



Full Market Impact™

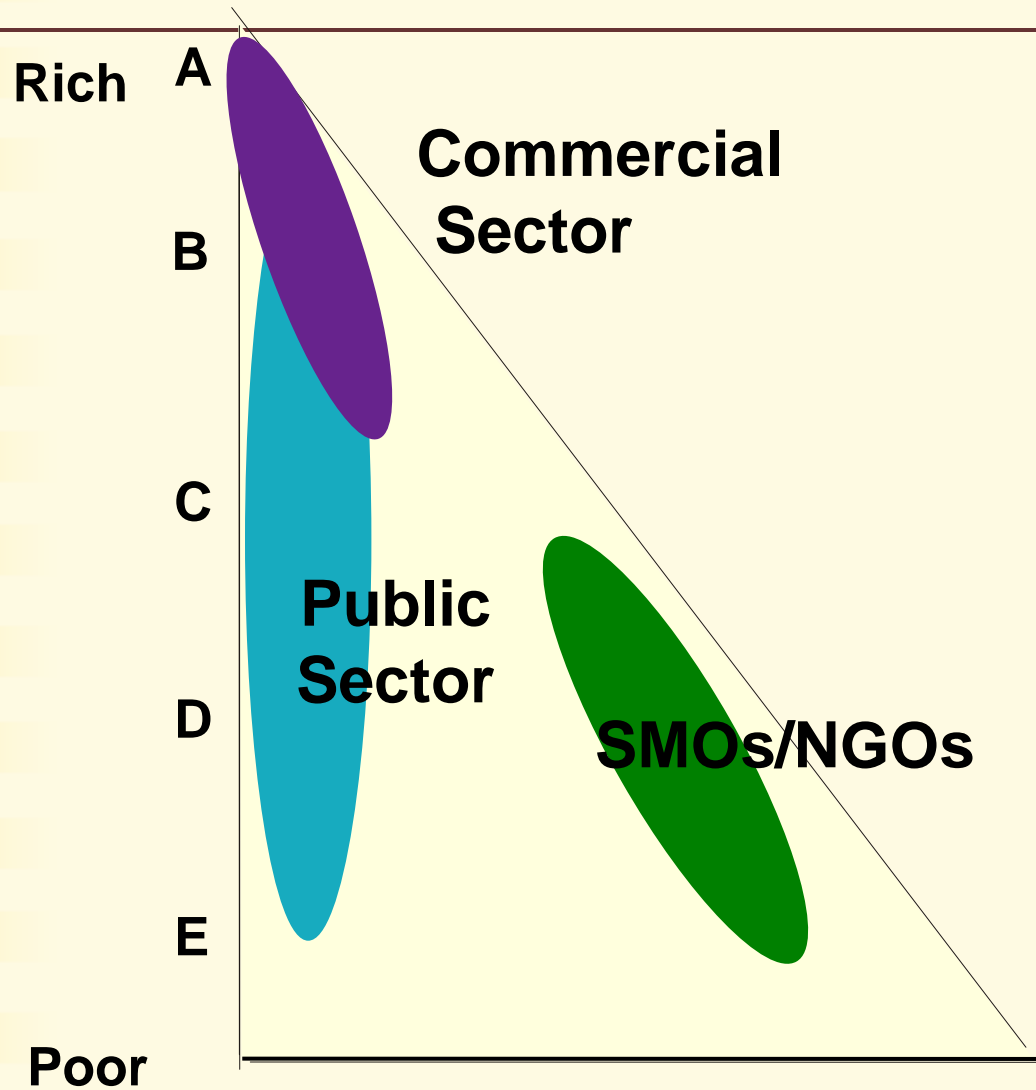
*Social Marketing Evolves to Achieve Total Market
Development and Sustainable Health Impact*

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Academy for Educational Development

Usual Situation: Inefficient Market Coverage



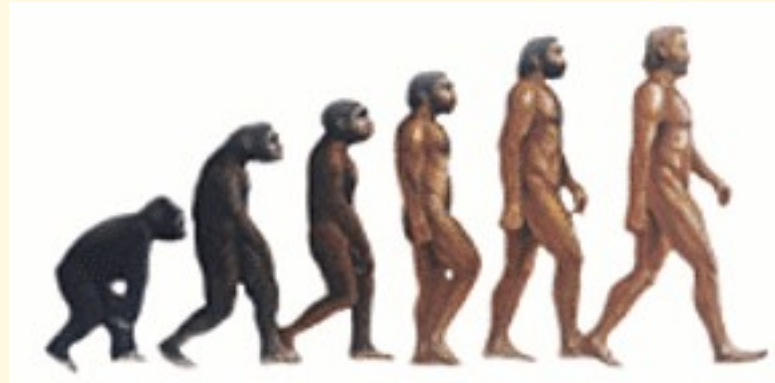
Traditional Social Marketing

- Develop and promote non-commercial brands, subsidize supply side, and create donor-dependant marketing systems
- Successful in achieving high sales, but at what cost to donors and local business?
- No incentives for private sector to invest in marketing “public health products”
- What happens when the money runs out?



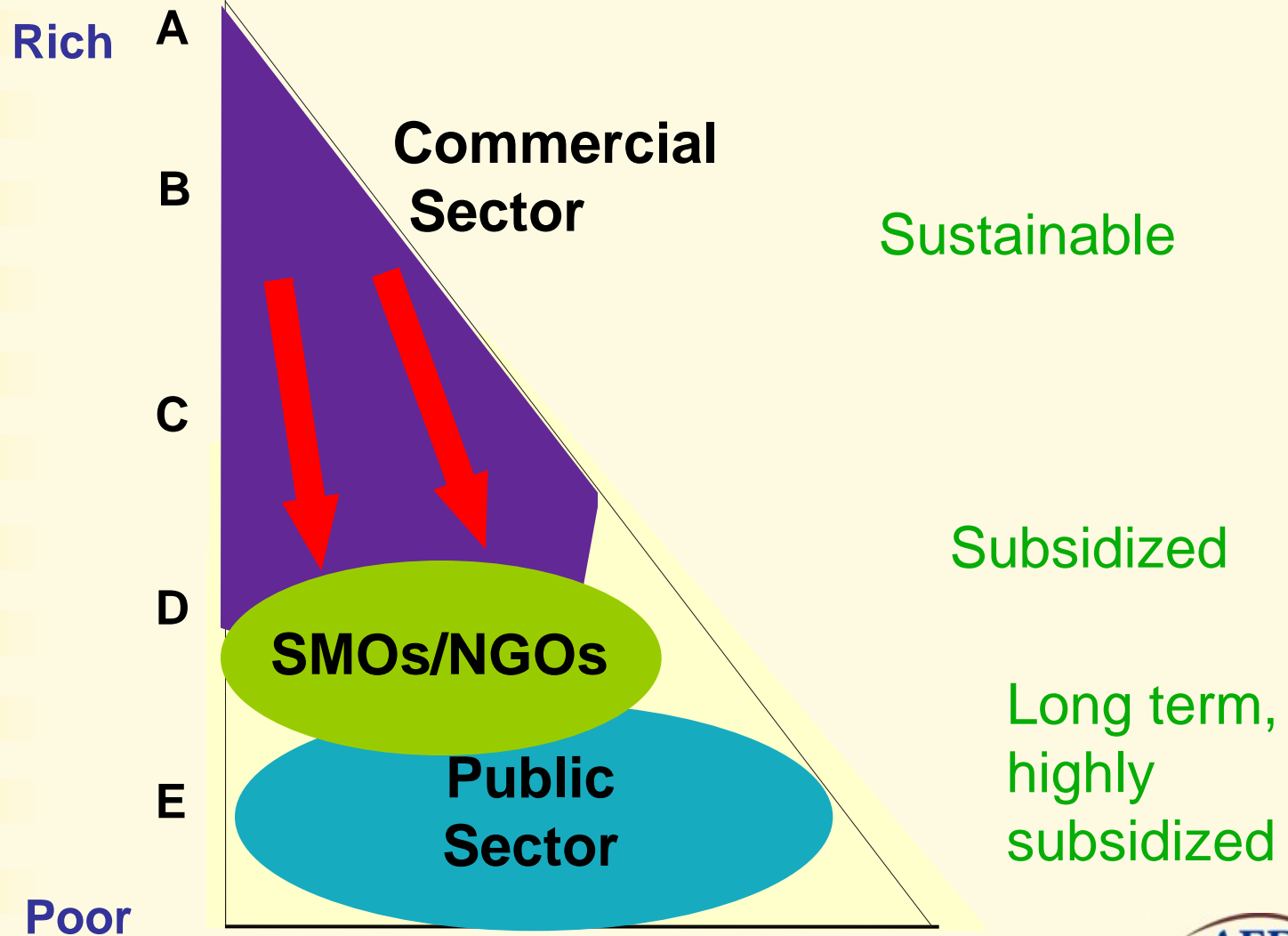
Charity is injurious unless it helps the recipient to become independent of it.
John D. Rockefeller

Evolution

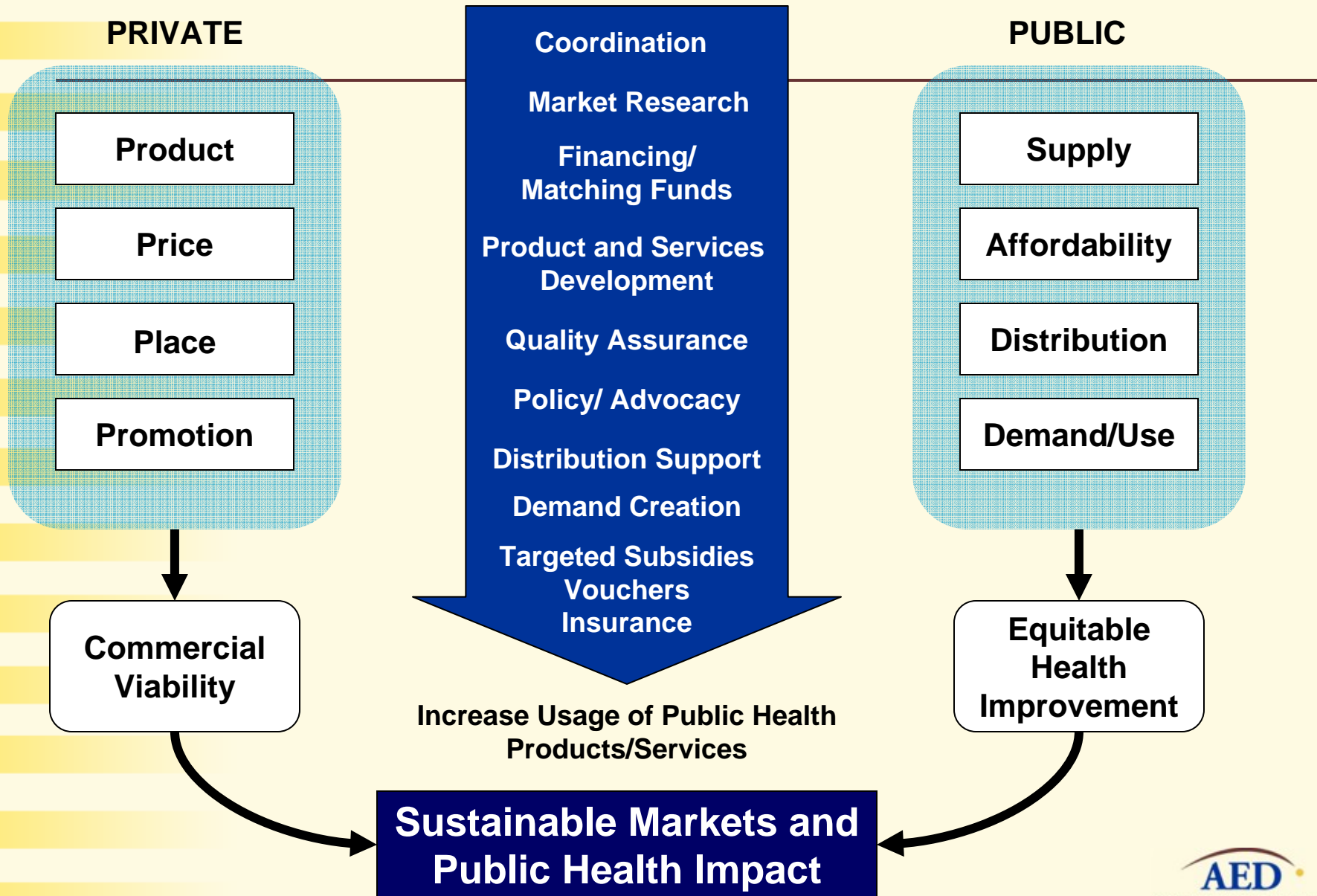


Traditional social marketing evolves to Full Market Impact

Full Market Impact Through PPP



Full Market Impact™



Implementing FMI in USAID Private Sector Projects

- NetMark
- Private Sector Program
 - Tanzania Marketing and Communications for AIDS, Reproductive Health and Child Survival (T-MARC)
 - Nepal Social Marketing and Franchise Project: AIDS, Reproductive Health and Child Survival (N-MARC)
 - Social Marketing Plus for Diarrheal Disease Control: Point-of-Use Water Disinfection and Zinc Treatment (POUZN)

N-MARC Commercial Partnership

Commercial Distributors

- Enlist commercial sector in effort to increase consistent condom use among MARPs
 - More condom choice (types/varieties) for MARPs, increase use
- Tap willingness to invest in condom market development
- Reduce dependency on donated and/or subsidized condoms
- Build sustainability due to planned phase-out of USAID donated commodities

N-MARC Matching Funds Strategy

- Implement matching funds program based on:
 - USAID Global Development Alliance principles
 - Full Market Impact principle of “shared risk, shared reward” for public-private partnerships



N-MARC Early Results

- Three small trading firms selected to receive matching funds through competitive process
 - Marketing eight condom brands including new female condom product
- Commercial market share nearly doubled from 13% to 23% in less than a year
- Gayatra Store Enterprises nearly doubled its condom sales, Praxis Trade Link sales grew nearly 50%
- Private partner investment of \$400,000 versus USAID investment of \$100,000 = 1 to 4 overmatch

NetMark FMI Highlights

- Partnership
 - 40 international and African ITN manufacturer and distributor partners
- Investment
 - Joint investment with net manufacturers and distributors have resulted in over \$65 million private investment, \$1.35 for every USAID dollar invested
- Equity
 - Pioneered targeted subsidies with voucher programs in multiple countries, with funding from multiple sources including private sector (Exxon)

POUZN FMI Highlights

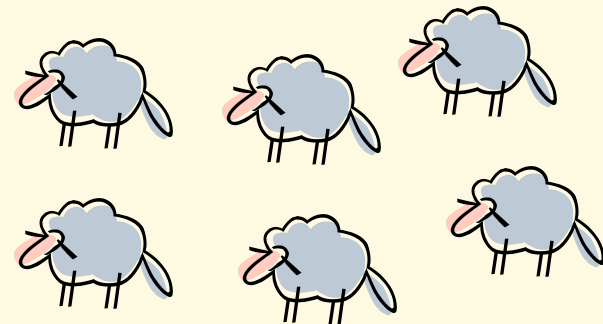
- Initiatives in India, Tanzania and Indonesia
- India
 - 15 commercial partners for zinc and POU water disinfection
 - Forging novel partnerships between the private commercial sector and NGOs/SHGs that enable reach to the BoP
 - Developing inventive microfinancing solutions to build BoP market for POU water disinfection
 - Leveraged commercial sector investment of \$2.5 million in marketing zinc treatment primarily for children's diarrheal disease
 - Market growth rapidly accelerating for both zinc and POU
 - Zinc market: 60% annual growth rate

T-MARC FMI Highlights

- Partnership
 - Collaborative agreement with Shelys Pharmaceuticals
- Investment
 - Shelys co-investing in expanding market for condoms and pills
 - Launched own brand ACT, ORS and zinc through its own investment
- Sustainability
 - Shelys aims to take ownership of subsidized USAID brands while continuing to develop markets for its own “public health” brands

The Catalyst's Role

- The catalyst for total market approaches must be a disinterested, “honest broker”
- Organizations that own and market brands have an inherent conflict of interest and cannot viably lead a TMA that facilitates the participation of multiple players



Beware of the wolf tending the sheep herd

For More Information, Contact:

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