Social Marketing in Public-Private Partnerships

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Plan

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2. The problem
3. Access initiative
4. The Tanzanian project
   ▫ Partners
   ▫ Method
   ▫ Results
5. Lessons learned
Nutriset

• 25 years of experience, research and innovation for the benefit of children; an operation 100% dedicated to humanitarian and welfare initiatives in developing countries

• Mandate: to create, produce and make accessible solutions for the treatment and prevention of malnutrition and so contribute to the nutritional autonomy of developing countries.

“Capacity of a country or community to set up a sustainable system to identify and make accessible the nutrients required for the development and good health of its population.”

The Problem

• Hunger and malnutrition kill more people than AIDS, malaria, and Tuberculoses combined

• 3.5 million preventable maternal and child deaths annually

• BoP people are the most affected, women, and children

• 1/3 of children malnourished

• Human and economic costs are enormous
The Strategy

Nutriset’s “ACCESS” Approach

- access to prevention
- economic development
- nutritional autonomy (e.g., PlumpyField network)
- principles of social marketing

Nutriset’s social marketing method

phase 1
RESEARCH AND PILOT PROJECT
- market study
- definition of what is offered
- preparation for launch

results
- a target
- a product mix (4P)
- SMART targets

phase 2
LAUNCH
- the right product
- at the right price
- in the right place
- at the right time
- with the right promotion

phase 3
EVALUATION
- checking that targets are achieved:
  if ok, carry on, otherwise change mix
- checking perceptions of benefits and behavioural change
The Project: Social Marketing in Tanzania

- Adaption of “Nutributter®”
- Prevention of malnutrition in children between 6-24 months
- Sold directly to low-income families
A Public-Private Partnership

• Main partners

• Ministries

• Field partners

The Phase 1 / Methods & studies (part 1/2)

• Focus Group Discussions

• Key Informant Interviews

• Household Observations

• Market Visits

• Questionnaires
Empirical Field Investigation
   a) Organoleptic study
   b) Usability trials
   c) A name and packaging study

Market Study
   a) Nutritional products available
   b) PESTEL

The Phase 1 / Methods & studies (part 2/2)

Results: Marketing Mix recommended

THE PRODUCT:
Nutritional supplement
10g sachet
2 sachets a day recommended for a 4 month period

PRICE: TZH 150 USD 0.10

PLACE
- Wholesalers
- Shopkeepers
- Pharmacies

PROMOTION
- Mass Media
- Public relations
- Outreach activities and Network activities
- Direct selling and POS material

PARTNERS
- DJPA
- i!
Lessons learned

Partnerships are essential:
• Knowledge of the country
• Expertise and experience
• Objectivity & credibility
• Financial backing

Main challenge:
• Positioning of the product

Next steps:
• Registration of the product
• Local production
• Pilot test distribution

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Nutriset – bearer of innovation and bring values for nutritional autonomy to developing countries