



Case Study

Product Pre-Launch Support: Aid-Driven Advocacy

BUSINESS CHALLENGE

Faced with the likely approval - in the next three to ten years - of several new health commodities for diseases prevalent in the developing world, the marketing department of a multinational health corporation is tasked with generating a base of market demand prior to the products' approval and commercialization. DFI is retained to help build an advocacy strategy to secure such pre-launch support.

APPROACH

A program is designed to target key international institutions which are immediately influential with Ministries of Health and Finance in developing countries and open to private sector collaboration. A key initial objective is the establishment of trust with potential partners. In this regard, successful collaboration is secured at multiple levels – from rural health initiatives to stimulating dialogue and debate on the merit of select health interventions with prominent thought leaders.

Assessments of ongoing health projects are undertaken through DFInsight™ to identify how corollary projects of more direct relevance to Client interests could be crafted. After two years, notable improvements to health outcomes from joint initiatives have been publicized by third party advocates.

Recognizing a dearth of high-level political support for the health sector on the Continent of Africa, a comprehensive assessment of regional political and economic institutions is undertaken to identify possible key allies. A similar review of the academic community, including Africa's diaspora, is carried out. Both the review and subsequent implementation are managed through DFInfluence™.

Alongside demand generation efforts, the program with DFI seeks to strengthen the private channels that would ultimately serve as important distribution points for current and future products. Pilots are launched in partnership with local NGOs and business associations.

Subsequent strategic engagement assessments for individual development agencies provide a springboard for expanding the program into other regions.

DFI TOOLS UTILIZED

DFInsight™ DFInfluence™

DFI EXPERTISE INVOLVED

- Health and social sector expertise
- Forging private-public partnerships;
- Stakeholder consultations / consensus building;
- Aid project management and oversight

PARTNERS

- Select agencies from the United Nations; Multilateral Development Banks;
- Foundations;
- NGOs;
- Academia

RESULTS AFTER 3 YEARS

- **Trusted private sector partner with international donor community**
- **A senior-level corporate buy-in to multi-pronged approach to marketing in the developing world**
- **Strengthened local offices to drive innovative advocacy and sales strategies**
- **Establishment of third-party advocates to promote company accomplishments**
- **Stronger basis to forecast demand for individual products**
- **Established networks to support individual product launch strategies**