



CLEANER COOK STOVES & FUELS BCC PROJECT

Media Strategy | February 2017



- The report summarizes the media strategy that will be applied to the clean cooking project. The report outlines
 - The media objectives
 - Media strategy & Tactics
 - Media Selection

Media Objectives

Awareness

- Raise awareness on clean cooking and what it means to target audience
 - Prompt consideration on change in her cooking style
- Raise awareness on the different stoves available

Education

- Show why clean cooking is better than what she uses now
 - Seed the reason to believe and change cooking perceptions and behaviour
- Tackle, talk about and eventually dispel hard wired beliefs and cooking behaviours surrounding her cooking habits
- Talk about the different cooking stoves available to her

Experiential

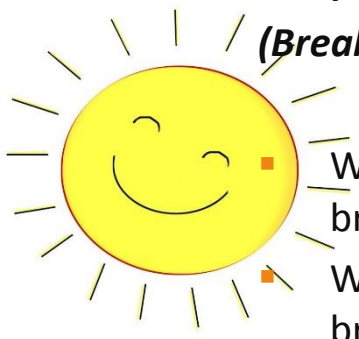
- To push the target audience beyond campaign consideration into action and endorsement
 - Drive clean cooking adoption
 - Drive cookstove uptake, purchase and consistent use
 - Breed brand endorsers

Day in the life of target audience – (Mon – Fri)

4am/5am- 8am

(Breakfast & Commute to work)

- Wakes up early 4am/5am to make breakfast and prepare for the day.
- Wakes children at 6am for the day and has breakfast
- Commutes to work using public transport and arrives by 8.30am



8am-5pm

(Work/ business & peer interactions)

- Settles in for work/ business from 8am/8.30am
- Breaks for lunch at 12.30pm/ 1pm which she has carried from home/ consumes in local food kiosk
- Interacts with peers and shares life stories
- Checks in at home, does shopping
- 2pm – 5pm settles in for afternoon session at work/ business

7pm-10pm

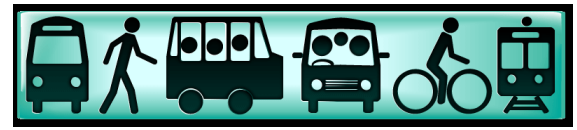
(Dinner)



- Gets home hassled and quickly takes over her home; supervises dinner in progress or starts dinner
- Supervises homework and prepares the home for her husband
- May sit to watch some TV as she relaxes amidst the chaos, takes a cup of tea and prepares for the next day
- Ensures kids are asleep by 9pm; serves her husband dinner and discusses home issues with him
- Asleep by 10pm

5pm-7pm

(Commute home & chama)



- Hassled for time so leaves work promptly at 5
- Passes by market/ supermarket to buy FMCGs for home consumption; Stuck in jam on way home
- Planning the evening program in her mind
- May have a 2 hour chama or meet up with friends before she gets home
- Home by at least 7pm/ 8pm



Day in the life of target audience – (Sat & Sun)

6am- 10am

(Breakfast & Household chores)



Wakes up slightly later than weekdays 6am to make breakfast and prepare for the day
Starts household chores after breakfast
Prepares family for church
Makes a plan for the day and interacts with husband for home discussions and money

10am- 2pm

(OOH)

- 10am she is out of the home doing shopping at market/ church on Sundays
- Leaves instructions for running her home
- Involved in a lot of personal and family centric activities as she runs her life, her home and her family
- Lots of peer interactions



7pm-10pm

(Dinner)

- Gets home hassled and quickly takes over her home; supervises dinner in progress or starts dinner
- May sit to watch some TV as she relaxes amidst the chaos, takes a cup of tea and prepares for the next day
- Ensures kids are asleep by 9pm; serves her husband dinner and discusses home issues with him
- Asleep by 10pm



2pm-7pm

(OOH)

- Activities still outside the home which she still attends to
- May host friends/ chama at her home or may go visiting with family
- Home by 7pm for the evening routine at home

2 Phased Media strategy

Clean cooking awareness campaign

Umbrella campaign for entire category – what is clean cooking?



Charcoal Stove awareness & Sustenance campaign

Raise awareness for clean cooking in the market
distinguish them from other stives

Media Objectives & Tactics

Clean cooking Objectives and tactics		Charcoal category objectives and tactics	
Awareness & Education drivers	<p>Radio</p> <ul style="list-style-type: none"> - <i>Packaged mentions targeting 'cooking times'</i> <p>BTL Collateral</p> <ul style="list-style-type: none"> - <i>Fliers, foot soldiers</i> 	Educate & Endorsement	<p>Radio</p> <ul style="list-style-type: none"> - <i>Testimonials packaged and run during 'cooking time'</i> - <i>On air activations with actual users in studio</i>
Instant feedback & response	<p>Digital</p> <ul style="list-style-type: none"> - <i>Influencer campaign on Social Media</i> - <i>Whatsapp</i> 	Instant feedback & response	<p>Digital</p> <ul style="list-style-type: none"> - <i>Influencer campaign on social</i> - <i>Whatsapp</i>
Activation/ Experiential	<p>Roadshows & Market storms</p> <ul style="list-style-type: none"> - <i>Dedicated route plan on ground activations</i> <p>Radio activations</p> <ul style="list-style-type: none"> - <i>On ground presenter driven live show activations</i> 	Activation/ Experiential	<p>Roadshows & door to door activations</p> <ul style="list-style-type: none"> - <i>Neighbourhood storms with rewards for cook stove users</i>

Media Placement Calendar

2017												
	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Radio												
IPC												
Digital												

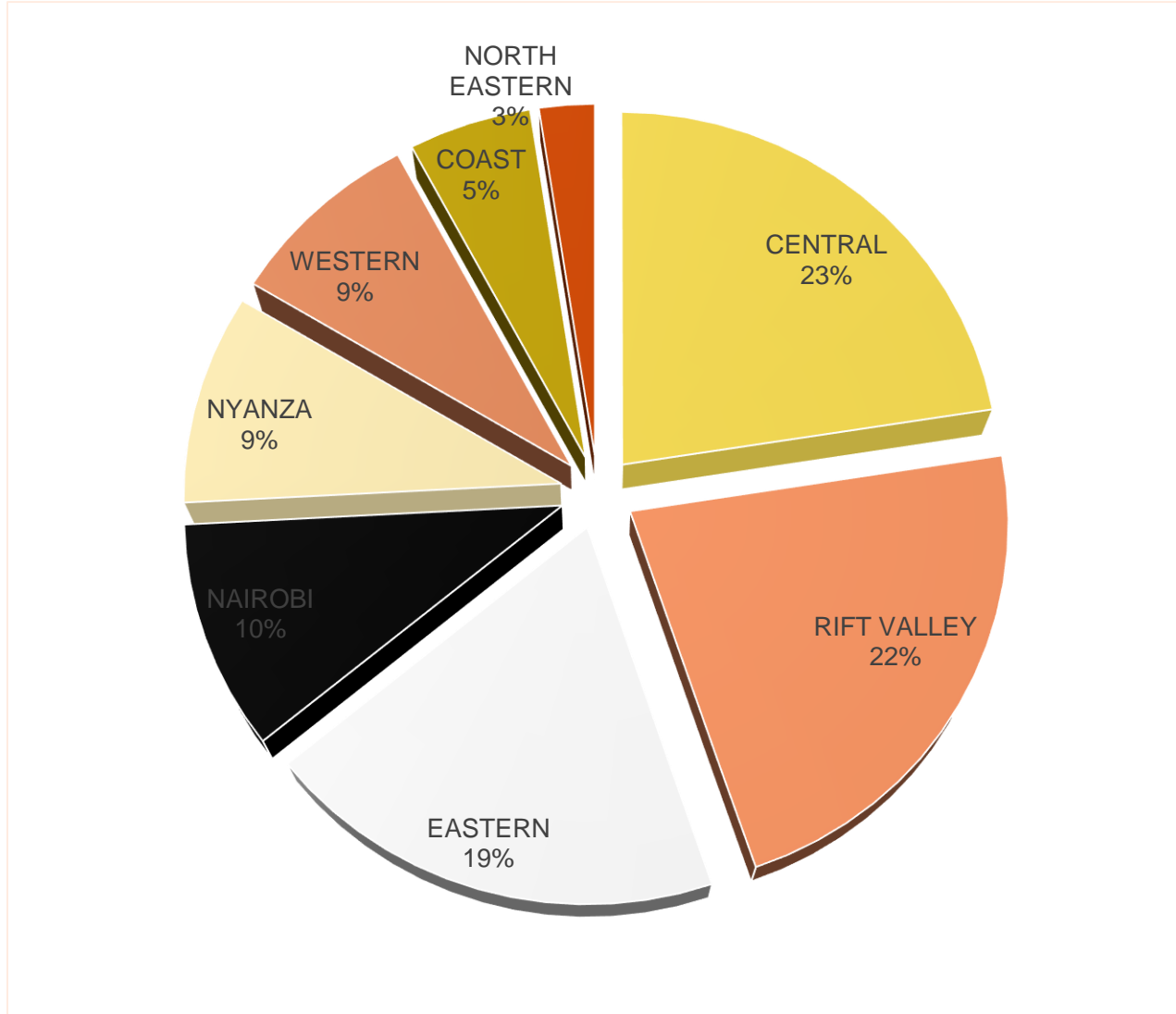
Campaign will be up-weighted towards the beginning then narrowed down toward the end

** April and August 2017 expected to be media intensive months for elections advertising
We will avoid advertisement placement during these months*

MEDIA SELECTION



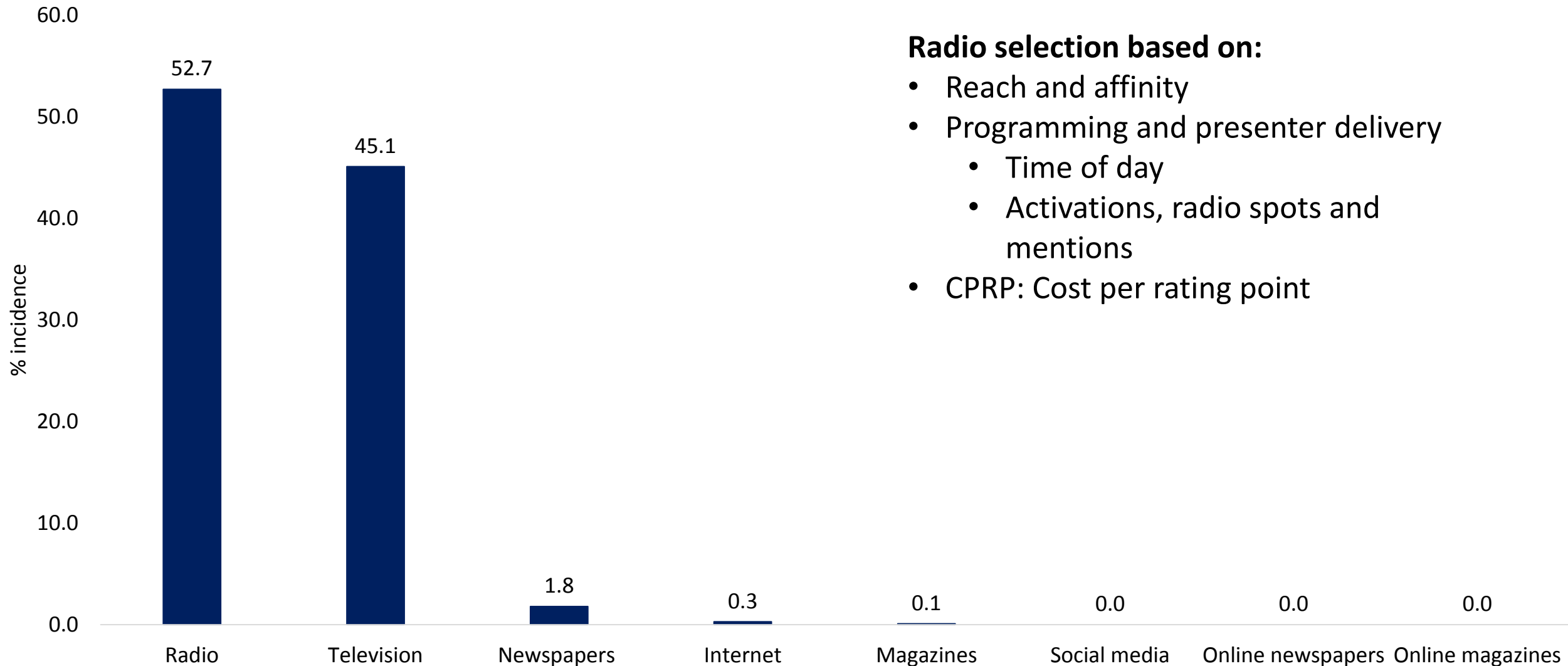
Population split per region: LSM 4-10, female, age 30+ years (base population 2.6M)



Target counties	Audience '000
NAIROBI	270
KIAMBU	201
NAKURU	179
MERU	172
MURANGA	107
UASIN GISHU	84
KAKAMEGA	81
BUNGOMA	77
NYANDARUA	73
KIRINYAGA	71
EMBU	61
LAIKIPIA	54
SIAYA	52
KAJIADO	45
THARAKA NITHI	22

❑ As far as our target is concerned nationally, Central has the largest share of our audience. However, Nairobi county leads in audience figures among our target counties.

Preferred media: LSM 4-10, female, age 30+ years (base population 2.6M)



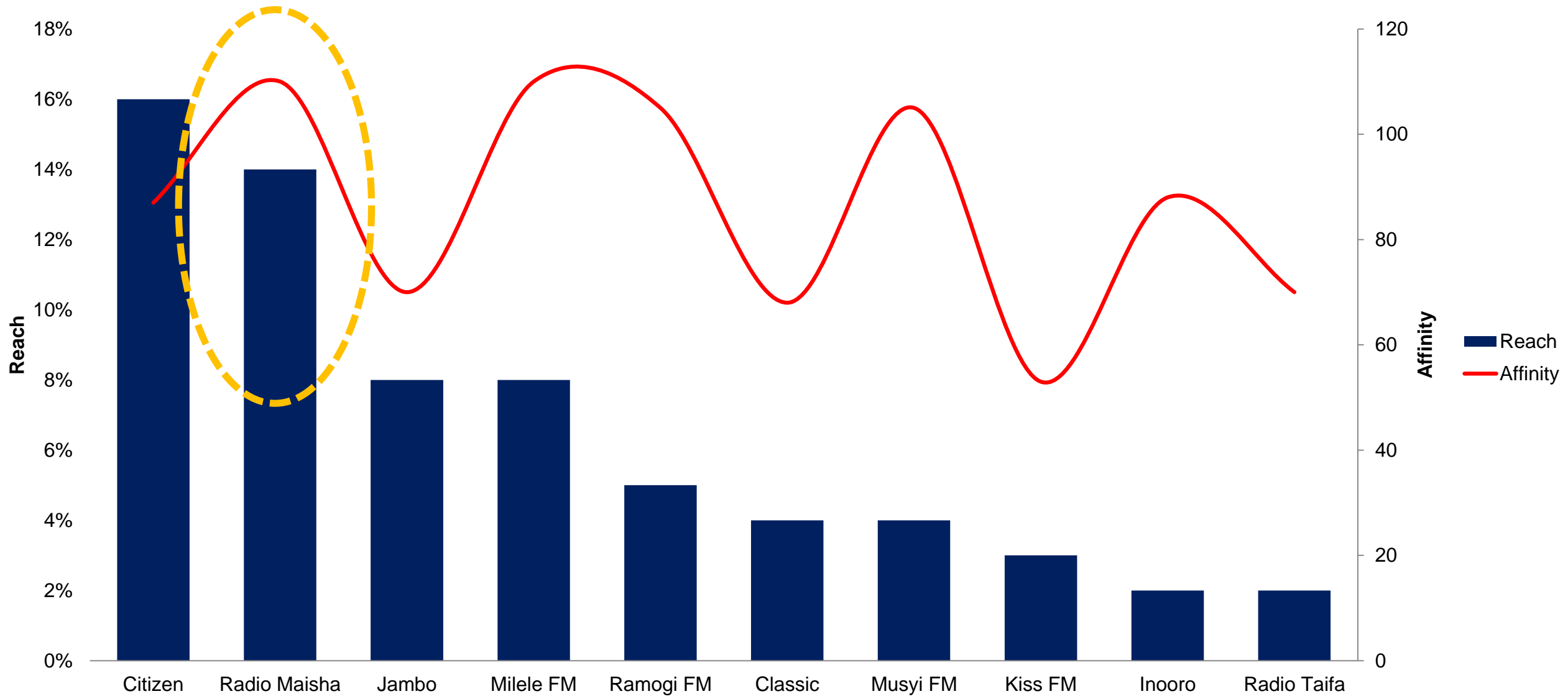
Radio selection based on:

- Reach and affinity
- Programming and presenter delivery
 - Time of day
 - Activations, radio spots and mentions
- CPRP: Cost per rating point

Source: KARF 2015 survey

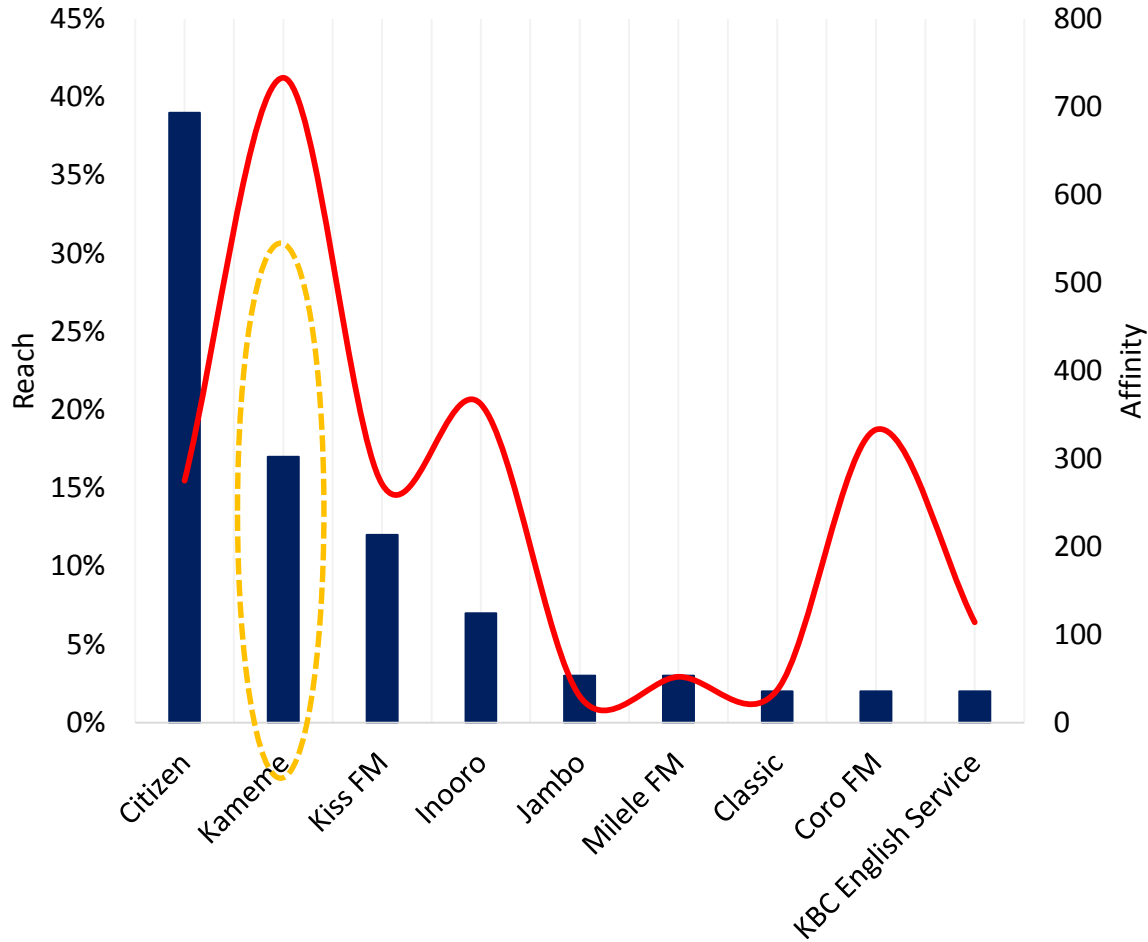
☐ Radio is the most preferred medium followed by TV

Radio reach and affinity: LSM 4-10, female, age 30+ years, National

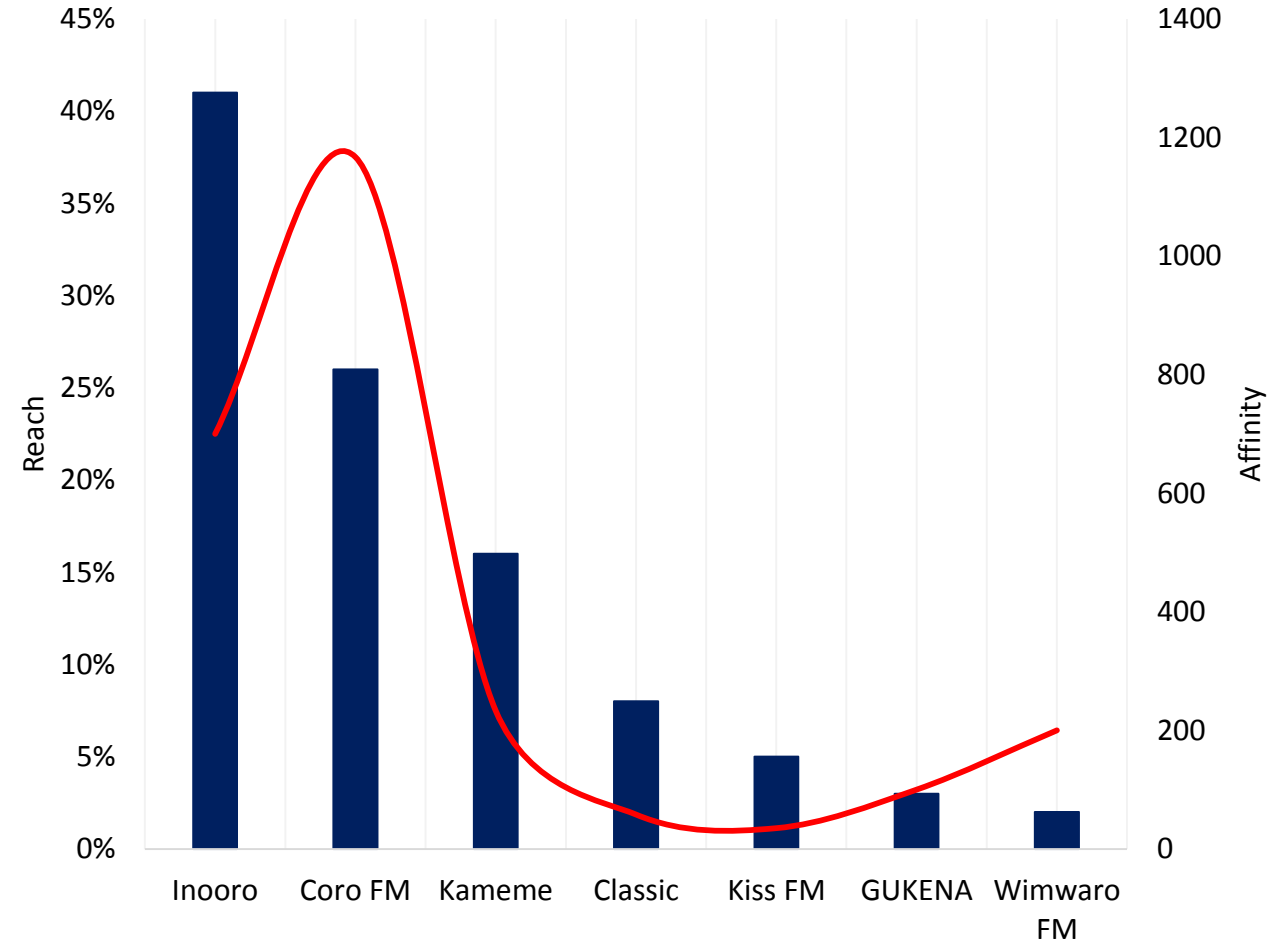


Radio reach and affinity: LSM 4-10, female, age 30+ years, Central (Thika, Nyeri)

Kiambu



Nyeri

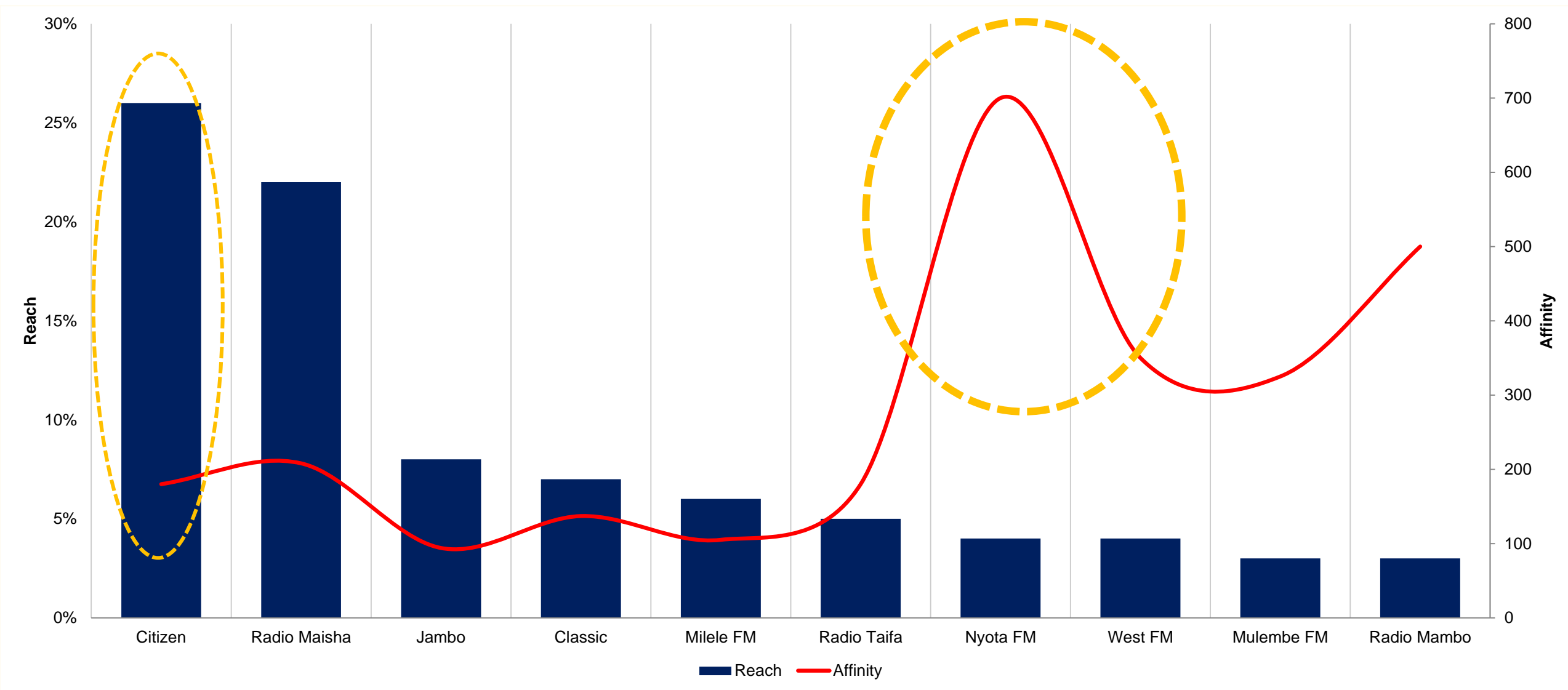


Source: Geopoll data – Feb 2017

☐ Kameme FM will deliver Thika due to high reach while Hot 96 has high affinity

☐ Coro FM and Inooro FM deliver Nyeri

Radio reach and affinity: LSM 4-10, female, age 30+ years, Western (Kakamega)



Source: Geopoll data – Feb 2017

☐ Kakamega County is delivered by Citizen Radio and Nyota FM with Radio Maisha following closely

Radio recommendation based on population figures

Radio Selection based on overlap across regions:

Citizen radio
Radio Maisha
Milele FM
Kameme FM
Kass FM

Town	# House Holds	Charcoal using HHs	Region	1 st station	2 nd Station	3 rd Station
Embakassi	296,942	243,492	Nairobi	<i>Radio Maisha</i>	<i>Milele FM</i>	<i>Kameme FM</i>
Kisumu	107,955	88,523	Nyanza	<i>Ramogi FM</i>	<i>Mayenga FM</i>	
Dagoretti	103,818	85,131	Nairobi	<i>Radio Maisha</i>	<i>Milele FM</i>	<i>Kameme FM</i>
Nakuru	91,818	75,291	Rift	<i>Kameme FM</i>	<i>Inooro FM</i>	<i>Citizen Radio</i>
Eldoret	84,773	69,514	Rift	<i>Kass FM</i>	<i>Radio Maisha</i>	<i>Kitwek FM</i>
Kamukunji	75,555	61,955	Nairobi	<i>Radio Maisha</i>	<i>Milele FM</i>	<i>Kameme FM</i>
Makadara	72,924	59,798	Nairobi	<i>Radio Maisha</i>	<i>Milele FM</i>	<i>Kameme FM</i>
Kikuyu	67,500	55,350	Kiambu	<i>Kameme FM</i>	<i>Citizen Radio</i>	<i>Hot 96</i>
Naivasha	45,455	37,273	Rift	<i>Kameme FM</i>	<i>Inooro FM</i>	<i>Citizen Radio</i>
Thika	41,364	33,918	Kiambu	<i>Kameme FM</i>	<i>Citizen Radio</i>	<i>Hot 96</i>
Ngong	32,273	26,464	Kajiado	<i>Citizen radio</i>	<i>Radio Maisha</i>	<i>Hot 96</i>
Nyeri	32,045	26,277	Central	<i>Coro FM</i>	<i>Inooro FM</i>	
Kakamega	26,136	21,432	Western	<i>Citizen radio</i>	<i>Nyota FM</i>	<i>Radio Maisha</i>

Digital Channel Selection

- **Influencer Campaign**

- Taking the target audience on a cooking journey across all media mainly driven by the influencer online
- We will select the person to do this based on the ability to cut across the different media channels and the target audience (LSM 4 – 10)
 - * separate influencer presentation attached

- **Whatsapp**

- Leverage on influencer to run whatsapp campaigns



Campaign measurement

- **Target audience awareness levels:**

We estimate a reach of 25% of population from national stations alone

- Clean cooking: 75% unprompted awareness
- Variety of stoves available - At least 1 stove in the category
- Variety of the charcoal stoves - At least 2 charcoal stove available

- **Target audience knowledge levels for:**

- clean cooking - Definition and able to endorse it to a peer
- Identification of charcoal cookstoves - Can identify it in the market and ask for it

- **Charcoal stove uptake and purchases**

- Marked spike in sales for the stoves

- **Growing database of consumers**

- On media roll out

Thank you