



Chispa Stoves: Creative Brief

CLIENT: Chispa	PROJECT: Enterprise Marketing Fund Grant
BRAND:	Chispa
BRAND ESCENCE / VALUES:	Social, humanitarian, responsible
BRAND PERSONALITY / TONE:	Nearby, dynamic, modern

Overview of Enterprise Marketing Fund Activities:

Chispa is going to formalize an alliance with Habitat for Humanity (Habitat), to create a point of sale for Chispa stoves. Chispa will set up sales points at 22 Habitat offices throughout Guatemala. They will use EMF funds to develop branding materials, including signage at Habitat offices, branded clothing for salespeople, and branded vehicles used for delivery. Chispa will also create 3 short videos to be shown at Habitat offices, to further promote the Chispa brand.

What exactly are we trying to accomplish?

To communicate that Chispa stoves can be purchased in Habitat offices throughout Guatemala by way of three mechanisms:

1. Cash purchase.
2. Purchase with Habitat credit (Q75 per month, 5 at each point of sales for it to be sustainable)
3. Include a Chispa stove in each home delivered by Habitat (about 2,500 homes per year).

Key Performance Indicator:

Include a Chispa stove in at least half of the homes Habitat delivers in a year, with an end goal of stoves in 100% of the homes.

Target audience

- Individuals that live in the 15 departments where Habitat has home building projects.
- Cook with open fires.
- Are part of the informal economy or subsistence agriculture, some have small businesses serving local food.
- They cannot access credit and do not have bank accounts.
- They have knowledge of Habitat and have a good image of the organization. They are interested in buying a home through the Habitat program.

Current knowledge, attitudes, practices:

- They buy their home and purchase a stove when they have the available cash.
- They cook with open fires and are unaware of the negative effects it has on health, family economy and on the environment.
- Some cook with LPG but the replacement cylinders are not very accessible.



Target change in attitude:

- We want them to see how easy it is to buy a stove by including it in the monthly home payments.
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What is our competitive advantage?

- Habitat is a recognized institution, and by creating an alliance with them it will generate trust in our product.
 - They are going to buy a home, they know they will be making monthly payments for a long time; buying a home with a stove, and consolidating debt, makes consumers' lives easier.
 - It is easy to go to the Habitat office and buy a Chispa stove through any of the purchasing mechanisms (cash, credit or include it in my monthly home payment).
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What is the campaign's key message?

Buy your home with Habitat and include a Chispa stove.

How can we get the end user believe in it?

Habitat offers home solutions, Chispa offers a solution to cook efficiently.

Are there any legal or mandatory aspects?

Include Habitat in 25% of the communication space, but with the focus being Chispa.
Respect Habitat guidelines.