



SAFAL COUPLE CAMPAIGN

COMPLETION REPORT



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Project Preface

BACKGROUND

Pathfinder's Youth Voices for Agency and Access (YUVAA) program which is supported by the Bill and Melinda Gates Foundation is implementing a high intensity high impact mid-media campaign in Bihar and Maharashtra in collaboration with state health society of both the states. In Bihar, the campaign is being executed in three districts namely Patna, Nalanda and Vaishali, whereas in Maharashtra, Kolhapur and Solapur are the campaign districts.

The campaign titled—The Safal Couple Campaign will cover about 300 villages in Bihar while about 150 villages will be covered in Maharashtra with an overall population reach of around two lakhs. The campaign targets young married couples in the age group of 15-24yrs, with zero and one parity. While the secondary target audience are mother-in-laws from the campaign villages.

The broad objectives of the Safal-Couple Campaign:

- ❖ Spreading awareness about modern contraceptives
- ❖ Complement government initiatives on family planning
- ❖ Enhance the visibility of the YUVAA program at the community level

About YUVAA Program

YUVAA (Youth Voices for Agency and Access) is a flagship family planning program of Pathfinder being implemented in ten selected districts of the two states —namely Nalanda, Gaya, Patna, Vaishali and Muzzafarpur in Bihar and Satara, Solapur, Kolhapur, Sangli and Ahmednagar in Maharashtra.

One of the broad objectives of the YUVAA program is to improve access to quality family planning services for newlywed couple (delay first child) and first -time young parents (for spacing). Also, demonstrate a viable and scalable service delivery model for stakeholders like partner NGOs, corporate and govt agencies.

About Safal Couple Campaign

The Safal Couple campaign is unique in the way of using modern technology such as VR-Glass and talking mannequin as an innovation to deliver key messages on family planning to the target audiences. The campaign uses a mix of experiential marketing tools, outdoor (OOH) media, mass media such as FM radio, digital and social media as a follow up strategy.

The use of VR-Glass tools is the unique selling proposition of the campaign. The campaign so far has observed that the target audience have well accepted the VR technology usage and there has been very high engagement with the target audience. Initial data shows that male participation has been a big encouragement in the campaign activities.

The campaign has been strictly following Covid protocols as proposed by the government. Social distancing, use of hand sanitizer and proper use of high-quality mask by the campaign team is a mandatory feature. Temperature check of the crew members on a daily basis, and multiple time, is a key safety feature and Covid adherence measure.

Geography

- ❖ Kolhapur and Solapur districts of Maharashtra
- ❖ Patna, Vaishali and Nalanda districts of Bihar

Key messages

The key messages for the campaign communications are built around the following themes:

- ❖ Relationship Building
- ❖ Couple Communication
- ❖ Social & Gender Norms
- ❖ Covid measures

Team Training

An induction session of 2 days for each state was conducted prior to the activity commencement to align the manpower with the campaign objective. The training was broadly divided in 4 parts:

- I. Background on Yuva Project and Safal Couple Campaign aim and objective.
- II. Detailed description of all the campaign activities.
- III. Individual Roles and Responsibilities.
- IV. Technical Education on Family Planning methods

Launch Event



Glimpses from the Bihar launch by
Honourable Health Minister
Shri Mangal Pandey



Glimpses from the Maharashtra
launch by the Additional CS,
Dr VP Deshmukh

Bihar – The *Safal Couple* Campaign was flagged-off in Patna by Shri Mangal Pandey, Honorable Minister of Health, Bihar of Government on **12th December, 2021**. The on ground activities have so far covered over 250 villages with 3 Canter vehicles in the districts of Patna, Nalanda and Vaishali

Maharashtra – The campaign in Maharashtra was launch on 25th November 2021 in Kohlapur by the Additional CS, Dr. VP Deshmukh along with other senior health officials from the district health administration.

Activity Report



I. Mass Reach

Digital Wall paintings and Radio Jingle campaign was done to create mass awareness about the campaign and generate buzz amongst the TG before the on-ground activity.

1. Digital Wall Painting Activity –

1,042 walls installed in more than **400 villages** across Bihar and Maharashtra.

2. Radio Campaign Activity –

More than **3850 secs of on air time** across 4 districts of Bihar and Maharashtra.

Couple - Radio Campaign			
Sl.		Category	Campaign Duration
	Kolhapur		
1	Radio Mirchi	-	29th Nov, 1st to 5th Dec & 23rd to 24th Dec 21
2	Radio city	-	29th Nov till 5th Dec 21
3	All India Radio	CAT I	6th Dec till 12th Dec 21.
4		CAT I	6th Dec till 12th Dec 21.
	Solapur		
1	Radio city	-	21st Dec till 27th Dec 21
2	My FM	-	20th Dec till 26th Dec 21.
3	All India Radio	CAT I	27th Dec till 2nd Jan 22
4		CAT I	27th Dec till 2nd Jan 22
	Patna		
1	Radio Mirchi	-	7th Dec till 13th Dec 21.
2	Radio City	-	7th Dec till 13th Dec 21.
3	Red FM	-	14th dec till 20th Dec 21.

II. On-Ground Activity –

- Safal Couple Campaign reaches over **97,000 audiences** in Bihar and Maharashtra.
- The on-ground activity covered over **400 villages**.
- **6 levels of engagement** – Invitation Tickets, Virtual Mascot – Ravi&Rani, VR Glass Film, Game Interaction, Photo Booth, Participation giveaways and education material
- More than **31,000 leads** generated.

Hello Safal Response –

- Total **9,678 callbacks** received during the campaign period (Nov –Feb).
- There was 4X increase in callback in Bihar and 15X increase in callback in Maharashtra.

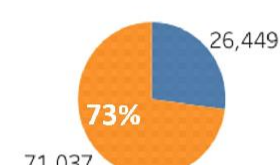


Safal Couple Campaign

MIS Report

Period – 18th Nov – 03rd Feb, 22

Gender Bifurcation

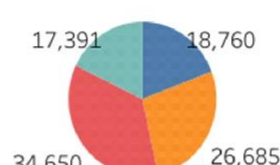


Gender
Female
Male

Direct reach



District-wise Reach

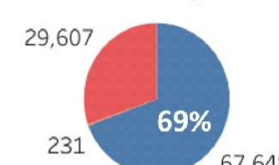


District
Kolhapur
Nalanda
Patna
Vaishali

Direct reach



Marital Status Analysis

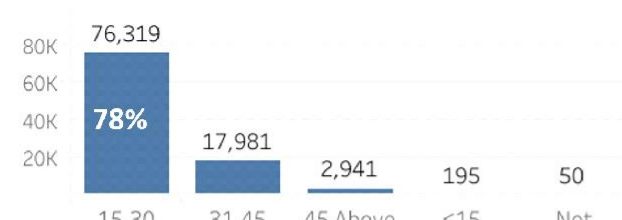


Marital
Married
Not Answered
Unmarried

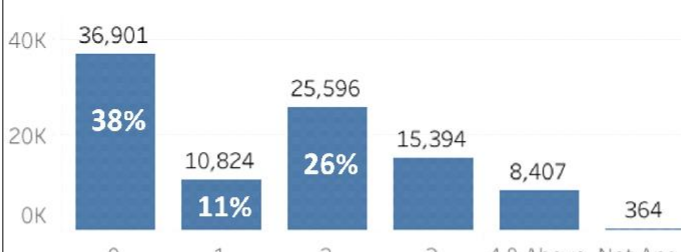
Direct reach



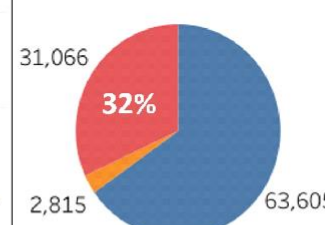
Age-wise Audience Split



Audience Parity Analysis



Audience Interested in Further Info



Direct reach
No
Not Answered
Yes

III. Follow up Activity –

1. SMS Activity –

Over **11,50,000 messages** sent across Bihar and Maharashtra to the target audience.

S.		Tota
1	22-12-2021	3
2	24-12-2021	9,065
3	26-12-2021	26,117
4	27-12-2021	40,174
5	28-12-2021	30,137
6	29-12-2021	30,246
7	31-12-2021	30,205
8	01-01-2022	30,166
9	02-01-2022	30,158
10	03-01-2022	28,208
11	04-01-2022	16,760

S.		Tota
12	05-01-2022	9,037
13	06-01-2022	9,114
14	07-01-2022	9,028
15	08-01-2022	9,226
16	09-01-2022	9,198
17	10-01-2022	9,874
18	11-01-2022	9,337
19	12-01-2022	30,348
20	13-01-2022	32,980
21	14-01-2022	33,880
22	15-01-2022	32,427
		1,

SMS Campaign Report		
S.No	Date	Total Sms Released
23	17-01-2022	34,771
24	18-01-2022	31,829
25	19-01-2022	33,854
26	20-01-2022	34,906
27	21-01-2022	33,217
28	22-01-2022	29,974
29	24-01-2022	34,030
30	27-01-2022	31,769
31	28-01-2022	22,339
32	29-01-2022	36,220
33	31-01-2022	31,488
		3,54,397

SMS Campaign Report		
S.No	Date	Total Sms Released
34	01-02-2022	31,355
35	02-02-2022	34,111
36	03-02-2022	30,187
37	04-02-2022	29,610
38	05-02-2022	31,095
39	06-02-2022	10,774
40	07-02-2022	10,321
41	08-02-2022	9,874
42	09-02-2022	10,931
43	10-02-2022	9,923
44	11-02-2022	9,614
		2,17,795

SMS Campaign Report		
S.No	Date	Total Sms Released
45	01-02-2022	11,546
46	02-02-2022	11,832
47	03-02-2022	11,038
48	04-02-2022	10,978
49	05-02-2022	12,473
50	06-02-2022	10,541
51	07-02-2022	10,321
52	08-02-2022	12,759
53	09-02-2022	11,706
54	10-02-2022	13,059
		1,16,253

2. Digital Activity –

Over **21,00,000 Impressions & approx. 9,00,000 reach** across Bihar and Maharashtra through Facebook and Youtube.

- For our lead generation campaign, the hindi video creative out performed in driving the us maximum leads at a low CPR of Rs. 85.98.
- For our Brand awareness campaigns, the video creative drove the maximum results.
- The Mantra 1 & 2 drove in maximum result, so we allocated a higher amount of budget on the same.
- Hindi creative performed well for our YT campaigns

Youtube Channel Link -

<https://www.youtube.com/channel/UCw0UXfVU4gHFpPBWeKCOXvA>

Facebook Page Link - <https://www.facebook.com/SafalCouple/>

Campaign Summary

Campaign Deliverables		
Deliverables	Minimum commitment	Actual Achieved
Villages Covered	400-450	400+
Overall Campaign Exposure	1,20,000	50,00,000+
Direct Reach	80,000	97,486
Leads generated	16,000	31,066
Calls generated to HS	16,000	9.678
		22% higher than min. commitment

Photo Gallery

