



## **Abstract**

This study determined the views of the users of contraceptives on the non-sexual approach of Trust Family Contraceptive advertisements. Known as a brand that offers products used in family planning, Trust's non-sexual approach in advertising seem to be divergent from its nature. In-depth interviews and group interviews conducted among residents of chosen communities and interview of experts in the academe formed the body of data examined in this research. Findings show that celebrity endorsers, interesting themes, relatable story lines, and jingles among others were what the participants responded to. Participants successfully associated the general message of the advertisement to the brand yet a few could only remember the key elements distinctively. With the limited airing of Trust Family Contraceptive commercials, the non-sexual approach of the brand seems to be challenging for audience to remember hence, their inconsistent patronization of the products offered by Trust.

*Keywords: Trust Family Contraceptives, advertisements, non-sexual approach, family planning*