

Total Market Approach (TMA)

A Brief Overview



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Total Market Approach (TMA)

Some definitions:

- Richard Pollard defined TMA as one in which all sectors (public, private and NGO or donor-financed social marketing) are integrated within one “market” that is segmented by willingness to pay.
 - Richard Pollard consultant and specialist in the Total Market Approach to social marketing management
- The United Kingdom’s DFID defines a TMA as a process to “assess the characteristics of existing and likely future markets, and to define the comparative advantage of commercial, social marketing, non-governmental organization, and public sector actors in terms of competence and value for money in delivering a range of products or services to different market segments, including the poorest. It can enable closer and more structured linkages with commercial, public and non-governmental organizational sectors and aid the gradual shifting of consumers with sufficient purchasing power out of the public sector.”



Total Market Approach (TMA)

What is unique about TMA?

- Seeks to grow the overall market in order to create new users and raise levels of use among target groups.
- The market is segmented into homogenous groups with similar profiles, needs, and characteristics.
- The relative strengths of each sector (commercial, social marketing, public, nongovernmental organization, etc.) are harnessed to maximize efficiency by allowing each sector to target its resources to those most in need.



Total Market Approach (TMA)

Why is TMA important?

- A fragmented marketplace for health products and services is by its very nature inequitable.
- This marketplace favors people who can afford to pay for products and services even in societies that are, in theory and by design, suppose to provide public services to everyone.
- Inadequate public sector resources to achieve equitable coverage and sustain it; donor fatigue of continuing to put funds into the same programs for years if not decades; and the unmet needs of substantial segments of the population even after implementation occurs that are often related to access issues and existing realities.
- The development of the TMA approach is, in part, an attempt to correct some of these marketplace inequities and develop more sustainable long-term solutions to health problems.



Total Market Approach (TMA)

Issues facing TMA



- Social marketing programs designed with a Total Market Approach should focus on monitoring health system performance issues, particularly use of health products and services, equity in the use of these products and services, and segmentation based on willingness to pay.
- There is a gap between this understanding and current practice.
- Too few social marketing program managers understand measures of equity and how to make marketing decisions based on them. Instead of monitoring the performance of and social marketing's contribution to an overall market, many managers continue to rely on product sales as the primary measure of program effectiveness.

Application of TMA in International SM Projects (1)

Caribbean Social Marketing Program to Prevent HIV & AIDS (CARISMA) 2005

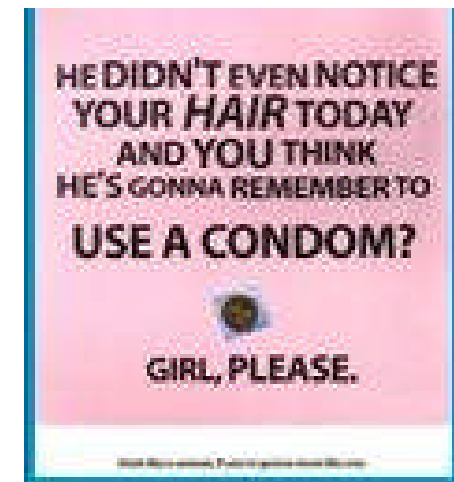
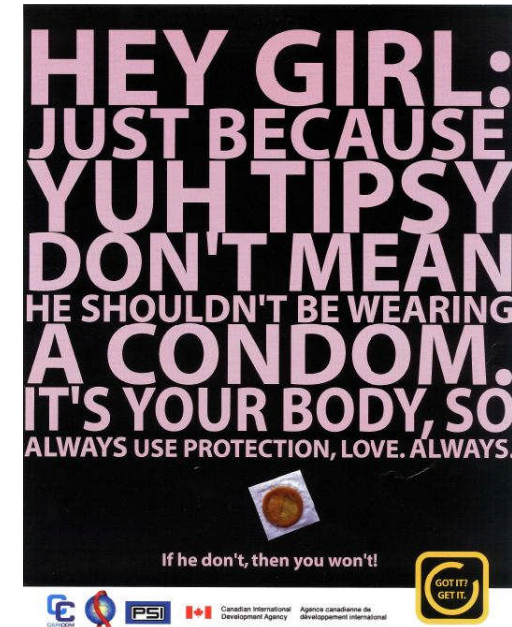
- Launched in April 2005, CARISMA supports condom social marketing activities across the Caribbean.
- Funded by PANCAP together with its partners, the German Development Bank (KfW) and the Canadian International Development Agency (CIDA).
- CARISMA is working with two social marketing organizations, PSI/Trinidad and PSI/Dominican Republic.
- CARISMA is working to integrate the efforts of all actors in the social marketing arena, including the public, non-profit, and for-profit sectors to ensure the entire population has access to affordable, high-quality health care products and health information.



Application of TMA in International SM Projects (2)

Caribbean Social Marketing Program to Prevent HIV & AIDS

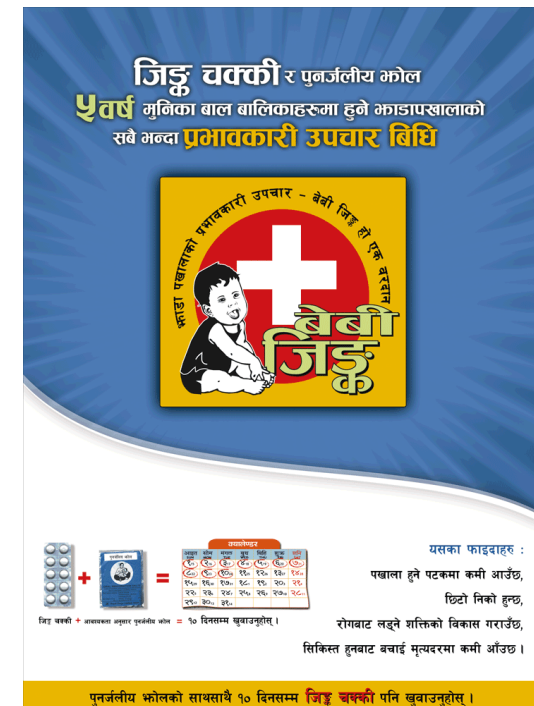
- Rather than promote a single condom brand, social marketers in the Caribbean are building the total condom market. The total market approach aims to create access to condoms and increase demand for them in three areas – free, commercial and subsidized/social marketing.
- CARISMA seeks to increase availability of and demand for all condoms, not just those that are distributed by social marketing programs.
- The three channels serve different clients with differently priced products:
 - A viable commercial sector sells a wide range of brands through traditional and non-traditional outlets, primarily to consumers who can afford them.
 - NGOs distribute and sell condoms (either branded or unbranded) at subsidized prices.
 - The public sector distributes either branded or unbranded condoms for free.



Application of TMA in International SM Projects (1)

POUZN Project (Nepal) 2007

- Funded by USAID, the project is being implemented by Abt Associates and PSI.
- Project objective is sustained provision and use of pediatric zinc in addition to ORS as the first line treatment for uncomplicated diarrhea for children under 5.
- Developed a public-private approach for the national pediatric zinc program ensuring a coordinated public-private national program.
- Coordinated and integrated program into national child health strategies, programs and with program partners.
- Created a broad coalition of stakeholders including the Nepal Government (central, district and community levels), private sector opinion leaders and corporations, trade associations, UN agencies, NGOs and the medical community.



Application of TMA in International SM Projects (2)

POUZN Project (Nepal) 2007

- Supported the public sector procurement and launch of zinc.
- Facilitated the commercial sector introduction of quality zinc products. Nepalese pharmaceutical manufacturers have been assisted in bringing to market quality pediatric zinc products.
- Provided training in use of pediatric zinc supplements to both public and private sector health providers.
- Partnership with NGOs for training of public and private sector health workers.
- Developed behavior change communications for care-givers and providers in the public, NGO and private sectors in coordination with the government.
- Developed a national umbrella campaign logo to promote the national pediatric zinc program.





“The Total Market Approach is arguably central to the future of social marketing.”

- John Meadley

Richard Pollard

Mark Wheeler

REVIEW OF DFID APPROACH TO SOCIAL MARKETING (2003)

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