

Evaluation of Madagascar's Protector Plus Condom Brand

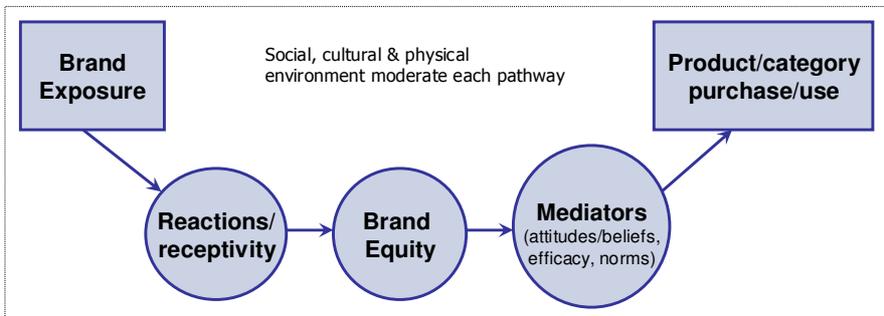
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Brand Equity Conceptual Model

Exhibit 1. Brand equity conceptual model



Madagascar's **Protector Plus** condoms



Research Background

- Formative research helped the marketing team to:
 - rebrand P+ including positioning, personality, and execution strategy
 - develop plans for active brand equity management
 - design a program of brand equity outcome evaluation research
- Analysis showed that many audience members lacked positive perceptions of the condom product itself, social norms around product use, and often did not perceive it to be a product for them
- Lack of active brand management may have contributed to these perceptions
- This highlighted the potential for brand equity research to explain impact of brand perceptions on condom use

Methods

- A cross-sectional, nationally representative survey was conducted in Madagascar on 508 men aged 18-45 who reported having had sex with a commercial sex worker in the previous three months.
- Factor analysis was first used to confirm the hypothesis that brand equity represented a single factor made up of price, satisfaction, quality, leadership/popularity, value and personality.
- Logistic regression was used with the brand equity factor and each individual first-order factor to assess the association between factors and 1) regular condom use when paying for sex, 2) regular condom use among those who had recently paid for sex, and 3) regular *Protector Plus*-brand condom use among those who recently paid for sex.

Results

- The **overall brand equity factor** was significantly associated with **condom use** when paying for sex, as they were 70% more likely to do so if they expressed brand equity.
- Some **individual brand equity factors** were also significantly associated with **condom use** when paying for sex (87% more likely for **price** (ever), more than twice as likely for **satisfaction**, and 75% more likely for **quality**).
- The **overall brand equity factor** was also significantly associated with **use of *Protector Plus*** when paying for sex, with those expressing brand equity 84% more likely to use *P+* .

Logistic Regression Results – Brand Equity Associated with Higher Odds of Condom Use

Table 1. Logistic regression of overall brand equity factor on regular condom use when paying for sex

Variable	Odds Ratio	P-value
Brand Equity	1.689	0.001

Table 2. Logistic regression of first-order brand equity factors on regular condom use when paying for sex

Variable	Odds Ratio	P-value
Price	1.87	0.049
Satisfaction	2.03	0.016
Quality	1.75	0.013
Leadership	1.13	0.734
Value	0.98	0.951
Personality	0.75	0.404

Logistic Regression Results – Brand Equity Associated with Higher Odds of P+ Use

Table 7. Logistic regression overall brand equity fac on consistent P+ use among those who recently paid for sex

Variable	Odds Ratio	P-value
Brand Equity	1.84	0.012

CONCLUSIONS

- Higher-order brand equity factor associated with both condom category and P+ brand use
- Individual brand equity factors such as price, satisfaction and quality associated with condom use
- These factors may represent targets for future social marketing efforts
 - For example, increase perceptions of product quality through mass media ads, engaging with consumers, community outreach and new media