



World Social Marketing Conference 2008

Brighton & Hove City, England, 29 – 30 September 2008



NetMark and the Full Market Impact™ Model

Public-Private Partnership in Malaria Prevention

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Academy for Educational Development

NetMark Program Overview

- \$65 million, 10-year USAID-funded malaria prevention project
- Launch date: October 1999
- Africa focus: Ethiopia, Ghana, Mali, Nigeria, Senegal, Uganda, Zambia



NetMark Objective & Strategy

Objective:

- To build viable markets for insecticide treated nets (ITNs) in select African countries through partnership with business

Strategy:

- Joint-risk, joint-investment partnerships with multinational and African manufacturers, marketers and distributors



“Business As Usual”

- Governments and donors impose products and behaviors on consumers without understanding their perceptions, needs and aspirations
- Procurement and distribution of free health commodities by governments and NGO's through overburdened systems with limited reach
- No thought to long-term: sustainability = “fundability”
- No incentives to manufacturers to develop their “brands”



“Business As Usual”

Classical social marketing

- Develop and promote non-commercial brands, subsidize supply side, and create donor-dependant distribution systems



Classical Social Marketing

A few questions...

- Successful in achieving high sales, but at what cost to donors and local business?
- Are the right people being reached?
- Are there inherent conflicts of interest?
- What happens when the money runs out?



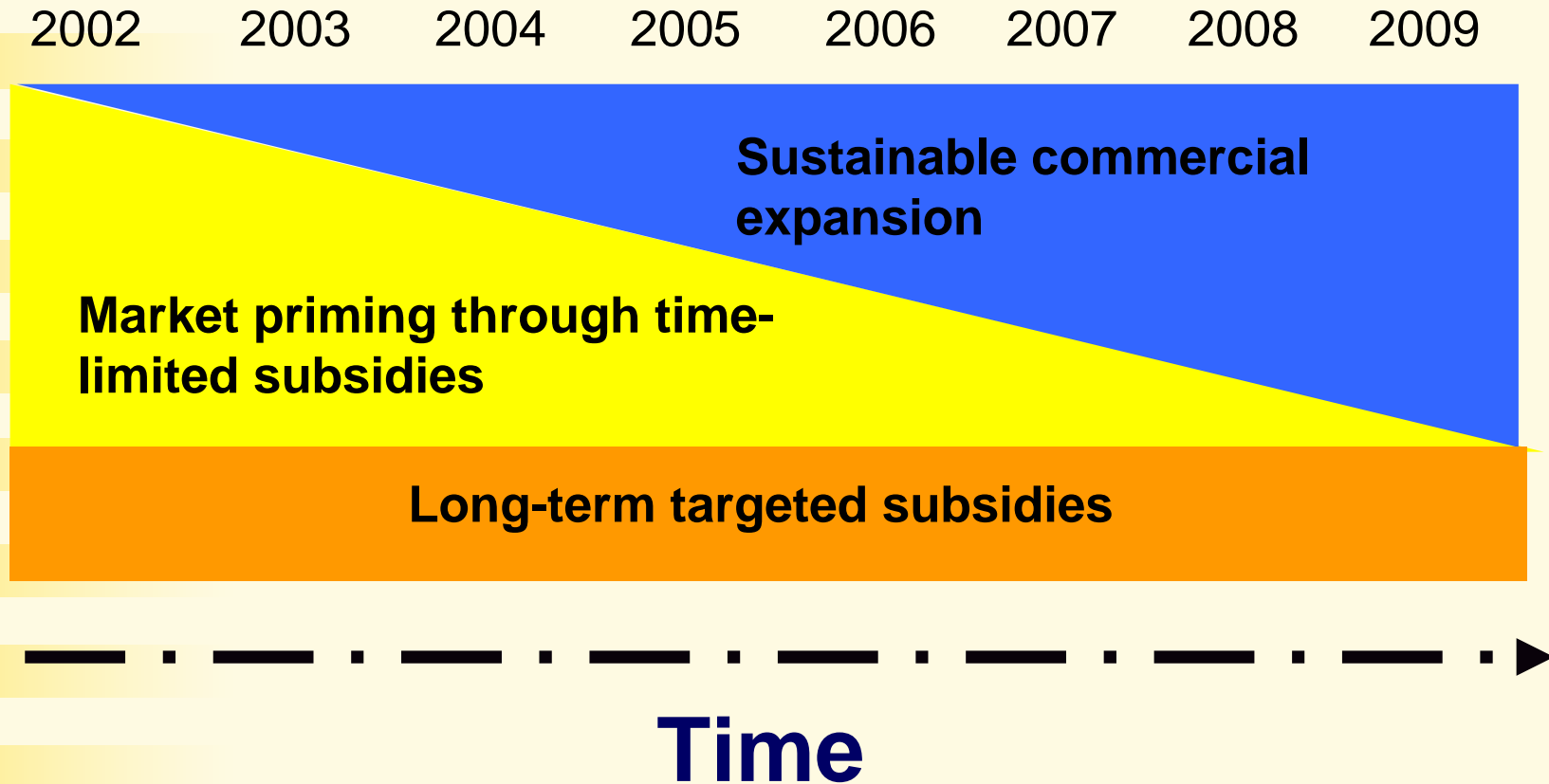
NetMark Approach

FULL MARKET IMPACT™



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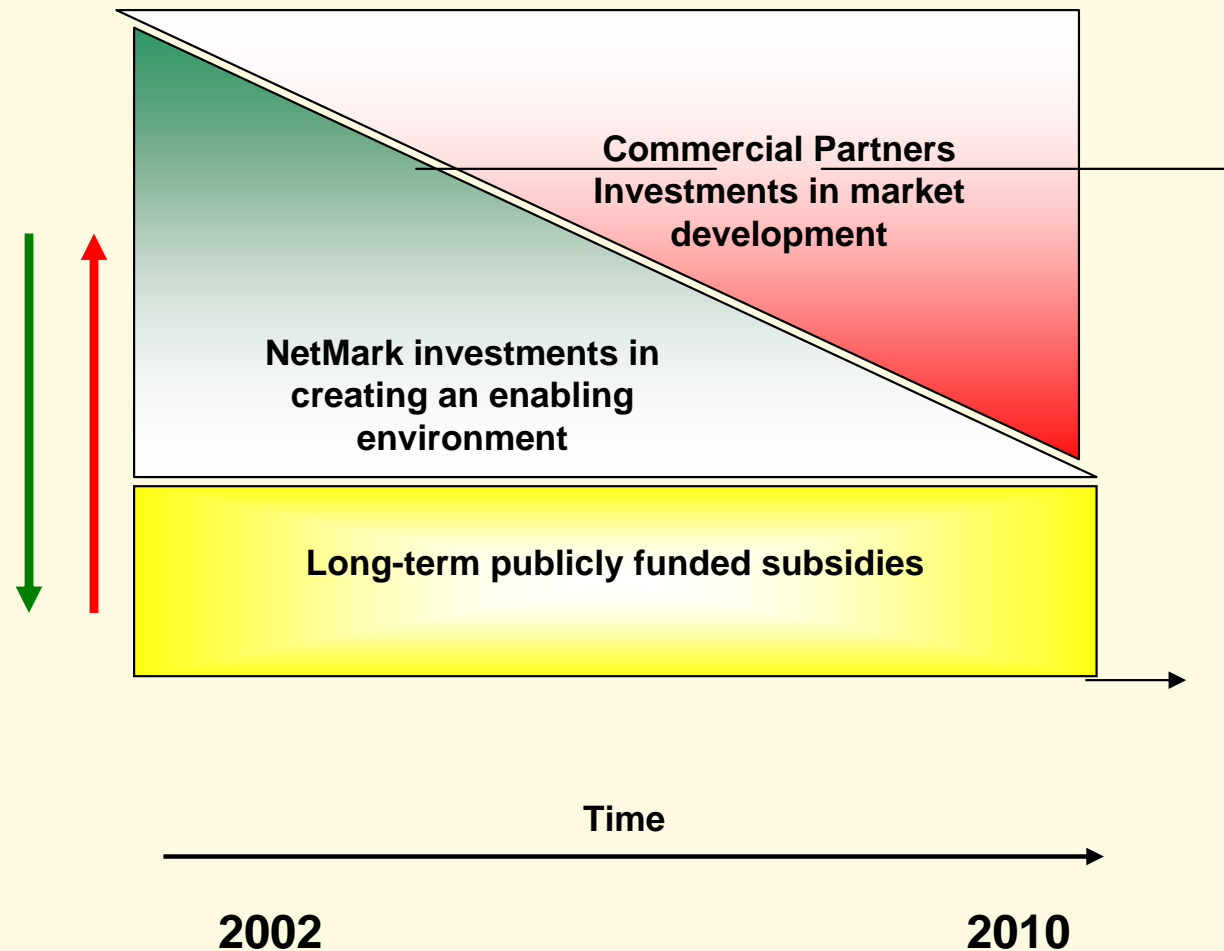
WHO framework for scaling up



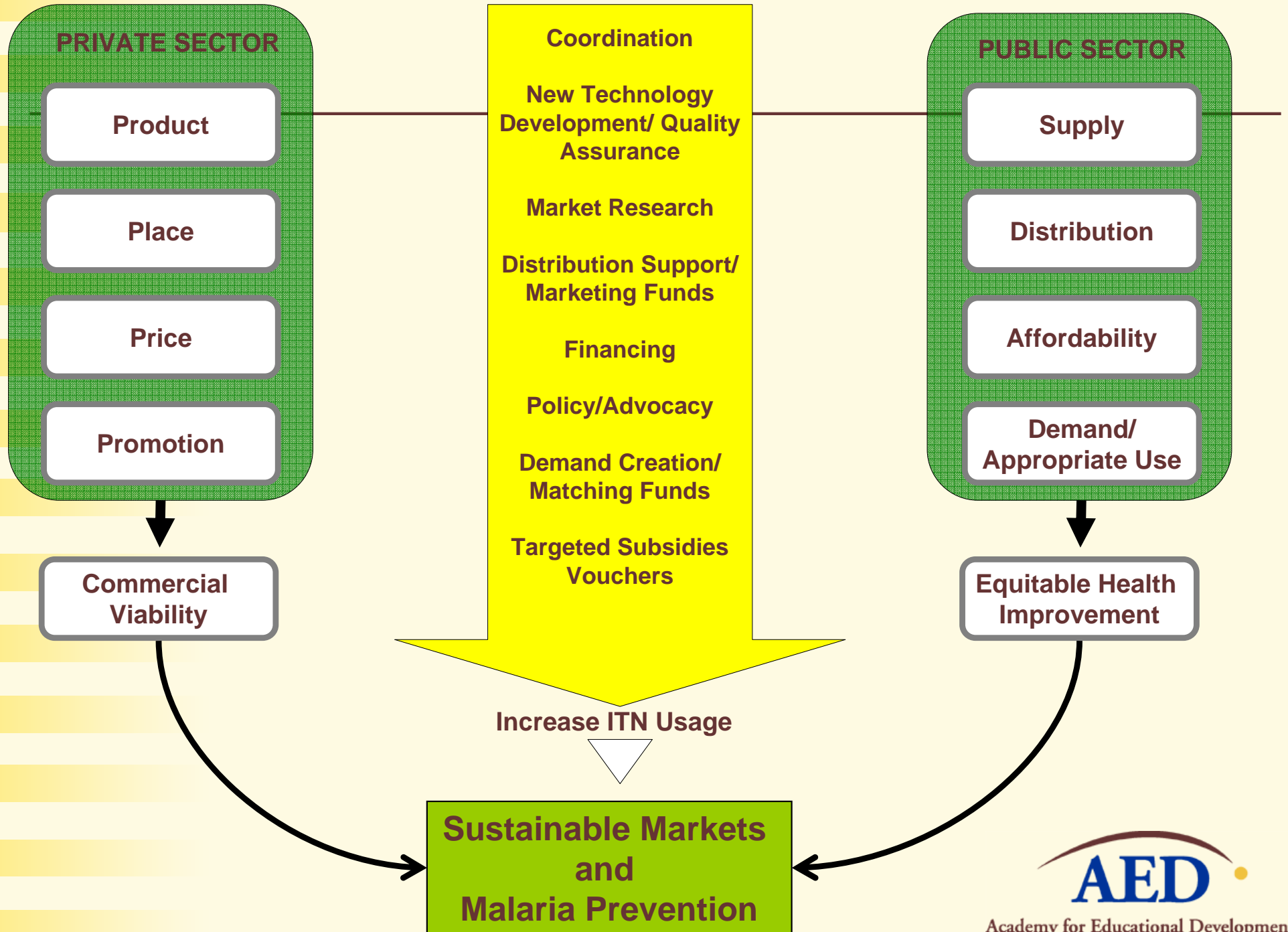
NetMark: Segment the market, building commercial markets and targeting subsidies as needed and according to available resources



Alignment of Commercial and Public Health Objectives



Full Market Impact™



NetMark Partners

INTERNATIONAL ITN MANUFACTURING: A-Z TEXTILES, BASF, BAYER, HARVESTFIELD, MOSSNET KENYA, SIAMDUTCH, SUNFLAG/NIGERIA, SYNGENTA, VESTERGAARD FRANDSEN

REGIONAL COMMUNICATION PARTNERS: FCB SOUTH AFRICA, EXP. MOMENTUM

INTERNATIONAL PUBLIC SECTOR/NGOs: RBM, LSHTM, DFID, INTERNATIONAL FEDERATION OF THE RED CROSS/ CRESCENT, UNICEF, WORLD BANK, WHO, CARE, PSI

CAMEROON

ETHIOPIA

GHANA

MALI

NIGERIA

SENEGAL

UGANDA

ZAMBIA

FCB & Exp Momentum

Lion Advertising & Exp Momentum

AdMedia FCB & Exp Momentum

FCB & Exp Momentum

Centrespread & Exp Momentum

FCB & Exp Momentum

Limelight FCB & Exp Momentum

FCB/Zambia & Exp Momentum

MOH PNL

MOH

GHS REGIONAL HS

MOH PNL

FMOH SMOH

MOH PNL

ITN Committee NMCP

NMCC CBOH

POLYFLEX & A-Z TEXTILES

EAG

ROCKVILLE & VESTERGAARD

L'AIGLON & VESTERGAARD

SUNFLAG

CNS & VESTERGAARD

NETT SHOPPE & VESTERGAARD

CROPSERVE & A-Z TEXTILES

JACOVIDES & SYNGENTA

PETRAM

REISS & SYNGENTA

INDUSTRIES KUBULALI & SIAMDUTCH

CHI & BAYER

PALUNET & SIAMDUTCH

QCL & BAYER

ECOMED & BAYER

AGRIMAT & SIAMDUTCH & BAYER

BEESAGO & SIAMDUTCH

DANGOTE & VESTERGAARD

CAD & BAYER

TWIGA & SYNGENTA

MELCOME & SYNGENTA

ExxonMobil

PSI

HARVESTFIELD

SAFI NET & A-Z TEXTILES

ExxonMobil

CARE

SYNGENTA Nigeria

ROSIES Textiles

ExxonMobil



Key Activities

- Strengthen *supply*
- Create *demand* (education and promotion)
- Expand *availability* and increase *affordability*
- Improve business environment through *policy & advocacy*
- Develop *new technologies*
- Measure *impact* through monitoring, evaluation and research

Lessons and Innovations



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Market Priming: Targeted Subsidies



- Commercial-style coupons for ITNs
- Over 1.5 million pregnant women and children under five have exchanged a voucher for an ITN between 2004 and 2008
- Expanding distribution into rural areas
- Increasing cost-effectiveness while improving business

Market Priming: Targeted Subsidies



- Job creation: “umbrella ladies” sell ITNs at coupon distribution sites

- Rapid expansion of retail outlets from very few in two countries in 2002 to over a 1,000 per country in 2008
- Increase in commercial sales
 - 45 million ITNs sold by commercial sector in 5 years
- Providing choice to the consumer: color, shape

Net Stitchers in Nigeria



- Facilitated formation of an association
- Supported producers with initial stock of insecticide, thermal sealers and informational inserts
- Educated them about the need to sell ITNs instead of untreated nets

Net Stitchers - Results



- Distributed over 3 million ITNs last year
- Developed own brands of ITNs
- Improved quality of product
- Have become active and influential stakeholders through their association
- Exporting to neighboring countries

Supporting African Entrepreneurs/Distributors



- Partner with 41 African distributors instead of creating donor dependent networks
- Provide business skills and tools
- Provide marketing support to build brands
- Encourage investment through matching funds



Supporting African Entrepreneurs/ Distributors - Results



- Expanded local businesses and improved profitability
- Increased number of brands and supply of ITNs
- Created new employment opportunities
- Invested in local manufacturing of LLINs
- Increased government revenue while reducing taxes and increasing affordability

Innovation

Lessons

- Supply-side subsidies waste money, fail to reach target, and are not sustainable
- Traditional approaches fail to meet consumer needs
- Difficult to balance requirements of all partners

New Approaches

- Market segmentation and demand-side targeted subsidies
- Combining behavioral and market research to guide product and campaign development
- Developing joint risk/ investment partnerships led by local companies



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AED website: <http://www.aed.org>





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