



**Promotion of Clean Cooking
BCC Campaign Communication
Concepts Pre-Test 2016/2017**

Report on The Pre-test Qualitative
Research for Campaigns for Clean
Cooking Stoves Behavioral Change
Campaign (BCC)

Prepared For:

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Acronyms and Abbreviations

BCC: Behaviour Change Communication

BOP: Bottom of the Pyramid

CCS: Clean Cook Stoves

HAP: Household Air Pollution

ICS: Improved Cook Stoves

KCJ: Kenya Ceramic Jiko

LPG: Liquid Pressurized Gas

MFI: Micro Finance Institution

SEC: Social Economic Class

SKU: Stock Keeping Unit

WOM: Word Of Mouth

1 Executive Summary

Introduction

This report presents findings from a pre-test study which aimed to assess responses to campaign concepts and messages with regards to Clean Cook Stoves (CCS). The study was conducted in January 2017.

Methods

This was a cross sectional study whose methodology involved collecting and collating evidence from the following sources:

- Desk review of relevant project reports and documents
- Qualitative research study

1.1 Desk review

Desk research was conducted on two levels; the first level was to gather information to inform the study and then to supplement the study findings. The literature review has been incorporated into the main report to support the main findings. The information was taken from the formative study conducted on cookstoves in Sep-Oct 2016 by the Kantar Public team, and detailed references are included wherever secondary information is used.

1.2 Qualitative Research Study

The study also adopted qualitative approaches to data collection, analysis, and reporting. Focus group discussions were the key method used to collect data.

Study objectives

- Determine target audience attitudes and preferences towards campaign messages
- Determine effectiveness of the proposed executions, based on the following characteristics:
 - Understanding: what is the message takeout?
 - Recall: what is the thing they remember most?
 - Relevance: is the choice of characters, slogans, taglines and pictures relevant?
 - Possible Influence on behavior: what are they likely to do?
 - Appeal: do the executions appeal to the intended target?
 - What do potential consumers dislike in particular about the various products/designs/messaging?
 - Credibility: are there outright believability/non-believability issues?
 - Emotional reaction: how do they feel after looking at the concepts?
 - To what extent are potential consumers likely to recommend the products to friends?
 - Where would the target audience want to see or hear the above message
 - How else would they wish this was presented?
- Suggestions and areas of improvement to strengthen the value proposition

1.3 Conclusions

TNS concludes as follows

Specific learnings from the concepts tested

- Clean fuels are the ones that are ‘clean’ in the functional sense- no soot, no smoke, good indoor air quality etc. Carbon emissions or environment-friendliness is not part of the cultural discourse on fuels. However, functionally “clean” is extrapolated to environment friendly seamlessly.
- Gas and electricity are considered as “clean” fuels. However the barriers for these make them appear “not for me” for the audience we tested.
- Charcoal using a clean cookstove such as Jiko Okoa is interestingly considered as somewhat “clean” due to less smoke, less soot, efficiency and better indoor air quality.
- The ideal fuel should be affordable, available and safe to use most of all.
- The ideal stove in the audience’s mind is modelled on the convenience of a gas stove, and is the opposite of the paraffin stoves. The ideal stove has the performance of a gas/electric stove with the affordability and availability features of a charcoal jiko.
- Potential consumers are highly likely to recommend the products to friends. For many users, the entry into the category was through WOM recommendations from friends etc.
- The target audience would like to see the message across all media touchpoints, especially radio, hoardings, posters in community and market places etc.
- Saving time, money and fuel is of utmost relevance to our audience, and if this helps in saving the environment as a consequence, that is a good thing to know.
- Current users of clean cook stoves are completely in alignment with all the benefits/insights outlined in all the concepts, especially the smoke-free and savings propositions.
- For the non-users the barriers for clean cook stoves are rooted in both perception and reality:
 - Perception
 - Clean cook stoves are perceived to be very expensive
 - Perceived to be used with a different type of charcoal that may not be easily available
 - Perceived to have no after sales support. *“I don’t know who to go to if I want any more information”*
 - Reality
 - 3500-4000 Ksh is a cost that many in the audience claim to be unable to pay upfront.
- Pricing: The audience wants to be able to pay in instalments, or some other way of easy financing.
 - For the Nairobi audience, a price of Kshs 2000-25000 is acceptable.
 - For Nyeri and Kakamega, a price lower than Kshs. 2,000 is attractive.

Specific conclusions from the concepts tested

- All of the concepts tested generated interest, enthusiasm and excitement amongst the audience.
- Understanding: The overall takeaway is that of a modern jiko that is smoke-free and efficient. The audience ladders these features to various functional benefits and emotional payoffs depending upon the wordings used in the concepts.
 - Cooking with clean cook stoves is cleaner, healthier, cheaper, more efficient and makes life easier.
- Understanding: The direct impact of smoke is on the self and the family. Impact on environment is not top of mind, or the topic of concern or conversation.
 - However, when exposed to concepts that point to the environmental friendliness of the new ways of cooking, it is accepted without doubt and was credible.
- Relevance: The Pika Poa protagonist and the Pika Poa radio transcript find good relevance with the audience. The slogan Upishi Safi Maisha Safi is perceived to strike a balance between relevance to self and relevance to category of clean cooking. The Pika Poa and Upishi Safi Maisha Safi logos emerge as favorites, although on different planks.
 - 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 audience's lives.
- Possible Influence on behavior: The campaign messages have a clear call to action. They generate enough interest and appeal to enable the audience to go look for the modern jikos.
- Appeal: The Smoke-free and Savings execution worked best among the insights.
- Credibility: Upishi Digi, although is liked across all audiences, has some credibility concerns with some in the audience, owing to a possible mismatch between expectations of “digital” and actual delivery of “digital” through a modern jiko.
- Emotional reaction: It was easy for the audience to ladder the functional features/benefits of smoke-free cooking and savings to emotional payoffs of convenience, self-image, upgradation of life, satisfaction, better lifestyle etc.
- **Insights**
 - Overall all the insights were very relevant, relatable and true for all audiences.
 - However, some insights worked better than others
 - **Clean cooking**, hence improving lifestyle: this is very powerful but without a credible reason to believe, it lacks strength. By itself, it doesn't say much about the 'what' and the 'how' of an improved lifestyle.
 - **Smoke-free cooking**: this is the most resonant of all insights. It immediately elevates the chore of cooking from the depths of a labor-intense chore to a tolerable and pleasant chore. The benefits of smoke-free are effortlessly laddered to “healthy” and “good for environment”. Although the “good for environment” is largely limited to the internal environment inside the house, described as “clean”,

“fresh”, smoke free, soot free, clean, not dirty, not malodorous and not suffocating. The global environment or the concept of global warming is not referenced to.

- **Efficient cooking:** this is another powerful insight for the busy woman of today, who is seeking to capitalise her time in fruitful ways. There is a realisation that the cooking chore takes up much of their time, mind-space and effort. And this time can be utilised in other ways like attending to ones’ family and businesses. The laddering of efficient cooking to having more time for family and business is spontaneous and not contrived.
- **Saving time, fuel and money** is the most catchy of all insights: It is not an insight though, it is a powerful hook that allows for attention and effort to know more about what is being talked about. By itself, saving time, money and fuel means nothing, but along with a good reason to believe and a credible product, it can act as a powerful motivator for behavior change.
- **Archetypes/Protagonists from the concept posters**
 - Cooking is about experience, expertise, comfort and confidence.
 - All of this comes through in the Pika Poa’s Mama Mboga archetype. The lady’s expressions, demeanor, appearance and outfit are about expertise, comfort, confidence and experience.
 - The digital archetype although aspirational by itself, is perceived as slightly frivolous and lacks the gravitas and the confidence.
 - The confused woman/girl archetype fails to evoke any positive emotions. The overall looks are about lack of expertise, experience, confidence and comfort in the chore of cooking. She fails to inspire confidence and trust.
- **Logo elements**
 - Upishi Digi is high on appeal, contemporary relevance and noticeability. However, it is low on personal relevance, purely due to the associations with “too modern” , “may be expensive”, “electronic”...and hence “not for me”
 - Pika Poa is high on relatability, category fit, relevance to self and persuasiveness. It is noticeable and has easy recall, however there is the danger of it getting lost as a generic food product communication.
 - Upishi Safi Maisha Safi ticks most boxes. It is high on noticeability, appeal, recall, relevance and persuasiveness. The concerns about it being mistaken as a cleaning product communication can be addressed with having cooking category related cues in the rest of the communication unit.

- **Slogans**
 - Overall, the slogan “Na Jiko Safi La Kisasa” manages to capture the essence of clean cooking, as understood by the audience. The relevance to self is high, and it fits the concept of clean cooking through the use of the word “safi”.
- **Radio transcripts**
 - Overall, the radio transcript for Pika Poa is received most favorably. It ticks all boxes of comprehension, relevance to self, appeal, fit with clean cooking and persuasiveness.

1.4 Recommendations

Of the concepts tested, the following received favorable responses and should be considered for further development/testing into quantitative if desired.

Design element	What works	Room for improvement
Insight	Smoke-free cooking Savings	
Protagonist	Pika Poa lady (Mama Mboga)	Put a smile on her face, modernise her a bit
Logo	Pika Poa and Upishi Safi Maisha Safi	
Slogan	Na jiko safi la kisasa	
Radio transcript	Pika Poa	Make it crisper

Detailed recommendations are available in the recommendations sections at the end of the report.

2 Introduction

2.1 The intervention

Population Services Kenya (PS Kenya) specializes in behaviour change communication (BCC) and social marketing of health-related products and services.

PS Kenya would like to design and implement a BCC campaign to promote the adoption and consistent use of clean and efficient cook stoves and fuels in Kenya. Using energy-efficient cook stoves has multiple benefits which include:

- 1) Reduced firewood and electricity bills
- 2) Reduced carbon emission – environmental benefits
- 3) Improved in-door air quality

The BCC campaign is expected to deliver 3 intermediate outcomes:

- 1) Increased knowledge and awareness of benefits of clean and efficient cook stoves and fuels
- 2) Increased availability and access to clean and efficient cook stoves and fuels
- 3) Strengthened capacity in national charcoal cook stoves sector

BCC activities will primarily target urban and peri-urban populations. Women will be targeted as the primary audience, given their pivotal role in the adoption and sustained use of clean household cooking solutions and their central responsibility for managing domestic energy and cooking.

In order to design an evidence-based BCC Strategy, PS Kenya contracted TNS to conduct a pre-test research study to provide an in depth understanding of the consumer.

2.2 Communication materials tested

We tested three broad themes. These themes had features of logo, slogan line, female protagonist and radio transcripts. Each theme had 4 posters aligning to each of the 4 insights/benefits : Clean cooking, efficient cooking, smoke-free cooking and savings.

2.3 Research Objectives

Key objectives of the study were:

- Determine target audience attitudes and preferences towards campaign messages
- Determine effectiveness of the proposed executions
- Suggestions and areas of improvement to strengthen the value proposition

3 Methodology

This was a cross sectional study whose methodology involved collecting and collating evidence from the following sources:

- Desk review of relevant project reports and documents
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3.1 Desk review

Desk research was conducted on two levels; the first level was to gather information to inform the study and then to supplement the study findings. The literature review has been incorporated into the main report to support the main findings. The information was taken from the formative study conducted on cookstoves in Sep-Oct 2016 by the Kantar Public team, and detailed references are included wherever secondary information is used.

3.2 Qualitative Research Study

The study also adopted qualitative approaches to data collection, analysis, and reporting. Focus group discussions were the key method used to collect data.

3.2.1 Sample Considerations and Criteria

A total of 5 focus groups comprising eight participants per group were carried out across Nairobi, Nyeri and Kakamega to reflect a range of socio-demographic, geographic and lifestyle nuances.

Important considerations that were made in shortlisting the regions include::

- Nairobi is cosmopolitan and has consumers who use a range of fuels and cook stoves. Consumers were recruited from Ngong, Ongata Rongai, Gatundu, Ruiru, Limuru, Thika, Dagoretti, Embakasi etc.
- Geographic locations varied across counties, with Nyeri located in central Kenya, and Kakamega located in western

Only consumers who live in a selected region were considered for the study. In order to enhance homogeneity the following factors were put into consideration while recruiting the participants:

Criteria	Consideration
Gender	The study considered both men and women as the target audience. The sample was skewed towards female participants owing to them:

	<p>Being key decision makers when it comes to the type of fuel to use within the home.</p> <p>Having high interaction levels with the cooking stoves as they prepare meals for their families</p>
Age	<p>The age bracket considered ranged from 25 – 40 years. Given the constraints of a small sample size of 5 focus groups across 3 regions, it was considered prudent to limit the study to a relatively homogenous age band of 25-40 years. Also, older consumers have more formed behavior that is difficult to change and it is difficult to pre-test it with them.</p>
Economic status	<p>The sample was skewed towards the lower SEC, based on the communication target.</p>
Usage	<p>Usage was defined through asking respondents whether the jiko they owned was an efficient jiko, clay or tin jiko. The groups were split to reflect:</p> <p>Current users of efficient cook stoves</p> <p>Those who were aware of efficient cook stoves but were non-users</p> <p>Respondents that were unaware of cook stoves, non-users</p>
Family Size	<p>Those with large and small families were included in the research, as this would impact on research. Small families consisted of families with 3 members and large families consisted of those with 4 members or more</p>

The study considered the following income levels and wealth status of the participants in the formative research.

- C2 EMPLOYED – junior staff such as receptionists, secretaries, book keepers and admin assistants
- C2 SELF EMPLOYED- small scale farmers and small business owners who for example sell clothes, shoes and accessories, or who make items for sale or sell a service.
- D EMPLOYED
- D SELF EMPLOYED

3.2.2 Sample Structure and breakdown

All focus group discussions had 8 participants each and lasted approximately 90 minutes. The discussions were facilitated by a trained and experienced moderator using an approved¹ discussion guide to facilitate the sessions. The final guide is annexed to this report.

The sample spread and group timings are outlined below:

The table below summarizes the key profile details, the schedule of dates and location of each focus group.

N O.	LOCATION	SEGMENT	AGE	DATE	SEC	TIME
1	Nairobi	Female users of CCS	25-40 Yrs.	17 th Jan 2017	C2D	10.00 – 12.00 pm
2	Nairobi	Females non-users of CCS	25-40 Yrs	17 th Jan 2017	C2D	03.00 – 05.00 pm
5	Nyeri	Females Mix of users and non-users	25-40 Yrs	18 th Jan 2017	CC2D	011-1 pm
11	Kakamega	Males Mix of users and non-users	25-40 Yrs	20 th Jan 2017	C2D	11.00-01.00 Pm
12	Kakamega	Females Mix of users and non-users	25-40 Yrs	20 th Jan 2017	C2D	002.00-04.00-pm

3.2.3 Fieldwork Procedure

The following procedures were used to conduct the study;

The recruitment team underwent a training and briefing session which covered the objectives of the study, sample criteria, recruitment procedures to be followed, quality control measures, study ethics, communication, their roles and responsibilities and the recruitment questionnaire.

Once in the field, the team recruited respondents at household level. After identifying the correct respondent, the research team first sought verbal consent to participate in the study by providing respondents with information about the research being conducted.

¹ By PS Kenya

To ensure that respondents understood the voluntary nature of participation in the study, the research team asked if participants fully understood the overall scope of the study and explicitly stated that respondents were free to withdraw from the study at any time.

In the recruitment process, TNS did not subject any respondent to any form of coercion, undue inducement, or intimidation. Respondents sometimes consider invitations to such gatherings as an opportunity to learn from interactions with other participants and the recruiters are able to leverage on this aspect to convince potential participants. Some also participate out of curiosity whilst others consider selection a ‘privilege’.

Participants were recruited as individuals, not as representatives of specific organisations. Those who agreed to participate in the study were informed of specific steps TNS would use to ensure confidentiality and protect their privacy. Reassurance was done during data collection, whereby the moderator confirmed that their names, positions, or any other personal information would not be analysed or included in the final report. TNS also sought consent for interviews to be audio recorded to facilitate eliciting first person verbatim data for use in analysis.

3.2.4 Analysis and Report Writing

Raw data from audio recordings and field notes were uploaded, backed up and saved. All audio recordings were transcribed, cleaned and saved to a central server. For quality purposes, the recordings were transcribed verbatim to capture the “voices of consumers” and were further cross-checked with field notes.

4 Background on cooking, fuels and stoves

4.1 Cooking: associations, perceptions, beliefs and behaviors

We did a word association exercise to understand participant's mental map with regards to cooking. Emotions surrounding cooking as an activity were collected so as to compare against the tone and content of the executions that were tested later.

The world of cooking is a complex world of emotions, expectations, concerns and responsibilities.

- It is a duty and a chore
 - *"Every woman does it...it is necessary"*. Female, User, Nairobi
- Ensures hygiene
 - *"I know what ingredients and their quality that I am using...I am certain that they are clean. Also that my utensils are clean"*. Female, Non-user, Nairobi
- Health concerns
 - *"Home cooked food is better than outside food. It is healthier too."* Female, mixed group, Nyeri
- The food is also a marker of the woman's feelings when she cooks
 - *"When I am happy the food comes out tasty. When you taste awful food, you know the woman cooking wasn't in a good mood."* Female, Non-user, Nairobi
- The proof of the pudding is in the taste of the food.
 - *"When my kids praise my cooking, I feel good about all the effort I put into it."* Female, mixed group, Kakamega
- Genuine interest and passion
 - *"I love cooking, and I want to be a role model for my children so that they take up the passion of cooking."* Female, Non-user, Nairobi
- An expectation from a mother and wife
 - *"My kids and husband expect to see food on the table once they come home, and I feel good about it"* Female, mixed group, Kakamega

4.1.1 Perceptions of fuels

We asked respondents about their awareness and perceptions of different fuels in the market, and that they use. This was done to set the context and make the respondents think of the fuel category when discussing the concepts. Also, the unprompted discussion on fuels was useful to analyse respondent's responses on the concepts.

Respondents were asked to mention the fuels that they use at home. Then they were asked to group these fuels as per their perceptions. The following points emerged:-

- Respondents think of the source of fuel when they are asked to group fuels
 - Sources are plant based sources and petroleum based sources
- Charcoal, firewood and sawdust was grouped as fuels from plant based sources.

- These are also considered to be abundant, affordable, available, safe and convenient to use
 - *“You can buy charcoal from 20/=.”* Male, mixed users group, Kakamega
 - *“They are not risky in terms of they cannot explode.”* Female, mixed group, Nyeri
 - *“They have less harm to health.”* Female, Users, Nairobi
 - *“They are less risky because you cook with them outdoors”* Female, mixed users group, Nyeri
 - *“And you save a lot when using them at home because after lighting it once you can continue using it for a long time after cooking you just cover the fire using the ashes.”* Female, mixed group, Kakamega
- Paraffin/kerosene and gas (LPG) are grouped as fuels from oil based sources.
 - Paraffin/kerosene is considered to be affordable and convenient to use, owing to its availability and easy-to-light feature.
 - However, it is considered to be toxic for long time use, and for use in closed rooms.
 - The flammability feature is perceived to add to the safety concerns, especially with unattended children at home all day.
 - *“I lock my paraffin bottle in my cupboard and take the keys with me. And I keep the stove above the shelf so the kids cannot reach them. I have heard of kids getting poisoned by drinking paraffin.”* Female, mixed group, Nyeri
 - *“Health wise paraffin affects the lungs when inhaled especially by the children.”* Male, mixed group, Kakamega
 - Gas(LPG) is perceived to be expensive and has availability issues, and there are safety concerns when leaving unsupervised children back at home. There is a perception that certain fuels like LPG are complicated to use, and might require special training or instruction. The erroneous perception that using LPG is complicated and that the cooking unit might get damaged with inept handling and this gives people a negative perception of it.
 - *“It can be something complicated that you need to have gone to school to learn how to handle it. It should be simple so even if you leave it with the village girl it doesn’t get spoilt”* Female, mixed group, Kakamega
 - *“We buy charcoal every day for fifty bob or thirty shillings but gas you can’t afford that. Let’s say fifty per day multiplied by 30, the total is 1500. Gas is cheaper in the long run but what if that 50 is the money you get in a day? You have to spend what you have on buying a refill.”* Female, Non-user, Nairobi
 - *“When the children inhale the fumes it’s unhealthy. They can be playing and they can turn on the knob”* Female, Mixed group, Nyeri
 - *“If you live in the village like where I stay in Ikolomani and you want to refill your gas you pay 150 transport to come to town so you spend 300 and that money you can use to do other things”* – Male, mixed user group, Kakamega
- Electricity is grouped on its own.

- It is perceived to be for the upper class who have access to electricity and funds for the high cost.
- The convenience of electric cookers is not discussed or considered. The twin barriers of high acquisition/running cost and erratic power supply make electricity as a fuel even perceptually out of reach
 - *“You have to buy the jiko then pay for the electricity bill so you have to pay twice. Also, we don’t have electricity all day”* Female, Mixed group, Kakamega

After discussing fuels, we asked them about the ideal fuel.

4.1.2 An ideal fuel:

An ideal fuel for them would be the below features/characteristics

- Easy to light
- Affordable
- Safe
 - *“It should not explode especially the stove it explodes a lot especially when old.”* Female, Mixed group, Nyeri
- Healthy: healthy is understood in the context of risk. It should be safe around children.
 - *“Not risky to children”* Female, Users, Nairobi
- Clean: It must be noted that “clean” is not taken to mean “environment-friendly”. “Clean” is taken to mean physical ‘clean’. It is the opposite of dirty.
 - *“It should not make my hands dirty or sufurias dirty.”* Female, Non-users, Nairobi
- Non explosive
- Economical/long lasting
 - Burns for long
- No smoke or odour
 - No unpleasant or lasting odours in foods, clothes or immediate surroundings
 - Laddered to better indoor air quality
- Easy availability
- Fast and efficient

When asked to rank the desirable features in order of importance to them, the following emerged as the top three features.

- Affordability: the ideal fuel has to be first and foremost, affordable. It should be affordable and available at the lowest price point. Also economical to use in the long run
- Availability : the ideal fuel should be available at all times, and at all the places that are in proximity to the participants homes
 - *“Like it should be available next door. I should not have to go out of town to fetch it ”* Female, Mixed group, Kakamega

- Safe to use: This includes safety, handling and flammability concerns which are also linked to impact on health, especially those of children.

Overall, the factors most important are the ones that have a direct relationship with the day-to-day lives of our consumers.

4.1.3 Clean Fuels:

When asked about clean fuels, respondents unanimously agreed that clean fuels include gas and electricity. Gas and electricity are clearly understood as “clean fuels”.

- *“As per the current technology, electricity is the most clean. Next is gas.”* Female, Mixed users. Kakamega

Charcoal is not considered as clean owing to its smoke emitting feature. The Kakamega males were also aware of the relationship between charcoal and environment.

- *“What makes charcoal not as clean, if we use that word in that context - is that one, it has the element of smoke once in a while and that two, it’s source must come from an environmental degradation”* Male, Mixed users, Kakamega

However the higher barriers for entry into electricity and gas means that these fuels are not even in the consideration set for our consumers.

Charcoal using Jiko Okoa was interestingly also considered as a “clean fuel”, owing to less smoke and soot.

- *“No smoke, less ash , no carbon monoxide emission”* Female, mixed users, Nyeri
- *“Charcoal is also clean when using Jiko Okoa. Since it uses less charcoal. You get less ash, and there is less soot in the house.”* Female, mixed users, Nyeri
- *“If we had a mechanism of not using so much charcoal, do away with the dust, the smoke then charcoal will be clean. And it can be clean and affordable unlike electricity which is clean and not affordable.”* Female, mixed users, Kakamega

The intended understanding of ‘clean’ is as thus: ‘Clean’ means less carbon emissions, and hence environment-friendly.

However, it is interesting that ‘clean’ is understood more in the functional space of cleanliness vs dirt, and less in the academic context of less emissions and hence environmental friendliness. We have used the laddering technique in our questioning to arrive at higher order pay-offs. For example, charcoal by itself is not considered a clean fuel owing to its sooty, smoke and ash- which are all in the realms of functional clean vs dirt. However, when probed on charcoal in a Jiko Okoa, here is how they ladder it.

- *“You use less charcoal in a Jiko Okoa, so it means less soot and dirt and smoke. Less dirt and smoke means the house is clean, utensils are clean and the air is clean. Less smoke also means children are healthy and there are no side effects. Hence ‘clean’ equals healthy in the long run.”* Female, mixed users, Kakamega

The path from ‘clean’ to healthy is through the functional and tangible route.

4.1.4 Ideal stove

The ideal stove in the audience’s mind is modelled on the convenience of a gas stove, and the opposite of the paraffin stoves. The ideal stove has the performance of a gas/electric stove with the affordability and availability features of a charcoal jiko. In our audience’s words an ideal stove should be:-

- Smoke free: *“It should not emit smokes like the firewood and jikos that we use now.”* Female, non-users, Nairobi
- Easy to light : *“I should be able to quickly light it and do my work. It should happen at the switch of a button”* Female, users, Nairobi
- Economical : *“It should be within my reach. I do not want to take a loan for this.”* Female, mixed users, Nyeri
- Easy to clean : *“I should be able to clean it easily...just with a wet cloth. It shouldn’t get sooty and dirty like the jikos we use.”* Female, non-users, Nairobi
- Portable and durable : *“you know we have to keep moving because landlords ask us to...I should be able to take the stove with me easily, and it should not break if it is mishandled”* Female, mixed group, Kakamega
- Able to regulate heat : *“things like ugali and chapati need a certain amount of heat...I should be able to lower or it make it high as I need”* Female, mixed users, Nyeri
- Able to scale for larger amounts of cooking : *“If I have guests, I should be able to use the same stove for large sufurias”* Female, non-users, Nairobi
- Child proof : *“there should be a mechanism that children should not be able to use it.”* Male, mixed group, Kakamega
- Safe and not easily combustible : *“With kids in the house, even if they tamper, it should be safe and not blow up.”* Female, mixed group, Nyeri

5 Responses to concepts

5.1 The concepts tested

3 concepts with 4 executions each were tested with respondents in the form of posters, the order was rotated throughout the groups. The key criteria used to assess the concepts were comprehension, relevance, relatedness to self, persuasiveness (call to action), fit with the clean cooking concept.

5.2 Response across all concepts

The concepts collectively, through the graphics, the protagonists and the displayed products create a visualisation of a “promised land” that combines the performance and looks of a gas/electric stove along with the affordability/availability of their regular fuels like charcoal, firewood, sawdust, paraffin etc.

In their words, the “promised land” looks like the following:-

- *“You can wipe this jiko after cooking it.”* Female, mixed users, Kakamega
- *“The color is appealing. My wife wouldn’t mind bringing it out of the kitchen and into the main room when we have guests.”* Male, mixed group, Kakamega
- *“Savings: I save money if I have been given 200/= and I buy charcoal worth 20/= and use it to cook a whole day but if I am using the clay jiko I spend charcoal worth 100/= per day. So with this charcoal for 20/= I will cook for my family and use it even for my business.”* Female, Mixed group, Nyeri
- *“It will not smoke; so everyone can sit together in the room and chat without feeling uncomfortable.”* Female, Mixed users, Kakamega
- *“It will not burn the tiles. And it doesn’t burn you when you hold the handles.”* Male, mixed users, Kakamega
- *“And when it falls down it doesn’t break...When you ask your daughters to light the jiko and its hot, if they drop it, it breaks. But this one is durable.”* Female, mixed users, Kakamega
- *“I will be able to do my other chores because I can adjust the heat and I don’t have to keep adding charcoal to the jiko.”* Female, non-users, Nairobi
- *“I will be able to do more business as I can quickly cook and step out of the house and meet people.”* Female, non-users, Nairobi
- *“I will have more time for my children’s home work as I will not be busy with cooking.”* Female, mixed group, Nyeri

5.3 Response to the insights

This section examines the response to the insight captured by each concept. The insight is the core communication platform or underlying message embedded within the execution idea. There were four insights:-

Clean Cooking

Efficient Cooking

*Smoke-free Cooking
Savings*

5.3.1 Clean cooking



Insight description:	Clean, easy and improves your life.
Comprehension	<p>Cleanliness is perceived in two ways: emotional and functional.</p> <p>Physical cleanliness ladders to self-image</p> <ul style="list-style-type: none"> “When cooking you want to cook in a clean environment. At times we live in small houses so the cooking area is still clean and you feel confident and comfortable when people are watching.” Female, non-user, Nairobi <p>Physiological cleanliness is laddered to health and absence of disease.</p> <ul style="list-style-type: none"> “When we keep dirt away we still remain healthy.” Female, mixed group, Kakamega
Relevance	While cleanliness as a benefit is relevant, it is not laddered to self-image and health by all. For many participants, the “clean” remains limited to a cleaner looking jiko.
Appeal	<p>The word “clean” is interpreted as a cleaner jiko in terms of looks, something that some respondents noted, they would be proud to show off to others.</p> <ul style="list-style-type: none"> “There are some jikos and if someone makes the mistake of bringing that jiko to the sitting room it will make you feel like sneezing. Like that one of mine, can’t agree for my wife to bring it out. But this one, you can bring it out, you just wipe it.” Male, mixed group, Kakamega
What works	Easy to understand, highly relevant, and readily associated with clean cooking.
What does not work	The phrase “improves your life” is left hanging, without an explanation of the how and the why. Not many participants are able to ladder clean cooking to “improving your life”.

5.3.2 Smoke free cooking



Insight description:	Smoke-free, therefore healthy and environment friendly
Comprehension	Cooking that emits less smoke, that allows you to cook inside and doesn't dirty the house. Hence, you have a clean house, and a smoke free environment inside the house that comes with associated benefits like less likelihood of illnesses, upgradation of lifestyle etc
Relevance	<p>Very relevant to most in the audience who use wood based fuels daily.</p> <ul style="list-style-type: none"> • <i>“They care about us as a family and it comes first. Because if I use this my family will be healthy and I will reduce on hospital visits and the costs. And if I am healthy I will be able to look for more money and save time since I don't need to waste time going to the hospital to deal with chest problems as a result of the smoke so I will save more and save time as well.”</i> Female, mixed group, Kakamega • <i>“Even buy a cow for grade or save to get that biogas. In a house when there is no sickness there is always happiness. If the child is sick you are fighting with your wife all the time, there is no peace. Good health brings a good relationship in the community and also within the family.”</i> Male, mixed group, Kakamega
Appeal	<p>The impact of smoke is instant and long term and is known to all. A smoke-free house is a clean house.</p> <ul style="list-style-type: none"> • <i>“With this houses in town, decorations are plenty, we buy nets and hang them on the walls. With the other jiko I would have to wash those nets after every 3 days but now I even can't remember when I wash them.”</i> Female, mixed group, Nyeri <p>Smoke-free cooking also means tastier food and healthier children.</p>
What works	It was quite easy for them to ladder “smoke-free” to “healthy” and “environment friendly”. Specifically, “smoke-free” is laddered to better health, no disease, less effort in cleaning utensils, stove and home decorations and to the ability to entertain guests without guilt and with ease.
What doesn't work	There was no element of the concept that did not work well.

5.3.3 Efficient cooking



Insight description:	Efficient cooking , therefore more time for you
Comprehension	<p>Since cooking time is reduced, there is time to do other things. This concept was also interpreted to mean that the cook-stove is quick and easy to light.</p> <ul style="list-style-type: none"> “You know for us men, you could be in town doing your stuff and looking for money and your wife is at home, you can decide to go to a small hotel and eat something when you are hungry. That process of the wife lighting the jiko normally takes too long.” Male, mixed users, Kakamega
Relevance	<p>Very relevant to most in the audience who use wood based fuels daily.</p> <ul style="list-style-type: none"> “Sometimes I don’t drink tea in the morning because the jiko made out of mud takes a while to light up. But if I have this one, it is simple and straight forward meaning I can make my strong tea in 2 minutes.” Female, non-user, Nairobi
Appeal	<p>All participants including businesswomen, men and housewives found the efficiency benefit appealing; cooking is a chore that not many look forward to all the time, and anything that gives them a reprieve from the same is welcome</p> <ul style="list-style-type: none"> “It will be good because if I cook for 2 hours, I can cook in 30 minutes and I will have time to go and do other work” Female, mixed group, Nyeri
What works	It is perceived as an “empowering” benefit. The stove frees them from the chore of cooking for long hours enabling them to attend to family and business.
What doesn’t work	There was no aspect of this concept that did not work.

5.3.4 Saving time, money and fuel



Insight description:	<i>Saving time, money and fuel</i>
Comprehension	<p>The audience equates time with money. Fuel savings also lead to money saving. The money that is saved can be used for other purposes, leading to an easier life.</p> <ul style="list-style-type: none"> • <i>“It is all about saving. You know if you compare with the wasteful ones, you have to buy more soap to scrub the sinks etcetera. But here you will save for your kids to go to school, at least you also want to have a good couch. All of your money should not be just all about cooking.”</i> Female, mixed group, Kakamega
Relevance	<p>Very relevant to the audience that is engaged in small businesses and the busy housewife taking care of her children and her household chores</p> <p>Fuel saving is a very relevant gain as buying charcoal, firewood, paraffin etc is not only a daily expense but also a daily source of thought and worry.</p> <ul style="list-style-type: none"> • <i>“Yes even when cooking I have to keep checking if the charcoal will be enough for the following day... but if I am saving then I don’t have to worry.”</i> Female, non-user, Nairobi
Appeal	Highly appealing → saving time means saving money, and in addition saving fuel is directly related to saving money.
What works	Saving time, charcoal and money is a very catchy, powerful and persuasive phrase. Manages to touch all the right nerves.
What does not work	Nothing

5.4 Summary of responses to the insights

Overall all the insights were very relevant, relatable and true for all audiences.

However, some insights worked better than others

- **Clean cooking**, hence improving lifestyle: this is very powerful but without a credible reason to believe, it lacks strength. By itself, it doesn’t say much about the ‘what’ and the ‘how’ of an improved lifestyle.


- **Smoke-free cooking:** this is the most resonant of all insights. It immediately elevates the chore of cooking from the depths of a labor-intense chore to a tolerable and pleasant chore. The benefits of smoke-free are effortlessly laddered to “healthy” and “good for environment”. Although the “good for environment” is largely limited to the internal environment inside the house, described as “clean”, “fresh”, smoke free, soot free, clean, not dirty, not malodorous and not suffocating. The global environment or the concept of global warming is not referenced to.
- **Efficient cooking:** this is another powerful insight for the busy woman of today, who is seeking to capitalise her time in fruitful ways. There is a realisation that the cooking chore takes up much of their time, mind-space and effort. And this time can be utilised in other ways like attending to ones’ family and businesses. The laddering of efficient cooking to having more time for family and business is spontaneous and not contrived.
- **Saving time, fuel and money** is the most catchy of all insights: It is not an insight though, it is a powerful hook that allows for attention and effort to know more about what is being talked about. By itself, saving time, money and fuel means nothing, but along with a good reason to believe and a credible product, it can act as a powerful motivator for behavior change.

5.5 Responses to the protagonist or archetype portrayed in each of the concepts


This section examines respondents responses to the protagonist or archetype portrayed in each of the concepts. There were three of them:-

The same model was used in each of the 4 posters associated with each of the concepts. There were no names given to the archetypes, but the audience referred to these protagonists as digital, Mama Mboga and confused woman respectively. The same has been used below.


5.5.1 The digital archetype

	Protagonist description:	She is described as young, modern, urbane, rich and spoilt
	Comprehension	<p>She looks modern, educated and smart although for some, she is too modern, and her gestures are pertinent to adolescent girls.</p> <ul style="list-style-type: none"> • “She doesn’t look like she knows cooking” Female, users, Nairobi • “She is very young; She is cooking only rarely and mostly for herself” Female, non-users, Nairobi • “She doesn’t have kids; She has a lot of spare money”
	Relevance	<p>The protagonist was moderately relevant to the self. The image seems to be talking to a much younger and more urban audience than them.</p> <ul style="list-style-type: none"> • “She likes eating at KFC. She cooks just because she has been forced to. Even the way she is holding the spoon is pretentious.” Female, user, Nairobi
	Appeal	The image of the young woman scores high on aspiration and hence appeal. The youthfulness of the model doesn’t go well with the expertise or gravitas associated with a serious chore as cooking.
	What works	<p>Modernity and aspirational per se, although not in the category of cooking</p> <p>Overall, scores high on aspiration but moderately on relatedness and relevance to self.</p>
	What does not work	<p>She does not quite fit the cooking archetype in the audience’s minds.</p> <p>Expertise and love for cooking does not come out clearly from the persona and the expressions.</p>
	Fit with cooking category	<p>Moderate fit with the cooking category.</p> <ul style="list-style-type: none"> • “She is from the young generation...she doesn’t look like she has ever cooked on a jiko or a 3-stone fire before.” Male, mixed group, Kakamega

5.5.2 The Mama Mboga archetype

	Protagonist description:	Perceived as the quintessential Mama Mboga archetype- warm, welcoming, quietly confident and accommodating
	Comprehension	There is pride and satisfaction in cooking, and this is mirrored by the lady in the Pika Poa concept. Her attire is modest and traditional- like the chore of cooking. The expression on her face is of quiet confidence and satisfaction. The audience feels that she would cook delicious food. Her pose is self-assured and she inspires trust.
	Relevance	The archetype is close to the participant’s sense of self. High relevance to self. <ul style="list-style-type: none"> “She is like us, like my mother. Very confident and serious about cooking.” Female, mixed group, Nyeri
	Appeal	The Mama Mboga archetype scores high on appeal, inspiration, confidence and persuasiveness <ul style="list-style-type: none"> “A woman who has appreciated where she has come from and she has upgraded.” Female, user, Nairobi “When you look at her sufuria, it’s on the fire and it’s clean. She has confidence.” Female, mixed group, Nyeri
	What works	The overall persona of the protagonist is engaging and in addition she appears ready to cook. <ul style="list-style-type: none"> “She has a head scarf the hair will not fall into the food.” Male, mixed group, Kakamega
	What does not work	A few participants commented on her too-serious demeanor <ul style="list-style-type: none"> “Maybe you can make her smile, make her look a little more modern...not too much” Female, mixed group, Nyeri
	Fit with cooking category	The overall look of the poster is that of cleanliness. Utensils are clean, there is no smoke and the woman does not look hassled; she is at ease. Overall a good fit with the daily and cumbersome chore of cooking that could be overwhelming to some, but not to her

5.5.3 The hassled/confused girl archetype

	<p>Protagonist description:</p>	<p>The protagonist is received as modern, young and inexperienced. Inept, confused, uninterested and far from the chore of cooking. Consequently, the archetype is that of a spoilt “daddy’s girl”, who is used to cooking on gas and electric stoves and now has been forced to cook on a jiko.</p>
	<p>Comprehension</p>	<p>The smoke in the background adds to the discomfort with regards to the overall concept. The presence of smoke and dirty sufurias detract and add nothing to the already diffident and clueless expression on the model’s face. She scores moderately on inspiration, confidence and persuasiveness.</p> <ul style="list-style-type: none"> • <i>“That sufuria is already dirty...We are avoiding the issue of cleaning off that soot.”</i> Female, mixed group, Kakamega
	<p>Relevance</p>	<p>This is far removed from the persona of our audience who are hard-working and have humble beginnings.</p> <ul style="list-style-type: none"> • <i>“We have nothing in common we just say hi and bye. Or say hi to mum. She has no children though.”</i> Female, non-user, Nairobi • <i>“She will ask you questions like are you still dressing in those old-fashioned clothes, she doesn’t talk about cooking.”</i> Female, mixed group, Nyeri
	<p>Appeal</p>	<p>The audience interprets the expressions on the face as that of confusion, frustration, ineptness, inexperience and youth. Low on appeal.</p> <ul style="list-style-type: none"> • <i>“This is someone you can give them money for fees and they would want to go and buy shoes instead, this is someone who doesn’t plan for tomorrow, life of today only. You tell them lets go and buy land and they want to buy a TV.”</i> Male, mixed group, Kakamega
	<p>What works</p>	<p>Modernity in the persona.</p>
	<p>What does not work</p>	<p>Her youth and inexperience make her classy, although not in a very aspirational way. Our participants do not have the luxury of proclaiming themselves to be inexperienced or disliking the cooking chore.</p> <ul style="list-style-type: none"> • <i>“She cannot even talk to you about a jiko. She is classy”</i> Female, mixed group, Kakamega
	<p>Fit with cooking category</p>	<p>Low fit with the cooking category.</p>

5.6 Summary of response to protagonist

The table below gives a graphical summary of the 3 protagonists.

Legend: High Moderate Low

	Upishi Digi	Pika Poa	Upishi Safi Maisha Safi
Relevance to self	Low	High	Low
Appeal	Moderate	High	Low
Fit with clean cooking	High	High	Low
Persuasiveness	Moderate	High	Low

- Cooking is about experience, expertise, comfort and confidence.
- All of this comes through in the Pika Poa’s Mama Mboga archetype. The lady’s expressions, demeanor, appearance and outfit are about expertise, comfort, confidence and experience.
- The digital archetype although aspirational by itself, is perceived as slightly frivolous and lacks the gravitas and the confidence.
- The confused woman/girl archetype fails to evoke any positive emotions. The overall looks are about lack of expertise, experience, confidence and comfort in the chore of cooking. She fails to inspire confidence and trust.
 - *“The lady on digi has no experience in what she is talking about. Pika poa lady has been through it all and she can now talk about this. The Upishi Safi lady is confused and she needs help!”* Female, mixed group, Kakamega

5.7 Responses to each logo

3 logos were tested and this section records the response to them. The logos were:-



Logos were tested in situation in the concept board showing the insight and protagonist photo



5.7.1 Upishi Digi Logo




Logo description	Digital cooking
Comprehension	<p>Digital is understood as advanced, modernized, improved version of the old analog, upgrading, growth etc. Digi is easily inferred to be digital by the urban audience. However, this was not clearly and readily evident to some in the rural audiences.</p> <ul style="list-style-type: none"> • <i>“It is easy for us to understand....but my mother in the village will wonder what this is ...what is digi”</i> Female, non-users, Nairobi • <i>“Now that we are discussing this here I know digi means digital, but if I saw this on a poster, I would not immediately think that digi means digital.”</i>- Female, mixed users, Nyeri • <i>“Digi means thread in our language...so people might wonder what kind of thread is there in cooking when you say Upishi Digi”</i>- Female, mixed users, Nyeri.
Relevance	<p>Relevant to all in today’s digital and connected age. Some participants feel that the logo is more relevant to the well-informed woman and the woman who is wary of using charcoal. It is also considered relevant to the younger audience.</p> <ul style="list-style-type: none"> • <i>“Those who don’t want to be left behind. Women who are development conscious. And those who are informed. It is talking to those women who are analogue to move to digital. There are younger people who don’t like using charcoal so this is encouraging them to use it.”</i> Female, mixed users, Kakamega • <i>“Older people will feel it is for younger people, and not for them.”</i> Male, mixed group, Kakamega
Appeal	<p>High on appeal, as it is perceived as aspirational to be digital in other categories like mobile, TV, entertainment etc..</p> <ul style="list-style-type: none"> • <i>“If I buy this one, people will see my life has definitely improved. I am doing well. It is very important, like swag. You get respect in the society. You will even be appointed as a chairman in the church, your status goes up.”</i> Female, mixed group, Nyeri <p>A few participants notice the green and blue flames.</p> <ul style="list-style-type: none"> • <i>“There is green and blue fuel like a Bunsen Burner.”</i> Female, mixed users, Kakamega
What works	<p>Digitalization is a part of the modern and contemporary narrative of our audience’s lives. A digital jiko brings to mind an advanced, very sleek and stylish appliance.</p> <ul style="list-style-type: none"> • <i>“I feel that if I touch it, it will just light. Like a touch screen of a digital phone.”</i> Male, mixed group, Kakamega

What doesn't work	<p>If the product does not meet consumer expectations in terms of design and looks, there is likely to be credibility issues with the message.</p> <p>There is a slight perception among certain participants that the digital jiko would be expensive.</p> <ul style="list-style-type: none"> “They should add that it's at an affordable price.” Male, mixed group, Kakamega <p>The word digi or digital is also directly referenced to electronic by some. There is a likelihood of creating expectations of an electronic appliance. Since electricity as a fuel is already considered as “not for me” by a majority of our audience, there is a likelihood of generating low relevance and hence appeal towards the concept of clean cooking if Digi is used as an anchor concept.</p>
Fit with clean cooking	Moderate fit with clean cooking, as the relevance is low.

5.7.2 Pika Poa Logo

 	
Logo description	Cook well, well cooked food.
Comprehension	<p>Pika Poa is perceived to refer to food directly and unambiguously.</p> <ul style="list-style-type: none"> “It's talking about food but also it's talking about its goodness. Obvious you will cook a good meal if you have a good Jiko because if you have Pilau to cook with firewood, I can't control the fire you see. [With this] you will heat evenly from the start to the end.” Female, mixed group, Kakamega
Relevance	<p>Good food has high relevance to all.</p> <ul style="list-style-type: none"> “Pika poa I think it's that soup that is made well. Good food. That's how I see it.” Female, users, Nairobi
Appeal	<p>High on appeal, as the reference to the cooking category is clear and direct</p> <ul style="list-style-type: none"> “Pika poa -it has the source of fire. When you cook that you will have a clean cooking experience.” Female, non-users, Nairobi
What works	Cooking well and preparing tasty food is important. It is a marker of the labor put in the cooking process.
What doesn't work	A very few participants voiced that Pika Poa is too generic for the food category and doesn't quite bring out the essence of clean cooking. Respondents also did not spontaneously associate this with the benefits of clean cooking.
Fit with clean cooking	Good fit with cooking category, although the logo doesn't quite evoke associations with clean cooking.

5.7.3 *Upishi Safi Maisha Safi Logo*

	
Logo description	Clean Cooking Clean Life
Comprehension	That a clean cooking process is also an indicator of a clean lifestyle was the main takeaway <ul style="list-style-type: none"> • <i>“It is emphasizing on cleanliness when you use it you will be clean”</i> Female, mixed group, Nyeri
Relevance	This is highly relevant in the modern lifestyle and for the contemporary participant who wants a cleaner cooking experience. <ul style="list-style-type: none"> • <i>“I don’t have to go to the kitchen and come to clean up. I can cook and go away without cleaning up.”</i> Female, user, Nairobi
Appeal	High on appeal, as cleanliness is a hygiene need when it comes to cooking. <ul style="list-style-type: none"> • <i>“It creates attention, there is something that is ringing in your mind. You would want to know what is this Upishi safi maisha safi. Everyone loves cleanliness so when you see safi you give it a second thought.”</i> Male, mixed group, Kakamega
What works	That clean cooking will lead to a cleaner and improved life is clear and credible.
What does not work	The word “safi” has been associated more with the cleaning categories like clothes and dish-wash detergents. The spontaneous reference is to those categories.
Fit with clean cooking	High fit with the cooking category, overall.

5.8 Summary of response to logo options

Legend : High Moderate Low

	Upishi Digi	Pika Poa	Upishi Safi Maisha Safi
Comprehension	High	High	High
Relevance to self	Moderate	High	High
Appeal	High	High	High
Fit with clean cooking	Moderate	Moderate	High
Persuasiveness	Moderate	High	High

Overall



- Upishi Digi is high on appeal, contemporary relevance and noticeability. However, it is low on personal relevance, purely due to the associations with “too modern”, “may be expensive”, “electronic” ...and hence “not for me”
- Pika Poa is high on relatability, category fit, relevance to self and persuasiveness. It is noticeable and has easy recall, however there is the danger of it getting lost as a generic food product communication.
- Upishi Safi Maisha Safi ticks most boxes. It is high on noticeability, appeal, recall, relevance and persuasiveness. The concerns about it being mistaken as a cleaning product communication can be addressed with having cooking category related cues in the rest of the communication unit.

5.9 Responses to slogan



Three slogans were tested among participants, these were:-

- Pika Kisasa
- Na Jiko La Kisasa
- Na Jiko Safi La Kisasa



5.9.1 Upishi Digi Slogan- Pika Kisasa

 	
Logo description	Cook in a modern way
Comprehension	Comprehended as the modern way of cooking
Relevance	Relevant in contemporary times. <ul style="list-style-type: none"> • <i>“we are adopting so many new things...this is a modern way of cooking”</i> Female, mixed group, Nyeri
Appeal	Moderate on appeal. The slogan seems incomplete. What the modern way of cooking is, is left unexplained.
What works	Modern way
What doesn't work	Incomplete. The “modern” way is not qualified with a tangible example.
Fit with clean cooking	Moderate fit with cooking

5.9.2 Pika Poa Slogan – Na Jiko La Kisasa

 	
Logo description	Na Jiko La Kisasa
Comprehension	<p>The Jiko that is modern. This makes the stove be seen as an improved version.</p> <ul style="list-style-type: none"> • <i>“The part kisasa it stands for digital, modern. It shows that someone wants to leave the old and traditional jiko and move to digital and act like the rich people”</i> female, users, Nairobi • <i>“When you cook that you will have a clean cooking experience.”</i> Female, mixed group, Nyeri
Relevance	<p>Food is hygiene need for all, and cooking is a part of the daily effort and routine. Pika Poa captures this well. It is a good category descriptor.</p> <ul style="list-style-type: none"> • <i>“Its modern way of cooking. It might be safi (Clean) but not modern. You would rather know jiko la kisasa than pika la kisasa because you are not sure if it’s the food or the fuel they are referring to.”</i> Female, mixed group, Kakamega
Appeal	<p>References to modern ways of cooking give the slogan high appeal. Good fit with the category of cooking and eating.</p> <ul style="list-style-type: none"> • <i>“Them seeing this sign and the pika poa na jiko la kisasa. Where is the jiko itself, and they will look for it and find it. Kisasa means modern, it is not the old ways of cooking.”</i> Male, mixed group, Kakamega
What works	The promise of a clean cooking experience works.
What doesn’t work	Nothing.
Fit with clean cooking	Good fit with the cooking category

5.9.3 *Upishi Safi Maisha Safi Slogan- Na Jiko Safi La Kisasa*

 	
Slogan description	The jiko that is clean and modern
Comprehension	<p>This is understood as cooking with a modern jiko that is clean.</p> <ul style="list-style-type: none"> “When you talk of upishi safi, it brings out the hygienic aspect, it over emphasises the hygienic aspect without having to emphasis on the economic part. This emphasises safi only. There are some people who are more keen on saving than cleanliness. It’s not that they don’t want to be clean but can they afford the luxury of cleanliness? They can’t!.” Male, mixed group, Kakamega
Relevance	High relevance both to the participants and the cooking category.
Appeal	<p>High on appeal, as it is perceived as aspirational.</p> <ul style="list-style-type: none"> “You would rather know jiko la kisasa than pika la kisasa because you are not sure if it’s the food or the fuel they are referring to.” Female, mixed group, Kakamega
What works	<p>Clean cooking with a clean jiko is a necessity</p> <ul style="list-style-type: none"> “It is clean, doesn’t have soot. And it’s modern.” Female, mixed group, Nyeri
What doesn’t work	Nothing.
Fit with clean cooking	High fit with the clean cooking category

5.10 Comparison of response to slogans

Legend : High Moderate Low

	Pika Kisasa	Na Jiko La Kisasa	Na Jiko Safi La Kisasa
Comprehension	High	High	High
Relevance to self	Moderate	High	High
Appeal	Moderate	High	High
Fit with clean cooking	High	Moderate	High
Persuasiveness	Moderate	High	High

Overall, the slogan “Na Jiko Safi La Kisasa” manages to capture the essence of clean cooking, as understood by the audience. The relevance to self is high, and it fits the concept of clean cooking through the use of the word “safi”.

5.11 Responses to radio transcripts

The radio transcripts were narrated to the respondents by the moderator. Once the narration was over, the respondents were probed for comprehension, appeal, relevance, fit with concept etc.

5.11.1 For Upishi Digi concept

Comprehension	<p>Digi is easily inferred to be digital by the urban audience, however, that digi = digital and hence it is modern, was not clearly and readily evident to some in the rural audiences.</p> <ul style="list-style-type: none"> “When you say upishi digi, you can capture those who are living in towns like Nairobi, those who are town dwelling, and who understand sheng but upcountry they might not understand.” Female, mixed group, Nyeri <p>For the urban audience, the takeaway was that of a modern jiko that is smoke-free and efficient</p> <ul style="list-style-type: none"> “No smoke, Cooks fast, No effects, the old clay jikos at times give some people headaches” Female, mixed group, Kakamega
Relevance	<p>The advert seems to be targeting a more youthful audience. This is more true for the rural audience than the urban audience.</p> <ul style="list-style-type: none"> “That advert and this poster correspond. They are talking about youths of a certain age. The youth range goes up to 35 years. That advert goes well with those aged 25 years.” Male, mixed group, Kakamega
Appeal	<p>High on appeal for the urban audience. The Nyeri and Kakamega audience also finds appeal, although it makes them visualize a world that is slightly removed from their current world.</p> <ul style="list-style-type: none"> “It is talking about the jiko and showing the change up to the food.” Female, user, Nairobi “And all women want to be digital. And they want to give the best to their family.” Female, mixed group, Nyeri “They talk about being digital, shoes, the way she has answered the phone, the Jiko, She is just fashion-forward.” Female, mixed group, Kakamega
What works	<p>Clean and efficient cooking comes through as the main message and that works for the audience.</p> <p>A few also conclude that the digital jiko helps in saving money so one can upgrade their lifestyle.</p> <ul style="list-style-type: none"> “It cooks fast since she told them that they came when the food was almost cooking. You cook in the house and there is no smoke, if you hear that you want to get the same thing.” Male, mixed group, Kakamega “It means that because the jiko is energy saving she has saved and she is now able to acquire those things through using Jikokoa.” Female, mixed group, Nyeri
What doesn't work	<p>References to digi may not create the same interest, relevance and excitement as the other concepts. Also, it might alienate a set of people who are not conversant with the word digi used in the radio script.</p> <ul style="list-style-type: none"> “People will hear this and associate it with a particular group of people, they will think this is something for the youth and they decide to ignore it. Yet that message was relevant to them” Male, mixed group, Kakamega
Fit with clean cooking	<p>Good fit with clean cooking. Modernity is spontaneously associated with better, cleaner, easier, more efficient. Hence the leap from a modern jiko to clean cooking is credible.</p>

5.11.2 For Pika Poa Concept

Comprehension	<p>Comprehended well as intended.</p> <ul style="list-style-type: none"> • <i>“Agnes is saving and she cooks fast and therefore she is inviting more people because she has not stress of cooking so she is inviting people a lot of times”</i> Female, non-users, Nairobi • <i>“She is not stressed there is no smoke in her house and she can cook as you chat”</i> Female, mixed group, Nyeri • <i>“It talks about a jiko that uses charcoal but it is current”</i> Male, mixed group, Kakamega
Relevance	<p>Cooking in a smoke-free environment is a necessity and hence the radio advert is relevant to all.</p>
Appeal	<p>High on appeal, as it conveys the main benefits of using the product- cleanliness, time saving, availability etc</p> <ul style="list-style-type: none"> • <i>“The message I have received is that she has shown well its importance and also it has made me get attracted to go and buy. Cleanliness, time. She has said it saves time, it is easily found.”</i> Female, mixed group, Kakamega • <i>“No smoke. You don’t burn when cooking.”</i> Female, non-users, Nairobi
What works	<p>The message is easy to understand and relate to</p> <ul style="list-style-type: none"> • <i>“They would understand because it is an advert that is bringing a new product into the market, a product that has not been there. A product that emphasizes on the importance of using that modern jiko. It looks like they are trying to modernize life of those using the old and pre-colonic jikos”</i> Male, mixed group, Kakamega
What doesn’t work	<p>Some in the audience perceive it to be too long, with the announcer’s voice interrupting the conversation in between.</p>
Fit with clean cooking	<p>High fit with clean cooking</p>

5.11.3 For Upishi Safi Maisha Safi concept

Comprehension	<p>Clearly comprehended as Agnes being extremely cleanliness-conscious to the extent of being arrogant, rude and inconsiderate of her guests.</p> <ul style="list-style-type: none"> • <i>“According to Agnes her friends are using the regular cook stove and they don’t know about this. It is rude now that she has money she is not welcoming the rest.”</i> Female, mixed group, Kakamega
Relevance	<p>Cleanliness is a relevant and important driver when it comes to cooking.</p> <ul style="list-style-type: none"> • <i>“We want to be clean but you cannot be rude and insulting to friends.”</i> Female, users, Nairobi
Appeal	<p>Low on overall appeal. Although high on catchiness and comprehension, it offends the sensibilities of the participants</p> <ul style="list-style-type: none"> • <i>“When I see it in the market I will be like “Agnes cooking stove” that turned her rude.”</i> Female, mixed group, Nyeri
What works	<p>Cleanliness and upgrading one’s lifestyle is considered as desirable and has considerable appeal.</p>
What doesn’t work	<p>Lifestyle upgrading at the cost of leaving behind your old friends and acquiring strange mannerisms is not considered sensible or permissible.</p>
Fit with clean cooking	<p>Moderate fit with clean cooking. The clean cooking thought is lost in the over-emphasis of the narrative on Agnes’s clean fetish.</p>

5.12 Summary of response to the radio transcripts

Legend : High Moderate Low

	Radio transcript for Upishi Digi	Radio transcript for Pika Poa	Radio Transcript for Upishi Safi Maisha Safi
Comprehension	High	High	High
Relevance to self	Moderate	High	Moderate
Appeal	High	High	Low
Fit with clean cooking	High	High	Moderate
Persuasiveness	Moderate	High	Moderate

Overall, the radio transcript for Pika Poa is received most favorably. It ticks all boxes of comprehension, relevance to self, appeal, fit with clean cooking and persuasiveness.

5.13 Media, pricing, financing and distribution

5.13.1 Media

The urban audience is conversant and engages with print, TV, radio and digital media. The Nyeri and Kakamega audience is also engaged with TV and radio.

Apart from the above the audience expects to hear and listen about the clean cooking campaign through more personalised avenues like churches, chamas, merry-go-round, banks etc

- *“They should advertise on radio and TV and even vernacular media houses.”* Female, mixed group, Kakamega
- *“TV, supermarkets, radio, billboards, fliers.”* Male, mixed group, Kakamega
- *“In the hood, everywhere, estates, even upcountry”* Female, users, Nairobi
- *“Even teachers, here in the bank they get these posters, even church, chama for women”* Female, Mixed group, Kakamega
- *“Merry-go-round as well”* Female, mixed group, Nyeri

5.13.2 Pricing

By their own admission, the audience claims to be not able to provide for the investment required for buying a clean cookstove.

- *“By the time you raise 4000, priorities have changed...you need food, clothing for the family, will they wear the jiko?”* Male, mixed group, Kakamega

For widespread adoption, as per the audience, a price of 2000-2500 ksh would be a sweet price to pay. However, there is the perception that if the price goes lower, then quality would deteriorate, and fake products would start flooding the market.

- *“If they can bring the price down to 2000 ksh, the wananchi can also buy these.”* Female, user, Nairobi
- *“As at the time of entry into the market every product is usually original. The minute it gets to 2000, that will be a fake”* Female, mixed group, Nyeri
- *“In fact with time since it is very good, fakes will start coming.”*

5.13.3 Financing

Audiences also expect some formal easy financing options to be available, to enable more consumers to consider clean cookstoves.

- *“At the time I acquired it, it was 4999, and I bought it with credit at Equity Bank.”* Female, mixed group, Kakamega

- *“There are some Sacco’s which also give loans to members. We bought in our merry-go-round group, we contributed money and bought from Naivas”* Female, mixed group, Nyeri
- *“They should be made available through other banks as well”* Female, mixed group, Kakamega

5.13.4 Distribution

Currently, clean cookstoves are available in supermarkets only. This limited availability is a double edged sword. On one hand, it limits the access of the audience, since large chain supermarkets are not present in all small towns. On the other hand, exclusive presence in supermarkets somehow preserves and enhances the credibility and superior quality associations of clean cookstoves.

- *“It should be available in local shops; the ones in the rural shops have clay jiko. Right now it is available only in select supermarkets.”* Male, mixed group, Kakamega
- *“If it is available in the local markets, then the Jua Kali people will create fake ones”* Female, mixed group, Nyeri

6 Conclusions and Recommendations

6.1 Conclusions

TNS concludes as follows

- All of the concepts tested generated interest, enthusiasm and excitement amongst the audience.
- Understanding: The overall takeaway is that of a modern jiko that is smoke-free and efficient. The audience ladders these features to various functional benefits and emotional payoffs depending upon the wordings used in the concepts.
 - Cooking with clean cook stoves is cleaner, healthier, cheaper, more efficient and makes life easier.
- Understanding: The direct impact of smoke is on the self and the family. Impact on environment is not top of mind, or the topic of concern or conversation.
 - However, when exposed to concepts that point to the environmental friendliness of the new ways of cooking, it is accepted without doubt and was credible.
- Relevance: The Pika Poa protagonist and the Pika Poa radio transcript find good relevance with the audience. The slogan Upishi Safi Maisha Safi is perceived to strike a balance between relevance to self and relevance to category of clean cooking. The Pika Poa and Upishi Safi Maisha Safi logos emerge as favorites, although on different planks.
 - 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 audience's lives.
- Possible Influence on behavior: The campaign messages have a clear call to action. They generate enough interest and appeal to enable the audience to go look for the modern jikos.
- Appeal: The Smoke-free and Savings execution worked best among the insights.
- Credibility: Upishi Digi, although is liked across all audiences, has some credibility concerns with some in the audience, owing to a possible mismatch between expectations of “digital” and actual delivery of “digital” through a modern jiko.
- Emotional reaction: It was easy for the audience to ladder the functional features/benefits of smoke-free cooking and savings to emotional payoffs of convenience, self-image, upgradation of life, satisfaction, better lifestyle etc.
- Potential consumers are highly likely to recommend the products to friends. For many users, the entry into the category was through WOM recommendations from friends etc.
- The target audience would like to see the message across all media touchpoints, especially radio, hoardings, posters in community and market places etc.

- Saving time, money and fuel is of utmost relevance to our audience, and if this helps in saving the environment as a consequence, that is a good thing to know.
- Current users of clean cook stoves are completely in alignment with all the benefits/insights outlined in all the concepts.
- For the non-users the barriers for clean cook stoves are rooted in both perception and reality:
 - Perception
 - Clean cook stoves are perceived to be very expensive
 - Perceived to be used with a different type of charcoal that may not be easily available
 - Perceived to have no after sales support. *“I don’t know who to go to if I want any more information”* Female, mixed group, Nyeri
 - Reality
 - 3500-4000 Ksh is a cost that many in the audience claim to be unable to pay upfront.
- Pricing: The audience wants to be able to pay in instalments, or some other way of easy financing.
 - For the Nairobi audience, a price of Kshs 2000-25000 is acceptable.
 - For Nyeri and Kakamega, a price lower than Kshs. 2,000 is attractive.

6.2 Recommendations

Of the concepts tested, the following received favorable responses and should be considered for further development/testing into quantitative if desired.

Design element	What works	Room for improvement
Insight	Smoke-free cooking Savings	
Protagonist	Pika Poa lady (Mama Mboga)	Put a smile on her face, modernise her a bit
Logo	Pika Poa and Upishi Safi Maisha Safi	
Slogan	Na jiko safi la kisasa	
Radio transcript	Pika Poa	Make it crisper

TNS recommends the following changes

- Insight statements:
 - Of the insight statements, smoke-free cooking and savings emerged as the most resonant among the four insights tested. Smoke-free is easily up-traded to a better and healthy life and lifestyle.
- Protagonist:
 - The Pika Poa lady conforms to the category codes of cooking, and she inspires trust through her exhibits of confidence, comfort, expertise and experience. She could be made a little more modern though, without compromising on the expertise and experience that comes through the image as it is right now.
- Logo
 - Both Pika Poa and Upishi Safi Maisha Safi emerged equally strong on appeal and resonance.
 - Pika Poa
 - Pika Poa wins on strong category reference credentials (reference to cooking category).
 - Pika Poa runs the risk of being too generic and not differentiated enough (from the other communication messages in the foods category)
 - Upishi Safi Maisha Safi

- Upishi Safi Maisha Safi wins on clear reference to the category of clean cooking fuels.
- Upishi Safi Maisha Safi has the small challenge of overcoming predominant associations of “Safi” with the household cleaning category.
- Slogans
 - Na Jiko Safi La Kisasa emerged as the clear favorite among all audiences. The slogan is clear, easy to understand, doesn’t leave room for ambiguous inferences, has clear references to a jiko and clearly communicates that this concept is about a modern way of cooking with a modern jiko.
 - However, if the future intent is to extend the communication of Clean Cooking Fuels to other fuels like gas, biogas and electricity, then the word Jiko in the slogan is restrictive. It will need further thought to align the slogan with long term strategies for the Clean Cooking Fuels campaign.
- Radio Transcript
 - The radio transcript associated with Pika Poa concept emerged the clear favorite among all audiences. It manages to convey the message well- that this Jiko is modern, smoke-free and efficient. The narrative is interrupted by the announcer and disrupts the flow- this needs to be fixed. The Upishi Digi transcript seemed to speak to a small set of audience and the Upishi Safi Maisha Safi transcript offended the sensibilities of many in the audience.
- Consumers would also like to hear about affordability and availability in the radio transcript.
 - *“If they can mention the price and where it is available, it will make people go and check out the new jiko”* Female, mixed group, Kakamega
- There need to be enough reasons to believe and reasons to consider moving from a sub-500 ksh jiko to a jiko that costs upwards of 2000 ksh. Durability is another important feature that could also stimulate interest and consideration.
 - *“I should know what I am paying for...whether it will last me 2 years or more. They should say that the jiko is durable too”* Male, mixed group, Kakamega
- Keeping the product quality consistent, providing assurance of quality and warranty certificates, having physical agents/touchpoints at the last mile would reassure audiences about the credibility and worthiness of the clean cookstoves. This would also help counter fake/Jua Kali products that might enter the market.

Some thoughts on behavior change and Clean Cooking Fuels category

- Environmental friendliness is not an articulated need nor a part of the natural discourse on fuels. Environmental friendliness and hence clean fuels is not an easy path to behavior change for our audience. An easier path is the functional path. Audiences are more likely

to change existing and deeply ingrained behavior if the path to change is easy to implement, easy to comprehend, and it has a clear “what is in it for me?”

- Savings with respect to fuel, time and money are very attractive propositions for our audience, and are more likely to stimulate behavior change. It is easy to implement, easy to comprehend, and there is a clear “what is in it for me” in the proposition of saving fuel, time and money. It just requires a tiny change in the Jiko buying behavior, unlike the complicated supply chain consideration when it comes to gas and electricity. Ultimately the behavior change to a clean Jiko will further the cause of clean fuels, albeit through more personal and functional reasons like savings rather than the loftier proposition of environment friendliness.

The following are some additional consumer truths that could be considered as the campaign is developed further.

- Consumers are upwardly mobile. This is evident from the way they talk about modernity, progress, their aspirations, the past and the future → all of this in the context of the discourse on clean cooking.
- Consumers aspire for a better lifestyle- this is achieved through tangible markers such as dressing, mobile accessories, their house, furnishings, cooking, kitchen implements etc
 - *“nowadays people love themselves, you find someone has furnished his or her house and if it releases smoke it will affect the ceiling and paint”* –Male, mixed group, Kakamega
- Increasingly, consumers are ascribing their self-image and progress in life to the adoption of modern rituals, practices, implements and appliances.
 - The laddering of simple benefits like smoke-free to an enhanced position in society is not difficult, although it takes some internal chatter to arrive at the same.
- Given the aspiration to be seen as modern and upgraded, the presence of smoke and soot in an otherwise clean and modern household is an aberration, and is seen as the great leveller. Just the presence of smoke and soot implies that one hasn’t come far from one’s roots, or one hasn’t really broken from the shackles of the past.
 - Moving up the progress ladder by the adoption of modern jikos (to start with) can be a great motivator for the uptake of cleaner fuels like electricity and gas, given that other barriers like availability and safety concerns are addressed appropriately.

7 Appendices

- Recruitment questionnaire
- Schedule of focus groups
- Discussion guides
- SEC definitions
- Data collection approach

RECRUITMENT QUESTIONNAIRE

INTERVIEWS WITH CONSUMERS	
Respondent's name _____ Occupation _____ Mobile No.(s) _____ Email address _____	
Interviewer's name _____ Job I.D. Number _____	
<p>DECLARATION: I declare that the respondent, whose name and address appear above, was unknown to me until the interview, and that this interview has been conducted within the ESOMAR- World Market Research Association Market Code of Conduct.</p> <p>I confirm that before returning this questionnaire, I have checked that it meets with and was carried out in accordance with the requirements outlined in the instructions supplied to me for this study.</p> <p>I understand that the information given to me during the interview must be kept confidential.</p>	<p>Interviewer signature.</p> <p>SIGNED:</p> <hr style="border: 0.5px solid black; margin-top: 20px;"/>

Introduction:

Good morning/afternoon, my name is _____ from TNS RMS, a global market research company which seeks people's opinions on different products so that manufacturers and service providers can produce what is needed.

YES	1	CONTINUE
NO	2	TERMINATE

If yes, state: This interview will take approximately 10 minutes. We thank you for your valuable time and co-operation.

FIELDWORK SCHEDULE 5 FGDs

	Nairobi	Nyeri	Kakamega
Females	Group 1 : Users Group 2 : Aware n Non-users	Group 3: mix of users and aware non-users	Group 4: mix of users and aware non-users
Males			Group 5: mix of users and aware n non-users
Dates and time	17/1/17 Group 1 : 10-12 pm Group 2 : 1-3 pm	18/1/17 Group 3 : 11-1 pm	20/1/17 Group 4 : 10-12 pm Group 5 : 1-3 pm

SPECS & DETAILS:

- All respondents should be Kenyan
- All respondents to be aged between 25 – 40 years
- Have a good representation of large vs. small households
- Have a good representation of respondents who use different fuel types as their main fuel
- All to be open and articulate – willing to share their points of view
- All respondent should be available to attend the session at the specified time and date

GENERAL SCREENER QUESTIONS

1) Record gender. Please do not ask

Gender	Code	INSTRUCTIONS
Male	1	CONTINUE
Female	2	CONTINUE

2) Can you please tell me what your age is?
Recruiter to note age and check below table.

Age Group	Code	INSTRUCTIONS
-----------	------	--------------

Below 25 Yrs.	1	TERMINATE
25-40 Yrs.	2	RECRUIT
41-55 Yrs.	3	TERMINATE
56 Yrs. Or older	5	TERMINATE

3) Have you ever attended a market research discussion?

Whether ever attended	Code	INSTRUCTIONS
Yes	1	CONTINUE
No	2	

4) [If ever attended] How long ago did you attend the discussion?

Attendance of focus group	Code	INSTRUCTIONS
Less than 1 year ago	1	TERMINATE
More than 1 year ago	2	CONTINUE

5) Do you or any of your close relatives [living with you]/ or close acquaintances who work for any of the following professions/trade/organisations/companies?

Organisation	Yes	No	INSTRUCTIONS
Advertising	1	1	IF CODED YES TO ANY OF THE OCCUPATIONS LISTED, TERMINATE
Marketing	2	2	
Market Research	3	3	
Journalism	4	4	
Public Relations	5	5	
Sales of cooking stoves	6	6	

SPECIFIC QUALIFYING QUESTIONS

6) Which of the following cooking methods do you use?

	CODE	Use daily (A)	Use 3-4 times a week (B)	Use 1-2 times a week (C)
Gas Cylinder-cooker	1			
Mabati Jiko	2			
Clay Jiko	3			
Kerosene stove	4			
Electric oven	5			
Microwave oven	6			
3 stone fire	7			
Sawdust stove	8			
Others	9			

Multiple Answers possible

TERMINATE if respondents code A,B or C for option 1

TERMINATE if respondents code A for option 5 or 6

ALL respondents must code A for at least one option: 2 or 3 or 4 or 7 or 8

7) What fuel do you use? (MA)

	Code	INSTRUCTION
Charcoal	1	CHECK QUOTA
Ethanol	2	
Pellets	3	
Saw dust	4	
Wood	5	
Kerosene	6	
Others (write in)	7	

RECRUITER HAVE A GOOD SPREAD OF FUELS USED AS MOST OFTEN FUELS, I.E WOOD,ETHANOL, PELLETS, KEROSENE, SAW DUST AND CHARCOAL

8) You said you use jiko and other stoves regularly....

a. Which cooking stove are you aware of? (MA)

b. which do you use? MA allowed

Fuel types	Clean cooking stove brands	a. AWARE OF	b. USE
Charcoal Stoves	Jiko Bora	1	1
	Jiko Fresh	2	2
	Jiko Koa	3	3
	SuperSaver Envirofit	4	4
Ethanol Stove	Safi Stove	5	5
	Moto Safi	6	6
Pellets	Home Stove	7	7
	Wisdom Stove	8	8
Kenyan clay jiko		9	9
Normal tin jiko		10	10
Sawdust stove		11	11
Other		12	12

For group 1: Recruit users of Clean Cooking stoves. Ensure mix of brands

For group 2: Recruit non-users of Clean cooking stoves- ie. Users of clay and tin jiko and kerosene stoves. Get a mix of aware non-users and non-aware non-users.

For groups 3, 4, 5 : Recruit a mix of users and non-users of clean cooking stoves (4 users and 4 non-users of clean cooking stoves) . Among the 4 non-users of clean cooking stoves, get a mix of aware non-users and non-aware non-users.

9) For clean cooking stove users : How long has the Clean cook stove been used in your home?

Duration	Code	INSTRUCTION
More than 1 year	1	CONTINUE

Less than 1 year	2	TERMINATE
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10) For clean cooking stove users: How often is the clean cook stove used in your home?

Frequency of use	Code	INSTRUCTION
Daily	1	CONTINUE
More than 3 times per week	2	
2 times or less per week	3	TERMINATE

11) For other stove users : How often do you cook at home?

Frequency of use	Code	INSTRUCTION
Daily	1	CONTINUE
More than 3 times per week	2	TERMINATE
2 times or less per week	3	

12) What is your main source of information?

	Code	INSTRUCTION
TV	1	MUST CODE ATLEAST TWO TO CONTINUE
Radio	2	
Newspapers	3	
Magazines	4	
Internet	5	

SQ12d. RESPONDENT SOCIAL CLASS

[PLEASE CIRCLE SOCIAL ECONOMIC CLASS BELOW]

KENYA ONLY Monthly Household Income	Above Kshs 100,000	Kshs 80,001 to 100,000	Kshs 40,001 to 80,000	Kshs 10,001 to 40,000	Up to Kshs 10,000	Code	Instruction
Occupation Businessmen, Professionals, Directors, Senior managers, Sr. Govt. officials, Lecturers, Graduate teachers, Owners of large farms	AB					1	

Medium sized business owners Middle/ junior managers, Senior clerks / Sr. supervisors Secondary teachers (p1-s1) Qualified technicians / Skilled workers, Owners/managers of medium sized farms		C1				2	
Small business owners, Junior clerks, Typist, Receptionist, Non-graduate secondary teachers (p2-p3), Semi-skilled workers/ Part-time technicians Owners of small farms,			C2			3	
Unskilled workers, Casual labourers, Attendants				D		4	
Rural unskilled workers					E	5	

NOTE: RECRUITERS PLEASE RECRUIT C2D

13)How many people live in your household?

	Code	INSTRUCTION
Three and below	1	RECRUIT FOR SMALL FAMILY
4 people and above	2	RECRUIT FOR LARGE FAMILIES
	3	

INTERVIEWER ENSURE A GOOD SPREAD OF SIZE OF FAMILIES IN THE GROUP

Based on your responses, we would like to request for your time to have a deeper discussion about coking stoves. This will take approximately 2 hours.

Agreed; Recruit
 Refuse; Thank and close

Respondent Details

Full Names:	
E-Mail address:	
Mobile Tel No 1:	
Mobile Tel No 2:	
Date of FGD	
Time of FGD	

I certify that this interview was carried out by me in accordance with the briefing instructions I received and that the opinions represent a true and accurate record of the responses given by the respondent named above.

Interviewer names _____

Mobile number _____

Signature _____

Date _____

DISCUSSION GUIDE

RESEARCH OBJECTIVES

- Determine target audience attitudes and preferences towards campaign messages
- Determine effectiveness of the proposed executions, based on the following characteristics:
 - Understanding: what is the message takeout?
 - Recall: what is the thing they remember most?
 - Relevance: is the choice of characters, slogans, taglines and pictures relevant?
 - Possible Influence on behavior: what are they likely to do?
 - Appeal: do the executions appeal to the intended target?
 - What do potential consumers dislike in particular about the various products/designs/messaging?
 - Credibility: are there outright believability/non-believability issues?
 - Emotional reaction: how do they feel after looking at the concepts?
 - To what extent are potential consumers likely to recommend the products to friends?
 - Where would the target audience want to see or hear the above message
 - How else would they wish this was presented?
- Suggestions and areas of improvement to strengthen the value proposition

INTRODUCTION TO SESSION

- Moderator’s name, TNS, Market Research
- Explain you are interested in talking about their thoughts on clean cook stoves
- Explain that you don’t work for any of the companies or brands that we will be talking about, so don’t mind what is said about them
- Opinions, no right or wrong answers ... want their honest views
- Importance and value of participants’ contribution
- Explanation of audio recording
- Confidentiality of discussions

RESPONDENT INTRODUCTION

Warm up with the respondents

Moderator to say:

- I would like to thank you for giving me the opportunity to talk to you. However, before we begin today’s discussion, why don’t I start with getting to know you a little better ... so, please tell me a little bit about yourself in terms of;
 - Name
 - Your occupation
 - What you enjoy doing during your leisure time

	<ul style="list-style-type: none"> What activities do enjoy doing at home
<p>EXPLORING COOKING</p>	
<p>Perceptions and associations of cooking</p>	<ul style="list-style-type: none"> What thoughts come to mind when I say cooking? <i>Do not prompt or aid responses. Just note spontaneous responses to the mention of cooking.</i> What else do you understand by cooking? What are your earliest associations with cooking? What is the purpose of cooking? What are the feelings and emotions that you associate with cooking? Is all types of cooking the same or are there different types of cooking? Can you tell me more?
<p>Types of fuels used</p>	<ul style="list-style-type: none"> What are the different types of stoves and fuels that you are aware of? What are the different types of stoves and fuels you have used so far? <i>Moderator to note all names on cue cards</i> Which stoves and fuels do you use now? If I asked you to group these fuels how would you do that? <i>Moderator to allow respondents to group the different fuels. Do not prompt at this stage. Let them group the way they want to.</i> So I can see some groups...how have you grouped them? <i>Moderator to explore the basis of segregating the fuels.</i> Now lets name these different groups... What characterizes these different groups..what is the specialty of these different groups? What makes all these fuels come together in one group? Is there any other way to group these? Let's try

<p>Ideal cook stove /fuel</p>	<ul style="list-style-type: none"> • What is the ideal cook stove/fuel, according to you? • What features does it have? • What benefits does it give you? • How does it make you feel? <p><i>Moderator to follow the exact line of questioning above to arrive at the brand functional-emotional ladder.</i></p> <ul style="list-style-type: none"> • If you look at current cookstoves/fuels that are there in the market, how do they compare to this ideal cookstove/fuel? • How does your own stove measure against this ideal?
<p>Today I am going to show you some concepts related to cooking, and I want to understand what you feel about them</p> <p>Expose each concept as a complete set.</p> <p>Rotate order of sets exposed.</p> <p>For example: Upishi Digi has 4 concepts in all. Expose all 4 concepts together and let them sit with it for 2-5 mins.</p> <p>Note the chatter, do not prompt at this stage.</p> <p>Deflect any questions they may have at this moment. Let them ask each other and let them make sense of the concepts.</p> <p>After the spontaneous chatter subsides, ask the following questions.</p> <p>Don't prompt or aid at this moment.</p>	
<p>First impressions</p>	<ul style="list-style-type: none"> • What is going on in your mind as you see this? • What elements stand out? • What are the first thoughts?
<p>Main message</p>	<ul style="list-style-type: none"> • In one sentence, what is the offer trying to communicate? • How would others interpret the offer if this were to be seen on a poster near your house, or in a community/church event, or in a shop near your house ?
<p>Comprehension</p>	<ul style="list-style-type: none"> • Now explain to me how you have understood the offer • What is the offer about? • What are they trying to convey in this?

<p>Relevance</p>	<ul style="list-style-type: none"> • Who is this message speaking to? • Who is it meant for? • If you get into the mind of the creator of this message, what do you think he/she have in mind when they created this message? • What kind of people did they want to reach and why?
<p>Decoding each element of the offer</p>	<ul style="list-style-type: none"> • There are four different messages here in these four posters....can you tell me which ones you like best... • Let's make two piles....one with the posters you like best and one with the posters that you like less <p><i>Let respondents make two piles. Take the pile which is liked best first.</i></p> <ul style="list-style-type: none"> • So, tell me about these posters.... • What are they saying? • What do you understand? • What is the main message that you get from these? • What does it mean for you? • How does this message help you in your cooking? • What problem does it solve? • What is the relationship of this message with cooking? <p><i>Moderator to repeat the probes with the rest of the posters and then move on to the other pile</i></p> <p><i>Show all the posters one after the other.</i></p> <p><i>Then expose the radio transcript.</i></p> <ul style="list-style-type: none"> • What are you feeling now that you have heard this? • What is coming to mind? What feelings, thoughts, pictures, situations are coming to mind... • How does it sound? • Does this fit with the concept we have just discussed? How? • What value does it add to the concept? <p><i>Once all the posters for one theme and the radio transcript has been exposed, ask the below</i></p>

	<ul style="list-style-type: none"> • If someone else saw this poster in your area or heard this word somewhere...what would they think is about? • Suppose you see this poster somewhere near your house...what would you do? • What is it asking people to do? • Would your cooking patterns and habits change? What would change and why? <p><i>Once one complete theme/concept has been exposed along with its posters and radio transcript, move on to the next theme and repeat the above process</i></p>
<p>Specific probes</p>	<ul style="list-style-type: none"> • Upishi Digi <ul style="list-style-type: none"> ○ What do you think they mean by this? ○ How does it sound? ○ If someone heard the word Upishi Digi what would they think? What would they expect? ○ Do you think the word Upishi Digi suits? • Pika Poa <ul style="list-style-type: none"> ○ What do you mean by this? ○ How does it sound? ○ If someone heard the word Pika Poa what would they think? What would they expect? ○ Do you think the word Pika Poa suits? • Upishi Safi Maisha Safi <ul style="list-style-type: none"> ○ What do you mean by this? ○ How does it sound? ○ How does clean cooking relate to a clean life? Is it credible? Is it believable?

Taglines and campaign logos : Comparison and optimization

- We have seen all the concepts

The campaign logos are

- Upishi Digi
- Pika Poa
- Upishi Safi Maisha Safi

Moderator to line them side by side so all logos are visible easily.

- What do you understand by these logos and these lines...?
- Which one do you like most? What about this is attractive?
- What about the others?
- If you had to rank them in order of preference, how would you do that?

The tag lines

- Upishi Digi: Pika Kisasa
- Pika Poa: Na Jiko La Kisasa
- Upishi Safi Maisha Safi : Na Jiko Safi La Kisasa
- What do you think of these tag lines?
- If you had to rank them ...how would you do that?

Female models in the concepts

- Let's look at the ladies in the concepts too..
- Which of these ladies are best suited with the concept of the cooking stoves we just discussed.
- What do each of these ladies represent to you? How do they fit with each of the concepts?

At this point, expose the table on Page 13.

- So, we have three different concepts that have a different brand name, different tag line and a different logo...
- Now lets us take these one by one...the Upishi Digi for example...
- User Imagery :
 - Suppose a woman sees this product and goes out and decides to buy a clean cook stove....try and imagine how this woman will be like... what is she like? What does she do? What does she like? What does she want from her cook stove?

	<ul style="list-style-type: none"> ○ Which cooking fuel does she use? What does she think about the other cooking fuels? ○ Tell me more about this person....do you find such kind of a person around you? What is your relationship with this person? ● Personification: <ul style="list-style-type: none"> ○ Imagine that this particular concept transformed into a person....try and use your imagination...humor me.. ○ Describe to me this person... what does this person look like? What do they like saying to others about themselves? What do they want in life? What drives them? ○ Which cooking fuel does she use? What does she think about the other cooking fuels? ○ Do you see these kind of people around you? What do you think of them? What is your relationship with them? (<i>try and ascertain distance from this person</i>) <p>Repeat the same for the other two concepts</p>
<p>Co-creating the ideal concept</p>	<p>Suppose you had to create your own concept from all these concepts we have shown you...</p> <ul style="list-style-type: none"> ● Which female model would you pick? ● Which logo would you pick? ● Which tag line would you pick? ● Which radio transcript would you pick? ● What other things do you think should be shown in the concept?
<p>Comparison with Ideal cook stove</p>	<ul style="list-style-type: none"> ● How do the concepts shown to you compare with this ideal cookstove? ● Is there anything missing? How would you improve the current concept to bring it closer to ideal?
<p>Overall likeability and persuasion</p>	<ul style="list-style-type: none"> ● How much do you like the offer? ● Is it relevant to you? How? ● How would others like it? ● How likely are you to subscribe to this? ● What is the one reason that you would take this up?
<p>Media and distribution</p>	<ul style="list-style-type: none"> ● Where would you expect to see these products? ● Where do you expect to see these posters? If you want to know more about these, where do you want that information from? ● What explanation, description, and demonstration would you expect? ● We have seen posters and we have discussed a radio script...how else do you think they should communicate this to the larger

	<p>population? What is another way or medium to reach a larger population?</p>
<p>Fit of the concept with clean cooking</p>	<ul style="list-style-type: none"> • Clean cooking is a concept that is being supported and propagated to make people use clean fuels and stoves. We discussed about different fuels in the beginning... • Which of these fuels that we discussed are clean fuels... • What then is clean cooking? • Suppose we said that clean cooking is a way of using fuels like gas, electricity, modern cookstoves like jiko okoa etc... • And that these concepts that we showed are created to encourage more people to use clean fuels, then which of these concepts do you think are more persuasive and more relevant to the idea of clean cooking? • What is the fit of all the concepts with the idea of clean fuels/clean cooking? • If you had to pick one concept which would it be?
<p><u>CLOSING REMARKS</u></p> <p>Finally, we have come to the end of the discussion; do you have any other comments to add?</p>	
<p>MODERATOR THANK RESPONDENT AND END THE DISCUSSION</p>	





Radio Transcripts

Upishi digi

Woman is bragging to her friends about how everything is digital. Her phone, her TV, her fashion and now even her kitchen.

SFX: Friends gathering together.

Agnes: Fatu! Na sika siku hizi umekuwa digital?

Fatu: Eh? Aje?

Agnes: Simu yako ni digital!

Friends: Eeeheee!

Agnes: Fashion pia ni digital! Hebu angalia hizo heels!

- Friends:** Weuweh!
- Agnes:** Fatu! Hehe. Ni nini ingine ni digital?
- Fatu:** Mbona umesahau jiko langu?
- Friends:** Jiko?
- Fatu:** Jiko langu pia ni digital! Siku hizi upishi pia ni digital!
Napika na **jiko la kisasa!**
- Friends:** Ooooh! Kweli fatu umetupita!
- ANNCR:** **Boresha upishi na jiko digi. Jiko digi ni jiko la kisasa na halina moshi mwingi, hupika kwa haraka na husaidia kutunza usafi.**
- Jiko digi lapatikana katika duka lolote lililo karibu nawe.**

Pika Poa

Agnes is at home and guests come over. They are surprised that food is ready yet there's no smoke in the house. Agnes laughs and asks them why they are being left behind and tells them the benefits of cleaner cooking.

- SFX:** *Knocking and a door creaks open with salutations from two or three women.*
- Agnes:** Hallo! Karibuni, karibuni!
Ata mmekuja saa poa. Chakula imebaki tu dakika chache tule
- Fatu:** Chakula? Kwani wapika wapi?
Kwangu moshi ingekuwa imejaa kwa nyumba!
- Agnes:** Ehhh Fatu! Mbona unajikokota?! Siku hizi niko mbele!
Chakula inaiva haraka! Jiko si kama zile za zamani eti lazima ushike na gazeti juu utachomeka na pia inapunguza moshi!
- Fatu:** Eh?! Ndio maana unatualika kila saa! Okay! Unapika bila stress!
- ANNCR:** **Upishi bora inaanza na Jiko la kisasa za makaa . Okoa chapaa, okoa makaa, okoa wakati.**

Agnes: Lakina Fatu, ata upate jiko safi ya aina gani, hauwezi nifika hii story ya upishi!

Fatu: Nitanutua yangu hivi karibuni tuone! *[Laughter]*

ANNCR: **Jiko la kisasa la makaa halina moshi mwingi, hupika kwa haraka na husaidia kutunza usafi. Nunua Jiko digi lako leo! Okoa chapaa, okoa makaa, okoa masaa.**

Jiko hizi zinipatikana katika duka lolote lililo karibu nawe.

Upishi Safi

Fatuma is obsessed with being clean ever since she started cooking with clean cook stoves.

SFX: *Knocking with door swinging open and friends saying hello*

Agnes: Karibuni! Karibuni!

Friend: Asante!

Agnes: Ngoja ngoja, acheni viatu tu hapa nje...nimepanguza tu saa hii.

Friends: *[One friend]* Hakuna shida. *[Second friend]* Heh! Nasitumechoka?! Wacha tukae

Agnes: Ngooooja tu kidogo! Ata viti ziko safi, erm, wacha nilite karatasi mkae.

Friend: Ai! Agnesi! Tukaekwakaratasi? Ni nini wewe? Si ni wachafu?

Agnes: Sii hivyo! Tangu nilianza kupika na **Jiko la kisasa**, nimeamua **upishi safi, maisha safi.**

ANNCR **Jiko la kisasa halina moshi mwingi, hupika kwa haraka na husaidia kutunza usafi. Nunua Jiko digi lako leo!**

Friends: Tupe maji basi tunywe.

Agnes: Ata vyombo nimeamua zitakaa safi hakuna kuzitumia.

Friends: Friends laugh and comment *[Ati? Haha! Agnes kweli umechizi]*

Agnes: Nakuenjoy tu. Subiri kidogo.

ANNCR: **Jiko hizi zinipatikana katika duka lolote lililo karibu nawe.**

Brand name	Tag line	Brand logo
<p>UPISHI DIGI</p>	<p>Pika Kisasa</p>	
<p>PIKA POA</p>	<p>Na Jiko La Kisasa</p>	
<p>UPISHI SAFI MAISHA SAFI</p>	<p>Na Jiko Safi La Kisasa</p>	