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Subject: Socially Marketed Brands

Posted by [mweinberger](#) on Tue, 25 Sep 2018 02:02:51 GMT

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I am working on secondary analysis looking at the brand data collected for pills (v323) and condoms (v323a) across a wide range of surveys. I know that the coding of brand into social marketing is done based on country/survey-specific codes.

Is there a master list available of country/survey-specific coding of which specific brands in the country are considered to be socially marketed vs non-socially marketed? Or any suggestions for how this information might be easily collated across surveys?

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