

## Dume Condoms Launches New Foil, Registers Impressive Sales Performance

Dume male condoms has this quarter launched a new foil and recorded a sales performance of 4,356,288 pieces of condoms, exceeding its quarterly sales target by 10%. The impressive sales were achieved despite a condom stock out situation that was experienced earlier this quarter, where Dume's FY13 quarter four sales performance increased by 60% when compared to quarter three sales figures.



Young men engage in discussions on HIV/AIDS and condom at a Dume condoms *Jali Maisha* session in Njombe Region.



(Insert) The new look Dume Condom Foil.

As part of its rebranding and repositioning campaign that started with the launch of new packaging last year, T-MARC conducted a short term blitz campaign this quarter to support the introduction of the new foil. Activities for the blitz campaign included product detailing, explaining the introduction of the new foil at an interpersonal level to the trade, outlet branding and product sales in Dodoma, Tabora, Singida, Dar es Salaam, Mtwara, Morogoro, Pwani, Arusha, Manyara, Tanga, Mbeya, Iringa, Rukwa, Mwanza, Shinyanga, Kagera and Mara regions.

Through the campaign, 827 new outlets were recruited as Dume selling outlets, with a further 3,371 outlets being merchandised and branded with Dume point of sale material and 2,503 outlets penetrated with Dume products.

T-MARC also continued to implement C- vendor activities this quarter through sales and distribution, where all 86 condom vending machines were maintained across 70 bars and guesthouses recording sales performances of 5,224 pieces of condoms through the vending machines.