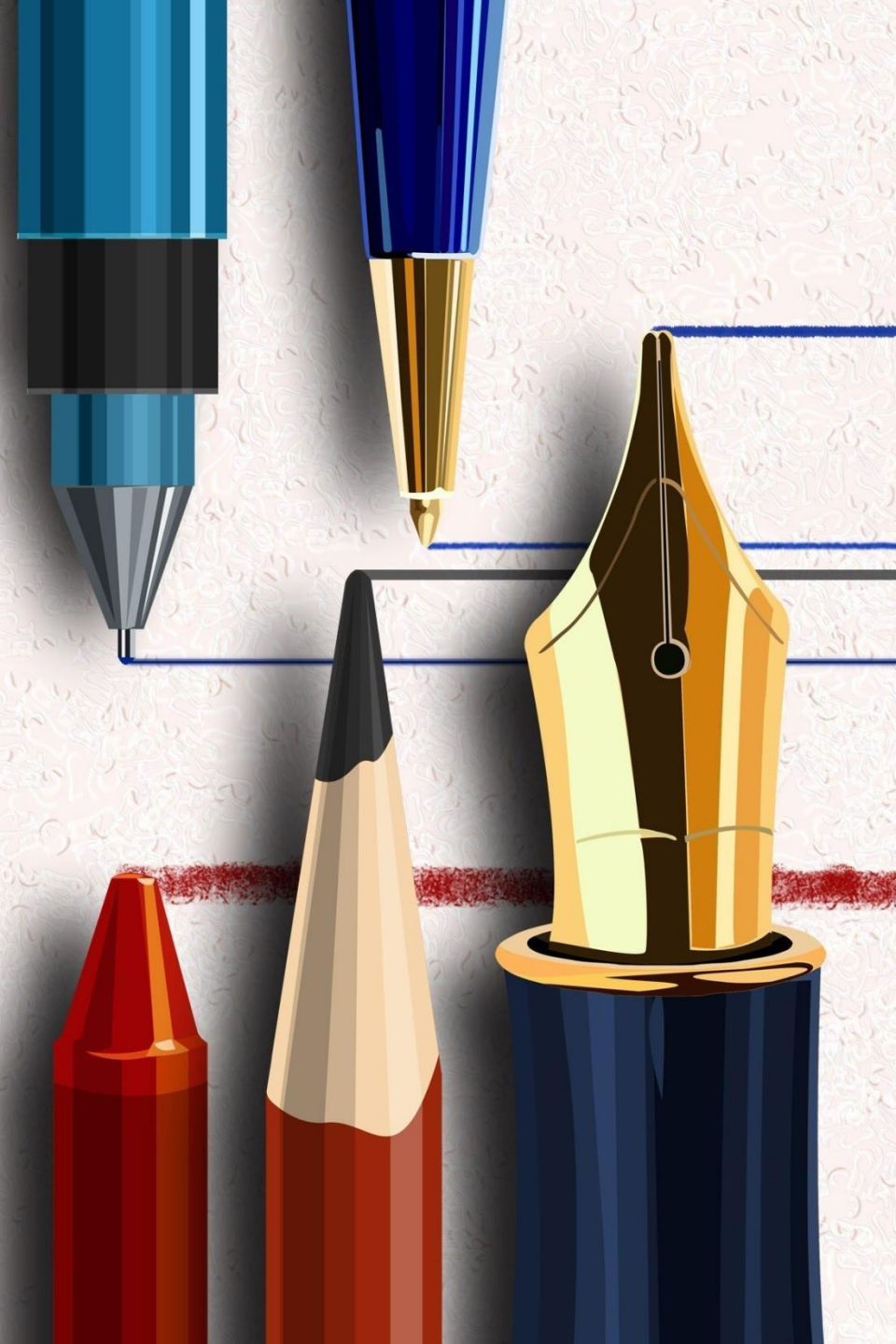




**SHEKELE**



# Contents

1. The Task
  - a) Background
  - b) Market Overview
  - c) Target Audience
2. Creative Expression



## Task

- **Create awareness** on new and efficient clean cook stoves in the market
- **Influence behavior change** by demonstrating improved cooking experience through the new and improved cook stoves.
- **Generate demand** for new and improved cook stoves



# THE TARGET





## MAINSTREAMERS

- Aged between 28 -34 years (Female)
- Married with young children
- Earn a combined household income of of between **20,000 – 50,000**
- Family oriented and work to provide for their their families.
- Free time spent with family, in and between church, social visits .
- Live a modest lifestyle and are prudent with regards to financial decisions. Save for the future and avoid unnecessary risks at all costs
- Value security and are slow to take up new trends they are unsure of.
- Will go for brands that they have seen their peers/neighbours use – They tryst in numbers.

## Current behavior..

- Cook two meals a day: breakfast and dinner and she cooks them with a kerosene and the traditional charcoal stove respectively.
- Get back home late and tired so don't have time to make elaborate meals. They make what is available and affordable.
- Their choice drivers for fuel and cook stoves are speed and convenience.
- Prefer charcoal because once the Jiko is well lit the heat is intense and cooks fast, but on the flip side, it's a process to light up.
- Dislike kerosene because of the smell and risk it brings to their home
- They knows of other fuels, but perceive them expensive and not worth it.



## SUMMARY OF TARGET NEEDS

- Family is important to them. Their **beliefs and values** are based on the **changing life trends** and they aspire to succeed in their endeavors to increase disposable income and get a comfortable life with minimum responsibilities that require their time and attention.
- Their **desire for a better life for family** is manifested in the kind of furniture and appliances they purchase; to increase her social status
- **All their days are the same.** They have little time to spare. Their biggest consideration is **convenience and cost.**



# THE PRODUCT

## **Functional benefits**

- Saves money and fuel
- Cooks faster
- Convenient to use
- Aspirational Affordable

## **Emotional benefits**

- Pride and self confidence that comes with improvement and subsequently keeping up with the trends and technology

# BRAND POSITION

What Space do we want to own in the consumer's mind?

- The new and improved clean cook stoves offer me a **better cooking experience**. The stoves save me money by reducing my fuel costs, have less emissions. Plus the look modern and presentable, which makes me feel good!

# OUR PROPOSAL

## Option 1

### **UPISHI DIGI**

The concept is based on the current trend of everything being digital. Our phones are digital, Television has gone digital, Radio and so many other aspects of life. Our premise is to encourage the target to embrace a modern way of cooking using the new clean stoves.. Upishi Digital.

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



  
**UPISHI DIGI**TAL  
PIKA KISASA

BORESHA UPISHI NA JIKO LA KISASA  
LA MAKAA, LA ETHANOL AU LA GAS

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



UPISHI DIGITAL  
PIKA KISASA

BORESHA UPISHI NA  
MAJIKO HAYA YA KISASA



“ MAISHA YA SASA NI DIGITAL.  
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UPISHI DIGI Tal  
PIKA KISASA

BORESHA UPISHI NA JIKO LA KISASA  
LA MAKAA, LA ETHANOL AU LA GAS

MAGNATE  
080 2010509  
0722 204 400  
011-125-51293142330

## Option 2

### **Pika Poa**

The concept is targeted at encouraging users to embrace new methods of cooking using the new clean cook stoves. Our emphasis is on selling the campaign based on a better cooking experience.



# PIKAPOA

NA JIKO LA KISASA

Siku hizi, mimi hupika  
chap chap, bila stress,  
bila kusota na bila moshi!



BORESHA UPISHI NA  
JIKO LA KISASA LA MAKAA,  
LA ETHANOL AU LA GAS

# PIKAPOA

NA JIKO LA KISASA

Siku hizi, mimi hupika  
chap chap, bila stress,  
bila kusota na bila moshi!



**BORESHA UPISHI NA  
MAJIKO HAYA KISASA**



# PIKAPOA

NA JIKO LA KISASA

Siku hizi, mimi hupika  
chap chap, bila stress,  
bila kusota na bila moshi!



BORESHA UPISHI NA  
JIKO LA KISASA LA MAKAA,  
LA ETHANOL AU LA GAS



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## Option 3

### **Usijikokote**

The concept is based on encourage the target to keep up with the times and modern technology. It is a rally call discouraging them from lagging behind in the adoption of modern methods of cooking.

# USI JIKO KOTE

**BORESHA UPISHI NA  
JIKO LA KISASA**



**BORESHA UPISHI NA JIKO LA KISASA  
LA MAKAA, LA ETHANOL AU LA GAS**

# USI JIKOKOTE

**BORESHA UPISHI NA  
JIKO LA KISASA**



**BORESHA UPISHI NA MAJIKO HAYA YA KISASA**



# USI JIKO KOTE

BORESHA UPISHI NA  
JIKO LA KISASA

BORESHA UPISHI NA JIKO LA KISASA  
LA MAKAA, LA ETHANOL AU LA GAS

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# BTL Collateral



Back



**This is dummy copy and not intended to be read, its purpose is to serve as print. This is dummy copy and not intended to be read, its purpose is to serve as print. This is dummy copy and not intended to be read, its purpose is to serve as print.**

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Front



**USJIKOKOTE**

**BORESHA UPISHI NA  
JIKO LA KISASA**

**BORESHA UPISHI NA JIKO LA KISASA  
LA MAKAA, LA ETHANOL AU LA GAS**


## About our jikos


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## What our jikos offer

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**PIKAPŌA**  
NA JIKŌ LA KISASA

**PIKAPŌA**  
NA JIKŌ LA KISASA

**PIKAPŌA**  
NA JIKŌ LA KISASA

**PIKAPŌA**  
NA JIKŌ LA KISASA

**PIKAPŌA**  
NA JIKŌ LA KISASA

SIKIU HŌU, KŌRŌ HŌPŌHŌ  
KŌRŌ KŌRŌ, SIŌ KŌRŌ.  
SIŌ KŌRŌ NA SIŌ KŌRŌ!

**PIKAPŌA**  
NA JIKŌ LA KISASA

KŌRŌHŌA UŌRŌHŌ NA  
JIKŌ LA KISASA LA MŌHŌ.  
LA KŌRŌHŌ, SIŌ LA KŌRŌ

**PIKAPŌA**  
NA JIKŌ LA KISASA





UPISHI DIGITAL upishi wa kisasa

UPISHI DIGITAL upishi wa kisasa

UPISHI DIGITAL upishi wa kisasa

UPISHI DIGITAL  
upishi wa kisasa





**USJIKOKOTE** BORESHA UPISHI NA MAJIKO LA KISASA

**USJIKOKOTE** BORESHA UPISHI NA MAJIKO LA KISASA

**USJIKOKOTE** BORESHA UPISHI NA MAJIKO LA KISASA

**USJIKOKOTE**  
BORESHA UPISHI NA MAJIKO LA KISASA

