



UPISHIDIGI Communications Brief

Brand	Clean Cook stoves
Background	<p>For Kenya to effectively ensure and promote healthy lives and wellbeing (SDG 3) and combat climate change (SDG 7) the country must change its direction in the way it addresses Indoor Air Pollution (IAP). IAP is caused by the use of rudimentary and traditional three stone stoves and other traditional stoves that release high levels of smoke thus causing Acute respiratory Infections (ARIs) and destruction of the environment. It is estimated that 36 million Kenyans are exposed to dangers of IAP including death, maiming and other illnesses. Indeed 15,000 Kenyans die annually as a result with more than 40% of childhood deaths related to respiratory illness related to exposure to kerosene, wood and charcoal smoke. In the country, ARIs (Pneumonia, upper respiratory Tract Infections, etc) are the second leading cause of death, with 26% of all deaths reported in hospitals attributed to the disease (WHO, 2005).</p> <p>87% of Kenyans use solid fuels (Charcoal and wood) as their primary fuel source for cooking on either a three stone stove , a metal or Kenya Ceramic Jiko, 5% use kerosene as a primary fuel, Less than 5% of Kenyans use LPG as their primary cooking fuel with less than 1% using improved biomass cook stoves.</p> <p>These stoves produce a lot of particulate matter through smoke and carbon emissions, waste fuel and heat and time spent in collecting firewood. Owing to the inefficient fuel usage, more than $\frac{1}{3}$ of family expenditure is used on fuel while women spend more than 4-5 hours extra each day collecting fuels. This money could be useful elsewhere for the family.</p> <p>Currently, Kenya has programs aimed at promoting clean cook stoves to the population. Out of the targeted 100 million homes by the year 2020 that is being targeted with clean cooking globally, Kenya intends to reach 7 million households with clean cooking options and fuels by 2020. Programs have been carried out in Kenya to this effect but success has been minimal due to deeply embedded attitudes, perceptions and lack of knowledge on clean cooking and the dangers of IAP.</p> <p>There is need for people to upgrade to a clean cooking system that does not emit dangerous smoke, saves fuel and money, cooks fast and improves the status of the user among her peers.</p>

Requirements	<ol style="list-style-type: none"> 1. Develop a look and feel for the branded campaign 2. Develop an emotionally hooked communications campaign creating the need for use of Clean Cook stoves to save money, improve status and lead to improvements of health and environmental preservation. <ol style="list-style-type: none"> a. Develop a mark of quality that will be used to identify approved stoves for promotion 3. Engage Miriam on the desired behavior
Campaign Objective	<ol style="list-style-type: none"> 1. To create a dissatisfaction with people who are using common unclean jikos (three stone fires and the Kenya ceramic jiko) 2. To upgrade to using of Clean Cooking options in the market that have improved benefits including money saving, status, health and environmental benefits.
Communication Objective	<ol style="list-style-type: none"> 1. Create a need for clean cook stoves and why she needs one 2. Offer clean cooking options 3. Connect emotionally with Miriam
Target Audience	<p><i>Miriam Wanjiku Akinyi is a 30 year old woman, married with two school going children. She lives in rented two bedroom flat in Kinoo, a peri urban town on outskirts of Nairobi. She is an entrepreneur and makes a living selling second hand clothes “Mitumba”, banking a between Kes 15,000 and Kes 20,000. John, her Husband, is a taxi driver and rakes in about Kes 25,000 to Kes 30,000 a month. On a good month, they bring in Kes 50,000 a month.</i></p> <p><i>Miriam usually cooks two meals a day: breakfast and dinner and she cooks them with a kerosene and the traditional charcoal stove respectively. Her choice drivers for fuel and cook stoves are speed and convenience. She likes charcoal because once the Jiko is well lit the heat is intense and cooks fast, but on the flip side, it’s a process to light up. She dislikes kerosene because of the smell and risk it brings to her home.</i></p> <p><i>She knows of other fuels, but perceives them expensive and not worth it. She gets back home late and tired so she doesn’t have time to make elaborate meals, she makes what is available and affordable.</i></p> <p><i>Her family is important to her and her beliefs and values are based on the changing life trends and they aspire to success in their endeavors to increasing disposable income and get a comfortable life with minimum responsibilities that require her time and attention. Her desire for a better life for her family is manifested in the kind of furniture and appliances she purchases; to increase her social status</i></p>

	<i>Miriam consumes media on her way to work, at work usually on radio, social media and OOH.</i>	
Insights	<i>Miriam feels like all days are the same – she is pressured for time from the time she wakes up to the time she sleeps - so for her convenience is key. What frustrates her most is things that delay her because she needs to go out do her business and make money</i>	
Key Messages	<ul style="list-style-type: none"> - A clean cook stove is the modern cooking method that saves you money - A clean cook stove is better than a non-clean cook stove because <ul style="list-style-type: none"> o Savings: Fuel, time and money o Easy to light, no smell, no hassle! - ABCD are the types of clean cook stoves - I know where to get a clean cook stove somewhere easily accessible to me - I know that any stove that has X mark is a clean cook stove 	
Secondary Messages	<ul style="list-style-type: none"> - Using clean cook stoves in the short term reduces health issues such as: running nose, sneezing, tearing, burns and in the long-term Acute Respiratory Infections - When I use a Clean cook stove my cooking environment is cleaner (reduced soot, ash and blackened walls) - Using a clean cook stove reduces the number of trees cut down and air pollution - Using a clean cook stove allows me to have more time for women and girls more time for school and other economic activities - Using clean cook stoves provides a safer cooking environment for women and children 	
Brand positioning	For Miriam using a Clean Cook stove saves her money and improves her life /"upward upgrades" status amongst her friends and family	
Brand benefits	<u>On an emotional level</u> <ul style="list-style-type: none"> – Pride and self-confidence that comes with improvement and subsequently keeping up with the trends and technology 	<u>On a functional level</u> <ul style="list-style-type: none"> ▪ For owning and using the Clean Cook Stove <ul style="list-style-type: none"> – Saves money and fuel Cooks faster – Convenient to use – Aspirational (Status symbol) – Affordable (hopefully!)

Reasons to Believe the Promised Benefit	<ul style="list-style-type: none"> • The clean cook stoves; <ul style="list-style-type: none"> ○ Are efficient in fuel and time; (less fuel and less time to cook) ○ Product development is modern (attractive outlook, reduced smoke emissions and hassle free to light)
Barrier to Desired Response	<ul style="list-style-type: none"> ▪ Driven by her limited knowledge of the product, she thinks the initial investment is not worth the value, and also questions the promised performance (less fuel for faster)
Tone	<p>Stove Personality: Reliable / Trustworthy, Sexy, trendy, Relatable, Motherly and caring, Friendly yet authoritative/stern & Forward looking</p> <p>If she was an animal, she would be an lioness</p> <p>Is she was a vehicle, she would be a sleek Toyota</p>
Evaluation Criteria	<ul style="list-style-type: none"> • The concepts need to be based on a single idea • Simple enough for the target audience to understand • Compelling enough for the target audience to be motivated to shift their behavior.
Timeline	Communication plan & Initial concepts: two weeks 11th November 2016

Mandatory Executional	<ul style="list-style-type: none"> • This is a message from The Ministry of Health – MOH, Ministry of Energy, CCAK, ERC. Execution of this to be confirmed.
Considerations:	<ul style="list-style-type: none"> • At least two creative directions options • Use Kiswahili • Need some sort of bold, disruptive, attention-getting message or media stunt that breaks through the clutter and says ‘this is new news’! • Need to be “Campaignable” that it can link to future communications that will be technology specific • Susan Kamau is implementing a face book campaign and she is the Ambassador for clean cooking in Kenya • Visuals are important