



CLEANER COOK STOVES & FUELS BCC PROJECT

Communication Development Process | 2016 / 2017

This report summarizes the process of creative communications development; outlining

- Creative brief
- Creative concepts
- Snap shot of Pre test results
- Revised creative Idea and final output

The Creative brief

1. Requirements

- Develop a branded campaign to promote awareness and adoption of clean cooking solutions (stoves and fuels).
- A tactical charcoal category campaign.
 - Promoting existing “approved” brands in the market - **Envirovit, Burn and Ecozoom**

2. Communication objectives

- Create awareness of cleaner cooking,
- *Educate about the broad impacts of the benefits (environmentally, health etc)
- Educate on the types of clean cooking solutions, benefits and how to identify
- Where I can access these cooking options

3. Brand positioning

- For Miriam, using a cleaner cook stove saves her money and improves her life / “up grade” status amongst her friends and family

4. The promised benefit

- Are efficient in fuel and time; (less fuel and less time to cook)
- Product development is modern (attractive outlook, reduced smoke emissions and hassle free to light)

5. Stove Personality: Reliable / Trustworthy, trendy, Relatable yet authoritative/stern & Forward looking

- If she was an animal, she would be a lioness
- If she was a vehicle, she would be a sleek Toyota

The concepts

“ MAISHA YA SASA NI DIGITAL.
TV NI DIGI, SIMU NI DIGI,
SIKU HIZI UPISHI PIA NI DIGI! ”



UPISHI DIGI
PIKA KISASA

Kupika na jiko mpya la kisasa ni safi,
rahisi na linaboresha maisha yako.


PIKA POA
NA JIKO LA KISASA

“ Kupika na jiko mpya
la kisasa ni safi, rahisi na
linaboresha maisha yako. ”



UPISHI SAFI
MAISHA SAFI
Na **Jiko** Safi La Kisasa

Kupika na jiko mpya la kisasa ni safi,
rahisi na linaboresha maisha yako.

Pre test | Stakeholder feedback

Upshi DIGI

- Most preferred concept
- Aspirational / modern
- Concern over use of DIGI for older generations
- Materials do not communicate the essence: What is upishi Digi? benefits etc
- Visual: too young for 30-50 old generations
- Likely to provoke audiences to rephrase their cooking solutions
- Need to be careful not to create another jiko " jiko Digi"

Pika Poa

- Ok, Too simple
- Tagline is safe and uncontroversial
- Maybe less memorable/ Less exciting
- Not aspirational
- Visual is intimidating
- Content indicates the key benefits

Upishi Safi, Maisha Safi • Charcoal campaign

- Tag line could work
- Visual less inspirational / aspirational
- Least favorite

- Names and contacts of the stoves / mfts need to be added on.
- Access needs to be addressed.
- Selling proposition is weak

Pre test results snap shot

Overall comments	Upshi DIGI	Pika Poa	Upishi Safi, Maisha Safi	Charcoal campaign
General comments	<ul style="list-style-type: none"> Generated interest, enthusiasm and excitement amongst the audience 			
Individual concepts	<ul style="list-style-type: none"> Understood as advanced and modern as well as understand the concept of transition 	<ul style="list-style-type: none"> Well understood 	<ul style="list-style-type: none"> The audience interprets the expressions on the face as that of confusion, frustration, ineptness, inexperience and youth. 	<ul style="list-style-type: none"> non users: awareness levels varied. Clarity needed on whether they use spacial charcoal
<p>Different executions outlining efficiency, smoke, clean cooking</p>	<ul style="list-style-type: none"> The benefits of saving time, money and fuel; healthy life and healthy family; clean environment; efficiencies and cleanliness are highly relevant and address a pressing need in our audiences lives considered easy to understand, relevant and important information **Clean cooking / Modern: modernity doesn't come out. Cleanliness though not for the environmental picture ** Smoke / Health: this is understood - that it has long term benefots to the health as well as enviroment ** Efficiency: understood as empowering 			<ul style="list-style-type: none"> Savings is understood: Understand concept of time = money as they are hustlers.

Overall comments	Upshi DIGI	Pika Poa	Upishi Safi, Maisha Safi
<p>The Model / Visual</p>	<ul style="list-style-type: none"> The model is fit for Digital: , She is modern Educated though audience felt not for her. Her gestures are demonstrative f adolescent girls, she doesn't look like she can cook; if she does its rarely and mostly for herself She looks like she doenst have kids and has a lot of money 	<ul style="list-style-type: none"> The model is endearing, familiar and most identifiable by the audience She demonstrates pride, a silent confidence and inspires trust. * she would cook delicious food. Her attire is modest and traditional – like the chore of cooking Her pose is self assured and she inspires trust. Poster is clean; utensils are clean, no smoke and lady doesn't look hassled and at ease. Overall a good fit with the daily and cumbersome chore of cooking 	<ul style="list-style-type: none"> •The Model represents that of a spoilt daddy's girl, therefore REMOVED from the persona of our audience, who are hard workers and from humble beginings. • The smoke in the house / background adds to the discomfort in the overall concept • The sufuria is already dirty – we are avoiding the issue of cleaning off that soot
<p>Campaign slogans</p>	<ul style="list-style-type: none"> Upishi Digi liked by the Nairobi women Upishi Digi conveys modernity, aspiration and convenience well. For youth and urban people. Older generations may not get it. In Nyeri and Kakamega it can be mis construed to mean "string" and in ref to nick names 	<ul style="list-style-type: none"> Pika Poa unanimously seen as the most suitable fit with the concept of clean cooking. It scores on comprehension, fit with cooking, is easily recalled, and generates interest and curiosity Pika Poa unanimously seen as the most suitable fit with the concept of clean cooking. 	<ul style="list-style-type: none"> • can be mis construed with detergent ~ needs qualification for cookstoves to make sense. Once this was done, TA felt it could work

Overall comments	Upshi DIGI	Pika Poa	Upishi Safi, Maisha Safi	Charcoal campaign
Radio	<i>"Woman bragging over everything being digi"</i>		<i>Fatuma's obsession with clean</i>	<i>"Lady Hosting"</i>
	High on aspiration and entertainment. Resonates with TA		High on humor, though can be misconstrued, bordering annoying	Resonates but is long

Revised communication concepts



UPISHI DIGI
na JIKO SAFI LA KISASA

*Translation: Digital / Modern cooking
With a modern cook stoves



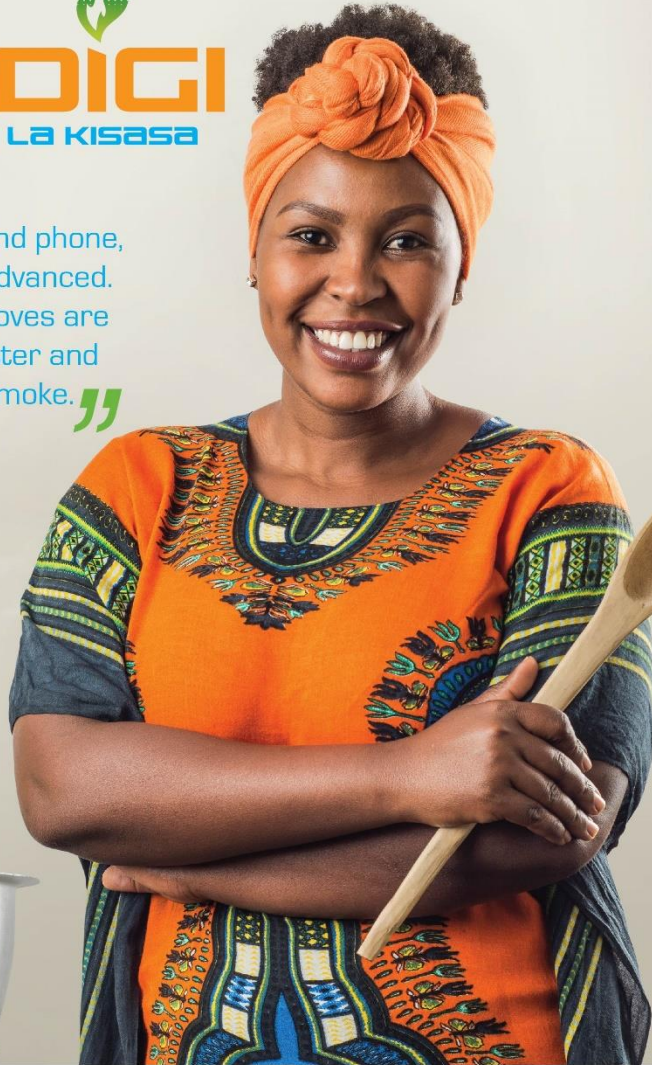
- Most preferred campaign
- Nairobi liked this campaign; thought it was catchy
 - Larger Nairobi accounts for 70% of the targets
- Manufacturers like it, and feel that it will most probably resonate.
- Campaign resonates with what is current: Digital migration ~ lingua easily understood.
- Campaignable
 - *Personify it: Mimi ni Mpishi Digi (I am a Modern/ digital chef)*
Nimedigitika (I have become modern)
 - *Create new lingua ~ Manyanga*

Generic communications



UPISHI DIGI
NA JIKO SAFI LA KISASA

“ Just like your TV and phone, cooking too has advanced. These modern stoves are cleaner, cook faster and produce less smoke. ”



Improve your cooking today with LPG, ethanol, biogas or modern, cleaner and more efficient cookstoves.

For more information call 0711082303 iChef Call centre or SMS 20255




UPISHI DIGI
NA JIKO SAFI LA KISASA

“ Jiko la kisasa hupika kwa upesi, bila moshi nyingi na kwa njia safi. Kama Tv na simu, upishi sasa pia ni “Digi” ”



Boresha upishi leo na jiko la gas, ethanol, biogas ama jiko safi la kisasa.

Kwa maelezo zaidi piga nambari 0711082303 iChef Call centre au SMS 20255





UPISHI DIGI

na jiko safi la kisasa

“ My roof, walls and even my floor is clean! I am proud to own a modern, more efficient cook stove! ”



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UPISHI DIGI

na jiko safi la kisasa

“ Paa la nyumba yangu ni safi. Kuta nazo ni safi. Hata sakafu pia ni safi. Najivunia jiko langu safi la kisasa ”



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Charcoal category

UPISHI DIGI
NA JIKO SAFI LA KISASA

“ Save charcoal,
Save time, Save money.
Improve your cooking with
a modern, more efficient
charcoal cookstove ”



These cleaner cooking stoves are available at your nearest **Equity Agent**.



For more information call 0711082303 iChef Call centre or SMS 20255

UPISHI DIGI
NA JIKO SAFI LA KISASA

“ Save makaa,
Save masaa, Save chapaa.
Boresha upishi na jiko
safi la makaa la kisasa ”



Jiko hili lapatikana kwa **Equity Agent** yeyote aliye karibu nawe.



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NA JIKO SAFI LA KISASA

“ Save charcoal,
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Improve your cooking with
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charcoal cookstove ”



For a Super Saver stove
call (toll free) 0800 722 700

For a Jiko Bora stove
call 0706 363 343

For a Jikokoa stove
call 0707 887 766

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UPISHI DIGI

na JIKO SAFI LA KISASA

“ Save charcoal, Save time, Save money.
Improve your cooking with a
cleaner modern charcoal cookstove ”

Super Saver
Envirofit

Jiko Bora
ecozoom

Jikokoa
burn

UPISHI DIGI

na JIKO SAFI LA KISASA

“ Save makaa, Save masaa, Save chapaa.
Boresha Upishi na jiko safi la makaa la kisasa ”

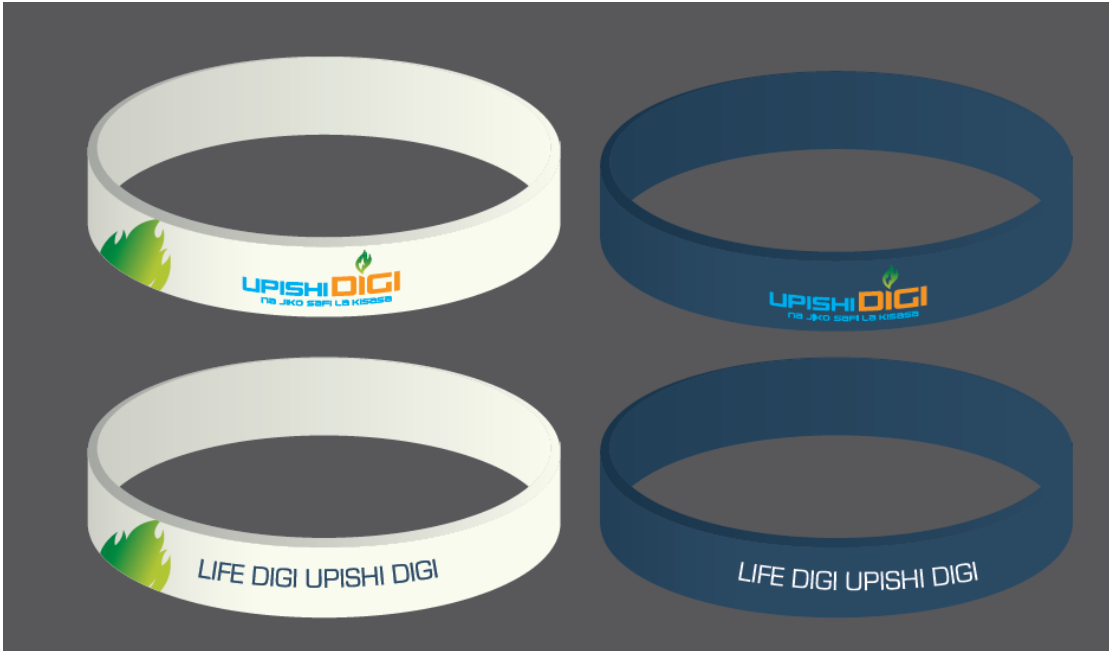
Super Saver
Envirofit

Jiko Bora
ecozoom

Jikokoa
burn

Promotional material





SESSION GUIDE



SESSION	OBJECTIVE	NOTES
1	<p>Introduction</p> <p>Class members will be able to:</p> <ul style="list-style-type: none">Understand the meaning of climate change and its effects on the environment.Identify the causes of climate change.Explain the impact of climate change on the environment and human health.Identify ways to reduce greenhouse gas emissions.	<p>On February 16th, 2015, the world's largest climate change conference, COP21, was held in Paris, France. The conference resulted in the Paris Agreement, which aims to limit global warming to below 2°C above pre-industrial levels.</p> <p>The Paris Agreement is a landmark agreement in climate change history, as it is the first time that all 195 countries in the world have agreed on a common goal to reduce greenhouse gas emissions.</p> <p>The Paris Agreement is a legally binding international treaty on climate change. It was adopted by 196 Parties at COP21 in Paris, France from 30 November to 12 December 2015. It is the first time that all 195 countries in the world have agreed on a common goal to reduce greenhouse gas emissions.</p> <p>The Paris Agreement is a landmark agreement in climate change history, as it is the first time that all 195 countries in the world have agreed on a common goal to reduce greenhouse gas emissions.</p>
2	<p>Climate Change</p> <p>Class members will be able to:</p> <ul style="list-style-type: none">Explain the greenhouse effect and how it contributes to global warming.Identify the major greenhouse gases and their sources.Explain the impact of global warming on the environment and human health.Identify ways to reduce greenhouse gas emissions.	<p>The greenhouse effect is a natural process that warms the Earth's surface. When the Sun's rays hit the Earth, the energy is absorbed by the land and the oceans. The land and oceans then radiate the energy back into the atmosphere. The greenhouse gases in the atmosphere trap some of this energy, warming the Earth's surface.</p> <p>The major greenhouse gases are carbon dioxide, methane, nitrous oxide, and water vapor. Carbon dioxide is the most abundant greenhouse gas and is produced by the burning of fossil fuels. Methane is produced by the decomposition of organic matter. Nitrous oxide is produced by the burning of fossil fuels and the use of fertilizers. Water vapor is produced by the evaporation of water.</p> <p>Global warming is the increase in the average temperature of the Earth's atmosphere and oceans. It is caused by the increase in greenhouse gas emissions. Global warming is causing a wide range of effects, including melting glaciers and ice sheets, rising sea levels, and more frequent and severe weather events.</p>
3	<p>Climate Change Solutions</p> <p>Class members will be able to:</p> <ul style="list-style-type: none">Identify ways to reduce greenhouse gas emissions.Explain the benefits of renewable energy sources.Identify ways to conserve energy and water.Explain the importance of sustainable development.	<p>There are many ways to reduce greenhouse gas emissions. One of the most important is to use renewable energy sources, such as solar, wind, and hydro. Renewable energy sources do not produce greenhouse gas emissions.</p> <p>Another way to reduce greenhouse gas emissions is to conserve energy and water. This can be done by turning off lights and appliances when not in use, using energy-efficient light bulbs, and taking shorter showers.</p> <p>Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It is based on three pillars: economic, social, and environmental.</p>