HappyTap: Aspirational handwashing device commercialization in Vietnam

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Water and Health Conference, Where Science Meets Policy
UNC, Oct 2014
Engage local enterprises and government in the development of sustainable market-based approaches that empower households to be active and informed consumers of WASH products & services.
• Hygiene-related ailments cost USD $262M per year in Vietnam
• Most rural mothers do not practice HWWS before cooking or after using the toilet (Hutton, 2008)
HappyTap Evolution

From Concept to Prototype to Commercial Market

Tippy tap photo by: lougraminpanama.blogspot.com
- **HappyTap**: design based on iterative, consumer-centric process with rural mothers; retail price roughly 10 USD;
Locally branded “LABOBO” with frog mascot, ‘Bobo’
i) Convenient, ii) Protects family health, iii) Saves water and medical costs, iv) Premium product
PUSH & PULL

WaterSHED

MARKETING
TRAINING
MANUFACTURER
DISTRIBUTORS

SALES EVENTS WITH WOMEN’S UNION
MARKET BOOTHs

DIRECT PROMOTION
INDIRECT PROMOTION

CONSUMERS

RETAILERS

HappyTap Co.
Role of WaterSHED

WaterSHED boosts product category

Giving demand signals to indirect channels (PULL)

Market runway

The PUSH then PULL primes the market for sustainable momentum and growth

Happy lap

launch

Market ignition (PUSH)
Learning points

• A commercial marketing approach requires an entrepreneurial team

• Listening to customers is critical

• Design and promotion of new products was not a core competency of existing manufacturers and distributors

• Enabling environment remains important

• Expected public health impact is highest when market penetration is maximized
“I think it’s a neat idea. I no longer have to go outdoors at night for handwashing”

Ms. Ba, consumer at Binh Ninh commune, Tien Giang

“The market booth campaign is really helpful. Let me tell you, once the first few people use it, neighbors tend to follow.”

Retail outlet owner, Tien Giang Province

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