INTRODUCING THE MARKETING TOOLKIT

November 12th, 2012

altai consulting

GSMA mWomen

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The marketing toolkit ambitions to be the go-to document for any operator looking at reaching out to women in innovative ways

- The GSMA's mWomen team has **commissioned Altai Consulting to produce a marketing toolkit geared for mobile operators**

- Altai Consulting is a **boutique consultancy specialized in emerging markets,** which is advising operators in 20+ countries (mainly in Africa & the Middle East). It has already been involved in major initiatives featured by the mWomen team (Asiacell, Roshan, etc.)

- The marketing toolkit will be **very actionable**, **addressing all the main barriers faced by MNOs** (product, pricing, distribution, etc.), and **enriched with case studies** from both telecom & non-telecom players. Rationale being that the telecom industry has a lot to learn from other organizations or companies which have done a spectacular job at reaching out to women

- The project kicked-off two weeks ago, and is thus in early stages, we would thus **be keen to collect your suggestions & ideas on the approach and content during this November 12th session**

- The report will be finalized in January and **shared in February at the MWC in Barcelona**

The report will be structured around 7 sections

1 Sizing the Potential	• How to measure the gender gap, and size the market potential of women (both through acquisition and usage stimulation)
2 Understanding the Needs	• How to understand women's needs, fears, drivers, barriers, etc. related to mobile services (not just mobile communications)
3 Building the offer	• How to address barriers one by one and leverage potential acquisition/usage drivers by either adapting existing products & services or building new ones
4 Communicating	• How to reach women by developing specific advertising content, and adapting media placement (since women have different media habits usually)
5 Distributing & Selling	• How to ensure women have access to the products & services. No matter how good the product is, if women cannot reach/buy it, it will fail
6 Involving Partners	• How to leverage partners with a strong track record in reaching women: powerful female brands (MVNO approach), female outlets, women media, NGOs, etc.
7 Measuring Success	• How to measure success ("you cannot manage what you can't measure")

Two main sources will be used to feed the analysis

Primary Research

- **~20 interviews with non-telecom executives** with a relevant experience, this could include:
  - Strategic Planners from ad agencies in the region
  - Marketing Directors from FMCGs
  - Social Marketing driven NGOs (PSI, etc.)
  - Research officer or Communication officer from international organizations (UNIFEM, UNICEF, WHO, etc.)
- **~10 interviews with C-level executives** from telecom operators with a proven track record of having launched (or at least worked on) "women products"
- **Field trips** to deep dive on the most relevant case studies

Secondary Research

- The **existing material developed by the GSMA** ("Striving & Surviving" + other researches / white papers which may have yet to be published + case studies) will be extensively leveraged
- The abundant **literature on "marketing to women"** (not directly related to telecom though) published either by academics or by consultancies will also be used

Non-telecom case studies will be coming both from the non-profit and for-profit world. Several actors (see below) have already shared insights and expressed interest

Unilever

P&G

World Health Organization

GAVI ALLIANCE

Reckitt Benckiser

Nestlé

psi

gain
Global Alliance for Improved Nutrition

ZALORA

PIAGGIO

unicef

Given that the project is still in its early stages, we would be keen to collect your input and perspective on the approach, sources, case studies, and content

- Do you have any comments or suggestions on the approach?
- Do you believe the structure covers all the issues faced by operators when it comes to reaching out to women?
- Are there specific issues you face that you'd like Altai to try to explore?
- What are some of key challenges you've found when trying to market to resource-poor women?
- Do you have any success stories for marketing to women to share?
- Are there any stories, reports, case studies, companies, which you believe we would need to look at in building this report?
- Is this marketing toolkit similar to any work you may be doing internally within your organization ? And if so, could your research be shared with Altai Consulting's team ?
- What have you found most / least useful from GSMA mWomen knowledge products so far, and what do you recommend for the marketing toolkit as a result?
- Any other comments?