



EXP SOCIAL MARKETING CAPABILITIES

BACKGROUND

Our vision at Exp is to be a strategic partnership solution for Social communication and Change

Over the last 26 years , through our understanding commercial marketing techniques Exp has been able to design social marketing techniques that remove barriers to change and build capacity to make a lasting difference to people's lives

Exp has demonstrated experience in developing communication and messaging strategies, through insightful, creative thinking as well as our understanding of the socio –economic conditions of our targets.

SOCIAL MARKETING CAPABILITIES

BEHAVIOUR CHANGE COMMUNICATION

The design of effective communication strategies can only be done with a blend of rigour, insights, professionalism, team work, participation and creativity. The depth and extent of EXP's experience makes it unrivalled in its ability to deliver in this area. Powerful reach is complemented by a knowledge-based approach to community development.

Exp has developed behaviour change communication tools that use knowledge and insights that result in innovative and cost-effective message delivery systems.

Sixth Sense InterventionTM is an eight-step process that assists Exp in coming up with ideas that will bring about behaviour change in a targeted population. It assists in defining and understanding the Intervention needs and the consumer's emotional realities, from which ideas are developed and executed which Activate Demand for behaviour change.

- Exp has been involved in the development of communication tools in various health projects around the continent:
- Exp was appointed as the Netmark communications partner in 7 countries in 2002 and launched Netmark's BCC component in all 7 countries.
- Exp has been the education and promotional arm for PSI in Kenya and Tanzania on the retreatment net programme as well as the long lasting net programme. In Ghana, DFID appointed Exp to a set up, staff and managed two retreatment centers for locally manufactured nets sold in markets.
- Exp developed the communication strategy for Total Sanitation Programme in Tanzania

BEHAVIOUR CHANGE INTERVENTIONS

Community mobilization:

The Exp approach is to elicit change from the community as opposed to imposing information on them. The emphasis is on community ownership, participation and empowerment.

EXP managed the community mobilisation programme for the launch of Integrated prevention and Demonstration campaign, combining, HIV testing and education and Malaria Prevention through permanent 3.0 in Kenya, providing education, demonstration and capacity training for ensuring nets are put up in risk areas.

Stakeholder Advocacy:

Exp has strong networks in the countries that we work in, in media, government and private sector.

Operations and Logistics:

Exp has a strong operations capability with fully fledged offices in all the countries in which Exp operates. As a result Exp understands the ability to execute intervention programmes as well as a full understanding of the cultural and physical sensitivities of the regions.

We offer a range of services throughout all the offices in which we work, these include

Mass market promotions, Retail and in-trade promotions, targeted consumer programmes in schools, ladies forums and clinics and distribution services.

STRATEGIC MANAGEMENT OF PROGRAMMES

Exp had been a partner is developing the sustainability model in Ghana on the Ghana sustainably change project.

Exp has been involved in development of commercially viable distribution models for subsidized products, developing clear communication networks.

BRANDING & COMMODITIES

In 2003 Exp was a partner with AED on a successful bid for a USAID Communications project in Ghana. Exp's role within the Ghana Sustainable Change Project was to manage the Social Marketing component. The Social Marketing role (aside from BCC) was the strategic development of a transition plan for Family Planning commodities supplied by USAID to Ghana.

TRAINING AND CAPACITY BUILDING

Information dissemination is a key area in message understanding and take out. Exp has developed various models over time to assist in the training of educators in the field to ensure that information is passed on in the correct manner taking into consideration social and cultural sensitivities. This also extends to the approach taken in gathering information in relation to monitoring and evaluation of messaging the media options.

MONITORING AND EVALUATION

Exp is able to design evaluation methodologies for all BCC interventions



Exp is able to offer qualitative research based on focus groups and face to face interviews as well as provide field and data collection as well as research survey methodologies.

EXP BCC PROJECTS AROUND THE CONTINENT:

Exp has 22 offices around the continent working extensively in various areas as BCC partner for different organizations.

MALARIA

Kenya:

- PSI Kenya: Creation of awareness for prevention of malaria through the use Insecticide treated nets (ITN's) to vulnerable groups
- Vestergard: Creation of awareness for long lasting ITN's
- Ministry of Health: Awareness and demonstration of proper net treatment procedures
- PSI Kenya: PUR communication in areas of high turbidity
- UNICEF: Nairobi river cleaning campaign

Mozambique:

- PSI Mozambique: Malaria Day Celebrations

Zambia:

- Net mark - Creating of awareness for prevention of malaria through the use of Insecticide treated nets to pregnant women and children

Malawi:

- PSI: Communication encouraging net use
- Unicef: Communication on prevention of malaria targeting mothers

Senegal:

- PSI Kenya: Creation of awareness for prevention of malaria through the use Insecticide treated nets to vulnerable groups
- AED Netmark / Awareness and behaviour change for impregnated nets (2002 - 2003 – 2004 – 2005 – 2008 - 2009)

Ghana

- AED Netmark / Awareness and behaviour change for LLIN
- DFID/Global Fund - ITN Voucher scheme program



- DFID - long lasting mosquito net retreatment program
- Vestergaard - Creation of awareness for long lasting ITN's
- GSCP/AED/USAID/GHS – Awareness and behaviour change for new drug policy in Ghana.

Uganda:

- AED Netmark/ Awareness and in-store promotions

Nigeria

- AED/ Netmark/ Awareness and Behaviour change for LLIN

WATER AND SANITATION

Kenya:

- PSI Kenya: Education and creation of awareness using children as agents of change for safe water use.

Mozambique:

- PSI Mozambique: Basic Sanitation Awareness Day

Malawi:

- Unicef: Hand washing campaign focusing on children as change agents
- PSI: Promotion of a water treatment solution in areas with no access to clean water.

Senegal:

- PSI Kenya: Education and creation of awareness using children as agents of change for safe water use
- PPLM ONAS / Awareness and behaviour change campaign targeting women and children for using soap and water in critical moments (2007)
- WB / Social Mobilization and behaviour change campaign Targeting women (2009)

Ghana

- GSCP/AED/USAID 'Safe water campaign' water purification campaign - awareness, demonstration and sampling.



REPRODUCTIVE HEALTH

Kenya:

- Engender Health: Communication campaign to increase use of IUD's as a safe method of contraception

Senegal:

- Engender Health: Communication campaign to increase use of IUD's as a safe method of contraception

Ghana

- Sub-contractor to AED on a 5 year USAID communications project, managing the Social Marketing team. Responsible for the Social Marketing activities of the project, primarily managing the marketing/distribution of USAID Family planning commodities donated to Ghana.
- GSCP/AED/USAID 'Real Man' generic Family planning communication campaign.
- Developed and launched new commercial oral contraceptive as part of GSCP project.

HIV/AIDS

Kenya

- Care Kenya: Communication strategy to Improve uptake of PMPTC services in vulnerable communities
- Vestergard: IPD campaign on Community mobilisation for HIV testing
- UNAIDS: communication of HIV messaging to vulnerable communities.

Mozambique:

- International Video Fair Trust: Screening of HIV awareness films to communities at risk

Zambia:

- International Video Fair – Night screening of preventive and treatment for HIV videos & Roadshow

Malawi:

- Concern Universal: Communication encouraging youth to get tested for HIV
- PSI: Community shows encouraging condom use
- Malawi Bridge Project, John Hopkins University: Communication focusing on risk reduction by adoption of small doable actions

Ghana

- GSCP/AED/USAID 'Want to play...play safe' condom activations to CSW's, MSM and their partners.

Senegal:

- UNAIDS: communication of HIV messaging to vulnerable communities.
- FHI ADEMAs / Social Mobilization against HIV AIDS (2001– 2005 – 2006)



OTHER PROJECTS

Senegal:

- CETUD NPRS / Social Mobilization, School program and media campaign for Road Security (2005)
- UNICEF / Social Mobilization and production spot training and media campaign for iodization of Salt (2006 – 2007 – 2009)
- UNICEF/ Behaviour change program targeting women groups for exclusive breast feeding (2008)
- FAES /Awareness behaviour change and media campaign to promote a biopesticide (2008– 2009)
- AES / Awareness behaviour change and media campaign to get more people to test for drepanocytose (2003 – 2004 – 2006)
- Nigeria AI. Rapid response to Bird Flu.

Ghana

- AI.com/AED/USAID – Rapid response Bird Flu outbreak communication campaign.
- USAPEEC – Birdflu Communication Campaign to raise awareness of US poultry/food safety

