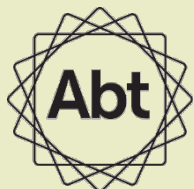


Sayana® Press Introduction: Social Marketing Considerations

Gael O'Sullivan, SHOPS Project Senior Marketing Advisor
Abt Associates

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Abt Associates leads the project in collaboration with
Banyan Global
Jhpiego
Marie Stopes International
Monitor Group
O'Hanlon Health Consulting

Objectives

1. Understand the terms “total market approach” and “social marketing”
2. Understand social marketing models supported through USAID programs



What is a Total Market Approach (TMA)?

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.”

- UK Aid (DfID)

Characteristics of TMA

- Seeks to grow the overall market, create new users, and raise levels of use among target groups
- Market is segmented into homogenous groups with similar profiles, needs, and characteristics
- The relative strengths of each sector (commercial, social marketing, public) are harnessed
 - Target donor subsidies to those that need them most
 - Help the public sector serving the poorest

What is Social Marketing?

The application of commercial marketing techniques to the planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society

- Alan Andreasen

Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society

- Philip Kotler

- In developing countries, it has not only been utilized to influence behaviors, but to improve access to essential public health products through private sector outlets

What can Social Marketing achieve?



Key Principles

- Client-centered (research-based)
- Market segmentation is key
- Use commercial marketing approach - the “4 P’s”
 - Product
 - Price
 - Place (distribution)
 - Promotion (mass media)
- Variety of models available; choices depends on
 - Program goals, country context, level of investment, and time frame



Social Marketing Models

1. Traditional NGO Model
2. Commercial Partnership Model
3. Hybrid Model



Traditional NGO Model

- NGO introduces own product brand designed to meet the needs of a specific target group
- **Goal:** Wide reach and quick scale up in undeveloped commercial markets and/or a public health system with the primary objective of achieving health impact and serving the poor

Traditional NGO Model – The 4P's

Product

- Donated product (or purchased with donor funds)
- Locally packaged by the NGO

Price

- Typically nominal to reach low and middle income groups

Place/Distribution

- Managed by NGO
- Reaches urban & rural/ traditional & non-traditional

Promotion

- Multiple channels for both branded & generic

Advantages

- Proven ability to reach poor, rural, and high risk populations
- Especially good in underdeveloped commercial markets
- Can prime a commercial market if appropriate exit strategy

Disadvantages

- All aspects donor dependent
- Potential to crowd out commercial sector
- Success in targeting is mixed (often reach urban & wealthier)

Commercial Partnership Models

- Implemented in partnership with one or more commercial manufacturers where the commercial partner retains control of branding, pricing, and distribution
- **Goal:** Expand the reach of commercial brands to meet low-income consumers' needs through channels such as pharmacies

Commercial Partnership Model – The 4P's

Product

- Selected from manufacturer's portfolio

Price

- Retail price = cost + profit margin
- Set by manufacturer

Place/Distribution

- Unsubsidized and controlled by manufacturer

Promotion

- Manufacturer: Branded promotion
- Donor: Market building; may promote several brands at once

Advantages

- Ensure sustainable supply
- Encourage private sector investment
- Proven ability to graduate from donor support
- Allows donor to focus on behavior change

Disadvantages

- Market building typically ends once donor support ends
- Ability to reach the poor is limited

Hybrid Model

- NGO-based distribution mechanism in partnership with commercial manufacturers
- **Goal:** NGO and manufacturer work together to increase uptake of product while emphasizing long-term sustainability

Hybrid Model – The 4P's

Product

- Selected from manufacturer's portfolio
- Local packaging & name (over-branding)

Price

- Partial or full cost recovery/sustainability; minimal subsidy

Place/Distribution

- Managed by NGO in partnership with manufacturer

Promotion

- Manufacturer: Provider detailing/training
- NGO/Donor: Brand or category promotion

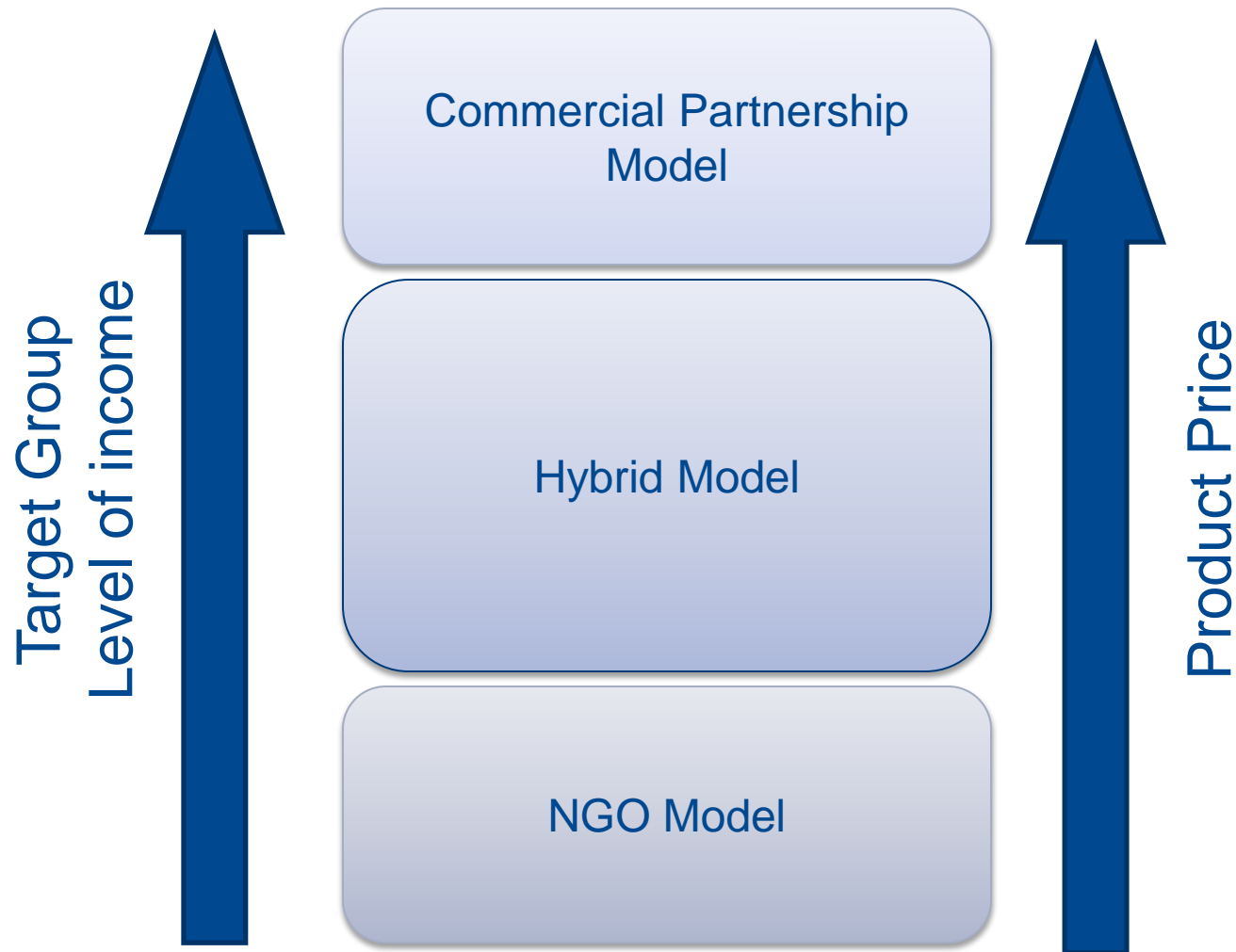
Advantages

- Harness the relative strengths of commercial and NGO partners

Disadvantages

- Can have competing agendas

Various models can co-exist together



Social Marketing Works!

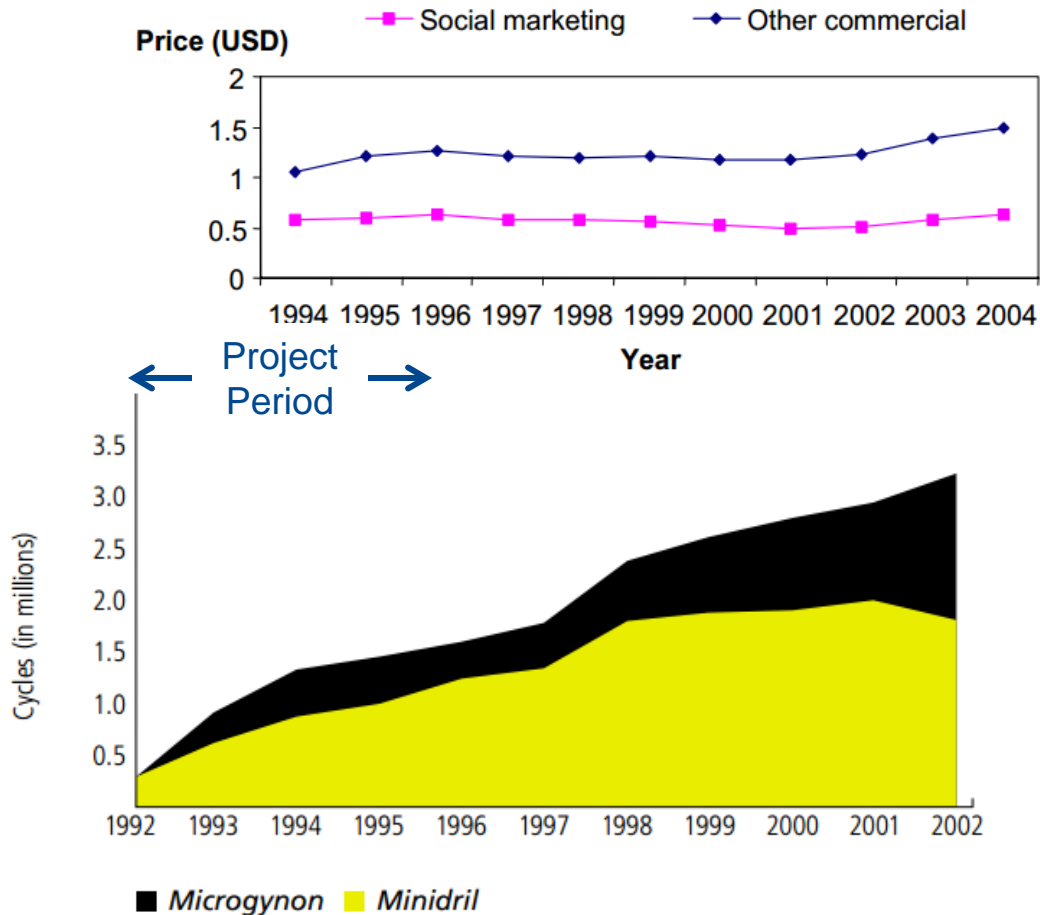
- It increases contraceptive use
 - A 2012 meta-analysis concluded that condom social marketing over multiple years could have substantial effect on knowledge and behavior (Sweat et al., 2012)
- It reaches youth effectively
 - A four-country study found social marketing effective in changing attitudes and sexual behavior (Agha, 2002)
- It helps sustain family planning gains
 - A commercial partnership model in Morocco saw continued increase in contraceptive use even after USAID concluded its support (Agha et al., 2005)

Social Marketing makes business sense - Example from Morocco's Kinat Al Hilal

- Wyeth and Schering lowered prices for two OC brands to 30% cheaper than the next available commercial product
- Over-branding with *Kinat Al Hilal* brand
- Donor funded mass media promotional efforts
- Started in 1992; successfully graduated in 1996



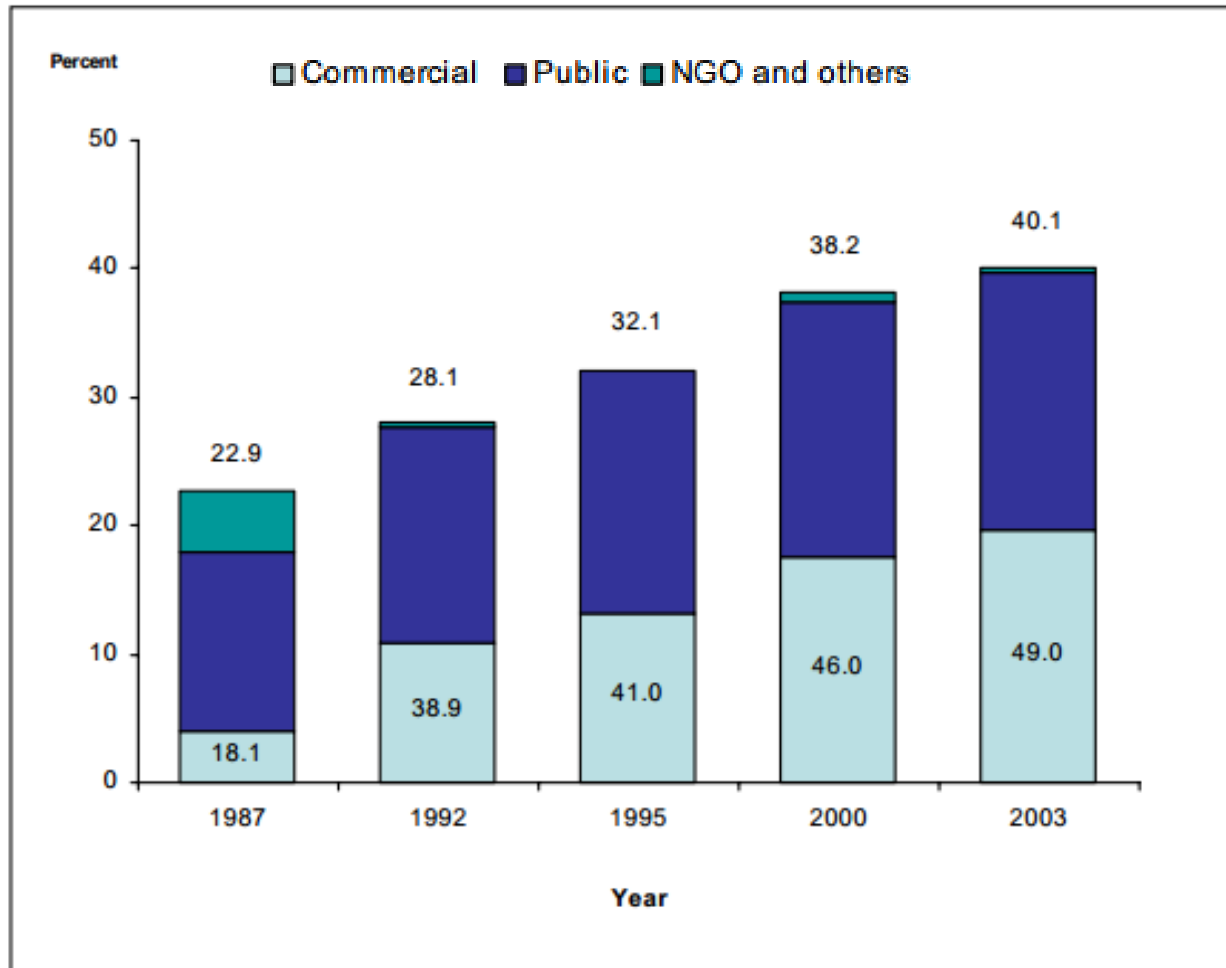
Social marketing with competitive pricing saw great success in sales



Sales of *Kinat Al Hilal* have increased from 2.4 million cycles in 1998 to 3.3 million cycles in 2002.

- Competitive pricing as compared to other commercial products led to significant increase in the sales of both products
- Even beyond 1996, the commercial partners kept retail prices low and continued to increase their sales

Social marketing allowed the total OC market to grow, and commercial sector saw the biggest benefit



Numbers on top of bar are method prevalence, and numbers inside bars are the commercial sector share

Conclusion



Match the social marketing model to program objective and country context

Ensure coordination among key players for effective market segmentation

Conduct research to ensure appropriate program design and implementation

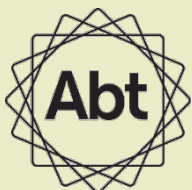
Social marketing is a powerful tool to introduce & scale-up access & use of new contraceptive products and brands

Invest in behavior change communication

Plan for sustainability at the beginning

Gael_Osullivan@abtassoc.com

www.shopsproject.org



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