



Lessons Learned From Market Based Approaches to MNP Distribution & Promotion

IETJE REERINK

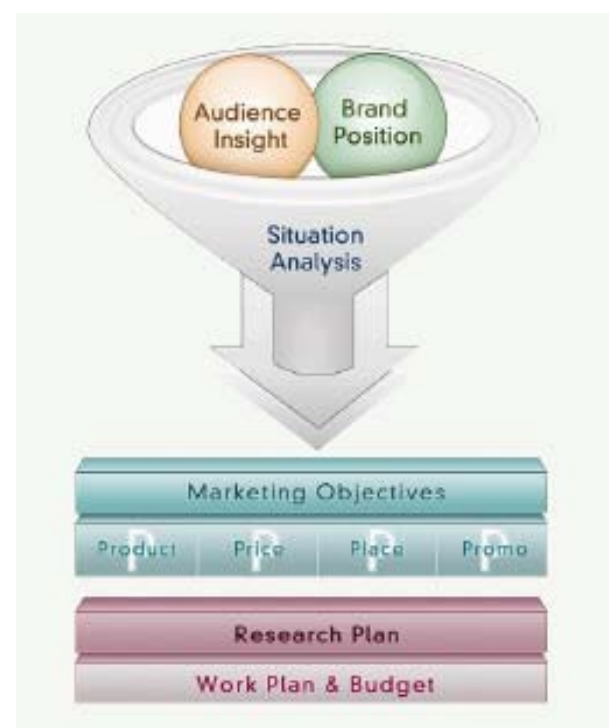
19 October 2014

Project Background

- UNICEF-funded learning project on social marketing of MNPs (2014-15) (feasibility, sustainability)
- Country programs implemented by PSI in four countries since 2013
- Generating learning and evidence on market-based approaches to optimize access and use of MNPs
- Local funding by UNICEF and/or other partners
- Product imported by UNICEF and/or MOH

Project Approach

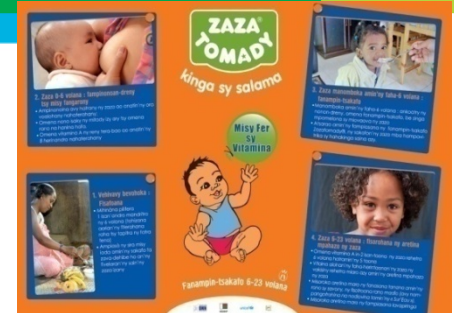
- Using a **Total Market Approach** to ensure **sustainable access to MNPs** and to encourage **long-term behaviour change**
- Marketing mix → 4 “Ps”
 - **Product** → brand & positioning
 - **Place** → multiple channels
 - **Price** → affordable pricing structure
 - **Promotion** → SBCC strategy to increase caregiver awareness about IYCF, incentivize intermediaries and to encourage the use of MNP



Country Context

	Laos	Madagascar	Mozambique	Somaliland
Product launch	Sept. 2014	Feb. 2013	TBD	Nov. 2014
Target group	6-59 months	6-23 months	6-59 months	6-59 months
Local brand	<i>Happy Kid</i>	<i>Zazatomady</i>	<i>Vitamais</i>	<i>Superfarrid</i>
W2P	Yes	Yes	Yes	Yes
Communication strategy	Yes	Yes	Yes	Yes
SBCC	Yes	Yes	Yes	Yes
Evaluation	Ongoing	Yes	NA	No
Scale up model	Project ends Dec. 2015	Yes	No	Yes

Madagascar: Pilot Phase



- Results:
 - High trial and acceptance rates at urban and community level: 46% for 1st box; 45% the 2nd box, 25% the 3rd box
 - Strong positive influence on IYCF practices (from 11% to 47%)
 - Positive impact of IPC and mass media on IYCF and MNP use
 - Sales revenues used for IPC/comm. activities
- Key Challenges:
 - Product quality
 - Funding for scale up
 - Supervision & support to CHWs; urban users follow up

Madagascar: Lessons (scale up)

- Product quality issues during the pilot phase continue to haunt the scale up
- Quality of CHW training is essential for the initial uptake and continued use of the product
- Promotional activities and SBCC are key to create demand, address misperceptions/doubts, and promote correct use
- Continuous monitoring of product use at community level for consumer insights
- Modified distribution strategy to increase access in urban areas

Mozambique: Lessons



- Effective and innovative brand development was a key factor for success (*Superbebe*)
- The multi-channel promotional campaign was very effective to increase product uptake (IPC/TV)
- Audience insights helped the team choose the distribution channel
- Collaboration with key partners could have been better (MoH)
- Challenging to restart sales with MOH free distribution

Somaliland: Lessons



- Pricing the product right is essential but not always straightforward
- Expansion of distribution points ongoing to ensure wider reach and improved access
- Regularly checking for comprehension of messages and adapting them is important for continued correct use
- More emphasis on initial counseling by pharmacist staff to avoid incorrect use



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Laos: Lessons

- Successful brand development, promotion, distribution and pricing strategy
- Distribution through a commercial intermediary highly effective to reach target group, expand activities, and free up staff for monitoring and promotion
- Using MNP requires significant behavior change due to Lao eating habits, and persistent counseling
- Persuading private sector providers to stock MNP in areas with free distribution is difficult
- Pharmacists require a high level of support to actively promote MNP to customers

Evaluation of MNP delivery models

Delivery Models

Public Sector
Distribution

Market Based
Distribution

Mixed Model

No
intervention

Evaluation Criteria

Coverage

Equity

Acceptability

Compliance

Cost/ affordability

Capacity for expansion

So did the project help improve:

- Access to MNPs?
 - Among the most vulnerable?
 - Was the product affordable and were intermediaries sufficiently motivated?
- Availability of MNPs?
 - More consistent availability? Targeting of subsidies where free product exists? Better penetration?
- Demand for and knowledge of MNPs?
- Generate learning to guide replication?
 - In a variety of contexts with different models?
- Sustainability?
 - Cost Recovery? Growing the total market for MNPs?

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