

**DKT**

STREET PLAY

16<sup>TH</sup> AUG 2010

# objective

- To increase CONDOM usage in rural Gujarat and Maharashtra
- To communicate importance of “SAFESEX” and “CONDOM” is only prevention from HIV –AIDS
- Also build loyalty with local retailers and promote them as torchbearers in fight against HIV-AIDS

# Methodology

- Target area
  - Village with population of 2000 to 5000
- Daily activity schedule
  - One day activity which involves
    - 3 shows of street play
    - Audience participation after every street play
    - Retailer name announcement before and after street play
    - Poster exhibition from 9.30 am to 6.00 pm
- Street play
  - To communicate message to the masses
- Retailer enrolment
  - To increase availability within the village through creating non traditional outlets (other than Chemist and govt. hospitals)

# Deliverables

- Increase awareness
  - Street play (infotainment)
  - Poster exhibitions
  - Audience participation (showing demonstration to others)
- Retailer
  - Felicitation by announcing the names of retailers who start selling condoms
  - Gifts
  - Merchandise

# Activity snap shots

Consumer interaction

# Street play





16/08/2010 05:00 PM

# Poster exhibition





# Interaction with masses



# Gifts for participation





16/08/2010 05:11 PM