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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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Subject: Re: Socially Marketed Brands

Posted by [Liz-DHS](#) on Tue, 30 Oct 2018 17:39:26 GMT

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Dear User, There is no master list, however, you might be able to find some information in the OTHERs answers. These are not normally distributed with the datasets. You might be able to find this type of information in the raw data files and would need to be specific when you request these. Please use the link below to the survey search which will find all surveys with "social marketing" questions. Thank you!

<https://dhsprogram.com/methodology/survey-search.cfm?sendsearch=1&selmodules=17&crt=1&listgrp=0>

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Subject: Re: Socially Marketed Brands

Posted by [kkey](#) on Thu, 06 Jul 2023 16:11:21 GMT

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Hello,

I am also working on a secondary analysis which involves pill brands and had a similar question about socially marketed brands. The excel file attached to the reply is not opening for me. Can you send this file again please?

I see the reply mentions the OTHER responses and I'm wondering how I can access these responses since they are not automatically distributed?

Thank you!

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Subject: Re: Socially Marketed Brands

Posted by [admin](#) on Thu, 20 Jul 2023 19:45:48 GMT

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Liz-DHS wrote on Tue, 30 October 2018 13:39Dear User, There is no master list, however, you might be able to find some information in the OTHERs answers. These are not normally distributed with the datasets. You might be able to find this type of information in the raw data files and would need to be specific when you request these. Please use the link below to the survey search which will find all surveys with "social marketing" questions. Thank you!

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