

# Impact Story 1:

## INCREASING EGG CONSUMPTION IN NIGERIA

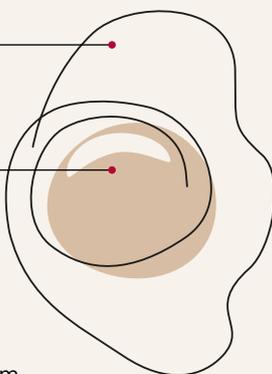


### THE PROBLEM

Children aged 6-23 months in Nigeria have diets that are dominated by staple foods: **grains, roots and tubers**. Almost 8 in every 10 children do not consume a diverse diet.<sup>1</sup> These children are less likely to thrive, compared to those who eat a range of foods that complement staples: vegetables, fruits, pulses, dairy, fish, meats, and eggs.

**Egg white:**  
Proteins, selenium, potassium

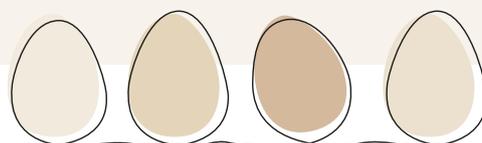
**Egg yolk:**  
Energy, proteins, choline, riboflavin, pantothenic acid, vitamin B6, vitamin B12, folate, phosphorus, selenium



**Eggs** provide nutrients in high bioavailability form that can support infant growth and development. They are commonly more affordable and available than other animal-source foods.

**Eggs** can also provide good sources of income, even for small scale producers. So why are eggs consumed at such low levels in Nigeria?

Working with the Kaduna State Government of Nigeria we developed a campaign to promote egg consumption that built on our demand creation work.



### THE SOLUTION

GAIN and partners, together with the Kaduna State Government in Nigeria, developed and implemented the '**Eggs Make Kids**' campaign, launched on World Egg Day in October 2019.

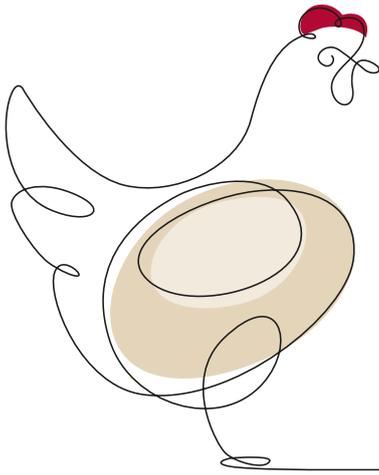
The campaign aimed to motivate parents and caregivers to feed eggs to their young children aged six months to five years. It conducted a wide range of Above-the Line (ATL) (i.e., TV, radio, billboard, and tricycle branding) and Below-the Line (BTL) activities (i.e., community-based and retail activation) to create a strong emotional appeal to make eggs more desirable and increase caregivers' willingness to buy them and feed them to their children.

The campaign's messages also aimed to address local concerns about feeding eggs to children by increasing consumers' perception about the safety and convenience of feeding eggs to children.

Critically, we used commercial marketing techniques and insights into consumer behaviour, do develop a campaign to create demand for eggs as a nutritious food for children aged six months to five years.



<sup>1</sup> <https://globalnutritionreport.org/resources/nutrition-profiles/africa/western-africa/nigeria/>



With support and engagement from the Kaduna State government, the Poultry Association of Nigeria, egg vendors, and creative agencies, the campaign utilises multiple communication channels to create a strong emotional appeal to increase caregivers' willingness to buy eggs and feed them to their children.

The campaign aired for 20 months, reaching the 23 local government areas of Kaduna state through multimedia, and extending to over 15 markets and 11 neighbourhoods through site-specific interventions, targeted at caregivers of children 6-59 months of age. The campaign cost circa \$500,000.

## THE IMPACT

The campaign ran during 2020, when the demand for nutrient rich foods plummeted in Nigeria due to the COVID-19 pandemic. The campaign's monitoring system found an 18% increase in egg prices during its implementation period, with vendors reporting a 22-68% decrease in egg sales between October 2019 and October 2020.

An independent evaluation of the campaign found that in Kaduna State, exposed to the campaign, and Kano State, non-exposed to the campaign, egg consumption in children declined. Qualitative findings showed that although caregivers in Kaduna were enthusiastic about the campaign, lack of resources was the main barrier for increasing egg consumption. Nevertheless, the campaign improved household acquisition of eggs and caregivers' self-efficacy and intent to feed eggs to their young children. While in Kano, household

acquisition of eggs decreased by 15%, in Kaduna, household acquisition of eggs decreased by only 6%.<sup>2</sup> These results suggest that the **Eggs Make Kids** campaign buffered the effect of increased egg prices on household acquisition of eggs.

In terms of sustainability, the campaign has been built on by USAID investments and others are looking to borrow the model for other states.

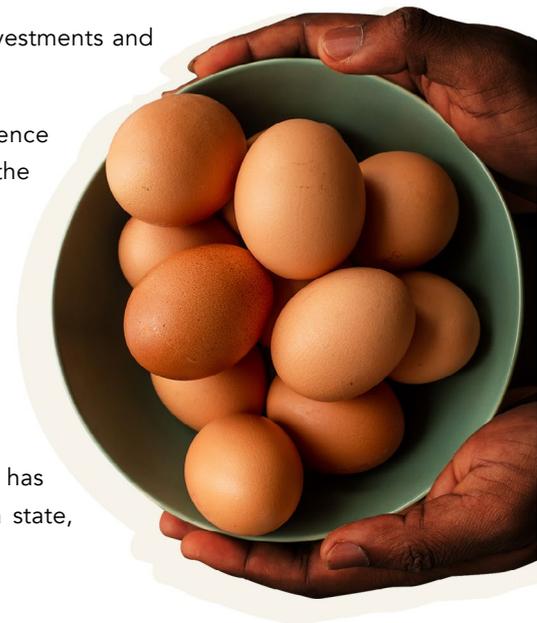
Due to the widespread exposure of the campaign and target audience affinity for the brand, a few partners approached GAIN to build on the campaign's efforts.

To encourage the continuity and sustainability of the demand campaign initiative, GAIN supported a local partner, Wandieville Media, through a non-commercial share license agreement that allows for the adaption of the campaign visibility materials – to continue generating demand for eggs as nutritious food for children.

Following the closeout of the GAIN campaign, Wandieville Media has successfully continued with the demand creation campaign in Kaduna state, extending to additional LGAs with funding from USAID.



The Eggs Make Kids Campaign in Action



<sup>2</sup> [Need reference/citation](#)