

Social Marketing of Sprinkles: from Formative Research to Marketing Reality – Case Study on Marketing of “Sprinkles”



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Agenda

- **IDA: Current scenario**
- **Sprinkles: Amazing invention**
- **Formative research** – methodology, objective and findings
- **Social marketing of Sprinkles** – SMC, Brac
- **Sprinkles in other countries**
- **Current situation in other countries**
- **Any barriers**
- **Lesson's learned for leveraging to other countries**
- **Wrap up**



IDA: Background Information

- Iron deficiency is the world's most common yet **preventable nutritional problem**
- Though largely eradicated from the developed countries, more than **750 million** children in developing countries still have iron deficiency anemia
- **Iron deficiency anemia (IDA)** is a condition, in which the body has lower levels of healthy red blood cells because of **inadequate iron in the body**
- The main causes of iron deficiency are **poor absorption** of iron (vitamin C aides in iron absorption), **inadequate daily intake of iron**, pregnancy, growth spurts and **blood loss** due to heavy periods or internal bleeding
- IDA is primarily **caused by diets with insufficient iron** or by blood loss and is more commonly found in the South Asia, Africa and Lat Am countries
- Although nutritionists also suggest using **Ready-to-Use Therapeutic Foods** for severely malnourished children, this option is **too expensive** and not suitable for moderately malnourished children



Sprinkles: Amazing Invention!

- Prof Stanley Zlotkin and his team at Hospital for Sick Children, University of Toronto, invented an amazing global product – *Sprinkles* for the children suffering from IDA
- In-home food fortification of complementary food with multiple micronutrient powder – *Sprinkles*
- Microencapsulated iron and other micronutrients packed in single-serving sachets containing a day's requirement
- Mixed into homemade semi-solid weaning foods right before feeding to a child
- It is a safe, economic, and effective for treating and preventing IDA
- Marketed/distributed in many countries in Asia, Africa and Latin America



Formative Research

Formative Research on Sprinkles:

- ✓ In 2005, the Hospital for Sick Children (HSC) started investigating how to use social marketing strategies to help bring this effective and low-cost technology to the people in Bangladesh, requiring micronutrient supplement.
- ✓ Before doing so, ACNielsen Bangladesh, in collaboration with BRAC and Hospital for Sick Children, carried out formative research and pilot testing of Sprinkles distribution among the target population.



Methodology

Respondents: Mothers, government and non-government health workers, opinion leaders and local shop keepers.

Areas: Nine areas, in Bangladesh, were selected randomly, representing urban, rural, hilly, plain, riverine, and ultra-poor areas for the study.

Sample size: (a) household survey (756 mothers of children aged 6-24 months), (b) observation 36 infants on child feeding practices, (c) In-depth interview (90) and (d) 50 shop keepers.

Major activities of the study:

- ✓ Selecting distribution agent for Sprinkles,
- ✓ Consumers' perspective during post-TIPs (Trial of Improved Practices),
- ✓ Formation of Sprinkles Working Group (SWG),
- ✓ Nutrition education session with mothers,
- ✓ Distribution of 60 Sprinkles for 60-day intervention,
- ✓ Monitoring the intervention by Nielsen Research Associates.



Objective

The overall objective of the study was to develop an **effective and sustainable social marketing strategy** on Sprinkles for reducing the prevalence of IDA among infants and young children in Bangladesh.

A comprehensive social marketing and communications strategy was developed to support the implementation of the program on Sprinkles distribution and communication.



Salient Findings from Formative Research

- ✓ The formative research on Sprinkles indicated the **possibility of marketing** this product using social marketing concept
- ✓ The **acceptance** of Sprinkles was very high among the mothers. Children were very **eager to take** food mixed with Sprinkles
- ✓ **No resistance** was found from the household level or the community level. Overall, the compliance rate of Sprinkles was 81%
- ✓ **SMC and BRAC** have accepted the findings (they have started marketing under two brand names – Moni Mix and Pushtikona respectively)
- ✓ The social marketing and communication approach was found successful in promoting and introducing the newly developed product Sprinkles in Bangladesh
- ✓ This experience may be **leveraged** as a case for other countries

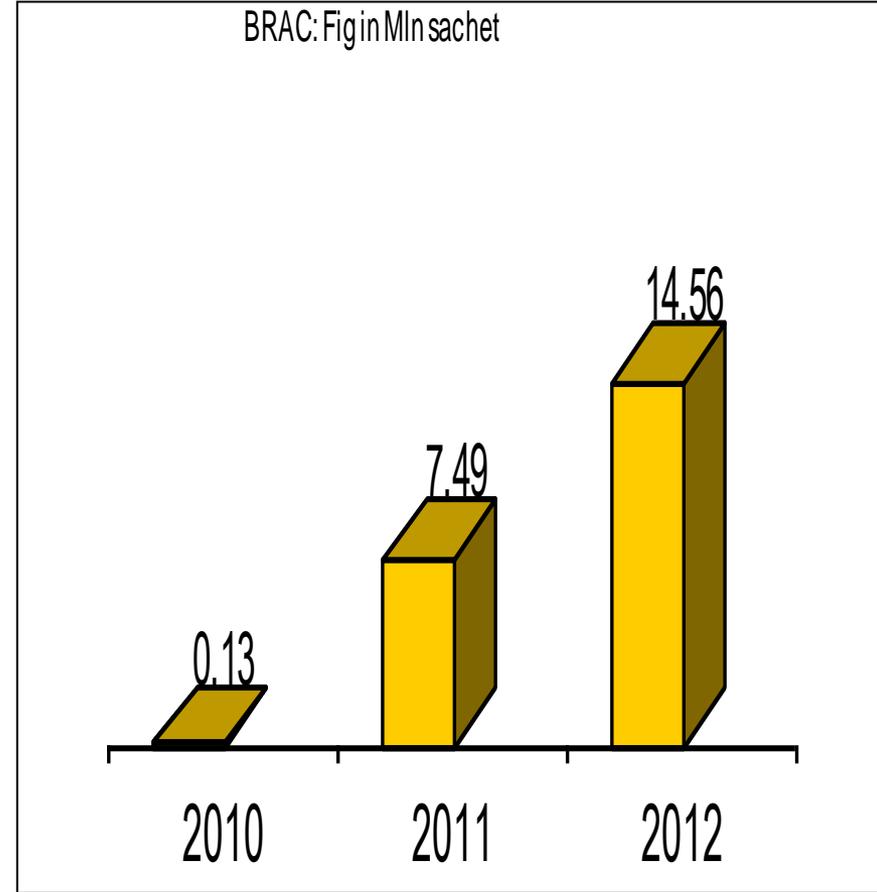
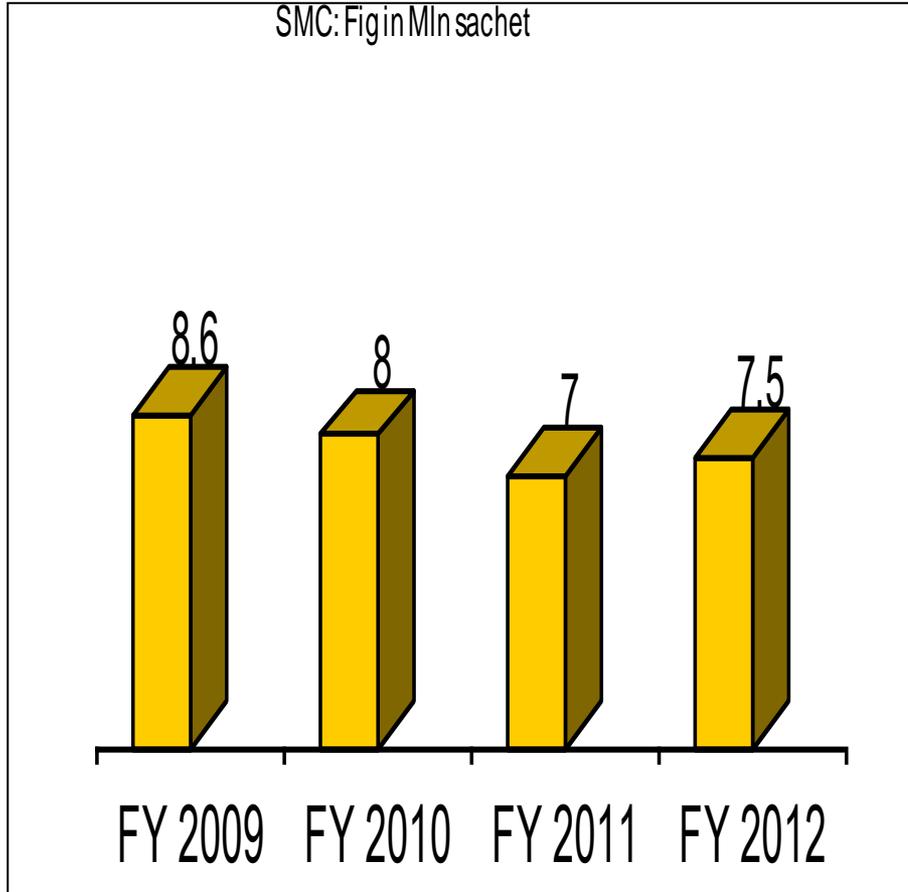


What next?



Social Marketing of Sprinkles

Post formative research scenario -



Marketing/distribution: Current Global Scenario

Situation	Status
<p data-bbox="42 254 927 428">Sprinkles/MNP health product for the children are marketed or distributed in many countries -</p> <ul data-bbox="42 471 927 1042" style="list-style-type: none">- Bangladesh (Moni Mix, Pushtikona, Pushtika, My Mix)- Nepal (Vit-Mix-It - VMX)- Kenya (MixMe)- Haiti and Caribbean countries- Bolivia, Mongolia, Kyrgyzstan- Dominican Republic- Pakistan (Baby Active)- Madagascar etc. <p data-bbox="42 1071 927 1185">Could not market in India and other countries</p>	<ul data-bbox="985 254 1874 1242" style="list-style-type: none">✓ Success story in Bangladesh, taken as a social marketing business, still huge untapped market✓ In other countries, mostly marketed/distributed with “low profile” initiative✓ Although it is distributed in different markets, but no sign of “business success” yet✓ Still on a trial basis in many countries✓ Used as an “emergency” food supplement (for refugees, cyclone etc.) by WFP, Unicef, MI etc. (Branding as?)✓ In many countries, still considered as drug/medicine (e.g. India)



Why Sprinkles is not Marketed Globally?

Most of the mothers did not start Sprinkles -

- ✓ No clear idea or information about Sprinkles and its benefit
- ✓ Not aware - did not feel the necessity, never were interested
- ✓ Not available in the nearby markets

Need for effective global business strategy for Sprinkles

- ✓ No strong global initiatives?
- ✓ Haven't taken it as a business proposition?
- ✓ Haven't shown the direction to the stakeholders/policy makers?

There is a need for global business strategy. Can we use social marketing or social business approach?



Lessons Learned: Direct the Mothers, Show the Path

True but Useless

We know about malnutrition problem, it's causes, reasons etc. etc.

These are "TBU". Millions of kids can't wait for those issues to be addressed.

Mothers need direction, not motivation;

Analysis - paralysis

Analysis is required, but too much analysis can doom the effort

- Show them – where to go
- Tell them - how to act

30-second universal message – showing path

They need right information on product - safety aspect (no side effect), how to use, mixing with food, benefits, availability, price etc.

Benefit – giving hope – *“making my child healthier, not very hard, its something I can do”!*



Lessons Learned: “Educate” the Stakeholders



Tertiary stakeholders -
Government, Partner NGOs,
Donors, Universities, Media,
Doctors, Civil Societies etc.

- ✓ Lack of information on the consequence of IDA on children of 6-24 months
- ✓ Availability of Sprinkles
- ✓ Role and benefits of Sprinkles
- ✓ Help changing rules and regulations for Sprinkles (removing barrier blocks)?

Showing DIRECTION is as simple as –

- ✓ **Invite** – for dialogue
- ✓ **Inform** – about Sprinkles
- ✓ **Inspire** – motivation to act

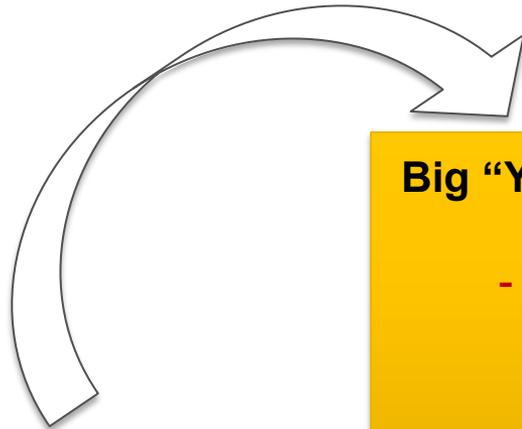


Wrap-up!

- ✓ Mothers need direction, not motivation; show them path
 - ✓ Tertiary stakeholders need ``Invite, Inform and Inspire``
 - ✓ Strong need for global business initiative, using marketing and communication approach
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- ✓ Only social persuasion (with communication) will not work
 - ✓ Let`s use marketing approach (as a business proposition) and turn it tp a social movement for a healthier and smart generation



Therefore, taking Sprinkles Globally



Sprinkles – amazing product for the children, but -

- Presence in few countries with insignificant coverage;
- Still a subsidized product
- Still used as an emergency product (for refugees and cyclone victims)
- Could not become a household name yet

Big “Yes” of satisfaction-

- **Parents satisfaction** (their children are intelligent with good health, growing!)
- **Marketers satisfaction** (huge demand and revenue)
- **Healthy and active generation** (Generation-next satisfaction)

**Sprinkles
going globally**



“Need direction, show the path to my mom!”



Thank you!

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