Working with the private sector to change behaviour and create demand

Marti van Liere
Driven by the vision of a world without malnutrition, GAIN’s mission is to reduce global malnutrition through sustainable strategies aimed at improving the health and nutrition of populations at risk, particularly women and children.
THE ENVIRONMENT OF WOMEN AND GIRLS

- Modern Market
- Own production
- Wet market
- Health System
- Husband
- Family (mother-in-law !)
- Mass & social media
- Neighbours
- Schools
- Mosque / church
WHO ARE PRIVATE SECTOR?

Farmers

SME

MNC

Unilever

UNGAX HOLDINGS LIMITED

PEPSICO

Indofood Nutrition

Cargill

gain

DSM
BUT ALSO ... mobile providers

financial institutions

advertisement agencies
MOBILIZING CORE BUSINESS FOR IMPROVED NUTRITION

to produce nutritious foods,
more accessible & affordable
and responsible marketing

International Code of Marketing of Breast-milk Substitutes

www.gainhealth.org
MARKETING NUTRITION FOR BASE OF THE PYRAMID

In-depth case studies

http://www.gainhealth.org/editorials/marketing-nutrition-base-pyramid
LESSONS OF MARKETING NUTRITION 4 BOP

#1 Marketing nutrition is not (only) about health

#2 BoP consumers are ready to pay more for nutritious products they value

#3 Effective promotion leverages trust and aspirations

#4 Constant reminders and incentives drive compliance

#5 In rural and mature markets, traditional retail is the most cost efficient distribution channel

#6 In urban markets, door-to-door can create demand and build client loyalty

#7 Optimizing salesforce productivity requires following private sector best practices and innovating frugally

#8 Broadening customer base is key to build a sustainable business
Marketing is also about:

- ‘Bliss factor’ providing immediate satisfaction
- Convenience and aspirational
- Appropriate food form fitting with local habits

Poor consumers do not want cheap products:

They want:

- Quality & Trust
- Brand value
- Magic price between premium and cheapest
Promotion needs to:

- Be aligned with messages of health system
- Convince the eco-system of the caregiver
- Be Aspirational

Driving compliance is key for health and business impact:

- By home delivery and ready-to-eat foods
- Using daily SMS reminders
- Through subscription schemes
MOBILE PLATFORMS FOR NUTRITION

mNutrition initiative

To develop and scale-up the delivery of nutrition messages through agriculture and health mobile phone platforms in 14 countries:

- Cote d’Ivoire, Ghana, Malawi, Mozambique, Nigeria, Tanzania, Kenya, Rwanda, Uganda, Zambia
- Pakistan, Sri Lanka, Bangladesh, Myanmar

Government-endorsed messages from the **Feed Smart from the Start** campaign are extended to mobile platforms, such as Start Smart Mobisite.

Cell phone minutes are being given as reward for using Mobisite,
PUBLIC SECTOR PROMOTION VERSUS PRIVATE SECTOR DEMAND CREATION?
WHAT CAN WE LEARN FROM PRIVATE SECTOR MARKETING?

- Consumer-centred, addressing wants
- Consumer and marketing insights
- Emotional drivers, underlying motives
- Aspirational
- Universal insights & life goals
- Brands have value and are trusted
- 360° marketing
- Mass-media and social media use
- At scale
RUMPI SEHAT CAMPAIGN
EXAMPLE FROM INDONESIA

Formative research
- LSHTM: Evolutionary biology and ecological psychology model
- Key underlying motives: lack of confidence, affiliation, convenience

Creative design
- Playgroup: commercial creative
- Real-life dialogue, visual and repeated recognisable elements (sounds, funny movements)

Implementation
- Television
- Community activation
- IPC

Got it wrong?
Get it right!
RUMPI SEHAT CAMPAIGN - EAST JAVA INDONESIA

...it's not good for breast milk.
Designing the Future of Nutrition Social and Behavior Change Communication: *How to Achieve Impact at Scale*

5-6 November
Washington DC

Jan – Mar 2014  •  Evidence review

April 2014  •  Expert Working Group

November 2014  •  SBCC Conference
THANK YOU