



What People Say They Want from Microbicides – and How They Could be Marketed

CHAARM Microbicide Satellite Symposium at
14th EACS

EATG Session: **New HIV Preventive
Strategies: the Future of
Microbicides**

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About the speaker

- **journalist, activist**
 - working in the field of HIV/AIDS since 1991
 - sexual health issues; University of Malmö, S
 - women's issues
 - founder of German Foundation Sexuality and Health (GSSG)
- **marketing expert**
 - until 1991 in commercial enterprises
 - since then „marketing“ ideas and concepts in advocacy and prevention - and in fundraising
- **bias**
 - none; but affiliated with AVAC



About the speech

- Who are „people“?
- What do they want from microbicides?
- What does this mean for their marketing?



Studies

- Globally, more than 60 acceptability studies conducted (GCM Microbicide Course)
 - Brazil, Benin, Ghana, Uganda, Zimbabwe, Cote d'Ivoire, Malawi, South Africa, Zambia, Kenya, India, Thailand, Belgium, the United Kingdom, Mexico, United States.
 - rural men and women, clinical trial participants, sex workers, drug-involved women, gay men, low risk women, and other male and female groups



Literature

- Most existing studies have been based largely on experience with gels, films or foaming tablets
- Acceptability studies are now being done with some of the newer product delivery approaches like vaginal rings
- „Microbicide ring study shows users are reassured about discomfort but develop new worries about safety“



People – who do I talk about?

- us / ourselves
- women
 - in Germany, Europe and Central Asia Regions
 - living with HIV or being at risk
 - sex workers
- people living with HIV in Germany
- people posting on newslists (IRMA!)



What do they want from microbicides?

- „They have to work“
 - protection must be effective
- „They should be easy to use“
 - available
 - applicable
 - affordable
- „They should not do harm“
 - safety
 - no unwanted side effects



Effectiveness

- reliable protection against HIV
 - and other STI!
 - and pregnancy?
- in vaginal and anal intercourse (receptive and insertive)



Availability

- Distributed through easy access
 - Pharmacies or shops (cf. condoms)
- Must be easily „at hand“
 - discreet or sexy packaging
 - not too sensitive re temperature or „best before“
- Free of charge or at reasonable price



Acceptability

- application methods should meet the needs
 - lubrication
 - smell / taste



No harm, but wanted „side effects“

- Not increasing any other risks
 - no toxicity, even when – slightly - overdosed
- Improving my vaginal flora
- Improving my lubrication (making me wetter OR dryer!)
- gets me more sexy
 - no (bad) influence ob smell or taste



Usability

- depends on individual and the specific sexual encounter
 - individual
 - feeling safe with his/her body?
 - feeling comfortable with inserting e.g. a medical device/substance?
 - sexual encounter
 - planned or unplanned? (can I prepare?)
 - professional circumstances i.e. sex work? (how long does it last, can I refill in breaks?)
 - Romantic/private love affairs and relationships
 - settings with many partners (swinger club, gang bang, dark rooms etc.)?



Marketing

- Proven tools:
 - Market research
 - focusing potential customers
 - focusing on their key persons / leading trend setters
 - multipliers/advocates
 - Include the target groups in research and development
 - participation
 - meaningful involvement



Good old formula

- AIDA
 - Attention
 - Interest
 - Desire
 - Action



Let's make 'em sexy!

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