

THE BRAND: GOT IT? GET IT.



OVERVIEW:

PSI/Caribbean (PSI/C) - a Trinidad based non-profit organization¹ - has operated a regional condom social marketing program across twelve Caribbean countries² since 2005.

With Got it? Get it. (GIGI) PSI/C created a powerful, youth oriented, Caribbean-flavored brand that has the ultimate goal of empowering Caribbean youth to be sexually responsible. The brand is unusual because it aims to promote condom use (positive behavior) and signify condom availability rather than promotion of any one particular product.

The promotion of the GIGI brand goes hand-in-hand with PSI/C's behavior change communication (BCC) activities and efforts to generate demand for sexual and reproductive health (SRH) services and other products. PSI/C HIV prevention work in the region to date, has focused on underserved target groups particularly:

- Males at Risk (MAR) aged 25-49, includes Men with Multiple Sex Partners, Clients of Sex Workers and Men who have Sex with Men (MSM)
- Females at Risk includes Commercial Sex Workers (CSW), female migrants and women in difficult situations
- Youth at Risk (YAR), males and females aged 15-24
- Uniformed Population (UP), males and females working for military, as police, fire fighters, immigration and customs officers and security guards

THE SITUATION:

With about 1% [0.9%–1.1%], the Caribbean region has the highest adult HIV prevalence outside of sub-Saharan Africa and is the most affected area in the Americas. The Caribbean is culturally, ethnically and geographically diverse and the nature of its HIV/AIDS epidemic follows suit.

According to UNAIDS³, an estimated 240,000 people are currently living with HIV in the Caribbean, a disturbing figure that includes the 17,000 people who became infected in 2009 alone. The predominant mode of HIV transmission is heterosexual intercourse, with new HIV infections among young women now surpassing those among men in many countries. High levels of poverty and unemployment, gender and other inequalities, and considerable stigma aid the spread of the disease.

Social Marketing Definition

Social marketing involves the application of commercial marketing techniques to influence behavior among a target audience in order to benefit themselves or society.

THE APPROACH:

PSI/C seeks to promote sexual and reproductive health among high-risk and low income populations through messages and products designed to respond to key behavioral determinants such as; the ability to use a condom correctly, personal risk perception, concurrent partners, social support for youth or the uptake of voluntary counseling and testing (VCT) and reproductive health services.

To do this, PSI/C uses private sector techniques and engages public and private sector resources to gain the necessary insights into vulnerable groups and to make the markets work for them.

PSI/C social marketing and BCC activities build on existing capacities and product lines. By forging strong partnerships with leading commercial and public networks and infrastructure, PSI/C is able to ensure access to affordable, high quality condoms and SRH services, and accurate information, especially for low income and high-risk populations.

PSI/C also works closely with HIV prevention stakeholders, including the public, non-profit and for-profit sectors to ensure the efficiency of its prevention and health promotion efforts. The dialogue with these various actors allows PSI/C to take advantage of and contribute to existing HIV/AIDS programs and conversations to remain relevant in its approach towards populations it serves. In the development of its condom social marketing

program PSI/C considers the demand and supply side of local and regional markets. This is known as a total market approach (TMA)⁴. In commercial marketing, suppliers determine the needs, wants and expectations of consumer groups in order to offer brands and packaging that appeal to them. In health social marketing, there is often not enough of a “market” or “buying power”. Governments and donors therefore tend to subsidize elements of supply, resulting in a distortion of the market. PSI/C recognizes the need to understand all aspects of this market and how it can assist market growth through demand-generation while maintaining an appropriate level of subsidized/free product provision for those who are unable to pay.

PSI/C generates the demand for condoms and related health products and services by using a branded, integrated social marketing strategy in which all aspects of the marketing mix are consistent, complementary and recognizable as part of the Got it? Get it. brand – from TV and radio commercials, to BCC and point of sale materials, to promotional t-shirts and social media platforms.

Definition of Branding

Branding is the process of creating a unique name and image for a product or service, which is consistently applied through advertising and marketing. Branding aims to establish a market presence that attracts and retains loyal customers.



THE IMPORTANCE OF BRANDING:

PSI/C believes that the careful engineering of a brand is a vital element of an effective social marketing program. The GIGI brand is helping to make condom purchase and use more socially acceptable (de-stigmatization); creating a high visibility of condoms; and improving the ability of youth and other high-risk populations to buy condoms and negotiate their use.

RATIONALE:

PSI/C undertook a regional needs assessment to identify the barriers to consistent condom use in situations where a number of commercial condom brands were available:

- With most people living in small communities, young people, and women in particular, felt judged and embarrassed buying condoms;
- Many outlets were not open or readily accessible when people needed them;
- Young men didn't feel comfortable attending clinics to collect free condoms;
- Condoms were not always readily available for high-risk groups such as CSW;
- Many retailers didn't see the commercial value in (re)stocking condoms;
- Some retailers felt embarrassed about stocking condoms or feared they would spark controversy by selling them to young people;
- Many young people reported limitations in existing HIV prevention messages: they were difficult to absorb, often 'preachy', and too 'heavy';
- People didn't identify with the messages or portrayals of risk groups, and hence didn't feel motivated to change their behavior.

On this basis PSI/C formulated a new approach; to the development a campaign to promote demand for all condoms primarily among Caribbean youth aged 15-24 years:

- A combination of face-to-face, mass and social media communications,
- Focus on non-traditional outlets selling condoms such as rum shops, beauty salons, bars, clubs,
- Training of salespersons in condom outlets to understand the problems faced by young people and the importance of making condoms accessible,
- Branding these outlets with the GIGI logo to signify condom availability and that the retailer will be non-judgmental and respectful of customers' privacy,
- Working with the private and public sector to improve distribution networks and condom accessibility,
- Create a grassroots strategy, relevant within the regional and various local contexts,
- Targeting the brand to become synonymous with condoms and condom use, appealing across the region, usable in a variety of contexts (from mass media to branding outlets),
- High quality production, strong visuals and vocals with a small budget by sourcing local up and coming talent.

BRAND VALUES & PERSONALITY:

In response to what PSI/C perceives as failures of past HIV prevention efforts, scare tactics and any form of preaching as well as images of wholesome couples embodying abstinence were deliberately avoided. Instead Got it? Get it. is:

- Approachable – focusing not on ‘vice’ or ‘irresponsible behavior’ but delivering realistic, authentic messages in the style of a respected peer;
- Informed – showing young people how to take responsibility for their health through by using their language and peer educators recruited on the basis of being well networked and credible among their peers;
- Confident – among target audiences across the region, bringing a vibe that resonates with the youth by tapping into fashion, music and other aspects of popular culture;
- Sexy – at times pushing the bar, not for the sake of provocation or youthfulness but to create discussion and motivate action;
- Trendsetter – engaging youths by appealing to their sense of style to help them become more proactive and to take control of their sexual health.

NAME & LOGO:

Based on these traits PSI/C developed the Got it? Get it name and logo. The name is a call to action - provocative, catchy and youthful. Intentionally ambiguous, it induces questioning and reflection.



The logo is increasingly able to stand on its own, without words, to be synonymous with condoms and condom availability. Yellow and black were chosen as they symbolize ‘warning’ – like a radioactivity sign. Clearly visible on bar and shop walls so that people driving past an outlet can spot the sign day and night. It is a clean, stark and modern design, distinctive property among the typical ‘over design’ in Caribbean marketing (which usually involves multiple layers of color and pictures).

PROMOTION:

PSI/C uses research such as Population-Based Surveys (TRaC)⁵ with high-risk groups to determine the focus of its mass media communications (e.g. where gender specific messaging is required). While mass media has been the main platform for GIGI brand promotion, face-to-face communications, public events

and viral marketing (the exponential spread of messages through social networking platforms) are playing an increasingly important role.

PSI/C has also been highly selective with regards to the alignment of the GIGI brand – carefully choosing branding opportunities to maximize impact while avoiding over-kill and watering down of the GIGI messages. The following channels, promotional items and events are being used to take the GIGI brand and messages into target communities:

- Point of sale signage stickers and materials (GIGI logo on wall/door);
- TV and radio spots, talk shows and promotions;
- GIGI logo inclusion on promotional materials of partner organizations (e.g. condom distributor);
- Co-branded prevention campaigns with government partners in HIV;
- BCC materials and community outreach;
- Branded educators (who wear the clothing and accessories);
- Promotional T-shirts with slogans;
- GIGI promo accessories (dog tags, wristbands, key rings etc.);
- GIGI merchandise (water bottles, pens, knapsacks, etc.);
- Bumper stickers and posters (including washroom advertising) and
- Event sponsorship (World AIDS Day, parties, carnival, university campuses) including branded tents, banners, and tables and partnering with groups such as the ‘Condom Crew’ (young volunteers promoting condom use).

There has been massive growth in Internet usage in recent years: 55% are now online in Jamaica, 53% in Trinidad, and 44% in Dominica – in the Caribbean as a whole 15% of the population is now using Facebook⁷. In 2011 GIGI went digital - the brand has been extended to include:

- Dedicated GIGI website featuring resources and interactive BCC materials,
- GIGI Facebook page,
- GIGI Twitter account
- Search engine advertising.

RESPONSE & HEALTH IMPACT:

PSI/C surveys have shown that the GIGI brand name and logo are becoming synonymous with condoms and condom availability. Owing to financial limitations and the geographical challenges involved, partnered with other regional studies, surveys of target audiences to measure exposure and responses to the brand have only been carried out in Antigua & Barbuda, Belize, St. Lucia, St. Vincent and Trinidad & Tobago to date. Further surveys are being conducted in Suriname among other countries to attain representative data across the region.

According to these surveys exposure to aspects of GIGI is high among certain target audiences. Among CSW in Dominica in 2007, 95% had seen at least one channel of GIGI, and in 2008

among youth on the block in St Vincent, 85% had been exposed to two or more channels of GIGI and 93% had seen at least one TV ad. Exposure rates were lower in Antigua among Spanish speaking sex workers in 2008: 19% had participated in a GIGI activity and 13% had seen the GIGI sticker in the previous six months.

GIGI Milestones

2005: December – First MAR, CSW, UP and YAR reached
2006: GIGI campaign launch with Kes the Band
2006: January – First GIGI outlet opened and retailer trained
2006: 1,000th YAR, 10,000th MAR, 5,000th CSW reached
2006: December – 1,000th retailer trained
2007: December – 10,000th CSW reached
2008: 20,000th MAR and UP, 50,000th FSW, 50,000th YAR
2009: First Total Market GIGI condom sale
2009: Partnered with the MTV Staying Alive Foundation, to produce Not to Me, a 1-hour film featuring real-life stories on Caribbean youth highlighting sexual and social issues
2009: October – 2,000th GIGI outlet opens
2010: April – First Sexual & Reproductive Health (SRH) Service provided
2010: May – 250,000th GIGI condom sale
2011: March – Popular puppet Santana is used to launch revamped social media platforms and first Brand Ambassador video competition
2011: 15,000 Facebook fans after one week
2011: July – Brand Ambassadors fly to St. Lucia to film documentary “Sex & Carnival”
2011: September – GIGI sells 1 millionth condom
2011: December – Santana puppet video goes viral – 390,000 views on YouTube
2011: 5,000th SRH services received; 70,000th CSW; 40,000th MAR; 28,000th UP reached; 8,000th retailer trained; and 2,500th GIGI outlet opened.
2012: April – “Sex & Carnival” documentary shown on local TV stations across the region
2012: April – Launch of second Brand Ambassador competition
2012: May – 32,584 Facebook fans
2012: ONLY UP FROM HERE!

OUTLOOK:

The Caribbean is facing a dual burden of infectious diseases associated with developing countries and a growing non-communicable disease epidemic. Although significant headway has been made over the past decades, to address HIV/AIDS prevention and de-stigmatization, PSI/C believes the issue must remain a firm public health priority in the region in order not to jeopardize progress already made. PSI/C is dedicated to build on and grow with GIGI – this will involve:



- Extending the GIGI brand and reach – by continuing to push complementary programs such as (1) increased access to SRH services for low-income and vulnerable populations through demand generation in collaboration with our International Planned Parenthood Federation (IPPF) affiliate clinics, (2) through the sales of GIGI Apparel to promote brand loyalty, and (3) by building on the ongoing dialogue with young people online through GIGI Digital.
- Going back to the people on the ground – to ensure that the GIGI brand keeps delivering relevant messages and products to new cohorts of young people and their changing tastes and perceptions. To this end, GIGI is looking to increase presence at events and in the streets.
- Deepening engagement – by continuing to build on our commitment to our current target populations with a focus on delivering better, more comprehensive care and support. As GIGI is a mainstream youth culture campaign PSI/C continues to undertake targeted BCC activities to ensure that minorities such as MSM are not excluded.

- Advocacy – to keep HIV/AIDS prevention on the Caribbean public health agenda in an increasingly unfavorable climate for funding and promoting the value of a regional campaign.
- Sustainability - PSI/C is working towards making GIGI financially sustainable through the efficient management of program resources, the recovery of meaningful percentage of operation costs through sales revenues of promotional items, and through various partnership endeavors. Any cost recoveries made in these ways flow back into the programs and are used to provide additional health impact in the region.

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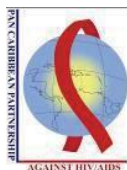
ONLINE TOUCH POINTS:

www.psicaribbean.org/gotitgetitsafesex
www.facebook.com/GotitGetitSafeSex
www.twitter.com/GIGISafesex
www.youtube.com/gotitgetitsafesex

Disclaimer:

This fact sheet has been based among other sources on the CARISMA6 Best Practices in Social Marketing series, specifically How a Brand was Born: The Story of Got it? Get it. (2009) available at www.carisma-pancap.org.

Partner Logos:



References:

1 PSI/C was established with support from the Canadian International Development Agency (CIDA) and CARICOM's Pan-Caribbean Partnership against HIV/AIDS (PANCAP).

2 Antigua and Barbuda, Barbados, Belize, Dominica, Grenada, Jamaica, St. Kitts and Nevis, St. Lucia, St. Maarten, Suriname and St. Vincent and the Grenadines, Trinidad and Tobago.

3 UNAIDS, Caribbean fact sheet, 23 November 2010, Accessed at: http://www.unaids.org/en/media/unaids/contentassets/documents/factsheet/2010/20101123_FS_carib_em_en.pdf

4 In 2009 PSI/C started monitoring the "total market" for condoms (including freely distributed, commercially and socially marketed condoms (i.e. the three different price levels) and began selling condoms to outlets rather than just branding those that were already selling condoms.

5 A tool used by PSI for measuring levels, trends, and determinants of behaviors to monitor, evaluate, and improve social marketing interventions. See <http://www.psi.org/resources/research-metrics/studies/trac> for more information.

6 CARISMA, now in its second phase, is a regional social marketing program designed to improve sexual and reproductive health in selected countries of the Caribbean region. The program aims to promote preventative behaviors among at-risk individuals through social marketing, and to improve the availability of contraceptives, including condoms. CARISMA II is a development program of the Caribbean Community (CARICOM), which is financed by the Federal Republic of Germany through the German Development Bank (KfW). See www.carisma-pancap.org for more information.

7 Internet World Stats, Caribbean, 2011, Accessed at: <http://www.internetworldstats.com/carib.htm>