Many organizations simply equate promotion with creative elements, such as slogans and logos. These are key elements of a campaign, but don’t feature until step seven of the ten-step planning model that will be outlined in an upcoming webinar on “Good Practices in Promoting Microinsurance Products.” Describing the offer, establishing goals, selecting target audiences, and understanding their barriers and perceptions come first.

Alternative Insurance Company (AIC) in Haiti, for instance, systematically conducted market research and used the findings to define its target audience and design core elements of the promotion campaign for its funeral product. Initially, AIC chose the slogan “Nap ede?w bwote denye chay la?” (“We will help you get rid of the last burden?”), but market research results indicated that the term “bwote” had negative connotations of getting rid of something unwanted, leading AIC to change the slogan to “Nap ede?w pote denye chay?” (“We will help you carry the last burden?”) before the product launch.

AIC selected a mix of communication channels such as TV commercials, radio, outdoor marketing and SMS campaigns to reach its target audience. A well-known local actor and comedian was selected as the brand ambassador to build trust in the product. A van displaying posters and TV advertisements was used to combat geographical barriers and penetrate communities in Port-au-Prince. These promotion efforts complemented the efforts of its sales agents located at distribution partners.

To learn more about the ten-step promotion planning model and the results of AIC’s promotion efforts, watch the webinar on “Good Practices in Promoting Microinsurance Products.” [1]

To learn more about AIC, see AIC’s Learning Journey. [2]

Source URL: http://www.impactinsurance.org/emerging-insights/ei50

Links: