



Scope and Purpose of NetMark Research

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In 2000... Initial Information Vacuum

Many questions needed to be answered:

- ITNs were a new intervention – would consumers accept them?
- What would be the barriers to acceptability and use?
- What would appeal to consumers?
- What would they be willing to pay?
- What outlets should ITNs be sold in?
- What mosquito control products were being used, and how did ITNs compare to them?



Commercial Sector Wanted Market and Consumer Research

- Commercial partners demanded information before investing. Market research was a key incentive offered by NetMark.
 - Volume projections
 - Willingness to pay data
- Information helped them plan their investment (e.g. ITN perceptions and preferences -- such as shape and color)
- Data were used by initial partner as GO, NO-GO decision



Research to Improve Public Health Impact

- AED believes in consumer research to orient marketing and public education -- and to measure impact
- Answer broader questions of interest to the malaria community
- Generate lessons/experience for future efforts
- Alert implementers to new issues arising
- Provide information on the project's achievements towards its objectives



Types of Studies Conducted

Qualitative and formative studies

Sales data

Market analysis

Retail surveys

Household surveys

Operational research (e.g., voucher program)



In 2009...

- ❖ Most extensive data on ITNs in the world
- ❖ NetMark data rich and rigorous – used to inform RBM guidelines and reports
- ❖ All findings & instruments available on web site



Thank You!