

THE MARKET

Maramoja in Swahili means instant and that is exactly what the Maramoja painkiller is about - instant pain relief. The brand is marketed as a general pain reliever of headaches, toothaches and fever.

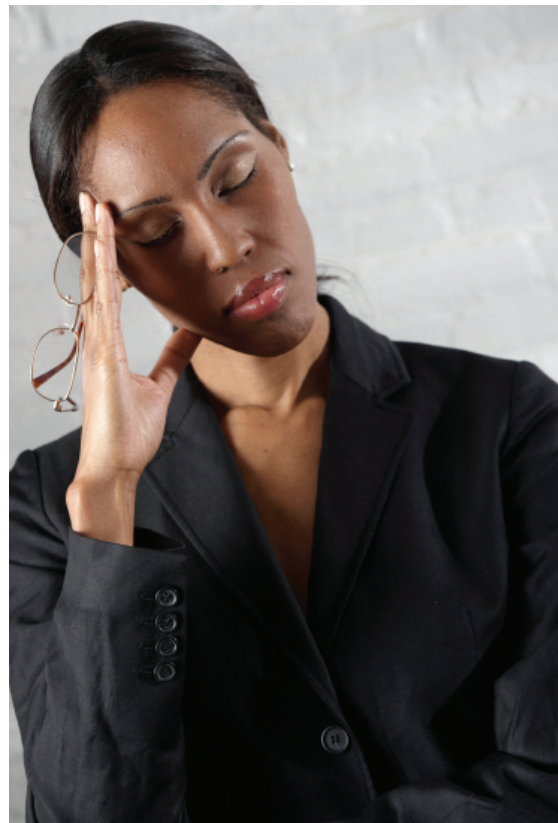
Beta Healthcare, the manufacturer of the Maramoja brand, boasts one of the best distribution networks in Kenya. The brand can be found at all retail outlets in the country including remote areas.

Over the years, the brand has recorded phenomenal growth making it a leader in the Beta Healthcare stable. In 2007 the brand grew by 25 percent compared to 2006.

The brand certainly has a bright future. It is perceived positively by its core target - C1 and C2 and is expected to be the top brand in the market segment in the next two years. The brand has shown exemplary resilience to counterfeits and low level entrants in the market.

ACHIEVEMENTS

- In 2007 brand sales grew by 25 percent, making it the number one brand in terms of volume growth



The Beta Healthcare factory has received approval from several government regulatory authorities in the region: Poisons Pharmacy Board (PPB) Kenya, National Drugs Authority (NDA) Uganda, Tanzania Food and Drugs Authority (TFDA), Zambia Pharmaceutical Regulatory Authority (PRA) and General Directorate of Pharmacy Sudan

HISTORY

Maramoja was introduced in Kenya in 1999 after Beta Healthcare made in-roads in the over-the-counter section, establishing an intensive distribution network. The brand also rode on other quality brands like: Salimia and Goodmorning also marketed under Beta Healthcare.

Having entered the already crowded pharmaceutical market as an underdog, the sales and marketing team conducted an aggressive marketing campaign that targeted retail and wholesale outlets, pharmacies, supermarkets and other non conformist outlets like restaurants. The venture succeeded due to an intensive sampling exercise that was conducted in most markets in the country and this worked well with the C1 and C2 market segment.

The brand can also credit its popularity to below-the-line and above-the-line advertising. Maramoja also scores highly in terms of visibility as it is one of the brands in Kenya with the largest reach in terms of wall branding. The success of the brand is also attributed to the fact that the brand came into the market reasonably priced and the attractive profit margins saw the retail and wholesale tiers scrambling to stock the product. Since the name of the brand had connotations of speed and quick relief, it worked well with consumer perception which also led to the fast establishment of the brand in the market.

Maramoja entered a market that was saturated by international and local players. The main challenge was finding a unique selling point that would make it stand out in the market. The international players were also investing heavily particularly in above-the-



line advertising and distributorship. This saw the brand narrowing down on the rural C1 and C2 market segment.

Despite stiff competition, the years have seen Maramoja successfully manage to carve a niche for itself in a crowded market. This is due to the brand's resilience, local Swahili name and concentration on the common mwananchi (citizen). In the early 2000's the brand invested heavily in wall branding totally redefining this avenue of branding. To date, Maramoja has one of the most extensive wall branding reaches in Kenya.

In 2001 and 2002, the brand rolled out an aggressive experiential marketing campaign in market places around the country. The objective of the exercise was that once people experienced Maramoja's quality at an affordable price they would be converted - and indeed they were. To further entrench itself, Maramoja has focused on vernacular advertising so as to reach the market segment in their various dialects and this has been very successful.

THE PRODUCT

Maramoja is a fast acting analgesic and antipyretic that presents as a white tablet. It is marketed as a

PROMOTION

The Maramoja brand is promoted through print and electronic media. It runs advertising spots on national TV stations like KTN and NTV and, radio spots on national radio stations like *Easy FM* and *Kiss FM*. The brand also benefits from corporate print ads that run in major local dailies - *Nation*, *Standard* and the *Nairobi Star*.

Maramoja targets adults between 20-45 years, skewed towards men. The key target audience is the rural market segments who are reached through radio adverts, mobile cinema advertisements, market promotions, posters and below-the-line communication materials like danglers, wobblers, wall branding, van and vehicle branding and communication through retail outlets.

The brand's secondary target is the urban category reached through radio, television, supermarket experiential activities, mobile cinema, posters and below-the-line communication. Maramoja has developed long lasting metal posters and ensures these are placed strategically at the retail outlets. The danglers act as a constant reminder of what the brand stands for - a fact enhanced by its slogan "Triple power tablet."

concerned about them and goes to them. Market visits also ensure that the brand is experienced on the ground.

An informal research study revealed Maramoja was one of the leading brands in the pharmaceutical industry.

BRAND VALUES

Maramoja is associated with the following qualities:

- fast acting
- quality
- dependable
- value for money

The brand is committed to quality. Health is an important concern for all human beings, who want to take medication that is safe and has undergone rigorous testing to ensure its safety.

Through a well staffed quality control department, Beta Healthcare ensures all its brands, including Maramoja go through all necessary tests and Government inspections to make sure they are 100 percent safe.

Beta Healthcare's slogan is "caring for all". To achieve this, the company aims at providing a quality product at an affordable price for the

Kenyan mwananchi. The company aims to make the brand accessible to all parts of the country through its intensive distribution network and excellent relationship with retailers and traders.

The brand name Maramoja connotes quality and speed in providing relief. To ensure consistency of its products, Beta Healthcare recruits qualified staff to work in its quality assurance department and is involved in every stage of production. Their job entails scrutiny and monitoring of each process. The company also follows the poisons

and pharmacy board requirements and all other relevant Government regulatory bodies.

general pain reliever and its ingredients include: Paracetamol, acetylsalicylic acid and caffeine anhydrous. The brand has an extensive presence at retail outlets through metal posters, jumbo dummy packs, danglers and window dressings.

RECENT DEVELOPMENTS

Beta Healthcare recently introduced Feverex in to the market. Feverex is a fever reliever that is available in tablet form for adults and suspension form for children.

The company recently purchased a five acre plot in Nairobi where it plans to erect a state-of-the-art Good Manufacturing Practice (GMP) factory in order to see the products reach the market faster. The Company also intends to cater for any product advancements and/or packaging changes.

In 2006, Beta Healthcare signed an agreement with Novartis to distribute and market Novartis ethical brands to 17 different market segments in 12 African countries.

The extensive brand presence has been successful due to a van sales program where sales teams are assigned to cover different regions around the country. The vans use public address systems during road shows and the teams conduct aggressive experiential marketing promotions, enabling the brand to interact with the consumers, thus creating a top-of-mind awareness and an emotional bond. These efforts have shown to be highly successful.

The brand regularly conducts special brand promotions in market centres all over the country. Van salesmen visit the markets and conduct experiential marketing exercises with the target audience. These market centre promotions are done daily with each sales representative expected to visit at least five markets in a day. The market visits are instrumental in the growth of the brand as they ensure a face to face interaction with key consumers hence creating a top-of-mind awareness with the target audience. It also builds on brand loyalty as consumers feel the brand is



THINGS YOU DIDN'T KNOW ABOUT MARAMOJA

- Maramoja was the first brand in the analgesic category that had a local Kiswahili name
- Maramoja revolutionized wall branding in Kenya
- Beta Healthcare recently introduced Feverex in to the market. Feverex is a fever reliever that is available in tablet form for adults and suspension form for children