OBAASIMA – A demand driven approach to nutrition

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Overview

**Partners:** Association of Ghana Industries (AGI), Ghana Standards Authority (GSA), World Food Programme (WFP)

**Budget:** 893K

**Period:** 2018 - 2020

**Focus Region/Country:** Ghana

**Funder(s):** Sight and Life Foundation, DSM, CIFF, Bill and Melinda Gates Foundation and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

OBAASIMA aims to increase number of affordable, safe and nutritious fortified food products available in Ghana for women of reproductive age, and to make them more recognizable.

- Rich consumer insights and **targeted marketing** campaigns
- **Business-to-business solutions** with local food processors
- Regulatory support through a **front-of-pack seal**
**OBAA SIMA**

**Demand Driven Nutrition**

**What is OBAA SIMA?**

OBAA SIMA is a trusted symbol for fortified foods aiming to increase the availability of and access to affordable nutritious fortified foods in Ghana.

**Why choose OBAA SIMA?**

Micronutrient malnutrition is highly prevalent and persistent in Ghanaian women:

- Folate deficiency: 54%
- Anemia: 1 in 5
- Overweight & Obesity: 40%

**OBAA SIMA aims to:**

- Improve micronutrient intake in pregnant women and women of child-bearing age
- Ensure that products have a sound nutrition profile supporting healthy eating principles
- Increase the number of fortified food products, and access to healthy nutritious foods for women of reproductive age

**What makes it different?**

**Business-to-business solutions:**

- OBAA SIMA assists local food processors through training, technical advice and business development.

**Demand creation:**

- OBAA SIMA Incorporates a variety of marketing approaches with the aim of creating demand for products with the OBAA SIMA Seal.

**Regulatory Support:**

The OBAA SIMA trademark, regulated by the Ghana Standards Authority, helps to inspire healthy food choices by making products easily identifiable and recognisable.

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The OBAA SIMA symbol guarantees nutrition quality, while easily identifying fortified food products containing locally appropriate micronutrients providing a source of 18 vitamins and minerals.
Demand – Driven Approach

Knowledge
• Values
• Category choices
• Beliefs
• Preference

Activities
• Supply Chain
• Pricing
• Pack size

• Drivers
• Barriers
• others

• Proposition

Demand Creation
Focused Ethnographic Study – Pregnant and Lactating women (PLW)

1. Food consumption patterns and factors that influence food choices
2. Eating and food buying patterns
3. Investigate core values, beliefs, attitudes, and perceptions about nutrition and health during pregnancy and lactation
4. Identify social influencers as they relate to health and dietary intake

FES Provides

- Information on likely choices – reduce barriers to entry, increase opportunities for uptake
- Informs the product category selection, pitch to SMEs and develop business case
- Provides insight to develop the social marketing campaign
Food Retail Chain

SUPPLY

Product development and distribution (to produce affordable nutritious foods)

- LOCAL FARMER: Raw produce for Food processing
- LOCAL FOOD PROCESSOR: Conversion of raw produce into ready to eat packaged foods
- WHOLESALER
- POINT OF PURCHASE OR DISTRIBUTION: Retailer Kiosk, Table tops, Hawkers
- WOMEN OF REPRODUCTIVE AGE
- INFLUENCERS: Marketers (ATL and BTL marketing activities), Social Actors (e.g. Movie actors, Religious Leader, Community Health Worker, Peers), Family Members (Mother-In-Law, Household head)

DEMAND

Awareness and Marketing campaigns (to create demand for nutritious foods)

- Indirect Channel
- Structured Demand
- Direct Channel
- Private Channel
- Private Demand
- Public Channel
- Consumers
- Beneficiaries
- Retailer Kiosk
- Table tops
- Hawkers
- Public Entities (e.g. WFP School feeding)
- Structured Demand
- Direct Channel
- Private Channel
- Private Demand
- Public Channel
Demand creation

- Unbranded campaign is educational and focuses on establishing the seal and advances the understanding of the seal.

- Branded Campaign creates awareness, but also drives consideration by establishing a strong linkage between the seal and the fortified products.
Demand creation – winning factors for 2\textsuperscript{nd} Leg

- Insight driven – build the campaign based on new learning and reports from 1\textsuperscript{st} leg
- Marketing Campaign should be educative but very creatively appealing to elicit an emotional response, preferable excitement.
- Marketing communication material must be grounded in the local context.
  - Tigo (Millicom International Cellular) introduced “DROP THAT YAM” which was largely successful. The concept was based on ridiculing the use of old bulky phones to encourage the purchase and use of smart phones.
- Slogans should speak to unique selling proposition
  - Nestle - Good food, Good Life
  - Coca Cola - Open Happiness. Recently branded the PET bottles in the local Ghanaian names to whip up sales.
  - McDonalds – I’m Lovin’ It
- Enhance “Reason to believe” by highlighting key partners – GSA, AGI
ACHIEVEMENTS

- 4 new additional product added to the Obaasima portfolio in 2019
- Contributing to the alleviation of micronutrient deficiencies in Ghana
- Structured demand for Tom Vita by WFP hit more than 223,140 sachets amounting to $45,252 in 2017 after only 8 months in the market.
- Building capacity of companies especially in the area of food fortification

**New Products**

- Malt drink
- Gari-Soy Mix
- Rice based cereal
- Corn Soy Blend
RECOMMENDATIONS

- Foods have to be aspirational and must taste good therefore we need to rethink product development of healthy food options with low caloric sugar and sweeteners.

- Demand creation must be consumer eccentric and very simple as in most parts of the worlds BOP population groups do not read labels.

- Beyond demand creation, the route to market must be expanded to rural areas to reach the poor and vulnerable.