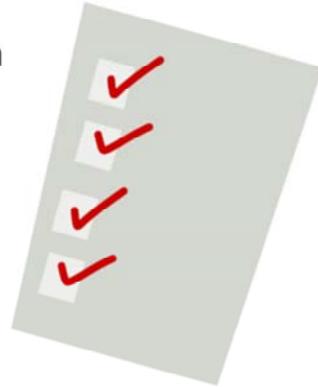




Marketing Mix: Promotion

Learning Objectives

- Steps to develop a marketing strategy
- Marketing mix
- Concepts and principles for promotion
- Challenges
- Strategic options for promotion



The learning objectives for this module include understanding

- The steps to develop a marketing strategy
- What is meant by 'marketing mix'
- Guiding principles behind developing a promotion strategy
- Challenges in applying them to sanitation, and
- Some strategic options

Development of a Marketing Strategy



Once the results of the formative research are available, the next step is to identify goals and develop the *marketing strategy*.

Typically, the *marketing strategy* has a three to five year horizon and is supported by annual marketing plans that include a detailed action plan and timeline, a budget, and monitoring plan.



The sanitation marketing strategy is based on what is called the “Four Ps” of marketing or the *marketing mix*.

The Four P’s are product, price, promotion and place.



What is Promotion?

- Promotion

... refers to how you tell the target audience about the product, price, place or behavior

Promotion refers to how you tell the audience about your product, price or place and even the target behavior.

In many ways, promotion is the glue that binds the marketing mix together. It connects members of the target audience with the behavior, and links suppliers and consumers. Promotion is also referred to as *communication*.

Branding

- Standardize products, services, ideas or behaviors
- Helps create awareness at large scale

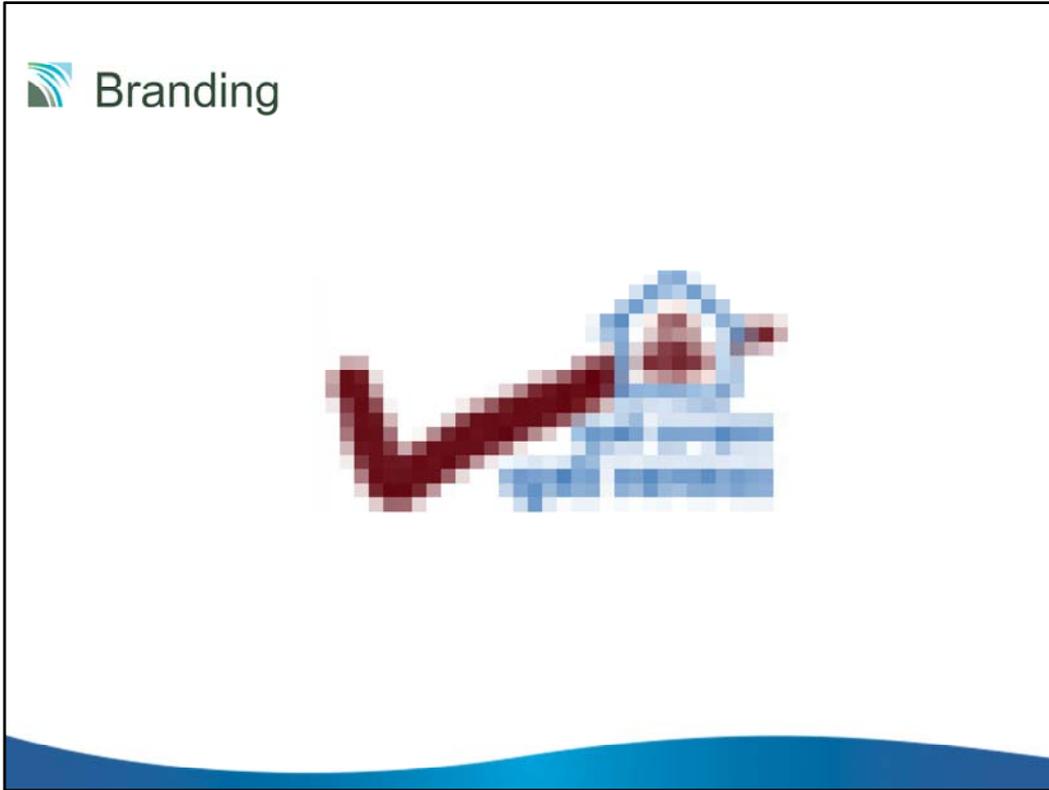


Sanitation marketing often combines two approaches to promotion: branded advertising and promotion and behavior change communication.

Branding is an effective tool to standardize products, services, ideas, or behaviors and to create awareness of these at large scale.

Branding can be used in various ways to promote improved sanitation— it might identify an open-defecation free village or an accrediting supplier, or serve as a unifying element across the various components of a sanitation marketing campaign.

Branding



For example, WSP worked with the local government in Himachal Pradesh, India, to develop a logo to support the Total Sanitation Campaign.

The logo, which shows an improved latrine inside a structure with a check-mark, conveys the message that individuals, families and entire communities can choose to feel embarrassment because of open defecation or pride and dignity through the use of a toilet.

Branding

*"I selected **pride**. I got myself a toilet."*

*"I selected **safety**. I got myself a toilet."*



*"I selected **health**. I got myself a toilet."*

*"I selected **convenience**. I got myself a toilet."*



Districts can use the logo and related behavior change communication materials to support Community-Led Total Sanitation activities and to reinforce new social norms in districts that have achieved open-defecation-free status.

Behavior Change Communication

*... strategic use of communication
to promote positive health
outcomes*

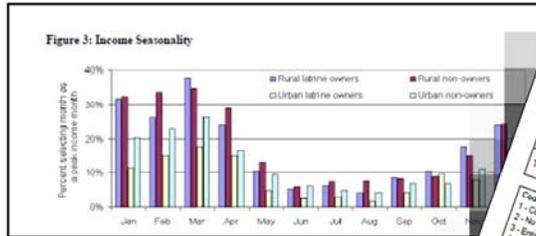
From this....
...to this.



The second approach, behavior change communication, or BCC, aims to motivate people to modify or adapt a targeted behavior.

Here are some concepts and principles to keep in mind as you develop a communication strategy:

Evidence-Based



Serial No. [] [] [] [] Code [] [] Data Entry []

**Water and Sanitation Programme
Consumer / Household Research**

Interviewer's Identification
Interviewer's Name [] [] [] []

Respondent's Identification
Interviewer's ID Card Number [] [] [] []

HOUSEHOLD ID
Name of head of household [] [] [] [] Household Number [] [] [] []

District [] [] [] [] Domain [] []
Ward [] [] [] [] District code [] [] [] []
Village [] [] [] [] Ward code [] [] [] []
Date visited [] [] [] [] Village (Cluster) Code [] [] [] []
Time visited [] [] [] []

Codes for Result
1 - Completed
2 - No one (or no potential respondent)
3 - Entire household gone
4 - Refused
5 - Refused

Table 5: Socioeconomic Characteristics

Q	Description	Rural		Urban	
		Latrine	No Lat	Latrine	No Lat
Q2a	Percentage of respondents who own agricultural land	88%	90%	21%	44%
Q2b	Average land size for respondents that own agricultural land (ha)	1.7	1.2	1.1	0.95
Q4	Percentage of respondents with solid roof material (concrete, fibrous concrete, galvanized steel, tiles)	95%	80%	98%	85%
Q5	Asset ownership index (simple sum of proportions of respondents that own each asset listed in Q5; not weighted for asset value)	8.7	6.5	6.4	5.0

First, promotion must be evidence-based and build on insights from formative research. The goal is to be effective, not to win awards!

Integrated Communications Channels



Second, messages must be integrated across all communication channels. This can include interpersonal communication, mass media, and direct consumer contact or community-wide events.

An integrated approach will help ensure that messages are consistent, reinforce one another, and result in repeated exposure among the target audience. Avoid developing stand-alone products.

Role of Advertising Agencies

- Design and dissemination experience at large scale
- Increasingly knowledgeable about behavior change approaches

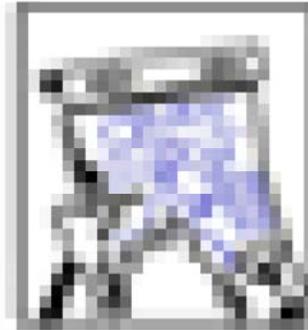


Image: Johannes Kretzschmar

Third, advertising agencies have a role. They are experienced at designing and disseminating communication products at large scale. Although their main expertise is in commercial advertising and promotion, ad agencies are increasingly knowledgeable about behavior change approaches.



Challenges

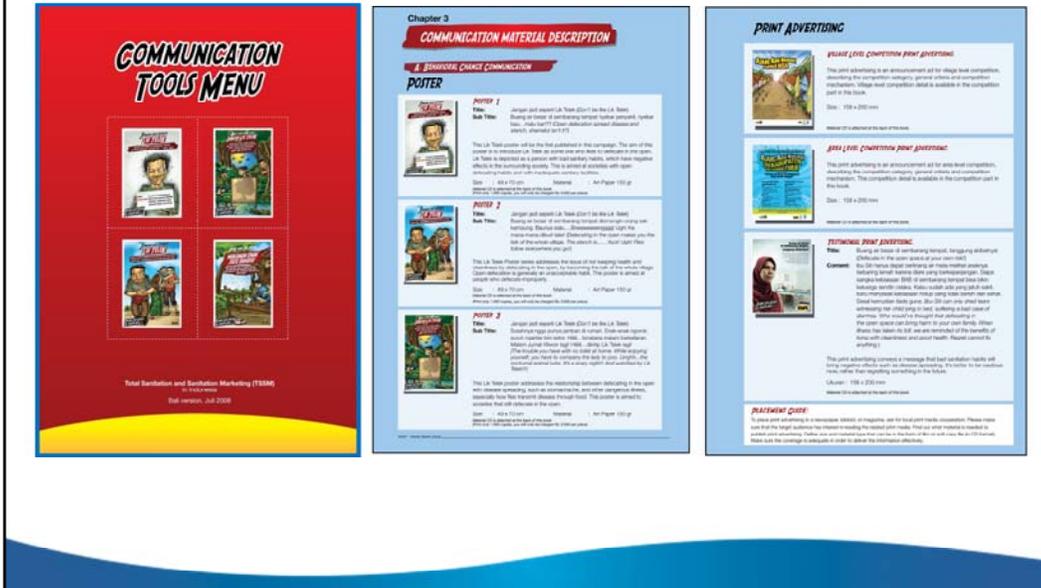
- Capacity of ad agencies varies in each country and can change
- Agencies may not respond to findings from formative research
- Integrating sanitation marketing program and CLTS

What are some challenges?

First, the capacity of ad agencies varies in each country and can change each year as staff turns over. Also, ad agencies tend to favor attractive or catchy creative approaches that may not respond to findings from the formative research. See Implementation for tips on how to manage ad agencies.

Second, developing evidence-based communications takes time, particularly if new formative research has to be conducted. This creates a challenge when you want to integrate the sanitation marketing program with CLTS, which can be initiated relatively quickly.

Strategy 1: Develop Centrally, Implement Locally



Despite these challenges, there are some strategies to consider when developing your promotion strategy.

Centrally developed, locally implemented behavior change communications can create economies of scale and help partners convey the same messages.

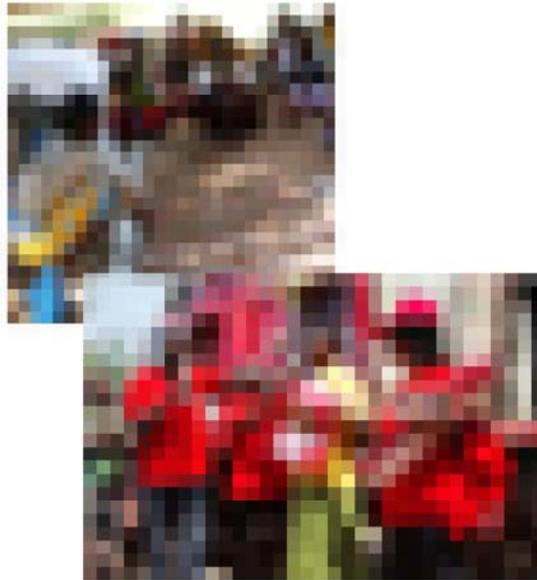
For example, in East Java, WSP used findings from formative research to develop behavior change communication materials including an eight-minute video drama, radio spots, and posters.

These materials were introduced to representatives from 29 districts in a workshop. A communication tools menu, shown here, listed available resources in an easy-to-use format. Participants were introduced to the materials and learned how to develop a promotion plan and budget.

Since the training, more than 15 districts have used the materials, benefiting from economies of scale.

Strategy 2: Integrate with CLTS

- Branded promotion and behavior change communications ready to implement soon after CLTS triggering
- Integration could even start *during* CLTS triggering



Another strategy is to integrate sanitation marketing and Community-Led Total Sanitation, or CLTS.

In Tanzania, a branded promotion strategy and behavior change communications were ready to implement soon after CLTS triggering took place. *Choo Bora*, which means “A good toilet is possible”, was used in posters, during direct consumer events, and by masons and sanitation committees.

In theory, this type of integration could start even *during* the CLTS triggering process.



What's Inside: Promotion

- Chapter 3, *Introductory Guide to Sanitation Marketing*
- PDF of this presentation
- Key Terms, Keep In Mind
- Tools & Resources

This completes the overview. To learn more, please explore the entire module. You'll find the corresponding chapter, key terms and tips to keep in mind, and additional tools and resources.