# 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.

## **MakaPads**

# **School**

## **VHT**

## **VSLA**

## Girls











### — INFORMATION STREAMS

— PRODUCT DISTRIBUTION

#### **PARTNER**

Collaborations with schools will be done to connect with the community and to convey MHM and product trainings. Schools and teachers are influential in their community and are well connected with relevant stakeholders like VHTs and VSLA.

### **PARTNER**

VHTs (Village Health Team) are influential individuals who have outreach in the villages. They are partners as opinion leaders of the brand. VHTs get trainings from MakaPads and distribute MHM information and pads.

## CUSTOMER | USER

VSLA (Village Savings and Loans Associations) are groups of mainly women who are interested and have the economic capabilities to purchase such product. By adding them as a target consumer, it ensures an effective distribution system.

#### **USER**

Girls receive information about Menstrual Hygiene Management (MHM) through all the stakeholders in the distribution chain. However, as they don't have economic freedom, they receive the pad from their moms or other adults.

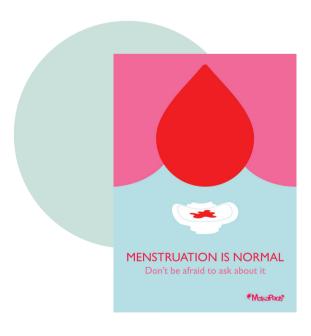
#### **OPINION LEADERS**

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).



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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