



SUCCESS STORY

Condom Campaign Reduces Stigma and Wins Prestigious Awards

Bindaas Bol campaign



Abt's PSP-One India Bindaas Bol Chemists Badge

“Despite numerous agencies dedicating significant resources to condom promotion in India, condom sales were stagnant. The Bindaas Bol condom campaign making-up just 4% of the condom advertising market focused on a very specific consumer barrier, embarrassment, something others had not addressed. By doing so, we were successful at impacting the image of the entire condom market and catalyzing total market growth.

- Anand Sinha, Abt Associates, PSP-One India Country Director

The Bindaas Bol (*Just Say It*) Condom campaign, developed for the USAID-funded Program for Advancement of Commercial Technology – Child and Reproductive Health (PACT-CRH) with technical assistance by Private Sector Partnerships-One (PSP-One) project, was awarded the ad industry's highest honor, the Grand Effie Award for the most effective advertising campaign in 2007. The innovative, multi-faceted campaign aimed at normalizing the image of condoms and the condom user and focused on eliminating a preliminary barrier, talking about condoms. The campaign helped to increase condom use by married men with their spouses by over 30% in urban north Indian states.

This is the first time a social communication campaign has been awarded the Grand Effie. This is a clear message that if done well, health communication can work as effectively as commercial advertising. This is the fifth award that the Bindaas Bol campaign has earned – including the United Nations Grand Award for Communications excellence as well as the IPRA 2007 Golden World Awards for Excellence in PR in the non-profit category.

The campaign launched in September 2006 and included mass media (3 television commercials aired through December 2006, and cinema ads), PR and consumer/retailer activities. The campaign's effectiveness is due in part to its sharply focused 360° strategy that included on-the-ground activities where retailers were asked to be change agents in helping their consumers overcome their embarrassment about condoms. As a result of the technical direction it provided to the winning advertising agency LOWE, PSP-One India also received the Client of the Year award for providing technical direction to the campaign.

USAID's Private Sector Partnerships-One project is a worldwide project with a mandate to increase private sector involvement in family planning, reproductive health, and other health products and services. The project provides technical leadership that promotes and expands the private sector's interest, ability, and direct involvement in the delivery of high-quality and affordable health products and services in the developing world.