

# OgilvyRED

STRATEGY INNOVATION GROWTH

## Global Alliance For Clean Cookstoves Proyecto Guatemala

Ogilvy & Mather El Salvador-Septiembre 2015

**This study is part of the Guatemala Consumer Segmentation for Improved Cookstoves and Fuels which was coordinated by the Global Alliance for Clean Cookstoves and Fast-Track Carbon.**

**Fast-Track Carbon commissioned this study to Ogilvy to understand which messages resonated among the target segments of the study.**



# THROUGH THE HUMAN EYES

It is important to remember that behind numbers and statistics there are human faces. Individuals with an and a cultural background identity of their own. For this reason, by humanizing the target audience it is possible to find stimuli that become relevant, empathize with their lives, and are close to their realities. This project revealed a truth that must always be remembered: **communication can only be effective when it is executed through the human eyes.**

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# Review ambition star

## step 1- FUSION

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# Business Ambition Star Global Alliance for Clean Cookstoves



Profile and description  
of the target

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# The Guatemalan woman and her household

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## Caregiver and heroine

Her life moves around her family's wellbeing. Any decision on spending is directly related to the good management of the household budget. She understands her fundamental role in the lives of her children and husband. For this reason, she has a clear picture of how she should behave and what her role should be. Also, her day-to-day is devoted to improving the condition of her children and family.

Having the kitchen as her territory, she uses it to demonstrate her love through the taste of her food. Firewood becomes her ally, and is a sign of abundance and the warmth of home. She knows and endures the difficulties associated with firewood cooking: the firewood irritates her eyes, handling firewood is inconvenient and physically demanding, and she has to withstand high temperatures to be able to cook. However, this struggle is a daily proof of her love, strength and identity as a woman. Through the use of firewood she demonstrates her value to her husband, pays tribute and remains true to her cultural and generational inheritance.

Territory and core message

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# SELECTED TERRITORY

Defining territories helps determine messages or stimuli that make communication truly effective. Its aim is to define and find a clear direction to the words and ideas that will be communicated so that they are within a range of topics relevant to the target.

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# WOMEN'S HEALTH

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Work to ensure the optimal physical condition for  
a woman to be able to perform all her functions  
within the household.



## ¿Why is this territory so relevant?\*

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This territory explores the worlds of **usefulness that the woman has in the household**. The activities she performs and the type of decisions she makes are crucial for everything to work properly.

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**If the woman is not healthy, she will not be able to fulfill her vital roles in the household.** Children have no one to take care of them, the kitchen and domestic chores would be left undone, and, in addition, nobody knows how to properly manage the budget. This would lead to a collapse in the household economy.

.....

If the woman falls ill and dies, the man will find another woman to fulfill the role. **However, women are afraid to know what would happen to their children after they die.** Their questions are as rational as: Who would be the stepmom? How will my children be treated? What will happen to them if my husband has to work to make a living and leaves them unattended?

\* Exploratory study on improved cookstoves and clean fuels by Adolfo Méndez

# MESSAGE COMPILATION

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## Core message / insight

After presenting six different messages to the target audience, we identified the strengths and weaknesses of each. Considering these observations, we redesigned the messages and tested the new messages to determine the most effective ones.

In the next slide we present a compilation of messages, in addition to the core message, which is built around the phrases and ideas that had the most impact among the public of interest.

The logo for Agiloby, featuring the word "Agiloby" in a stylized, handwritten script font.

Validation	Message	Territory	Gender	Lessons
✗	“Firewood smoke makes my children born weak or catch pneumonia and other diseases. If I switch to a cleaner stove my children will be healthier”	Children’s health	♀	The message is not credible because throughout generations, kids have grown and developed despite firewood cooking. If the smoke were really an issue, the solution would not be to buy an expensive stove, but rather take children out of the kitchen while the mother is cooking.
✗	“I want my children to be successful. Firewood smoke keeps them sick and affects their academic performance. To help them, I should start using a cleaner cookstove”	School Performance	♀	The cause of poor academic performance is not firewood smoke, but rather malnutrition, bullying, and problems at home. They cite examples of life success despite having grown with a firewood and the message is therefore not credible.
✓	“I live to take care of my family. Firewood smoke causes many diseases, some of which are even chronic. If I am not healthy, who will take care of my children?”	Women’s Health	♀	They see that in their absence, children could be left abandoned to their fate or less-caring stepmoms. Because of work responsibilities, men aren’t able to take care of children. This message is a strong call to raise awareness about women’s health and the cleaner cookstoves offer a solution to the tension created by the message.
✗	“I have the obligation to protect my children and their health. Firewood smoke produced many diseases. Because of that, I cook with gas at home”	Protection	♂	The responsibility of taking care of children is in the women’s domain. Women should be the ones taking care not to expose their children to smoke. LPG is seen as dangerous if children play with valves and hoses.
✗	“I’ve realized that many neighbors are using cleaner stoves and are saving some money. I also want to start trying those stoves to have some extra money”	Fuel Savings	♂	The promise of savings is weak because you first have to spend money to save money over a long period. Savings are not guaranteed either as not many people have cleaner stoves to prove the case. However, saving money can provide a rational justification for the purchase if an emotional appeal for the product is established first.
✗	“I don’t want my family to be seen with disdain; that my children are bullied because they smell like smoke or that my wife is told that she is one of the few that still cooks with firewood. In my house, we need to start cooking with gas.”	Pride	♂	This message generated indignation. Firewood is an economic necessity and should not be a reason for discrimination.





# CORE MESSAGE

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**“I LIVE TO TAKE CARE OF MY FAMILY. FIREWOOD SMOKE  
CAUSES MANY DISEASES SOME OF WHICH ARE CHRONIC. IF I  
AM NOT HEALTHY, WHO WILL TAKE CARE OF MY CHILDREN?”**

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Core Message / insight

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**“I live to take care  
of my family”**

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## **Present Emotional Connection**

This part of the message talks about the life purpose of many women. It resonates with young and mature women, indigenous and non-indigenous, in rural and urban areas and across all market segments defined in the study. It ties to their feelings, aspirations and mainly to the love they have for their children.

**“ If I am not healthy  
who would take care  
of my children?”**

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## **Future Emotional Connection**

This part of the message references a likely future scenario. An ill woman cannot take care of her children. Likewise, if she dies, her offspring would be left to the father or a “substitute” mom in whom they do not trust. Here is where the threat becomes relevant.

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# SUB- MESSAGES

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# Sub-messages

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These are tactical complementary stimuli emanating from the core message. These can be used in different communication channels to make communication more effective.

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Sub-message gas	Sub-message firewood
<b>“SINCE THE GAS LASTS FOR LONG AND IS CHEAP, TAKING CARE OF MY FAMILY IS WITHIN MY REACH”</b>	<b>“SINCE THESE IMPROVED COOKSTOVES SAVE A LOT OF FUEL, TAKING CARE OF MY HEALTH IS WITHIN MY REACH”</b>

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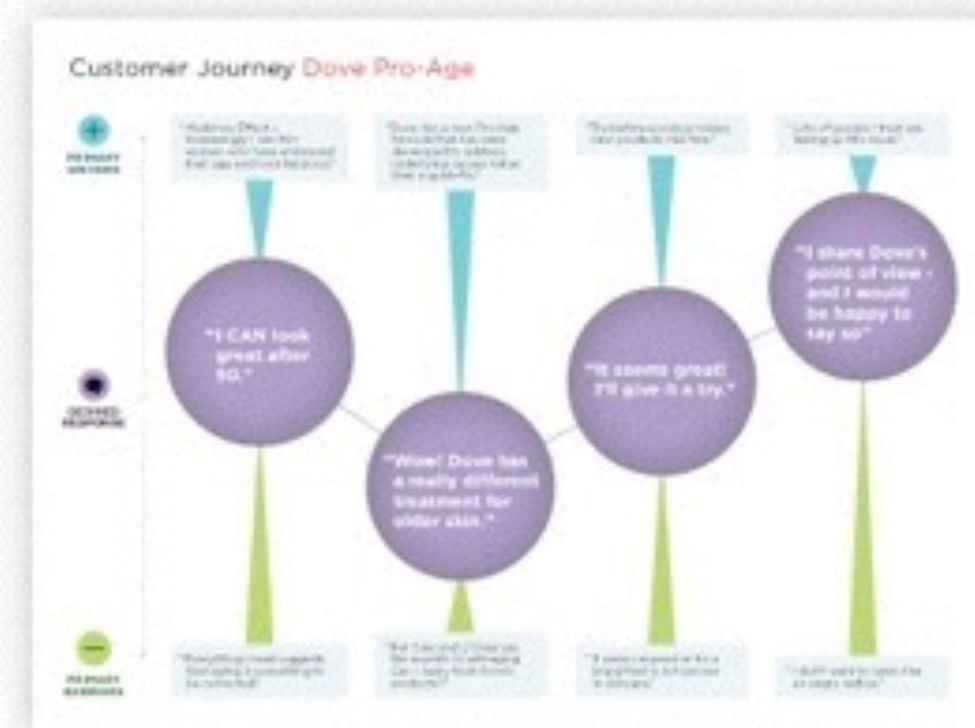
# Journey

## Step 2- FUSION

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## CUSTOMER EXPERIENCE



## Customer Journey

Identifies the real barriers and drivers to customer engagement.

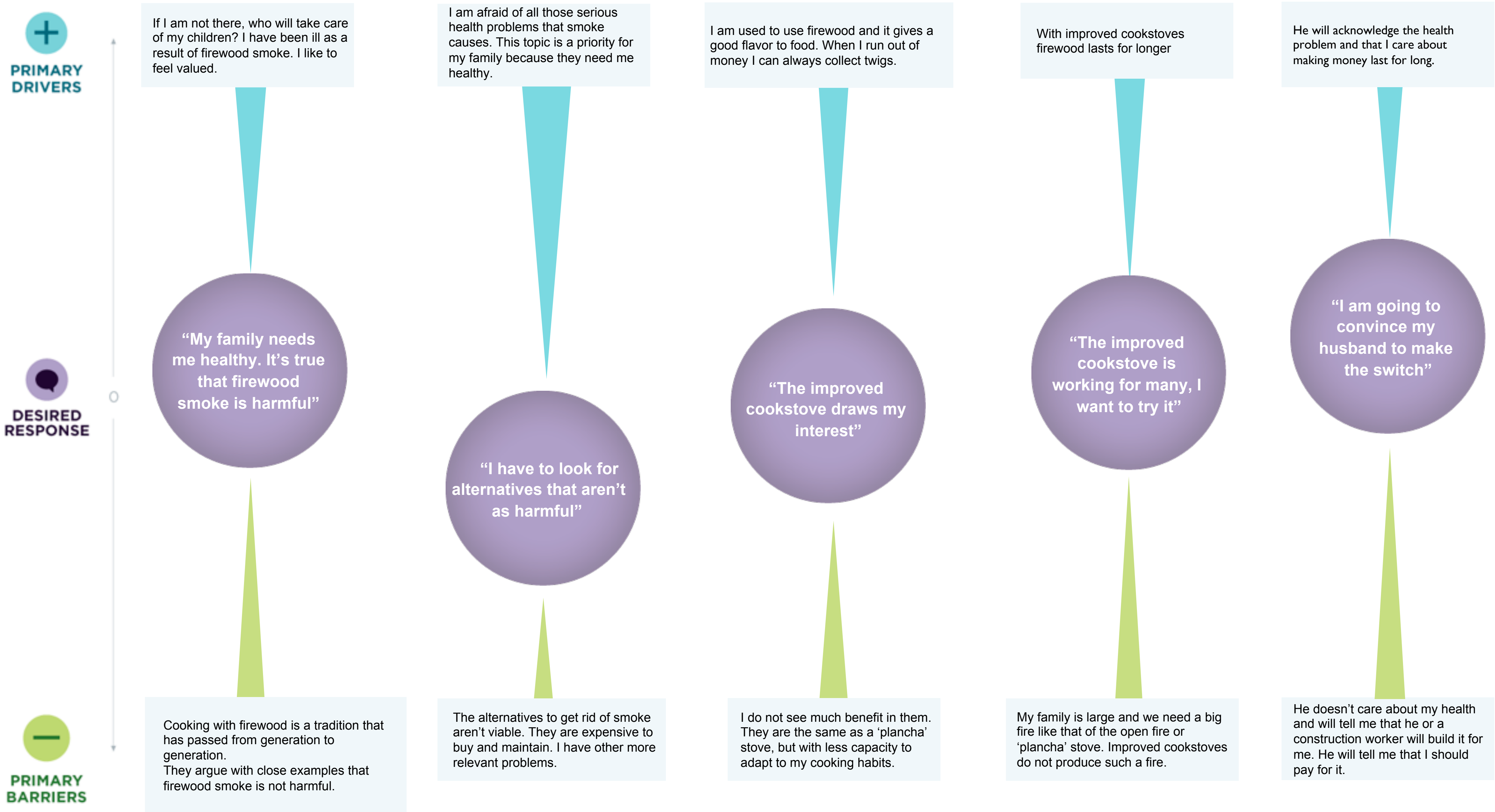
# Blueprint step 3- FUSION

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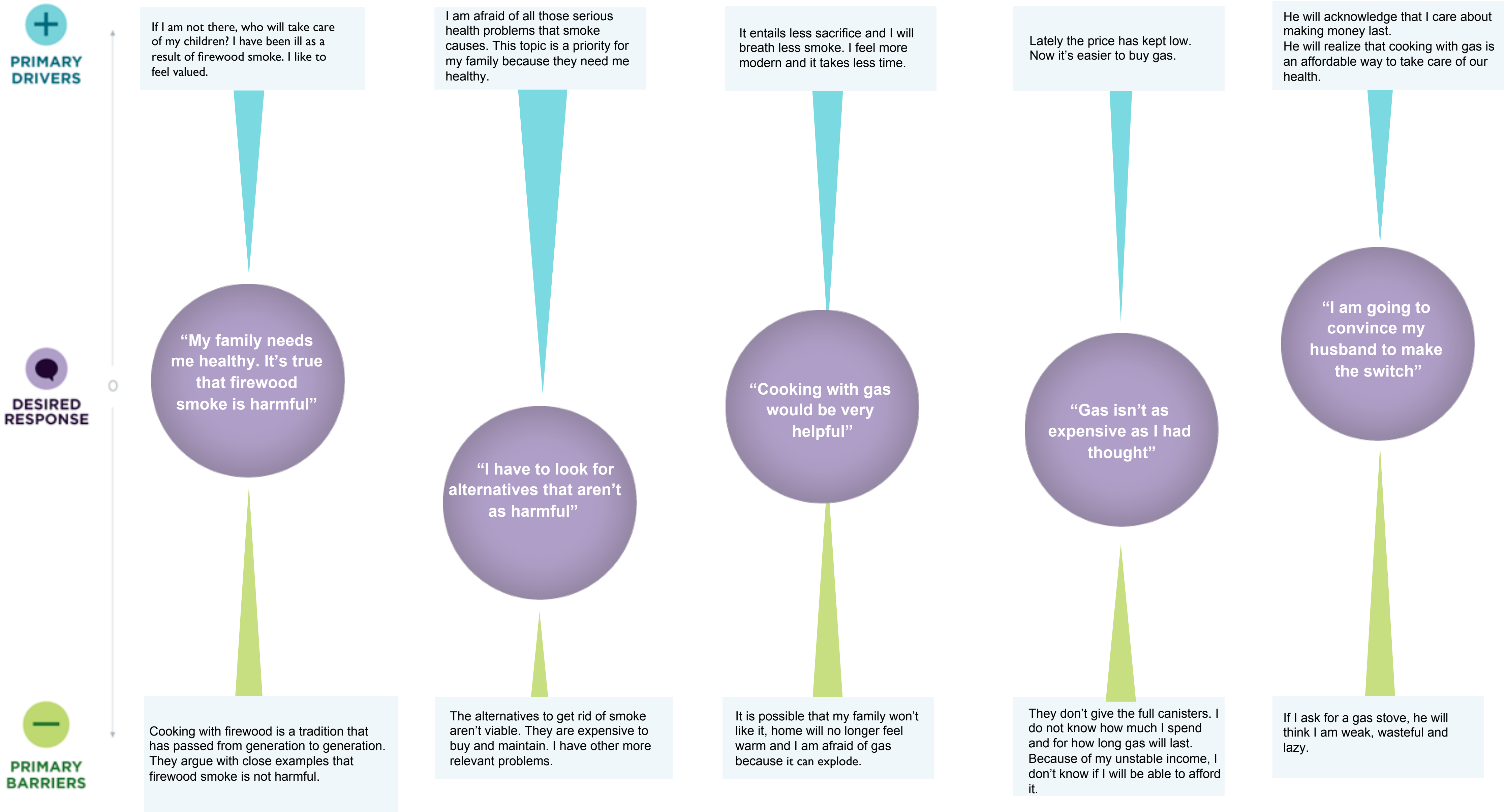
# Customer Journey Improved cookstoves

Agility



# Customer Journey Gas

*Ajiloy*



# Communications Blueprint Estufas Ahorradoras

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 DESIRED RESPONSE	 PRIMARY BARRIERS	 PRIMARY DRIVERS	 ROLES FOR COMMUNICATIONS	 CHANNEL PALETTE
“My family needs me healthy. It’s true that firewood smoke is harmful”	Cooking with firewood is a tradition that has passed from generation to generation. They argue with close examples that firewood smoke is not harmful.	If I am not there, who will take care of my children? I have been ill as a result of firewood smoke. I like to feel valued.	<b>SENSITIZE</b> around the value and importance of women and their health to take proper care of the family.	<ul style="list-style-type: none"><li>•Massive dissemination through radio, TV and out of home (billboards, etc..)</li><li>•Speeches at the community level with opinion leaders in schools, churches and markets.</li></ul>
“I have to look for alternatives that aren’t as harmful”	The alternatives to get rid of smoke aren’t viable. They are expensive to buy and maintain. I have other more relevant problems.	I am afraid of all those serious health problems that smoke causes. This topic is a priority for my family because they need me healthy.	<b>DRAMATIZE</b> Let the public see the great harm that the use of firewood produces in the women’s health.	<ul style="list-style-type: none"><li>•Massive video content, documentary with real and visible cases.</li><li>•Materials in health clinics, retail outlets and markets</li></ul>
“The improved cookstove draws my interest”	I do not see much benefit in them. They are the same as a ‘plancha’ stove, but with less capacity to adapt to my cooking habits.	I am used to use firewood and it gives a good flavor to food. When I run out of money I can always collect twigs.	<b>PRESENT</b> Improved cookstoves as an effective option and their benefits	<ul style="list-style-type: none"><li>•Demonstrations and visits.</li><li>•Talks and narrations in media.</li><li>• Pop-up showrooms in markets and fairs.</li></ul>
“The improved cookstove is working for many, I want to try it”	My family is large and we need a big fire like that of the open fire or ‘plancha’ stove. Improved cookstoves do not produce such a fire.	With improved cookstoves firewood lasts for longer	<b>DEMONSTRATE</b> Ccses of success of stove adoption and well-functioning	<ul style="list-style-type: none"><li>•Dissemination in radial testimonial media</li><li>•Alliances with restaurants and food businesses.</li><li>•Influencers and community leaders.</li><li>•Publications in popular written media.</li></ul>
“I am going to convince my husband to make the switch”	He doesn’t care about my health and will tell me that he or a construction worker will build it for me. He will tell me that I should pay for it.	He will acknowledge the health problem and that I care about making money last for long.	<b>FACILITATE</b> Tools and information about how to purchase, costs, and benefits that allow to implement change.	<ul style="list-style-type: none"><li>•Didactic materials.</li><li>•Discount coupons in popular periodicals.</li><li>•Talks with clear arguments.</li><li>•Leaders and influencers that reinforce messages among men.</li><li>•Incentivize entrepreneurs.</li></ul>



# Communications Blueprint Gas

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 DESIRED RESPONSE	 PRIMARY BARRIERS	 PRIMARY DRIVERS
“My family needs me healthy. It’s true that firewood smoke is harmful”	Cooking with firewood is a tradition that has passed from generation to generation. They argue with close examples that firewood smoke is not harmful.	If I am not there, who will take care of my children? I have been ill as a result of firewood smoke. I like to feel valued.
“I have to look for alternatives that aren’t as harmful”	The alternatives to get rid of smoke aren’t viable. They are expensive to buy and maintain. I have other more relevant problems.	I am afraid of all those serious health problems that smoke causes. This topic is a priority for my family because they need me healthy.
“Cooking with gas would be very helpful”	It is possible that my family won’t like it, home will no longer feel warm and I am afraid of gas because it can explode.	It entails less sacrifice and I will breath less smoke. I feel more modern and it takes less time.
“Gas isn’t as expensive as I had thought”	They don’t give the full canisters. I do not know how much I spend and for how long gas will last. Because of my unstable income, I don’t know if I will be able to afford it.	Lately the price has kept low. Now it’s easier to buy gas.
“I am going to convince my husband to make the switch”	If I ask for a gas stove, he will think I am weak, wasteful and lazy.	He will acknowledge that I care about making money last. He will realize that cooking with gas is an affordable way to take care of our health.

 ROLES FOR COMMUNICATIONS	 CHANNEL PALETTE
<b>SENSITIZE</b> around the value and importance of women and their health to take proper care of the family.	•Massive dissemination through radio, TV and out of home •Speeches at the community level with opinion leaders in schools, churches and markets.
<b>DRAMATIZE</b> Let the public see the great harm that the use of firewood produces in the women’s health.	•Massive video content, documentary with real and visible cases. •Materials in health clinics, retail outlets and markets
<b>PROPEL</b> reminding and making more attractive LPG and its benefits	•Material explaining how to cook traditional meals with gas. •Alliances with distributors to adopt transparent practices and disseminate these practices. •Alliances with depots to work on credit plans and lower prices.
<b>MEDIATE</b> To stabilize LPG price and making it more accessible to people. Build trust in the product.	• Promote regulation and subsidy plan, PR with government and key stakeholders. •Testimonials of savings and efficiency. •Certifications to build trust. •Education around safety. Alliance with gas distributors. •Promote recipies of traditional meals on gas.
<b>FACILITATE</b> Tools and information about how to purchase, costs, and benefits that allow to implement change.	•Didactic materials. •Discount coupons in popular periodicals. •Talks with clear arguments. •Leaders and influencers that reinforce messages among men. •Incentivize entrepreneurs.

# General Media Survey analysis

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This is a syndicated study especially prepared to find media use patterns. Field work, through surveys, is carried out quarterly and the databases are delivered in an accumulated wave of 4 quarters and an accumulated wave of 1 year.

The following analysis was performed with the Wave 2 Accumulated base from July 2014 to June 2015, producing a base of 12,010 women as universe (urban centers are measured, not rural areas) , and the following target:

Guatemalan women, 18 – 50 years of age, mothers, NSE  
D1-D2. (Cases: 927 – Projection: 392,577)

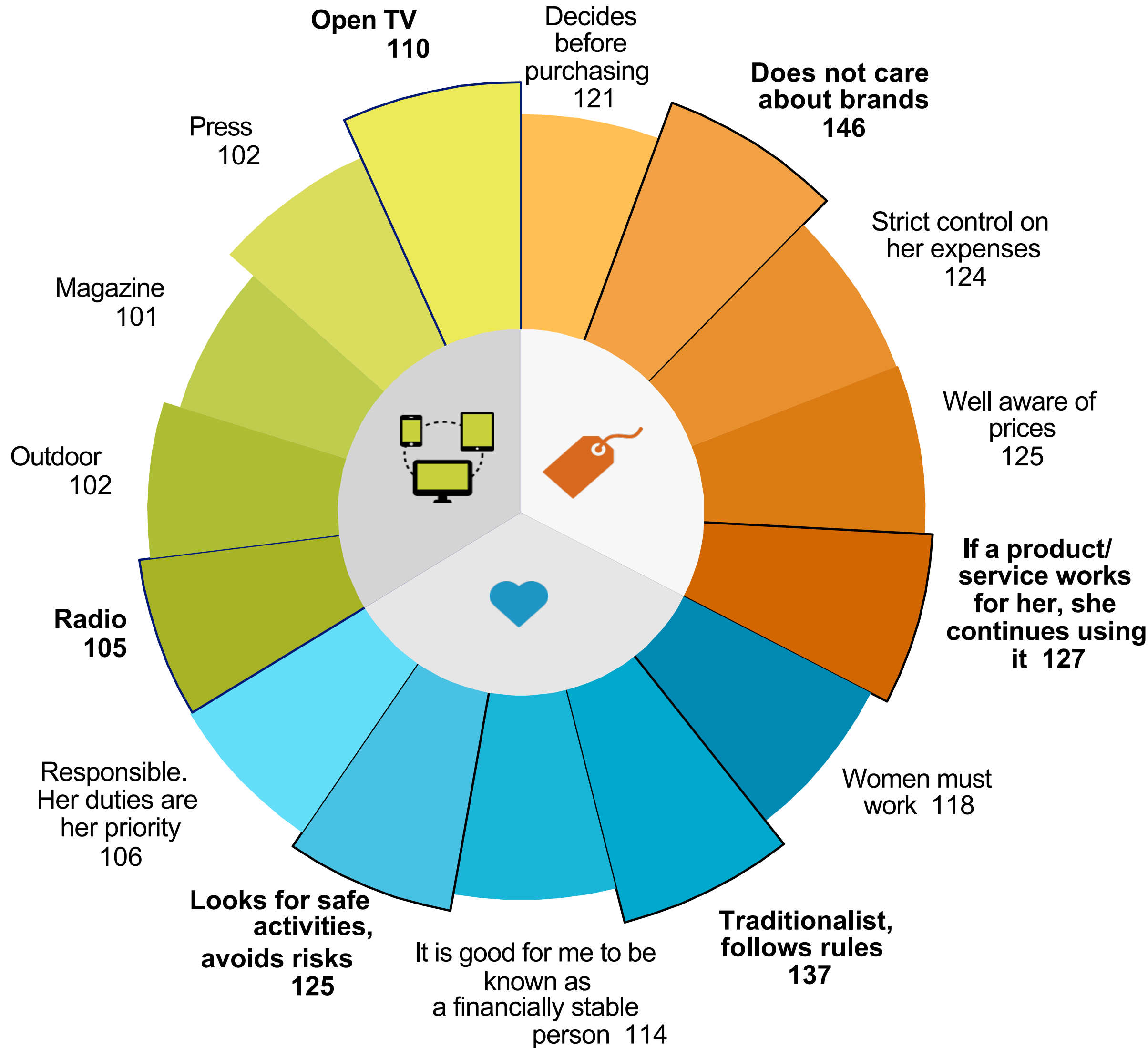
# OUR TARGET GROUP



**ANA**  
**28 YEARS OLD**  
**NSE D1**

Ana is married. She lives in Ciudad de Guatemala with her husband, 2 kids and her brother-in-law. She is Catholic, a housewife, traditionalist, responsible and a hard worker. When she buys, she is well aware of the prices and she cares little about brands.

She allocates her budget to meet the basic needs. She lives hand to mouth. She went to elementary school and started secondary school. She got married young. She has various economic constraints. Her partner is the one who calls the shots (\$) at home. She cooks with firewood and purchases it on a schedule (every week).



Shopping



Beliefs and attitudes



Connections and content

Source: GMS- Women 18-50, NSE D1 D2, mothers in Guatemala 2015.



## What does our target group look like?

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100% women, NSE D1, D2.

60% is between 21-30 years old.

Education level of 91% of them is complete elementary or secondary school.

They have 1-2 kids (78%), who they had at a young age.

Only 28% has formal employment.





A photograph of a woman and three children in a courtyard. The woman stands in the center, wearing a striped sleeveless top and jeans. To her left, a young boy sits on the ground, holding a long bamboo pole. To her right, two other children stand, one in a red shirt and one in a yellow shirt. In the background, laundry hangs on a line, and a large blue water barrel is visible. The scene is set in a modest, possibly rural, environment.

**How is our  
target group  
formed?**

**88%  
housewives**

**22%  
household  
heads**



- Domestic partnerships or living as a couple without a marriage is common.
- For younger ages (18-28), religion does not have an important role in their lives, while it does for older ages.
- They believe that a woman must work and contribute to the family budget.
- Taking care of their family is their #1 priority.
- Their budget is limited; it does not let them develop loyalty to brands.
- They control their budget, give great importance to price and try to save as much as possible.







**What kind of  
media do  
they use?**

**92%  
has a  
cellphone**

**12%  
has a PC  
with internet**

**96%  
has a  
TV**

**72%  
has a  
radio player**



## What kind of activities do they do?

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Handicrafts or other kind of creations at home.

Go out to sell/work

Go to the Church

Beauty services

Grocery Shopping





Thank you.

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