INTRODUCING RINGS IN-COUNTRY

- Regulatory Approval, MOH Support
- Stakeholder Support
- Research:
  - Providers/Trade
  - Clients
  - Secondary Audiences/Influencers
  - Willingness to Pay
MARKETING AND DISTRIBUTION STRATEGY

• DELTA process with local stakeholders, identifying:
  – Target audience, channels of distribution
  – Key messages, monitoring and evaluation plan, budget

• Design, test, finalize:
  – Packaging and inserts
  – Communication messages and materials
  – Medical detailing materials

• Procurement planning

• Establish Relationship with Provider Networks

• Training (medical detailers, interpersonal communication agents, providers)

• Launch Distribution and Communication

Constant Feedback Loop with Donors, Developers (PC), MOH, Partners