



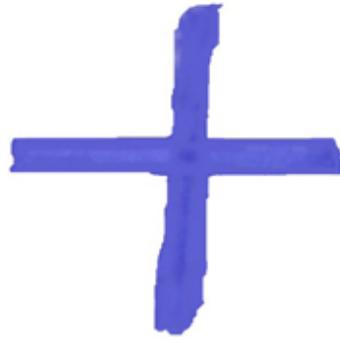
LOVERS+
IT'S PLAYTIME

Case Study from South Africa: PSI's Path to Marketing Lube

Creating Desire for Microbicides Conference, May 13, 2014

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Social • marketing

(so shel • mar kit ing) *n.* 1. The application of marketing concepts and techniques to influence behavior among a target audience in order to benefit themselves and society.



PSI Lubricant Programs:

Angola

Belize

Cambodia

Costa Rica

Dominican Republic

El Salvador

Guatemala

Honduras

India

Laos

Mexico

Myanmar

Nicaragua

Nigeria

Panama

Papua New Guinea

Romania

Tanzania

Togo

Thailand

Swaziland

South Africa





South Africa's Story

- Society for Family Health
 - Part of PSI's global network of country offices
 - Not for profit
 - HIV prevention including condom social marketing, voluntary medical male circumcision, social and behavior change communication
 - Provides free lubricant in sachets through MSM and SW networks
 - Lube distribution with condoms in 'hot spots'



South Africa's Story Continued

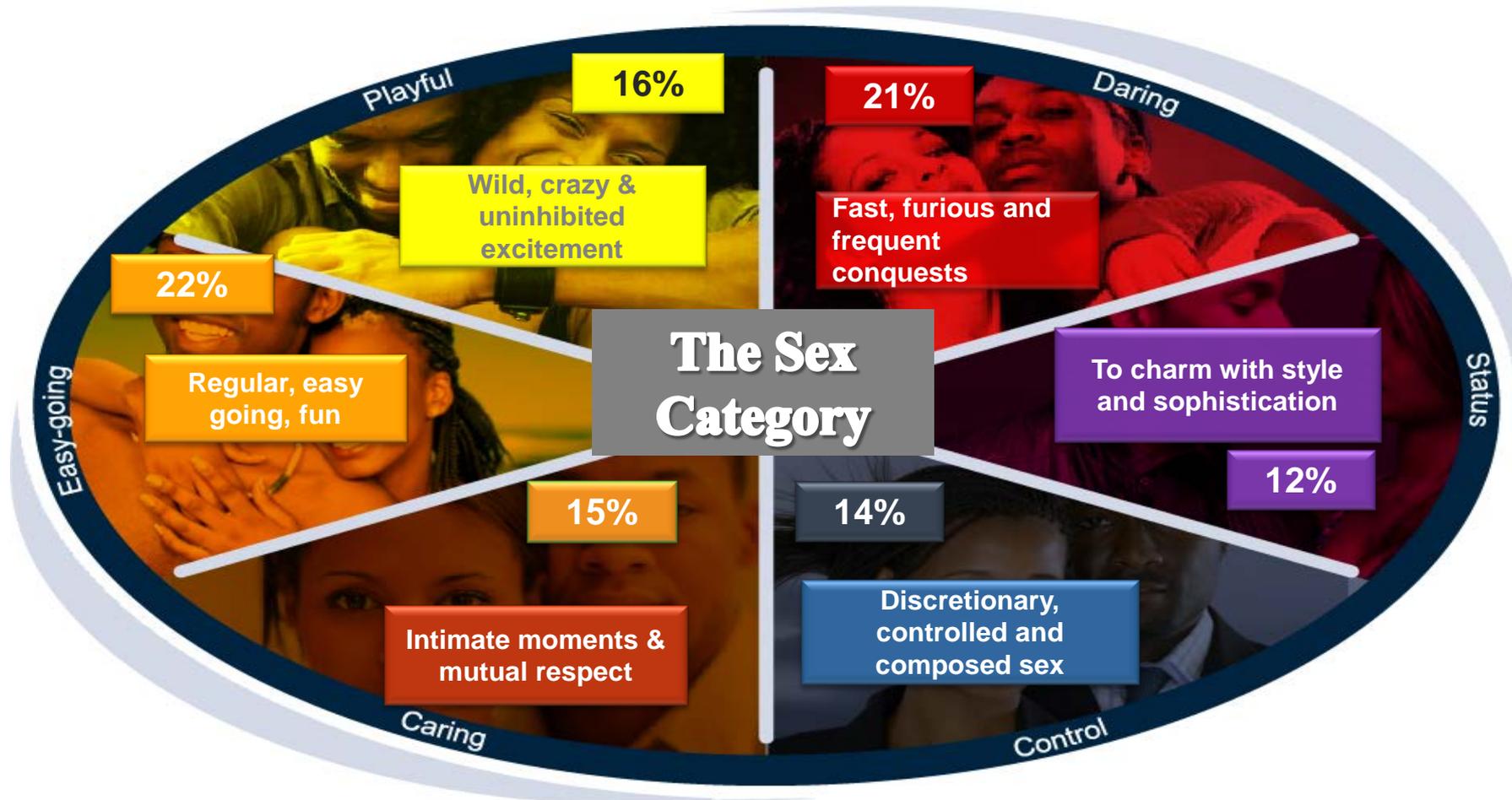
- **Company 158**

- For-profit venture started in 2012
- Regional: SA, Lesotho, Swaziland, Botswana
- Includes Trust and Lovers+
 - Male condoms
 - Female condoms (Inner condoms)
 - Lube

Vision: To become a world class commercial enterprise by entrenching PSI as Africa's leading supplier of brands servicing consumer needs in the sexual and reproductive health arenas

Know Your Audience

What Are Consumer Needs in the Sex Category



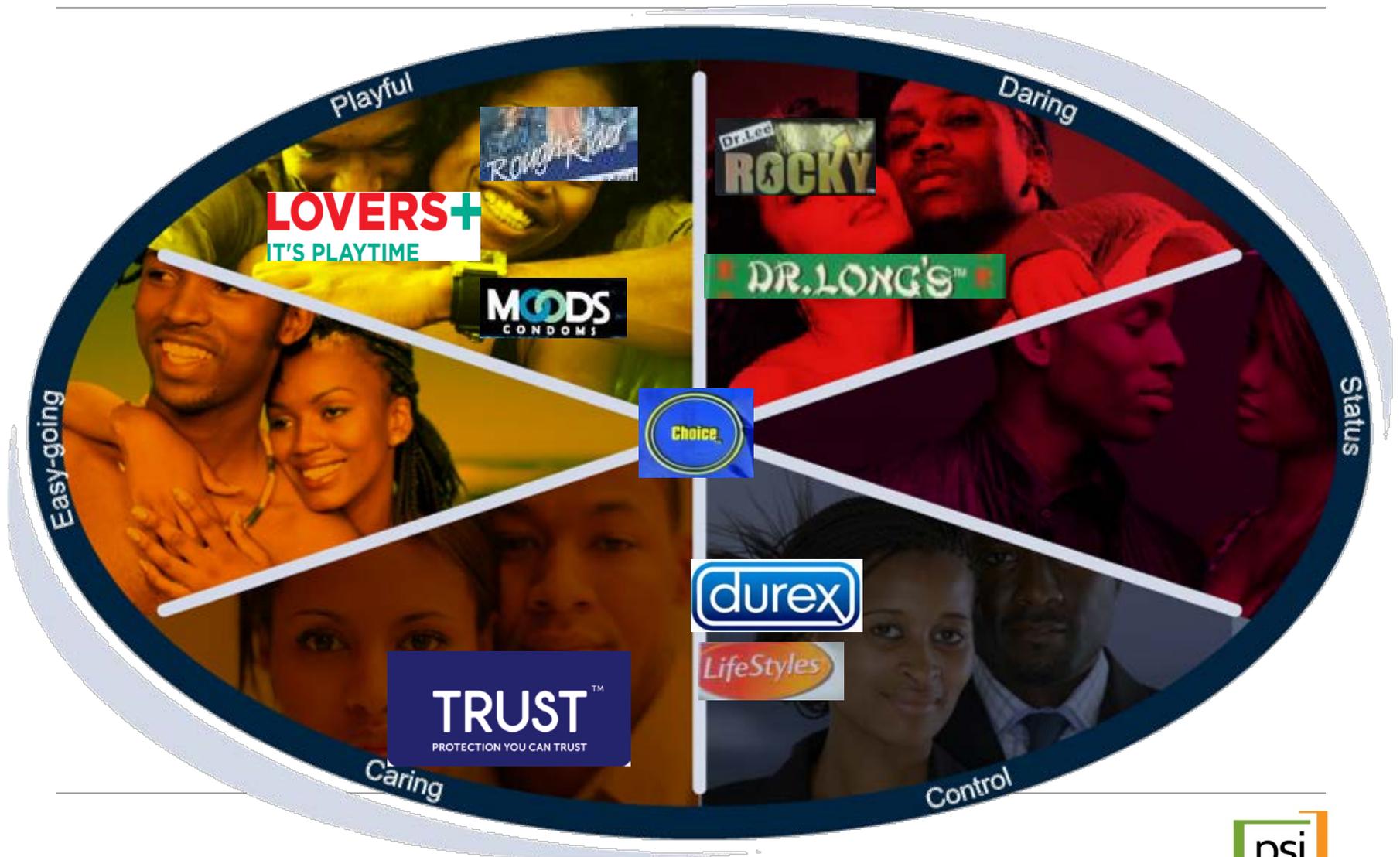
How Were PSI Brands Servicing Needs of Consumers?



How Could PSI Service Them Better?



The Competitive Landscape



Target Market:

Males and Females, 20-30, LSM 7+

Insight

I love living life to the full! But worrying about consequences inhibits me from making the most of every moment!

Proposition

Lovers+ is your passport to fun-filled sex

Personality

Vibrant
Humorous
Life of the party
Spontaneous
Flirtatious
Self-assured

Essence



Energetic
Innovative
Adventurous
Playful

Values

Emotional

- Every time is as exciting as the first time
- Lovers+ makes sex fun

- Range extends to category innovation (e.g. lube, etc.)
- Innovation leader
- Dual Tested
- SABS approved
- WHO compliant

Benefits

- Energetic
- Liberating

- Erotic or raunchy or porn
- Slap stick comedy

Is

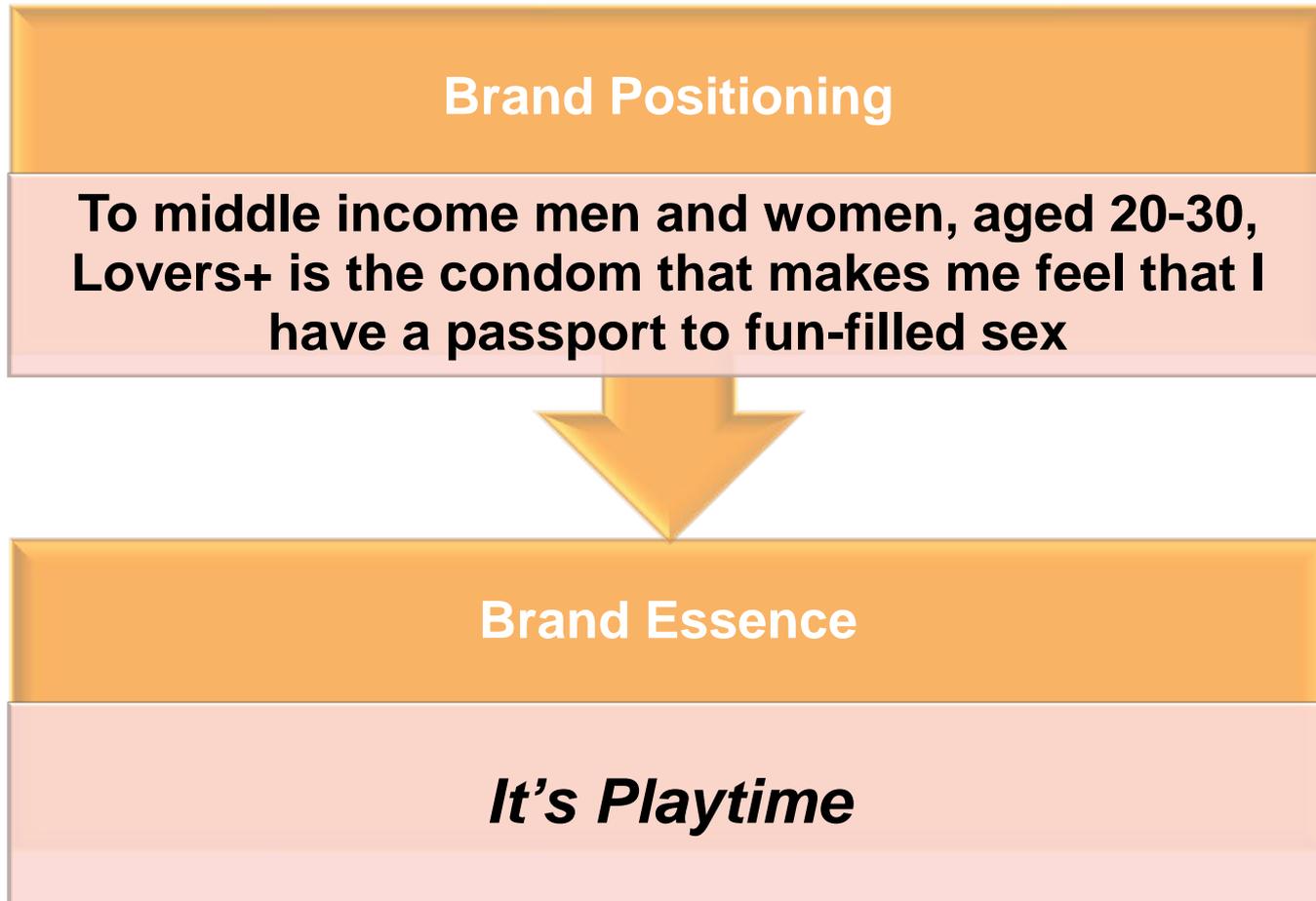
- We not me
- Gender sensitive

- Reckless
- Not offensive (gender exploitive)





Positioning



Product: Making Sex More Fun



Price and Place

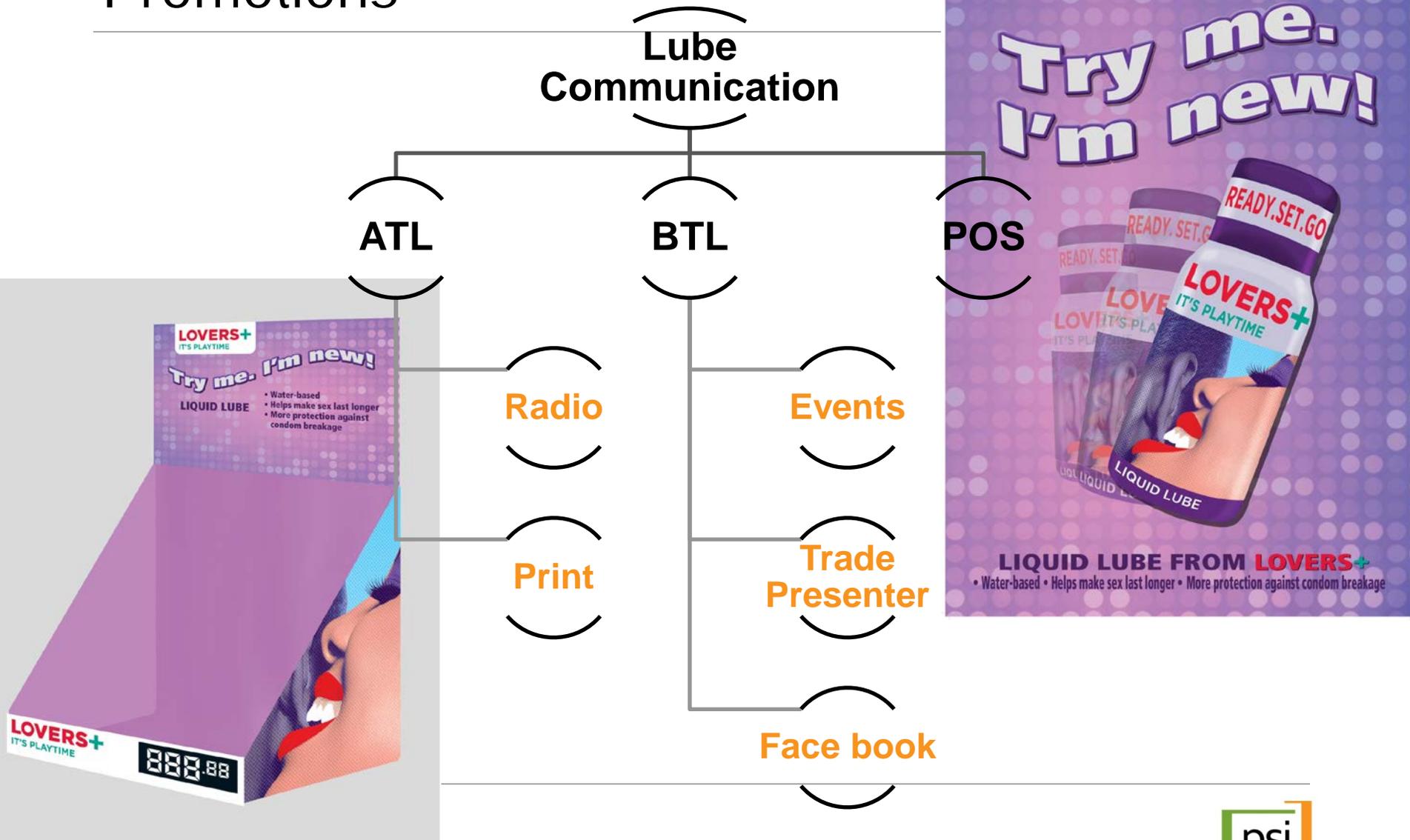
- Low price competitor; average R36 (\$6 US)
- Compared to competitors at R60 or more
- Promotions to Trade
- Available at major pharmacies, drug outlets, online shops

A
little
liquid
courage



(for when you
want to try it
back there)

Promotions



More Promotions

Facebook page for 'Lovers+ IT'S PLAYTIME'. The page features a purple banner with the text 'GET LUCKY' and 'LOOK INSIDE YOUR PACK OF LOVERS+ FOR A CHANCE TO WIN!'. Below the banner is a post with a yellow sign that says 'CAUTION: SLIPPERY FUN AHEAD LIQUID LUBE NOW AVAILABLE' and 'LOVERS+ IT'S PLAYTIME'. The page also shows a list of friends to invite, recent posts, and a sponsored post for 'Casual Encounters Africa'.

CAUTION:
SLIPPERY FUN AHEAD
LIQUID LUBE NOW AVAILABLE

LOVERS+
IT'S PLAYTIME





Lessons Learned

- Successfully repositioned
- Created awareness but not education – Dr. Eve provides the how, where and when
- Created emotional link to brand
- Not accessible enough
- Need more info; who's buying, for what reasons and for what use



Sexual Health & Lifestyle
& Adult Shop





Lovers+ Condom Ad



Thank you!