



# Partner Newsletter September 2015

## LATEST NEWS

### Launch of IUDs Marks Debut of Lydia Contraceptive Brand

DKT chalked up its first IUD sales in Myanmar on July 27, in the commercial debut of its female contraception "umbrella brand," Lydia. Trained in-house medical representatives fanned out to introduce two types of IUDs -- the Copper T and Sleek models from India's Pregna Ltd. -- to hospitals, clinics, and pharmacies in Yangon.

"It was exciting to record sales on the very first day we had Lydia IUDs on hand," said Sandi Htin Lin, head of sales & marketing for the Lydia brand. "Nearly everyone reacted positively to the quality and



### DKT Myanmar at a Glance

- Established: July 2014 (14 months).
- Staff: 25.
- Current focus: Social marketing of high-quality family-planning products, education and training.
- 400,000 condoms, 200 IUDs distributed to date.
- Distribution reach: Kiss condoms now sold in 1,000 retail outlets spread across 140 cities and towns.
- Upcoming products: Injectable contraceptives, lubricant gel, oral contraceptive pills, emergency contraceptive pills, implants, manual vacuum aspiration (MVA) kits.
- Brands for social marketing:
  - Kiss - condoms & lubricants,
  - Lydia - female contraceptives.
- Funding: 100% DKT International.

package presentation that we're offering at an affordable price relative to the market."

IUDs face an uphill battle in Myanmar despite their globally recognized advantages in terms of duration and low cost. Negative perceptions about IUDs -- mostly outdated concerns about risks that lack scientific grounds -- are rife, both among potential users and even doctors. Some within Myanmar's health-care establishment have suggested de-emphasizing IUDs as a lost cause and focusing instead on higher-cost hormonal implants.

DKT is, however, committed to dispelling prejudices against IUDs through public education, so that the IUD can take its proper proven place as an important long-term contraceptive option -- one that is especially appropriate for a market where spending power is limited. Currently, Myanmar's women are over-dependent on short-term methods like injectable contraceptives, and unhealthy overuse of emergency contraceptive pills is a growing problem.

DKT will add a third model to its IUD line-up in September that's entirely new to Myanmar: the

Copper Y 380, which requires less dilation of the cervix and therefore can be inserted at any time of the month and with less pain.

## De-Shaming Condoms with Fun, Humor and Everyday Visibility

DKT has been working to change the culture of shame surrounding condoms in Myanmar, using humorous and creative mass marketing to give the product a more breezy, fun image.

The launch campaign, used prime-time television, cinema trailers, billboards, radio and newspaper ads to put condoms -- normally a taboo topic -- in a new light. TV ads based on the slogan, "Where the mind goes, Kiss follows," cast romantic couples disappearing into cinematic fantasy adventures together as hero and heroine -- becoming super spies or magic-wielding warriors. The 2nd ad, when pre-released on Facebook in May, drew 200,000 views in two days, in a country that has only 5 million Internet users. (View the ads using links provided on the last page of this newsletter.)

In the new phase, the goal is to further "normalize" the brand by making it widely visible on the street. Marketing work is focusing on making the Kiss brand and its cartoon ambassador "Brother K" (shown above) visible in a wider range of street-level businesses: Not just drugstores but convenience stores, beer gardens and petrol stations.

## Leading Agency Signed to Design Myanmar's First Online Wiki for Sex Education in Local Language

DKT has appointed River Orchid Notch as its creative and Web-design agency for an exciting new Website

that aims to address a severe lack of reliable sexual education in Myanmar.

The agency has been tasked with developing a brand name, domain name and visual identity for the online encyclopedia, which will give the new generation of online Burmese access to a searchable library of frequently asked questions, facts and advice on sexuality and reproductive-health in their own language.

"This project could play a critical role in a country where sexual education is absent from classrooms and myths and false beliefs about sex and sexually transmitted diseases flourish," said Hyam Bolande, DKT's country director for Myanmar. "Getting even common questions answered today is too shameful or embarrassing for young people. We want to be the go-to resource where they can directly access facts with total anonymity -- right on their mobile phone."

## DKT Myanmar Lands Exclusive Deals for Sino Implant II, Leading MVA Kit

DKT Myanmar has negotiated agreements to bring two innovative and badly needed reproductive-health products to Myanmar.

DKT's partner importer has secured exclusive distribution rights for Sino Implant II from Shanghai Dahua Pharmaceutical, a proven, cost-effective birth-control implant, as well as MVA kits from Ipas, the world's pioneering developer of manual vacuum aspiration technology.

Hormonal implants from Western pharmaceutical giants often wholesale for more than 70 US dollars apiece, but the Sino Implant II, which uses a dual-rod design, offers up to 4 years of protection at a fraction of the cost (less than 15 dollars). DKT will rebrand the product for Myanmar and aims to bring it to market in 2016 as soon as FDA approval and registration processes are complete.

MVA kits stand to be life-savers for post-abortion care in Myanmar, where unsafe abortions are suspected to contribute as many as 250 maternal deaths per year. The percentage of maternal deaths caused by



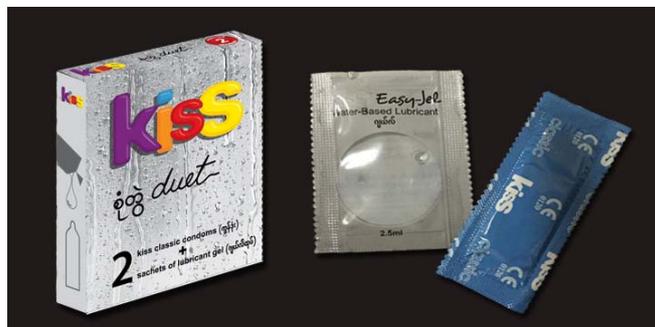
*The aspirator is the centerpiece of the MVA kit (multisized cannulae attachments not shown).*

abortion, at 12-13%, is the highest in Southeast Asia.

MVA kits haven't been available to date, in part because of fears that some doctors may use them to induce abortion, which is prohibited by Myanmar law.

However, the WHO and Ministry of Health's latest Guidelines on Post-Abortion Care recommend MVA for complications of abortion and miscarriage. Ipas and other NGOs have also conducted training-of-trainer programs in government hospitals using limited quantities of donated MVA kits recently, with the Ministry's blessing. DKT's local partner aims to be the first Myanmar company to import the kits commercially, and is initiating registration formalities with the country's FDA.

## Kiss Condom + Lubricant "Duet" Pack Now Available



Kiss Duet, the latest product from the Kiss brand, went on sale on August 11. Pairing basic Kiss condoms with sachets of water-based lubricant in one convenient pack, this new product aims to seed popular awareness and adoption of sexual lubricants.

Paving the way for the launch, the [Kiss Facebook page](#) ran a series of promoted posts on the benefits of lubricant and fun tips on how to use it.

Still little known in Myanmar, lubricants have a double social health benefit: They make condoms more enjoyable to use, thus promoting more regular use of protection, and -- by preventing friction and inflammation of the vaginal and anal walls during intercourse -- help lower the odds of STI transmission.

For related reasons, Kiss Duet has special appeal for both female sex workers and MSM (men who have sex with men), and DKT has used the launch as an opportunity for innovative outreach to the latter community. In Yangon, we have started a door-to-door activation and sampling campaign targeting gay beauty salons, where an atmosphere of frank discussion helped us to get valuable feedback on how Kiss Duet resonates with MSM users while promoting the product.

Also in late August, DKT staff are out in force at the gay-friendly Taungbyone Festival -- a rare safe and free zone for the LGBT community to be fully "out" each year. In that atmosphere, DKT teams fanned out to hand out samples of Kiss Duet and raise awareness of both the new product and the Kiss brand.

*Making connections with the LGBT community at 2015's Nat Festival in Taungbyone, near Mandalay.*



## Community-Based Distribution Partnerships Extend DKT's Reach

DKT Myanmar has been busy forming partnerships with local and international NGOs, to help its quality family-planning products reach the country's underserved populations more effectively.

It recently shipped its first order of Kiss condoms to [International HIV/AIDS Alliance](#), which will distribute the goods free of charge via its network of community-based groups in Myanmar, as part of a project targeting at-risk young adults.

DKT has also become a steady supplier to [Medical Action Myanmar](#), a Dutch-supported NGO that provides free medical services (including family planning) through several free clinics that it operates in the country's poorest communities. MAM clinics -- which have special facilities catering to sex workers -- are distributing Kiss condoms and planning to administer ethical products from DKT, including IUDs and injectable contraceptives. Plans are in place to supply the clinics with Easy-Jel sexual lubricant as well as the Implanon NXT implant as well as contraceptive pills, as soon as these products become available later this year.

### Links To Examples of Innovative DKT Social-Marketing Created for Myanmar:

- Kiss Myanmar [Facebook Page](#) (170,000 followers).
- Kiss Premium Condoms launch campaign: "Where the Mind Goes, Kiss Follows" :
  - TV Commercial 1 - [007 Fantasy](#)
  - TV Commercial 2- [Online Fantasy Game](#)
  - Radio Ad - ["What Women Really Want"](#)
- Brand Activation Project - ["Lovers' Umbrellas"](#)
- Kiss Duet launch radio ad - ["Game Show."](#)