

# APONJON

## NEWS

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dnet

## Aponjon goes live in media!

Aponjon started at national scale in December 2012. It was a national occasion and a public one as well. But still, there was need for reaching out to all the people in the country. Vigorous plans and activities rolled out to initiate a nationwide media campaign. Finally the long awaited Media/Above the Line (ATL) campaign of Aponjon Started on 23rd January 2013 and made quite some buzz in Bangladesh. The media campaign consisted of Television Commercials (TVCs), Radio Commercials (RDCs), News Paper Advertisements (Press Ads) and Billboards.

The objective of this media intervention was to let a mass audience of the country to know about Aponjon, the mobile phone based health information service for the expecting and new mothers and their babies during and after pregnancy. The campaign also vowed to explain the service benefits, promote the sole short code 16227 for the service and create a brand awareness and a visual identity of the brand. The media campaign made quite an impact among the families with expecting mothers or newborn children.

After the start of the campaign, calls started pouring into the Aponjon call center, where thousands of people started calling, dialing 16227 from their mobile phones. Most of the calls came in for general enquiry and curiosity about the service. Many of them also registered themselves to the Aponjon service through assistance from the call center agents. Aponjon Call Center saw a 44 fold increase in incoming calls, and a 40 fold increase in registration through the call center agents, all owing to the vivid media presence. With just a 15 days media campaign, the project saw a staggering number of new subscribers (5,919 expecting or new mothers and 5,270 family members) enrolled into the service. Number of new subscribers was found to be the highest ever since the inception of the service.

## Media Vehicles used for the Campaign

**Television:** This was the most colorful and vivid of the media presences of Aponjon. A well-made television commercial can go a long way to generate interest on the service. Two 50 seconds & 20 seconds version Television commercials (Pregnant Woman TVC-1 & New Mother TVC-2) were aired in 4 television channels. Bangladesh Television (BTV) – the state owned broadcaster of Bangladesh that has about 80% viewership reach of the population aired the advertisements. It was also aired in few other most viewed television cable & satellite channels – ATN Bangla, Bangla Vision and My TV. The television advertisements reached about 4.9 million viewer of the population.

**Radio:** Radio, being another one of the highly reached communication media, could not, of course be left out. Two 30 seconds Radio Commercials were produced and aired in one of the major FM Stations in the country – Radio Today. Here too, one of the radio commercials was for Pregnant Women and the other for New Mothers. Commercials were not all. A big emphasis was also given on Radio Jockey (RJ) endorsement of the Aponjon Service. About 200,000 people listened to these commercials according to media reports.

**Newspaper:** Browsing through the morning newspaper, one thing that can fix one's eyes on one single page is a well-designed advertisement. Very thematic Aponjon Press Ads were published in the top 4 major dailies of the country. The dailies, Prothom Alo, Bangladesh Pratidin, The Daily Star and Shamakal were the newspapers that published Aponjon advertisements as well as the detailed procedure of registering to Aponjon through the number 16227. The audience found the adverts very interesting and clutter-free. About 2.35 million people had the opportunity to see (OTS) the adverts. A very thematic approach was taken for these adverts. The main



focus of the ad was on the short-code. Apart from being visually stunning, there were elements of

suddenly find one that soothes the eyes with its sheer calm and beautiful colors? Same was the

effect of the billboards Aponjon put up in different areas of the country. 8 Billboards were put up in 4 major cities of the country: Dhaka, Chittagong, Khulna and Sylhet. The Billboards were selected according to high traffic areas of the cities. About 800,000 people had the opportunity to see (OTS) these Aponjon billboards, which was placed in the areas such as Tatibazar, Sayedabad & Gabtoli in Dhaka, Alonkar intersection, Probortok & Agrabad in Chittagong, Royal Hotel intersection In Khulna and Humayan Rashid Chattar and Bondor Bazar in Sylhet.

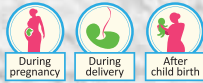


Charge for each message is Tk. 2/- (VAT applicable)

**The baby at 19 weeks can bend its arms and legs and even do somersaults in the womb!**

With such hundreds of important and lifesaving information, a nationwide Health Information Service program, 'Aponjon' has started. Expecting Mothers and Mothers of newborns, as well as anyone from the family can register to the service at 16227. The service will provide authentic health information every week from the very beginning of pregnancy through delivery and until the child turns one.

**SMS Registration is Free**  
Check inside for more details



human touch and comfort zone for the mothers through sharing of some interesting messages from the Aponjon contents.

**Outdoors:** One unavoidable ordeal of commuting through streets in Bangladesh is to endure long waits in traffic jams. So, what does one do while stuck in traffic? Look around. And what if among the hordes of noisy advertisements put up on the billboards, you



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**FOR MOTHER & BABY'S CARE, CALL 16227, LISTEN & SHARE**

**Other Campaign Plans:**

Aponjon is also hoping to go for some long run tactical campaigns to create a long-lasting reputation and image. Aponjon is exploring the possibilities of doing a Live Aponjon Talk Show on with Doctors for Pregnant Woman & New Mothers, where mothers can call the Aponjon short code and talk

to the doctor live on television. In this program, the Aponjon short code will be promoted constantly as pop-up ads.

**Social Media:**

These days, no campaign is complete until you go to social media. People may visit other media tools or not, but they

definitely visit Facebook. Aponjon started its social media campaign in the form of Facebook adverts and a Facebook page. After the advert went live in March, within less than a month it generated about 4.5 Millions+ impressions, 11000+ clicks on the Aponjon Facebook site and 5000+ likes.





## The Success of Aponjon Television Commercials

Aponjon started its media campaign through all media available at its disposal from 23 January, with helps from Grey Advertising Agency. The most popular

element among these media presences were the television commercials, the aces among all others.



*Pic: One of the last shots of the 'Pregnant Mother' TVC-1 where the members of the family is showing the audience the all-important short code*

The television commercials created their storylines based on two separate themes, one focusing on inexperienced parents of a newborn, the other based on problem encountered by a pregnant woman; both of which showing how confused people can become at crisis moments owing a lot as well to the stray advices of people around them. The advertisements, each 50 seconds long, created an ambiance of humor and witty entertainment, but still managed to express the need for right health information for the expecting mothers and newborn children. The scenes of the

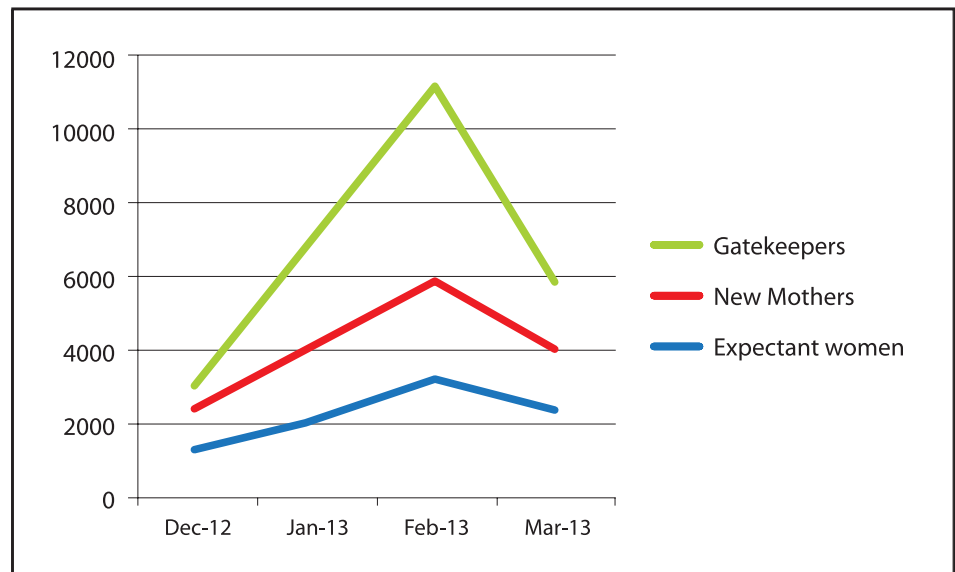
television commercials were mostly set in the rural environment. The actors in the television commercial, through their expressions, beautifully delivered the message of Aponjon:

The television commercials also informed people that the Aponjon service has health messages not only for the expecting and new mothers, but for their guardians and family members as well. The service has seen a great number of

guardians who included themselves to the service along with the mother. There is no alternative to inclusion of guardians into this service, so that they can take the right steps at the right time for reduction of maternal and child death.

Quick Details	Aponjon TVCs
TVC Duration	50 Secs & 20 Secs
Client	Dnet – MAMA Bangladesh
Agency	Grey Advertising Limited, Bangladesh
Creative Director	Gousul Shaon
Director	Saraf Ahmed Zibon
Executive Producer	Syed G. Dastagir

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Graph: The peak of self-registration during the Television Campaign during (Jan 23 – Feb 8th).

**Shanta, who acted as the expecting mother in one of the television commercial, said:**

“I acted as an expecting mother going through her 4th/5th month of pregnancy, who has a pregnancy related problem and seeks help from her family members (sister-in-law, mother-in-law, grandmother-in-law and so on. She becomes utterly confused after getting so many different kinds of advices from different people. The script was wonderful. I believe, expecting mothers and new mothers will be greatly benefited through this service from Aponjon.”



Two 50 seconds & 20 seconds version TVCs (Pregnant Woman TVC-1 & New Mother TVC-2) were aired in 4 television channels. Bangladesh Television (BTV) – the state owned broadcaster of Bangladesh that has about 80% viewership reach of the population showed the Aponjon advertisements at peak hours, especially during a popular T20 Cricket tournament was being telecasted in television. It was also aired in one the most viewed television cable & satellite channels – ATN Bangla, Bangla Vision and My TV. A minimum of 4.9 Million viewers saw these advertisements; no wonder that nearly 94 percent of the people who subscribed to the service through the Aponjon call center were the ones who got inspired through watching the televisions commercials.



## BRAC helps Aponjon

Aponjon service started as a pilot back in 2011 at 13 places of Dhaka, Chittagong, Sylhet and Gaibandha. BRAC came forward with assistance to DNet at that time for running the program. 12 health workers (Shastho Kormi) from BRAC Manoshi program working in the catchment areas of Gaibandha town and Bhashantek area in Mirpur, Dhaka. The health workers and other field workers from BRAC gave some very useful advices during the pilot phase of the program, which turned out to be quite important to act upon before the Aponjon service planned for national scale operation.

BRAC has participated as a partner in a great number of workshops and seminars arranged by Aponjon. They even play the part of giving important directions as a member of the Aponjon Advisory Board. BRAC officially became partners for the national scale operation of Aponjon as well in August 2012, with a design of contribution to the Aponjon outreach through the BRAC health workers in the field.

At the moment, a total of 337 BRAC health workers are helping with registration and campaign of Aponjon across 7 districts. Managers and other officials from

BRAC working locally supervise the activities of the health workers in the field. BRAC health workers go from door to door in their catchment areas and inspire expecting and new mothers with mobile phones in the locality who are subscribers to BRAC health services into registering to the Aponjon service; they also register the ones interested if they agree. Aponjon, thus keeps on its striving path to reach the marginalized mothers in the community through assistance from BRAC.



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*“Mobile phone has given us such a platform that has created opportunities to work on family planning and many other different issues. A study has shown that mobile phones have reached 82 percent of the households in Bangladesh; the benefit from this penetration is that the remotest of areas, specially haor, char and the hilly areas, where access is insufficient, can be reached with health information utilizing mobile phone platform. And the “Aponjon” service from MAMA initiative has started creating this access very effectively. I believe, in days to come, this service will be a true dear one (Aponjon) for the pregnant women and mothers.”*

*-Dr. Kawsar Afsana, Director, BRAC Health.*



[www.aponjon.com.bd/sponsor-mother](http://www.aponjon.com.bd/sponsor-mother)



## Aponjon Team in action

Keeping preparation for the national media campaign of Aponjon, care was taken into organizing the Aponjon call center. The Aponjon call center agents prepared themselves amply to be

number of registered clients also expressed interest to be able to talk to a doctor directly through such a medical hotline. Keeping in mind the interest of people, at this stage of national scale operation,



able to answer queries to callers calling. During the media campaign, a number of callers to the call center expressed their interest to talk to a doctor for illnesses during pregnancy of mothers and infancy of children. A number of people also advised Aponjon about necessity of a service where a doctor will be available to address urgent health queries from the expecting mothers or mothers of newborns. Moreover, during the pilot phase of the program, a

Aponjon has taken a step to create a doctors' panel to introduce a medical counseling line for the Aponjon subscribers calling the call center at 16227, which will, other than regular customer care, give medical advices regarding medical problems during pregnancy and infancy. Soon, Aponjon subscribers will be able to call 16227 and talk to a doctor for their health problems during pregnancy and the first year of child.

## Lal Teer became the voice of Aponjon

Aponjon signed a corporate agreement with Lal Teer Seeds Limited on 17 December, 2012. Under the agreement, Lal Teer Seed Limited had agreed to spread the word on Aponjon through their print materials like calendars, leaflets, banners and also through the street dramas, among the



farmer society, so that they get included into this service. Lal Teer Seeds Ltd. has already started the activities under the agreement—they have made available the Aponjon short code 16227 and features of the Aponjon service on every page of their 2013 calendar. The calendar has already reached the hands of the farmers, seed buyers and sellers at rural level.

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## Aponjon featured externally

Aponjon family took part in the fairs arranged by Sisimpur in Rangpur, Rajshahi and Khulna in January. The program "Sesame Street" started airing in the United States of America back in 1966 as the first exceptional television based learning program for the children. Funded by USAID, The television program, "Sisimpur" went on air in 2005 in Bangladesh, which followed the footsteps of "Sesame Street". Every year, Sisimpur arranges fairs all around the country,

where children come from all over accompanied by their parents. This year, "Aponjon" participated in the Sisimpur fairs with a stall of their own. The fairs saw huge number of crowd. The fair on 4-5 January in Rangpur saw nearly 15 thousand visitors, while the one on 11-12 January in Rajshahi Collegiate School had about 12 thousand and the one on 18-19 January in Khulna St. Joseph School saw about 35 thousand visitors. In all three fairs, visitors showed great interest in the Aponjon stall, expressed interest in the service and some also registered to the service.





## Aponjon sample message

### Advice during pregnancy:

You are now running 32 weeks of pregnancy

This is your doctor (daktar apa) speaking. Your breastmilk is the best food for your baby. The first milk you make is very thick and creamy colored. It is called colostrum. It will help your baby grow strong and keep diseases away. You should start breastfeeding within an hour of birth. At this stage, some people may tell you that you should give the baby a little honey to the child after being born. Honey, ghee or oil can be harmful for the baby at this time. Breast milk contains all the nutrients necessary for a baby to grow. The baby does not need anything other than breast milk for the first 6 months.

### The Aponjon Experience

#### Taslima Khatun – the health worker dedicated to people’s wellbeing

Taslima Khatun is a health worker from BRAC. She lives in the Moshitpur village under Jatrapur Union of Bagerhat Town. She had completed the Secondary School Certificate level of studies, in other words, completed 10th grade. The 36 year old Taslima is dedicated to people’s good. Her childhood passed with thoughts of how to contribute to improvement of people’s livelihoods and how to stand beside the people who need help. So, when she was done with her education, she joined BRAC and started going door to door to spread essential health information to expecting mothers and new mothers. In April 2012, Taslima got her training on Aponjon, and since this day, has registered a total of 149 expecting and new mother of her locality into the Aponjon service.

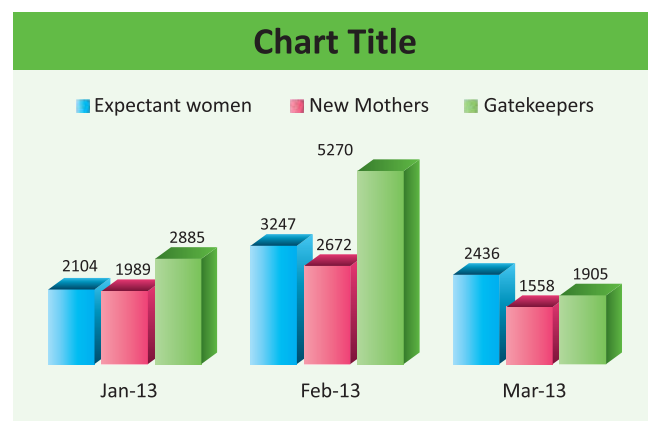
She says, “ *People use mobile phones all the time. So, if they can get information about their health through mobile phone, and that too at an affordable price – what can be better?*” Taslima thinks, the health advices from Aponjon service will play a key role in ensuring a healthy outcome in future for the mothers and children.

*Bits from the field!*

Starting from January to March, Aponjon trained a total of 576 health workers and other officials from Brac and Smiling Sun program working in different areas of Dhaka, as well as Rajshahi, Kurigram, Brahmanbaria, Lalmonirhat, Bhurungamari, Rangpur, Panchagarh, Jaypurhat, Natore, Bogra, Matlab, Gopalganj, Kushtia etc. The training programs portrayed the condition of the health sector in Bangladesh and also focused on how Aponjon aims to contribute to the improvement of the scenario. The training workshops introduce the registration forms to the field level workers, and also highlight on the reporting formats and processes for their supervising officials.

For selection and capacity development of the health workers, it is imperative that the higher level management of the partner organizations know the type and characteristics of the Aponjon service. With that objective in mind, the Aponjon team has planned to arrange discussion sessions and workshops with officials from the partner organizations at Upazila and District level; some of these plans have already been put into action in March. A discussion meeting was held with all Upazila level managers from BRAC in Gopalganj, where discussions were held on selection of efficient health workers and increasing their working capacity. Similar kind of a discussion meeting was held with the BRAC managers working in the Matlab area of Chandpur. Eventually, DNet will arrange such discussion sessions with managers from all partner organizations.

### Aponjon service now! Aponjon reaches 41000 and counting !



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a **MAMA** initiative  
Maternal Alliance for Maternal Action

Implemented by **dnet**

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