Social Marketing and Communication: The Helen Keller International Experience in West Africa

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There are four major pillars of the social marketing strategy:

- Promotion of messages on fortified foods
- Mobilizing the population around social marketing campaigns and specific information
- Sensitization of targeted population
- Ensuring loyalty and sustainability of food fortification
Communication and marketing

• Well designed strategy should:
  • Enable consumers to identify the fortified foods
  • Motivate consumers to demand products.
  • Motivate food industries to participate in production, distribution and marketing of products
Key Activities

• Develop communication tools to promote consumption of micronutrient fortified foods
  ❖ Posters/bill-boards
  ❖ Theatre plays during launching of fortified foods
  ❖ Caravan with animation and music on fortified foods
  ❖ Rural radio broadcast/programs on micronutrient fortified foods
  ❖ Television/radio spots and jingles
• Identify local celebrities promoting micronutrient fortified foods (musicians)
• Design public relation tools for encouraging consumption of micronutrient fortified foods (Memorabilia - keyrings, calendars, T-shirts, book marks, greeting cards, etc)
Key Activities

• Major launching of fortified foods for national awareness creation
• Encourage and work with other development as well as local community partners to integrate information on micronutrient fortified foods into their social marketing and BCC initiates
• Promoting regional logo for branding fortified food products
The value of the food fortification logo

- Food fortification logo is a tool to demonstrate
  - Food is fortified as required;
  - Quality (composition) of fortified foods and
  - the proper labeling of fortified foods
- The logo can serve as a symbol of authenticity, responsibility and care.
- Food fortification logo is a tool for government in promotion, industry in marketing and consumers in identifying fortified food products.
The Logo – development process.

- Baseline survey and formative research
- Development of draft materials and logo
- Evaluation of acceptability and interpretation of above
- Regulations set up
- Encourage Industry use of logo
- Mass campaign
Benefits of logos

- **Industry**
  - Easy promotion of products (silent salesman)
  - Market penetration e.g. regional markets
  - Market retention

- **Government**
  - Assurance of control at production
  - Due diligence enhancements through MOUs

- **Consumers**
  - Assurance of safety and quality
  - Easy identification of products
- Happy, healthy and energetic children.
- Colourful/bright energetic environment

“Most consumers viewed the benefits of vitamins as protecting the body from diseases, and making the body stronger and more energetic”
LES Supports de communication
VISUELS

[Image of a logo with the word "ENRICH" at the bottom]
Poster format 40x60

Consommer ENRICHIT améliore votre vie!

Enrichir les huilons de cuisine et la farine pour la survie et le développement. Helen Keller International (HKI) a lancé une initiative pour enrichir les aliments dans 8 pays de l'Union Économique et Monétaire de l'Afrique de l'Ouest. L'objectif est de contribuer à la survie et au développement des femmes et des enfants dans les pays de l'UEMOA.
Consommer ces produits ENRICHIT votre vie !
La plaquette institutionnelle (format A3 Ouvert)
La plaquette institutionnelle ( format A4 Ouvert )
Le dépliant
Format A4 ouvert
Les éditions de fin d’année
Les Calendriers
Les Cartes de voeux!
Chemise à rabat

Consommons les aliments enrichis!

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Farine

Huile

Fer + vitamine B9
Supports de communication audiovisuels
Spots télé et radio
Merci /Thank you