

Marketing nutrition for the Base of the Pyramid

Webinar 1: **Building demand for and repeat usage of nutritious foods**

The Webinar will start shortly



HYSTRA
hybrid strategies consulting

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All resources can be found on the event page: bit.ly/NutritionMarketing

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Welcome to our conversation

Webinar 1: **Nutritious foods: building demand and repeat usage**

Panellists

Marti J. van Liere, Director Maternal, Infant and Young Child Nutrition at GAIN

Lucie Klarsfeld McGrath, Senior Project Manager, Hystra

Caroline Ashley, Editor, The Practitioner Hub for Inclusive Business



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POLL: Have you been on a Hub webinar before?

Yes

No



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Type your questions in 'Chat' at anytime

Provide your feedback afterwards

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Presentation slides and webinar recording will be available on the webinar page, along with useful links

bit.ly/NutritionMarketing



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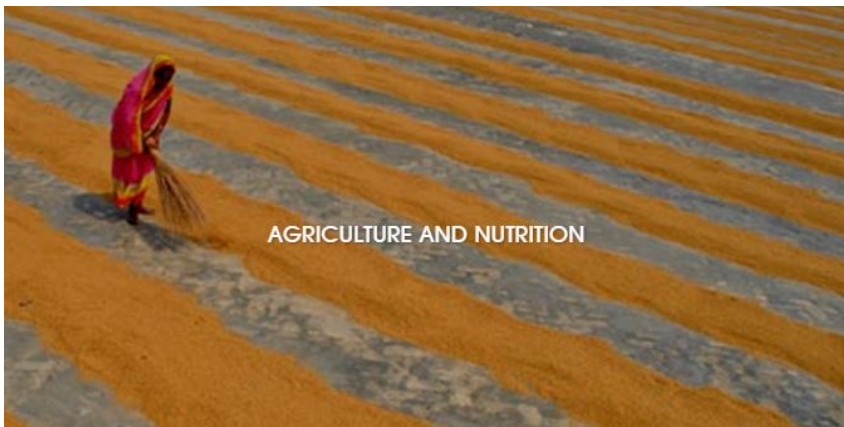
ABOUT GAIN



- **The Global Alliance for Improved Nutrition** is an international organization that was launched at the UN in 2002 to tackle the human suffering caused by malnutrition.
- GAIN is driven by **the vision of a world without malnutrition**. We believe that everyone in the world should have access to an affordable, healthy and nutritious diet. We focus on **children, girls and women** to break the cycle of malnutrition and poverty.
- GAIN is recognized as a **leading advocate for multi-sector approaches** to both global health and food security issues. We have played a key role in developing programs that harness the power of markets for poor people.



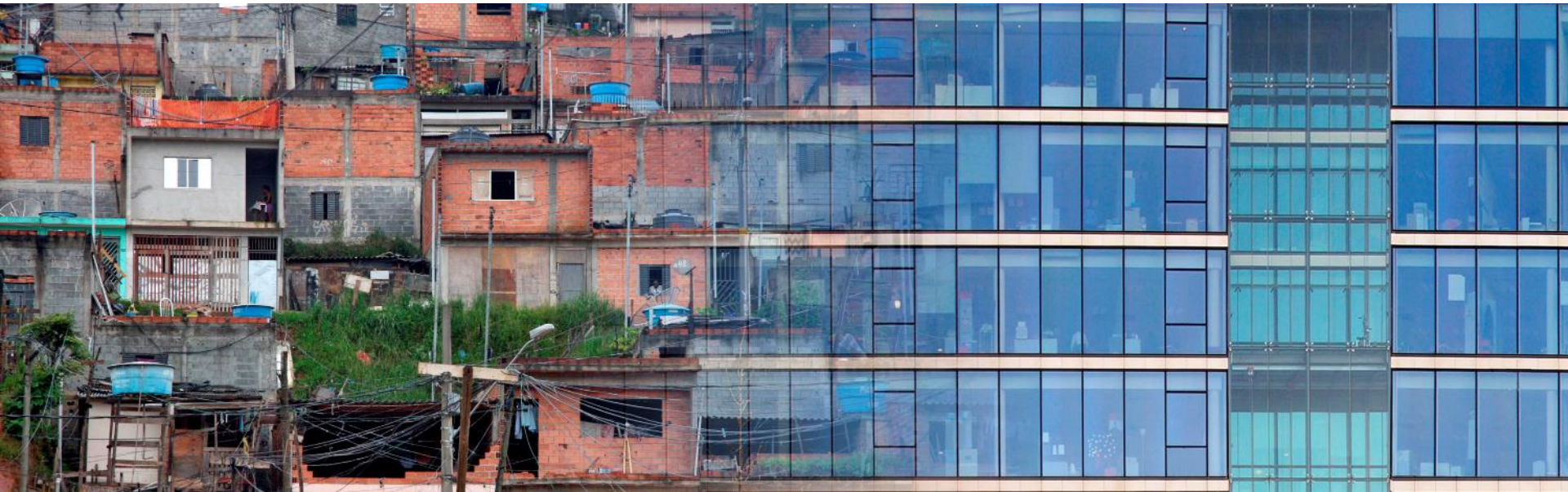
OUR KEY FOCUS AREAS





Hystra is a global consulting firm specialized in inclusive business and Base of the Pyramid (BoP) markets

We design and implement *hybrid strategies*,
i.e., innovative business models with a game-changing social impact



OUR KEY SECTORS



SMALLHOLDER AGRICULTURE



ENERGY



**MARKETING FOR THE BOP
AND LAST MILE DISTRIBUTION**



SAFE WATER



SANITATION



NUTRITION



HOUSING



INFORMATION AND COMMUNICATION TECHNOLOGIES



**PUBLIC-PRIVATE
COALITIONS**



POLL: What type of organisation do you work for?

- International / regional business
- Local business / SME
- NGO's / civil society / not-for-profit
- Academic / research institute
- Government
- Bilateral/ multilateral donor agency/ UN agency
- Consultant
- Other



Building demand for and repeat usage of nutritious foods

Marti J. van Liere

13 January 2017



The ugly truth

159
million
Children are stunted

600
million
Adults are obese

At least
50
million
Children are wasted

533
million
Women are anemic

The cause



**Malnutrition
results from
the interaction of
poor-quality diets and poor-
quality health and care
environments and
behaviours**

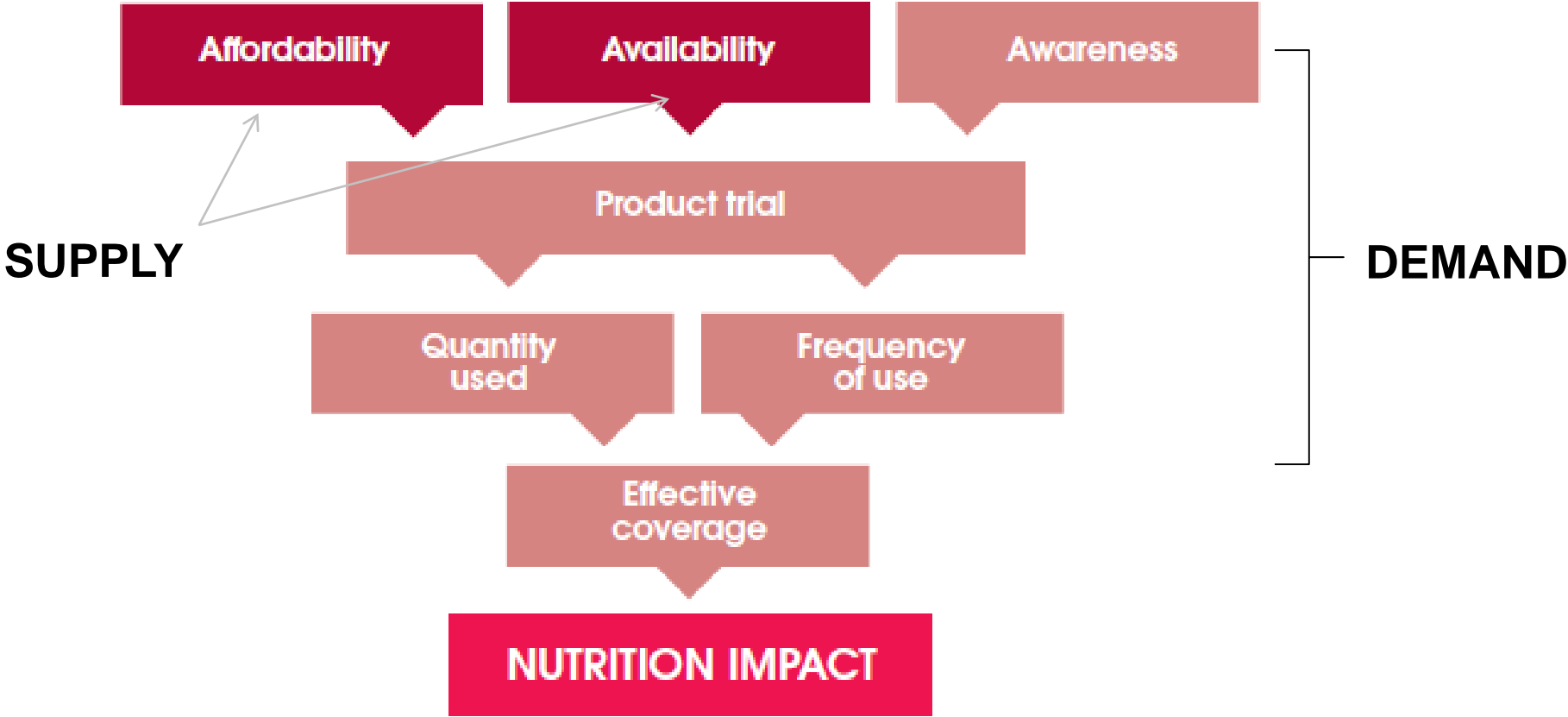
Contributing to a solution



**BUSINESS
SOLUTIONS
TO
ADDRESS THE
MALNUTRITION
CHALLENGE**

**Improving
availability and
accessibility and
utilisation of affordable
nutritious
foods**

Nutritious food supply and demand, leading to impact



**WHAT DO CONSUMERS
WANT ?**



POLL: What do you think consumers at the Base of the Pyramid want?



- Home-grown, indigenous foods
- Cheap processed foods
- Imported branded products
- Healthy and nutritious foods
- The product whose taste they like best

Bridging the gap between consumers' Needs and Wants



What infants aged 6-24 m NEED

- High quality **nutrient-dense complementary foods**
- in addition to **breast milk**
- **available** to moms
- **affordable** to moms
- given in the **right frequency** and **right quantity** (**compliant or effective use**)
- prepared in a **hygienic** manner



What moms WANT

- Foods that **their baby likes** (taste, color)
- that are **convenient** to procure and prepare
- are **perceived** as being of **high quality**
- **are value for money** (not the same as cheap)
- makes them look and feel like a **great mother!**

**A CONSUMER-CENTRED
APPROACH
TO DEMAND CREATION
AND BEHAVIOUR CHANGE**



Deep consumer insights translated into product & positioning

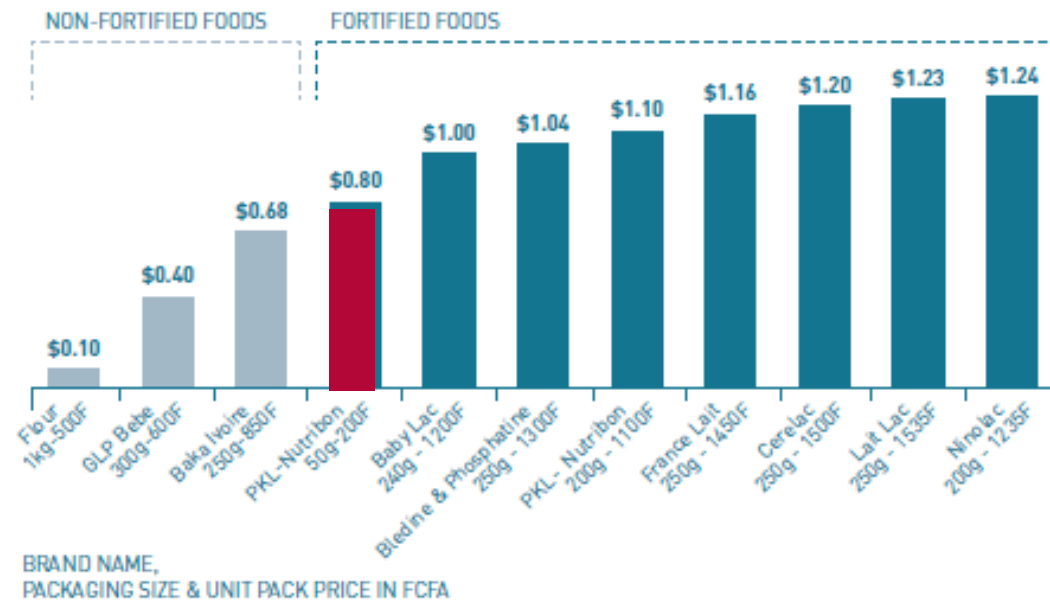


Poor people want value for money!

- Not only price!
- Trust & quality
- Relevance (small sizes)
- Aspirational & convenience
- Brands bring value



Range of available products between traditional foods and premium branded products:
Price of 100g of infant food in Côte d'Ivoire (in USD)



Taste & Sensory



- Color & taste play an important role in appetite and the amount of food consumed
- They also affects consumer perceptions of quality
- New product formats need to fit in existing habits



POLL: Which one of these would you respond to as a mother?



1



2



Emotions: What can the public sector learn from private sector marketing ?



CARD: EIGHT TIPS FOR FEEDING YOUR CHILD
Breastfeeding & Infant Feeding Counselling Cards



Educational versus Emotional

Packaging and Branding are key factors in decision to purchase and use

- to increase the attractiveness, appeal and quality perception of the product
- to support educating the consumer on serving size, regimen, and other health messages



*"From 6 months of age"
pictogram for clarity of target
group in line with WHO code*

*Endorsement by credible
institution e.g. FMHACA*

*Brand Logo to
establish
awareness*

*Mother and child
connection enhancing
the emotional benefit
of nurturing a healthy
future*



*Highlighting the product benefits
to convince the caregiver about its
quality and goodness*

*Traditional pattern
and colour
background*

Increasing sales and compliant use



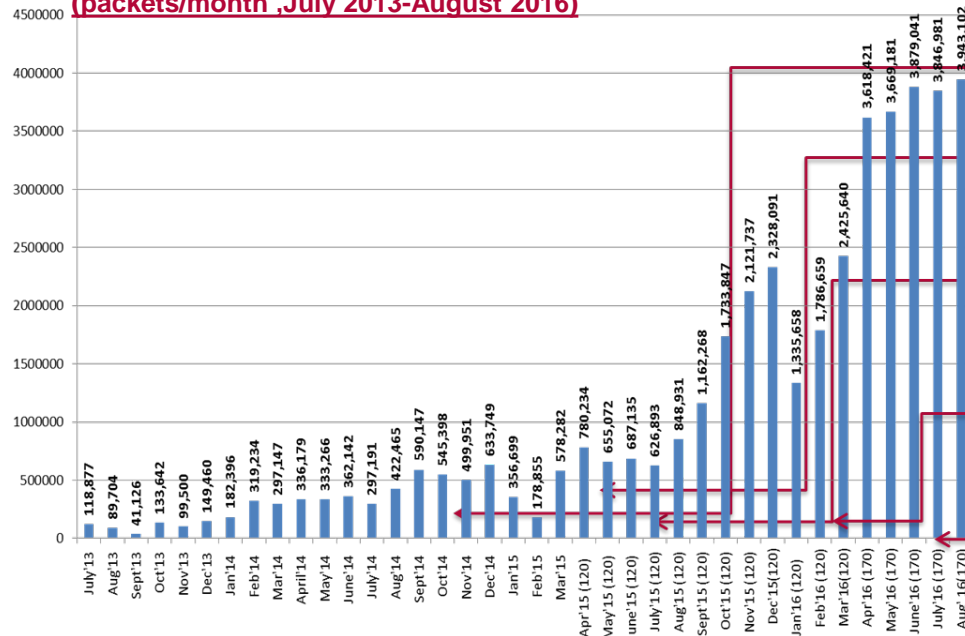
REMINDERS



REWARDS



Sales of micronutrient powders in Bangladesh (packets/month July 2013-August 2016)



- Training of sales force
- Incentives scheme to drive effective coverage
- Monthly monitoring and course correction – starting
- Strengthened supply chain management
- Roll out of SBCC

A campaign around Social Norms: Baduta project, Indonesia

“Healthy Gossip” = Rumpi Sehat

Built around the insight that Indonesian mothers worry about being judged by “nosy” neighbours and want to be seen as a good mother (White et al, 2016)

Key characters in the campaign

- Gossip Lady – who gossips and gets corrected
- An authority figure: the midwife, the grandmother;
- The ‘Perfect Mom’ who’s got it all right.



Emo-demos: creating an emotional experience at the community level



Highly interactive group activities that:

- Disruptive: surprise & attention
- Highly focused on 1 key behaviour
- Spark emotions
- Challenge social norms or traditional beliefs
- Spark re-evaluation of current behaviour
- Instill confidence to adopt the target behaviour



IN CONCLUSION



POLL: What lessons did you draw from this presentation?



- Nutritional information does not sell products
- Lower the price to boost demand
- Colourful packaging drives demand
- Low-income groups do not spend money on nutrition
- Consumers buy foods that make them feel good about themselves
- Convenience drives demand and repeat usage

NUTRITION AND HEALTH DO NOT SELL



VALUE PROPOSITION

#1 Marketing nutrition is not (only) about health

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



Marketing is also about:

- 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; positioning between premium and cheapest

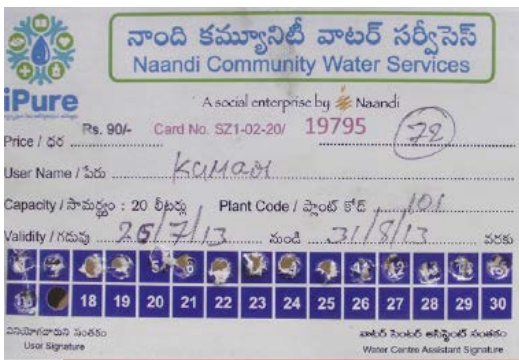




Aspirations and Compliance

Promotion needs to:

- Be aligned with public health messages
- 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 reminders
- Through incentives or subscription schemes

**... Make nutrition desirable to consumers,
by addressing their wants**



"I want my neighbors and my mother-in-law to think of me as a good mum who takes care of her children".

"I am using it because my baby likes it and won't make a fuss at mealtime"

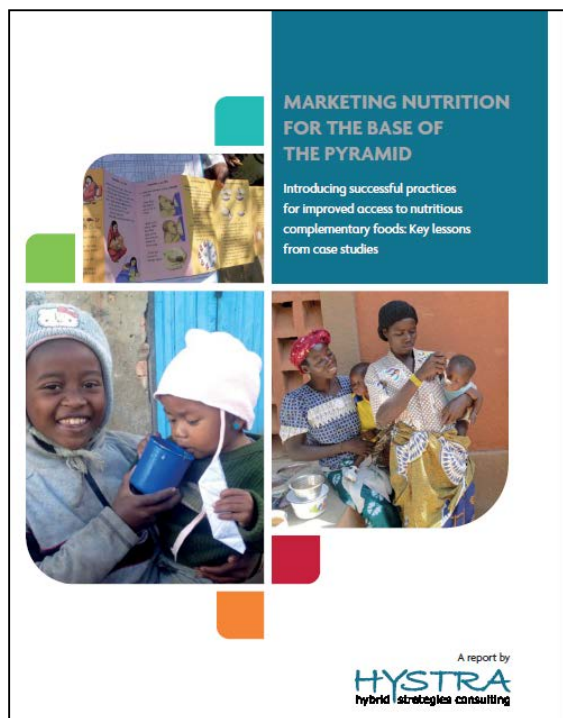
"I want to feel assured that I do what is best for my children to help them grow healthy and happy".

"I see that my baby's appetite has increased when I give MNPs"

To read more about these lessons



Marketing Nutrition 4 BOP



<http://hystra.com/marketing-nutrition/>

GAIN Working Papers 1, 2 and 3



<http://www.gainhealth.org/programs/maternal-infant-and-young-child-nutrition/#resources>

NEXT WEEK: 19th January

7.30pm Delhi, 5pm Nairobi, 2pm UK, 9am New York

Guest speaker: Clémence Boule Martinaud, Nutrition Projects Manager at GRET Professionals for Fair Development



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Discussion

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Type your questions to Marti or Lucie in 'chat'

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www.gainhealth.org

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More on Nutrition

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