

# A launch strategy to increase awareness and availability of MakaPads in rural Uganda

The project was scoped using the framework of the four A's of marketing, focusing on Acceptability and Awareness. Interviews to map the social systems were conducted online and afterwards in Uganda. The project findings brought key partnerships with opinion leaders in the villages and added crucial consumer groups for the company.



## OPINION LEADERS

Opinion leaders are relatable figures in their communities. They form their beliefs and subsequently, they influence the behavior and opinion of people in their community (Katz & Lazarsfeld, 1955).

## COMMUNICATION

Advertising material focuses on communicating comfort, women unity and normalizing menstruation. The posters are placed in community hubs like schools to empower girls and women with information.



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