Generating Demand for Healthy Diets: Practical Lessons from Private Sector Marketing
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Speakers

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Agenda

• Introduction (5 mins)
• Demand generation success example (10 mins)
• The insight piece of marketing healthy diets
• Case studies (15 mins)
  - *Samaki Salama, Kenya*
  - *Bangladesh Nutrition Activity*
• Practice developing and strengthening insights (30 mins)
  - *Small groups*
• Breakout session report out (10 mins)
• Overview of the guide (15 mins)
• Conclusion and wrap-up (10 mins)
What does “demand generation” or “marketing” mean to you?
What does successful demand generation/marketing look like?

• Can you think of any characteristics?

• Can you think of any examples?

Photo by Knowledge-based Integrated Sustainable Agriculture and Nutrition (KISAN) Project, October 2015
Why is this an example of a **successful demand generation effort**?

Disclaimer: This is not a USAID endorsement of the company or product

Knorr Nigeria, Toss It Stir It
What the Audience Truly Cares About...

Knorr Nigeria, Toss It Stir It

Disclaimer: This is not a USAID endorsement of the company or product
Understanding Your Audience Is Key To Generating Demand

• Define: Who is your primary audience?

• Refine: What behaviors does your program wish to promote among your audience(s)?

• Conduct: Formative research to get a better idea of who your audience is, fill gaps in your knowledge, learn what motivates them, and uncover what barriers exist in their life.

• Identify: Who are the supporting actors?
Understanding Your Audience Is Key to Generating Demand

Define: Who is your primary audience?
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**Refine:** What behaviors does your program wish to promote among your audience(s)?
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**Conduct:** Formative research to get a better idea of who your audience is, fill gaps in your knowledge, learn what motivates them, and uncover what barriers exist in their life.
Understanding Your Audience Is Key to Generating Demand

Identify: Who are the supporting actors?
Formative Research for Understanding Your Audience

- Select relevant areas of inquiry.
- Areas of inquiry are broken down into the **what**, **how**, and **why** audience members behave how they do.

<table>
<thead>
<tr>
<th><strong>What</strong></th>
<th><strong>Why</strong></th>
<th><strong>How</strong></th>
</tr>
</thead>
</table>
Formative Research for Understanding your Audience

Select Areas of Inquiry

Collect Data

What to do with all of this data?
Digging Deeper into Your Formative Research

Typical practice in generating demand for healthy diets

What we’d like to see in generating demand for healthy diets

Using the data points literally, not looking for that “hook”

Identifying and strengthening insights

No AHA moment...

AHA MOMENT!
Insights in Marketing

• What is an insight?
  - Insights are revelations drawn from audience research that inspire the audience, the project team, and creative agency partners to think and feel differently.

• What is the role of an insight?
  - Audience insights elicit responses such as, “Aha!” or “Hmmm, I hadn’t thought of it that way before.” Insights motivate the audience to change their behavior or approach a problem differently.

• Why is an insight important?
  - A marketing campaign with a strong insight is able to relate to their primary audience on a personal level, thus motivating the audience to act.
Five Criteria for Strong Insights

1. It has tension
2. It is true, but not obvious
3. It strikes an emotional response
4. It inspires the audience to think or feel differently
5. It is easy for the project team to remember and use

Feed the Future, Borlaug Institute for South Asia, 2017
Example of a Strong Insight

Mothers want their teenage daughters to be happy and successful; they don’t realize that

1. their daughters likely suffer from iron-deficiency anemia
2. anemia affects their daughters’ ability to concentrate and focus, and
3. their daughters need 50 percent more iron now versus when they were younger.

### Example of a Strong Insight

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does it have tension?</td>
<td>Yes. Mothers want their teenage daughters to be happy and successful, but it is likely that iron deficiency is hindering their success and happiness.</td>
</tr>
<tr>
<td>Is it true but not obvious?</td>
<td>Yes. The mothers may notice that their teenage daughters seem tired or unable to focus, but they likely haven’t connected this behavior to iron deficiency.</td>
</tr>
<tr>
<td>Does it strike an emotional response?</td>
<td>Yes. From a mother’s perspective, the idea that her daughter is likely to have iron deficiency—and that this affects her ability to concentrate and focus—is alarming.</td>
</tr>
<tr>
<td>Does it inspire the audience to think or feel differently?</td>
<td>Yes. This insight presents two new pieces of information that inspire the mother to think and feel differently: (1) Her own teenage daughter is likely to be iron deficient; and (2) her teenage daughter needs 50% more iron versus when she was younger.</td>
</tr>
<tr>
<td>Is it easy for the project team to remember and use?</td>
<td>It could be shorter. For example: 50% of adolescent girls suffer from iron deficiency; adolescent girls need 50% more iron versus when they were younger.</td>
</tr>
</tbody>
</table>
Samaki Salama
Securing Small-Scale Fisheries in Kenya for Healthy Nutrition and Ecosystems
Bangladesh Nutrition Activity
Improving the Nutrition and Health of Children under 5, Pregnant and Lactating Women, and Adolescents.
Your Turn!
Practice Identifying and Developing Insights

In your small group, please work together to develop insights based on an “at a glance” snapshot of the formative research of one of these case studies.

Remember!

What is an insight?
- Insights are revelations drawn from audience research that inspire the audience, the project team, and creative agency partners to think and feel differently.

What is the role of an insight?
- Audience insights elicit responses such as, “Aha!” or “Hmmm, I hadn’t thought of it that way before.” Insights motivate the audience to change their behavior or approach a problem differently.
Breakout Room Report Out: Identifying Insights

1. A Samaki Salama Group
2. A Bangladesh Nutrition Activity Group

Feed the Future.
Nobo Jatra Project,
Bangladesh, 2019.
PRACTICING STRENGTHENING INSIGHTS

In your small group, please work together to strengthen your insights using the five criteria:

1. Does it have tension?
2. Is it true, but not obvious?
3. Does it strike an emotional response?
4. Does it inspires the audience to think or feel differently?
5. Is it easy for the project team to remember and use?
BREAKOUT ROOM REPORT OUT: Strengthening Insights

1. A Samaki Salama Group
2. A Bangladesh Nutrition Activity Group

Concluding Thoughts

Feed the Future. Kite Primary Cooperative, Southern Ethiopia, 2019
Guide to Generating Demand for Healthy Diets
What’s in the Guide?

- The Funnel of Marketing Excellence
- Getting to Know Your Audience
- Strategy for Marketing Engagement (Supply and Demand)
- Brand Strategy
- Campaign Development
The Funnel of Marketing Excellence

• Beginning with the end in mind
• 10 quality standards of marketing success:
  1. Distinctiveness
  2. Consistency
  3. Resonance
  4. Presence of a clear/specific benefit
  5. Contextual relevance
  6. Believability
  7. Touches the heart/opens the mind
  8. Delights
  9. Engagement
  10. Placement
Understanding Your Audience

- What behavior needs to be practiced and by whom?
- What factors influence the behavior?

<table>
<thead>
<tr>
<th>PERSONA MAP</th>
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<tbody>
<tr>
<td>OVERALL</td>
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<tr>
<td>-----------</td>
</tr>
<tr>
<td>AUDIENCE</td>
</tr>
<tr>
<td>BEHAVIOR</td>
</tr>
<tr>
<td>SOCIO-DEMOGRAPHIC INFORMATION</td>
</tr>
<tr>
<td>AGE</td>
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<td>RELIGION</td>
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<td>EDUCATION</td>
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<tr>
<td>WEALTH</td>
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<tr>
<td>USEFUL CONTEXTUAL INFORMATION</td>
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Understanding Your Audience

- What behavior needs to be practiced and by whom?
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Strategy for Marketing Engagement (Supply and Demand Considerations)

**Product** is a specific, tangible item.

**Place** is where the product is available for the customer to access it.

**Price** is what the consumer pays to have access to the product (which can sometimes be an aggregate of costs).

**Promotion** is the means, tools, and channels used to communicate the product’s benefits.
Brand Strategy

• **A brand** is a strategic asset with a reputation
• **A strategic asset** is something that has value, which is derived from the awareness and the associations that are created and built over time.

<table>
<thead>
<tr>
<th>PERSON</th>
<th>BEHAVIOR</th>
<th>PRODUCT</th>
<th>SERVICE</th>
<th>SOCIAL MOVEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>A person: a celebrity, politician, athlete, or other public figure, such as <a href="https://en.wikipedia.org/wiki/Nelson_Mandela">Nelson Mandela</a></td>
<td>A behavior change campaign: the Grow Together social and behavior change campaign</td>
<td>A product: such as <a href="https://www.cutiesclementines.com">Cuties clementines</a></td>
<td>A service: such as <a href="https://www.keheala.com">Keheala</a> or <a href="https://www.noom.com">Noom</a></td>
<td>A social movement: such as <a href="https://www.laviacampesina.org">La Via Campesina</a> or <a href="https://www.juntosprosperamos.org">Juntos Prosperamos</a></td>
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INSIGHTS are revelations drawn from audience research that inspire the audience, the project team, and creative agency partners to think and feel differently.

BENEFIT STATEMENTS represent the benefit of the product to the audience: what’s in it for them. Benefit statements must be clear, specific, believable, and resonant.

A REASON TO BELIEVE explicitly communicates why the audience should trust and adopt the selected behavior.

A CALL TO ACTION circles back to the selected behavior: now that the audience understands and believes the benefit statement, what specific action should they do?

CONCEPT → CREATIVE IDEA → CAMPAIGN
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