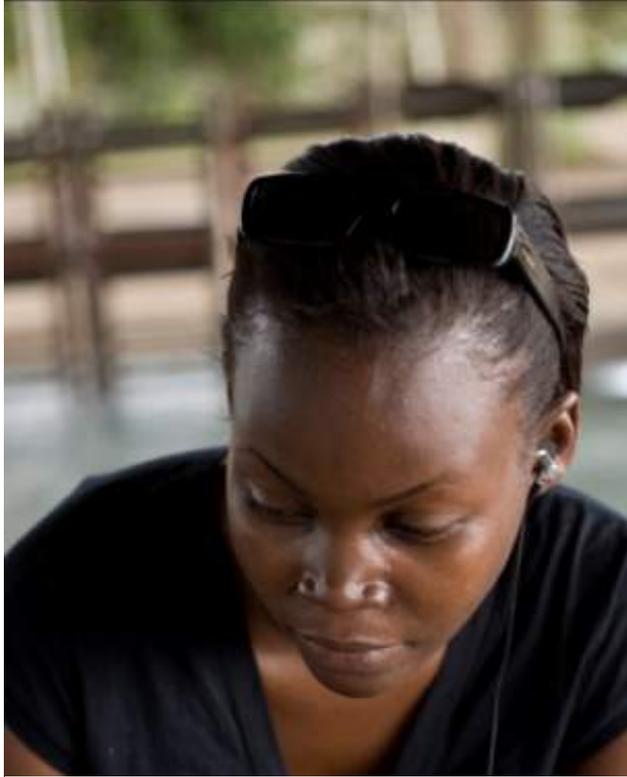
You can brand similar products in radically different ways



Our challenge is to create an idea that Africa will embrace

- .
- An idea that goes way **beyond the product**
- An idea that talks to women's **psyche**
- An idea that is bigger than the **barriers** that stand in its way
- An idea that taps into the energy for **cultural change**





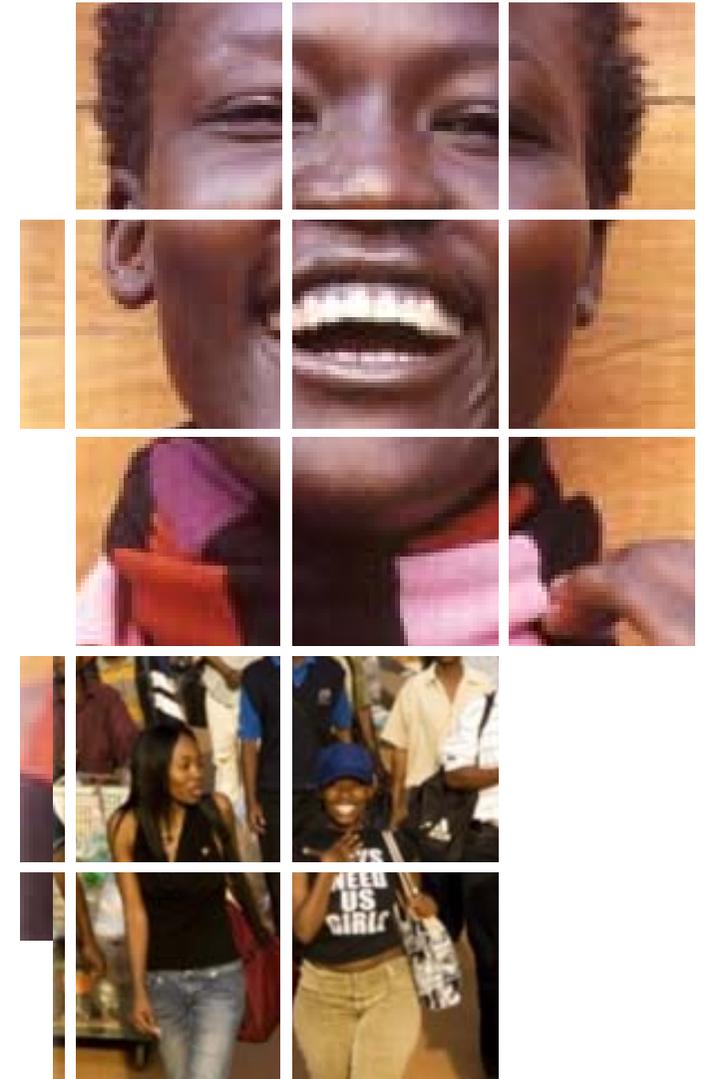
Some first thoughts



Women's lives are changing in South Africa

Taking confidence from their role in the struggle
Seeing the world as their oyster
Building their own identities
Enjoying greater economic and professional empowerment

They are still strongly connected to their roots
A tradition defined by respect for their Elders and the men in their lives



Society is still equivocating over HIV..... and so are women

It just won't happen to **me**

I am safe with my partner

I only sleep with nice people

It's still **his** decision

We don't talk about it

It's better not to know

And so ...

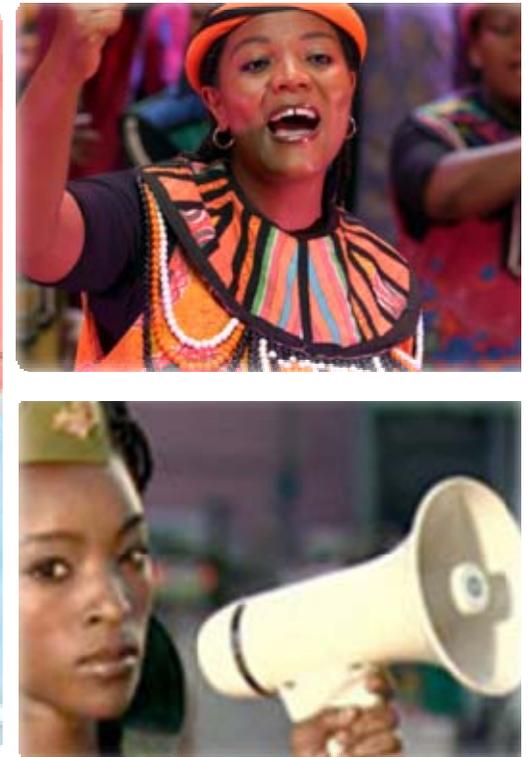
I would rather worry about pregnancy

A look at HIV AIDS



So what **angle**
should we take?





Let's make
this personal

Insight:

*I've heard this all before. I know the dangers. Don't bore me with the statistics.
I need to see how HIV affects ME personally..*

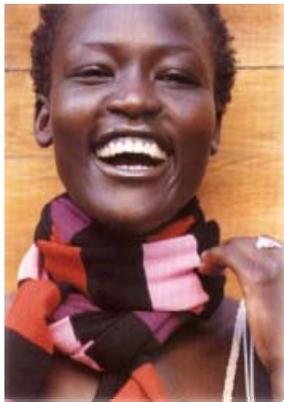
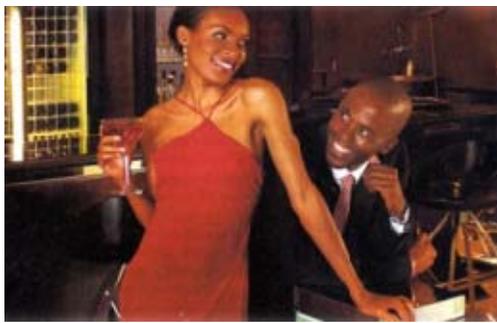
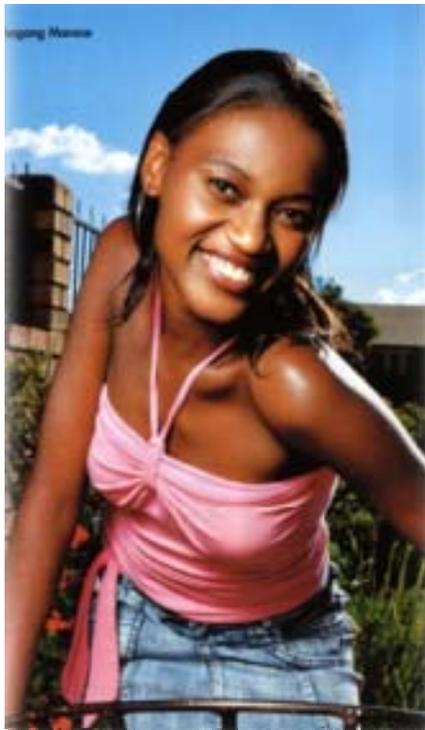


Respect yourself

Insight:

If I don't put myself first, who will?

It's up to me to respect my life because HIV won't.

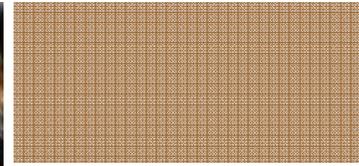


Ring of Confidence

Insight:

Empowering myself doesn't make me any less attractive.

The confidence I feel and show enhances my attractiveness.



Living my life
like it's golden

Insight:

I don't want anything to stand in the way of me living my life.

I have the feeling I can be anyone I want to be.



Potential Campaign Directions

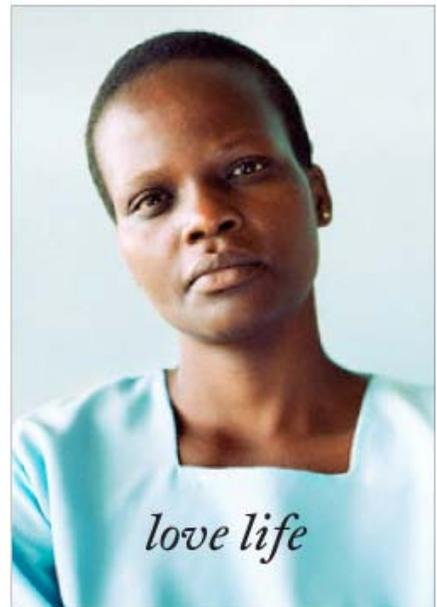
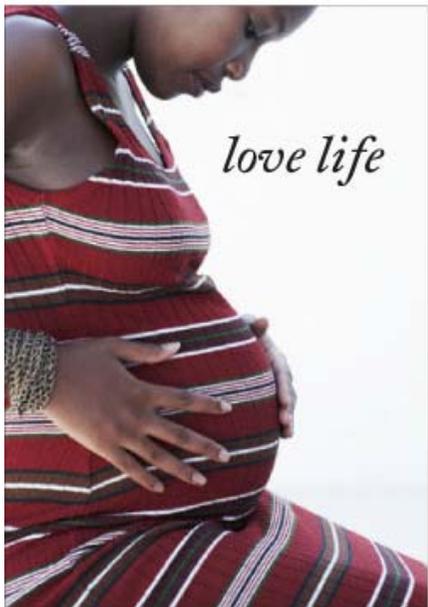
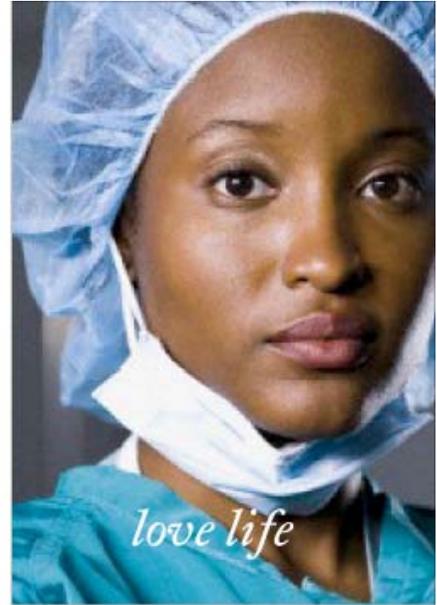
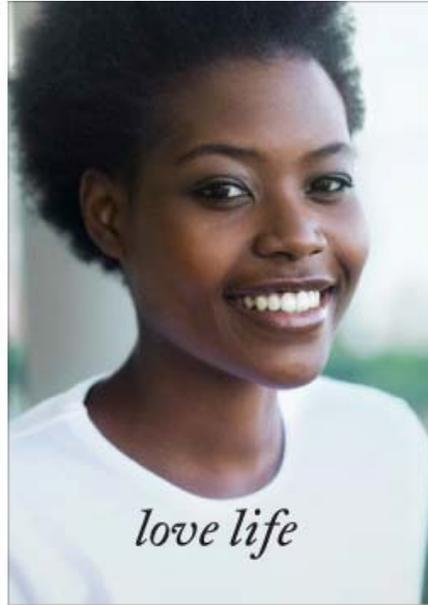
The women we are
talking to have an
intoxicating sense of
possibility











They love life

They love, love

Love without life

Is no Love at all





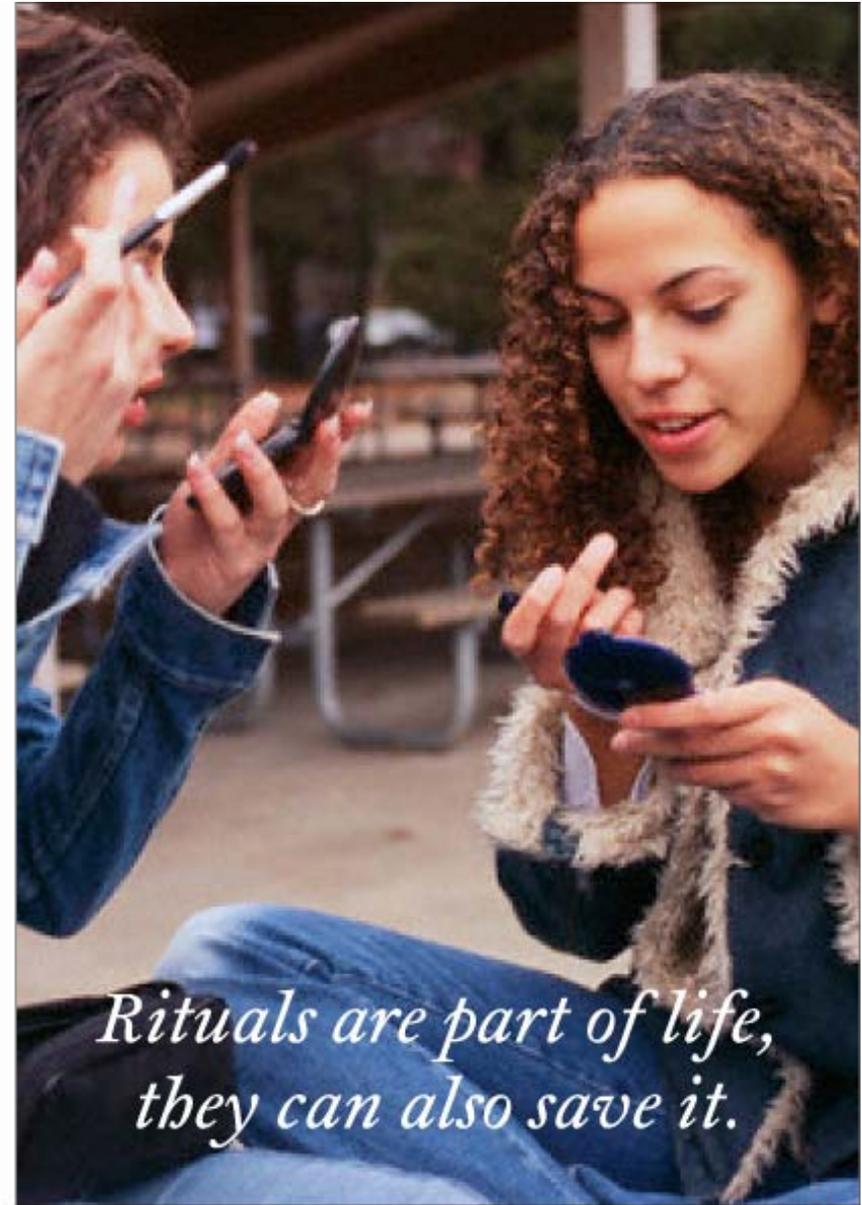




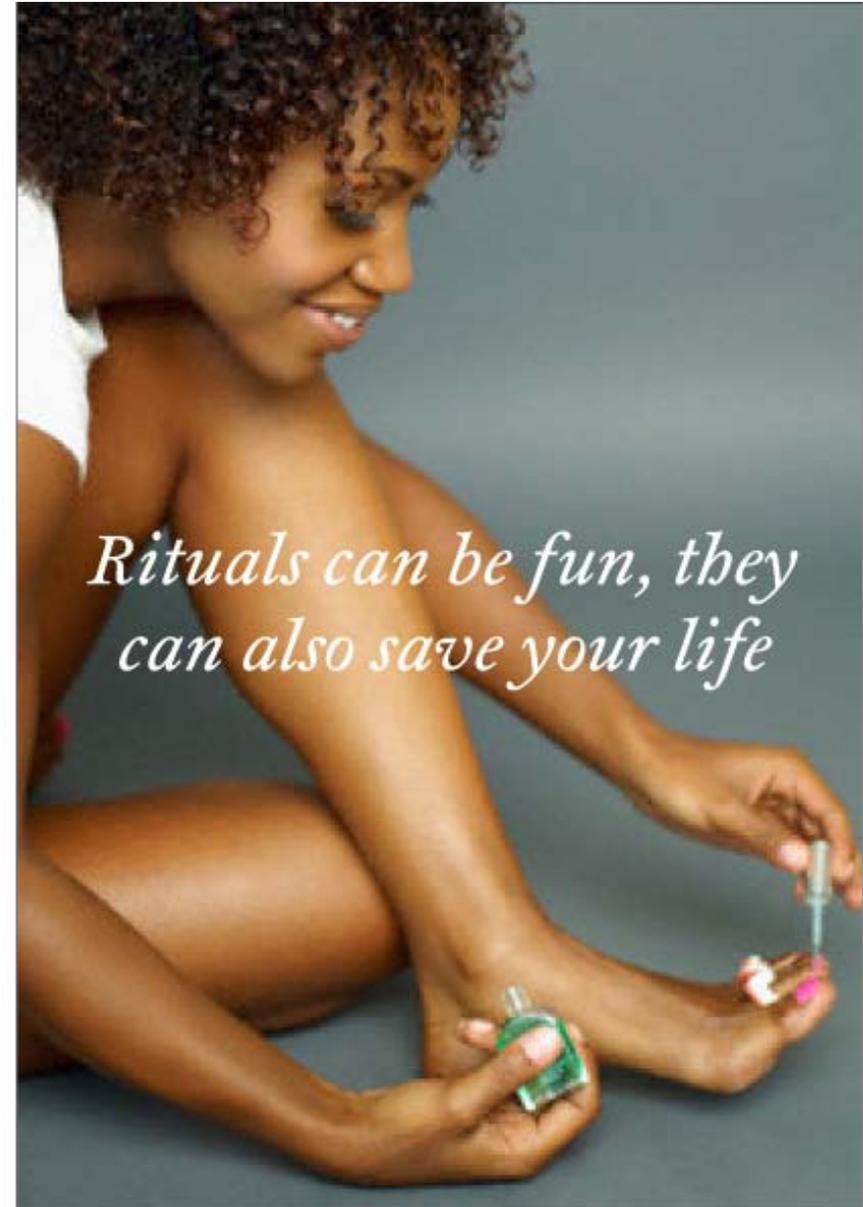
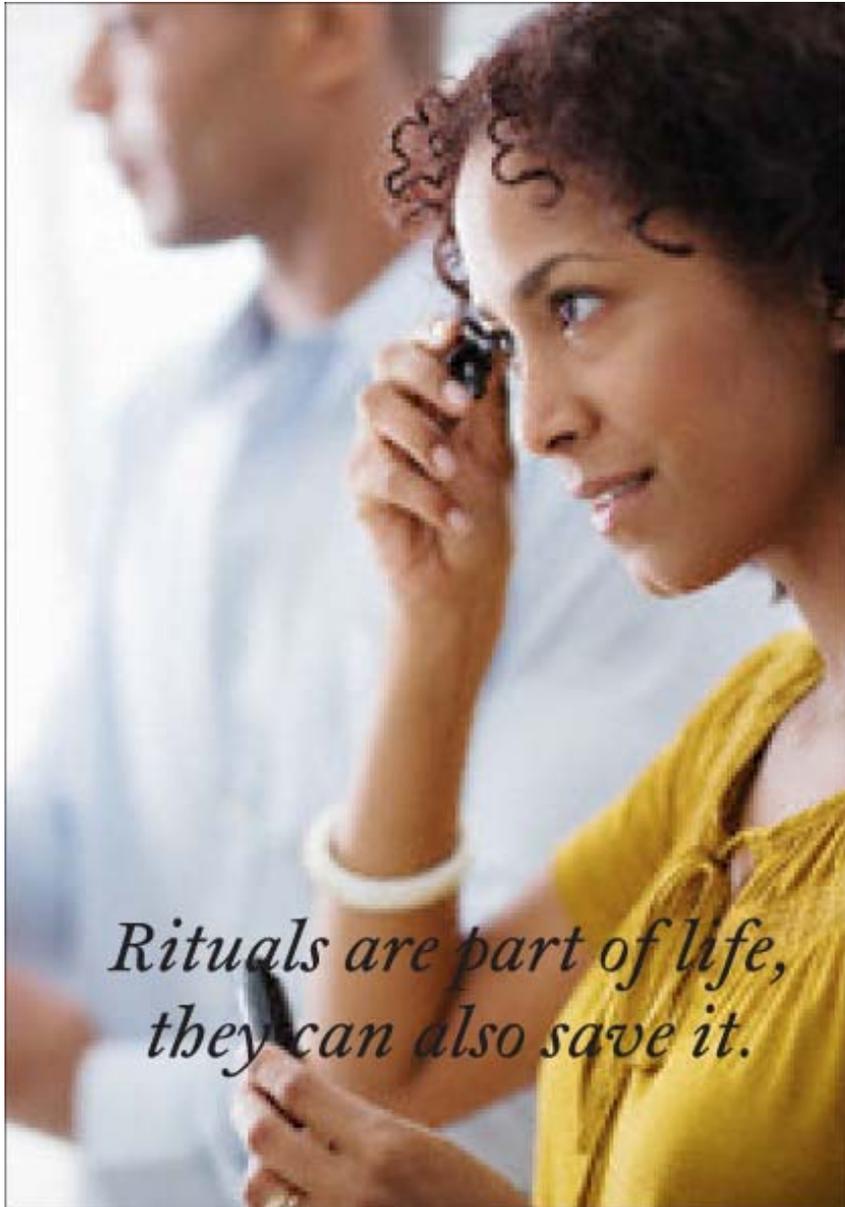
The only thing sexy
about protection...
Is the anticipation



*Rituals can be fun, they
can also save your life*



*Rituals are part of life,
they can also save it.*



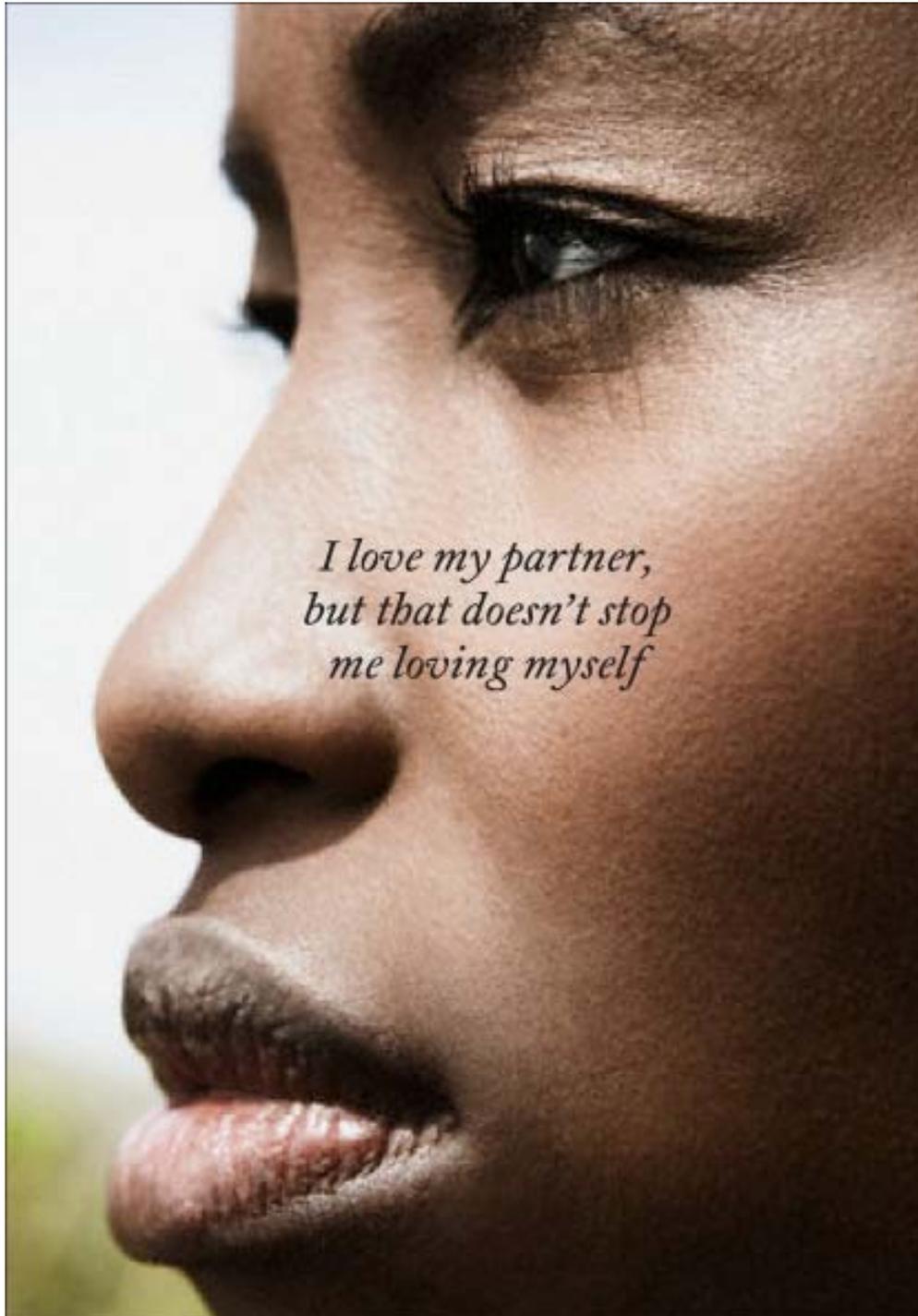
Love is selfish

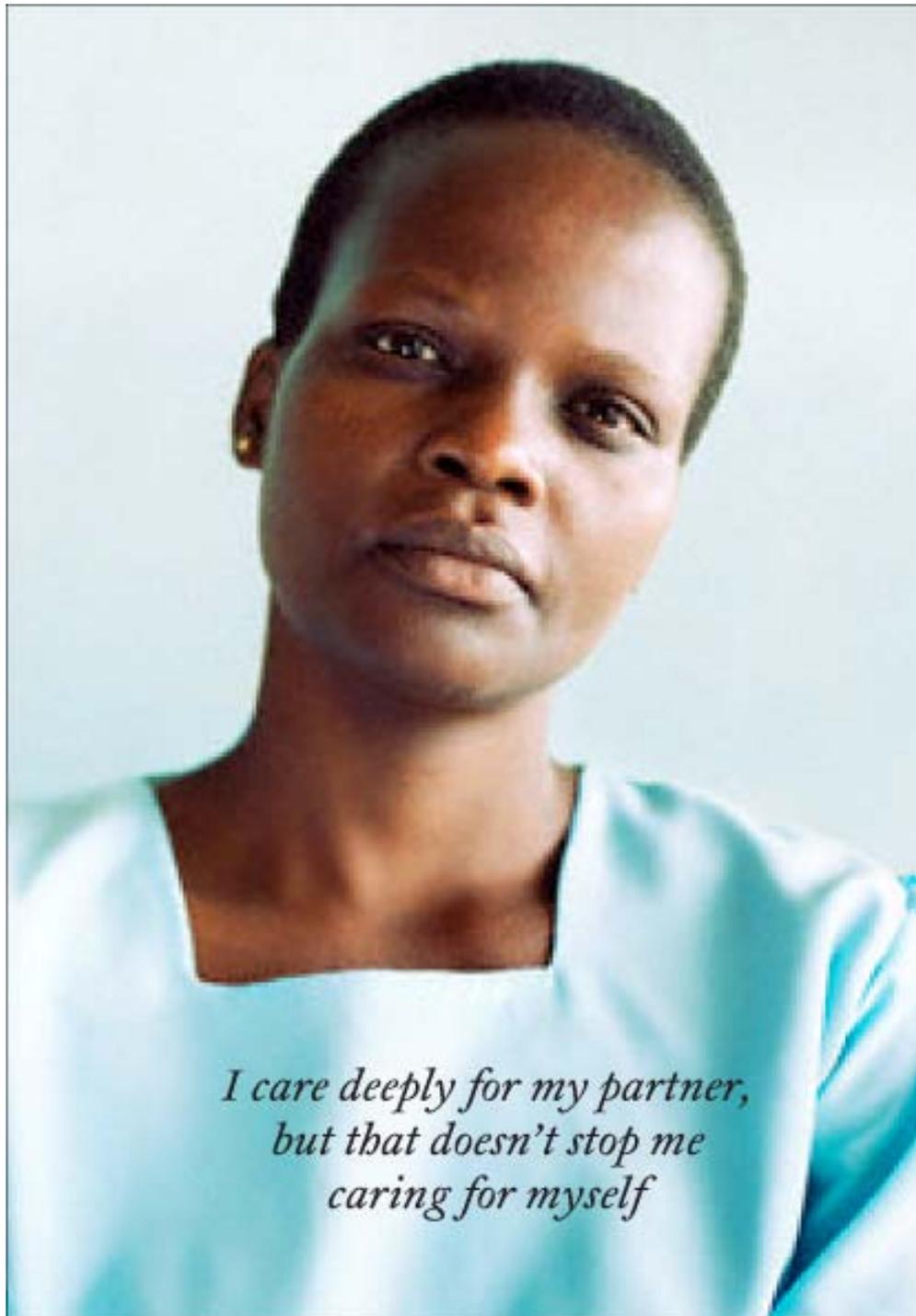
Love yourself





*I respect my partner,
but that doesn't stop
me respecting myself*





*I care deeply for my partner,
but that doesn't stop me
caring for myself*

Teeth need care

Skin needs love

Beauty takes work

And Life?







*Using this daily
reduces the risk
of gum disease
by 70%*



*Using this daily
reduces the risk
of HIV infection
by 70%*



Anti aging gel

Aging gel







*Not all creams and gels are
designed to stop you aging
– some are designed to help
you grow old.*

*Some creams and gels are designed
to help you grow old gracefully...*



*...some are designed to help
you grow old.*



Where Next?

Future Considerations

Identify the central question

Conduct some thorough motivational research among potential users and influence groups

Calibrate the different insight platforms by target

Develop (and test) media neutral communication ideas

Shape media investment strategy in line with the receptivity profile of the different targets

Manufacture an identity for microbicidal gels that will create desire

Group contacts

Added Value Australia - Sydney

Level 4, 414 Kent Street,
Sydney, NSW 2000
T: +61 2 92 637 100
E: m.carey@added-value.com.au

Australia, Melbourne based contact

John Palliser
T: +61 3 9509 2750
E: j.palliser@added-value.com.au

Oracle Added Value China - Beijing

Room 2004-2007, 2/F Huali Building
58 Jinbao Street, Beijing, China 100 005
T: +86 10 6523 2177
E: mag.wong@oracle-added-value.com
jennifer.tsai@oracle-added-value.com

Oracle Added Value China – Guangzhou

Room 606-608 Universal Plaza No. 829-
831, Ren Min Road North Guangzhou
T: +86 20 8107 2328
E: mag.wong@oracle-added-value.com

Oracle Added Value China - Shanghai

Unit A-D, 24/F HuaMin Empire Plaza,
728 Yanan Xi Lu, Shangha
China 200 050
T: +86 21 5237 1166
E: mag.wong@oracle-added-value.com

Oracle Added Value China - Hong Kong

7/F, Prosperity Millennia Plaza
663 King's Road, North Point, Hong Kong
T: +852 2376 0002
E: eleanor.lam@oracle-added-value.com
edward.chan@oracle-added-value.com

Added Value - France

9 rue Saint Florentin,
75008 Paris
T: +33 1 53 45 34 00
E: j.hall@added-value.fr

Icon Added Value - Germany

Thumenberger Weg 27
D-90491 Nürnberg
T: +49 911 95930
E: christoph.prox@icon-added-value.com

Icon Added Value India - Mumbai

305/306, Samarpan Complex
New Link Road, Chakala
Andheri-East MUMBAI 400 099.
T: +22 2838097576
E: info@icon-added-value.in

Added Value Italy - Milan

Foro Buonaparte 70
1-20121 Milan
T: +39 02 8812 811
E: g.schoenheit@it-added-value.com

Added Value Saffron Hill - Philippines

22D Chatham House
116 V.A. Rufino Avenue corner Valero St.
Salcedo Village, Makati City, Philippines
T: +632 889 8877
E: contact.ph@added-value-saffronhill.com

AV – Stratosfera Poland

Foksal 4
00366 Warsaw Poland
T: +48 22 829 4646
E: k.najder@added-value.pl

Added Value - Russia

The Centre for International Trade
Office 809, 12 Krasnopresnenskaya Nab
Moscow 123610, Russia
T: +7 495 258 2183
E: maxim.khabour@added.value.ru

Added Value Saffron Hill - Singapore

89B Amoy Street
Singapore 069908
T: +65 6423 4501
E: contact.sg@added-value-saffronhill.com

Added Value Spain - Barcelona

Calle Paris 207 4th Floor, 1st door
08008 Barcelona
T: +34 93 218 6060
E: n.kramers@added-value.es

Added Value Spain – Madrid

Glorieta de Bilbao 7
2nd Floor, Izquierda, 28004
Madrid
T: +34 91 532 8900
E: n.duran@added-value.es

Added Value South Africa - Cape Town

99 Hope Street
Gardens, Cape Town 8010
T: +27 21 467 8800
E: kate.wolters@added-value.co.za

Added Value South Africa - Johannesburg

The Braes, 1st Floor Stratford House
193 Bryanston Drive
Bryanston, Johannesburg 2152
T: +27 11 3174 940
E: kate.wolters@added-value.co.za

Added Value - UK

6 Lower Teddington Road
Hampton Wick, Surrey KT1 4ER
T: +44 20 8614 1500
E: m.ridgley@added-value.com
b.michels@added-value.com

Added Value USA - Los Angeles

3400 Cahuenga Boulevard West,
Los Angeles 90068, USA
T: +1 323 254 4326
E: brian.kushnir@added-value-na-com
glenn.rosenberg@added-value-na-com

Added Value USA - New York

11 Madison Avenue, 12th Floor
New York, NY 10010 USA
T: +1 212 532 5500
E: courtney.rothstein@addd-value-na.com

Cheskin Added Value USA – New York

11 Madison Avenue
12th Floor
New York, NY 10010 USA
T: +1 212 860 0517
E: thyer@cheskin.com

Cheskin Added Value USA – Redmond

2018 156th Avenue NE
Bellevue, WA 98007
T: +1 425 748 5072
E: thyer@cheskin.com

Cheskin Added Value USA – San Francisco

255 Shoreline Drive, Suite 350
Redwood Shores, CA 94065
T: +1 650 802 2100
E: thyer@cheskin.com

Group Contact

6 Lower Teddington Road
Hampton Wick, Surrey KT1 4ER
T: +44 20 8614 1500
E: j.hawkins@added-value.com

Africa Asia Contact

99 Hope Street Gardens,
Cape Town 8001
T: +27 21 467 8800
E: keith.stevens@added-value.co.za

