

Commercial Sector

Advertising Agencies



Introduction

If an important goal of a private health sector assessment is to create demand for specific health products, teams may want to interview a few local ad agencies to better understand existing public health campaigns and available marketing channels.

Questions

- Are there any public interest campaigns related to (family planning, HIV and AIDS, child health, etc.)?
- Who are your clients?
- What are the main channels you use for campaigns?
- What is the reach for each channel (by income and geography, target sex and age)? Whom are you targeting specifically with each channel? (i.e. billboard placement, who watches TV at the particular time, who listens to which radio channel(s)?)
- What is the cost for various media (airtime, billboard, etc.)?
- Are you affiliated with any international agencies?
- What firm do you use for your market research?