



Creative Brief

<p>Intended Audiences</p>	<p>The campaign will reach lower middle class households living in urban and peri-urban areas of 12 upazillas of Dhaka, Gazipur, and Khulna. Communication activities will specifically target male heads of household age 25-35 as the primary audience and their wives age 20-30 as the secondary audience. See Appendix 2 for detailed profiles describing each intended audience.</p> <p>The estimated size of the primary intended audience (heads of household) living in the intervention zones is 81,884. See Appendix 3 for detailed estimates by upazilla.</p>
<p>Behavioral Objective</p>	<p>To significantly increase the number of households in the intervention zone that purchase and use an ICS.</p>
<p>Communication Objectives</p>	<p>To achieve its behavioral objective, the campaign will significantly:</p> <ol style="list-style-type: none"> 1. Increase the portion of the primary audience (male heads of household age 25-35) who state that ICS can reduce their fuel costs. 2. Increase the portion of the secondary audience (married women age 20-30) who state that ICS emit less soot/smoke. 3. Increase the portion of both audiences who state that important people in their community support the purchase of ICS. 4. Increase the portion of both audiences who have heard of ICS and know where to buy one.
<p>Positioning</p>	<p>For Riad and Salma, an improved cook stove is the best way to reduce the amount of cooking fuel they consume each month. Unlike traditional cook stoves, an improved cook stove delivers the same great tasting food with less smoke, making it easier to keep a clean kitchen. An improved cook stove tells their friends, “This is a family that keeps up with the latest trends in home appliances, AND knows how to take care of themselves and their wallet.”</p>

Personality		Your trusted advisor who is supportive, optimistic, playful, and confident. He knows where you are coming from and what you care about in life.
Tone		<p>The campaign should be:</p> <ul style="list-style-type: none"> • Upbeat and positive • Playful without being childish • About the household, not the individual alone <p>The campaign should not be:</p> <ul style="list-style-type: none"> • Directive or preachy • Immature
KEY MESSAGES	Message 1 Audience: Riad	An ICS consumes less fuel, saving you money. With more money, you can afford the things that give you pride and show your friends and community that you are a successful provider for your family. Purchase an ICS.
	Message 2 Audience: Salma	An ICS emits less smoke and soot while you're cooking, making it easier for you to keep your kitchen clean. When your kitchen is clean, your family and community will know that you're a good homemaker. Talk to your husband about purchasing an ICS.
	Message 3 Audience: Both	Respected people in your community are purchasing an ICS, which has become an essential home appliance. To "keep up" with your neighbors you too need an ICS in your kitchen. Purchase an ICS.
	Message 3 Audience: Both	ICS are available in your community, lookout for our symbol to find a place where you can buy one. Purchase an ICS.
Suggested Channels		<p>Research from other countries suggests that the time between first exposure to an ICS promotion message and purchase can be as long as three weeks. Additionally, behavioral and marketing research suggests that individuals require repeat exposure via multiple channels before a message is retained and the recommended action taken. Based on these findings and consumer preferences, the following channels are suggested for each key message of the pilot demand creation campaign.</p> <p>The agency is expected only to examine these suggested channels and should recommend appropriate channels based on the proposed concepts.</p>
	Message 1 Audience: Riad	<ul style="list-style-type: none"> • Market activations/community events • Posters and pamphlets in tea stalls, shops, during events

	<ul style="list-style-type: none"> • Radio commercials • SMS through mobile phones • Advertisements on public transportation
Message 2 Audience: Salma	<ul style="list-style-type: none"> • Community events at schools and women’s groups with testimonials from female opinion leaders and demonstrations/side-by-side comparisons with traditional stoves and tastings • Courtyard meetings with testimonials from opinion leaders and demonstrations/side-by-side comparisons with traditional stoves and tastings • Interpersonal communication through home visits
Message 3 Audience: Both	<ul style="list-style-type: none"> • Market activations/community events with testimonials from opinion leaders • Community events at schools with testimonials from opinion leaders
Message 4 Audience: Both	<ul style="list-style-type: none"> • Market activations/community events • Posters and pamphlets in tea stalls, shops, during events • Point of sale branding (with campaign brand) • Interpersonal communication through home visits and tea stalls
Insight	<p>Riad is a man who works hard for his money and takes pride in his ability to provide for his wife and children. He is always looking for a way to make his money go further so that he can keep up with his peers and their new home appliances. Salma takes pride in her cooking and her kitchen. A clean kitchen is the mark of a good homemaker. She wants her family and her community to view her as a good mother and homemaker. Both are influenced by the purchase decisions of others in their community, especially those people they respect. They want to “keep up” with their peers by having the same (or better) home appliances.</p>
Reasons to Believe the Promised Benefits	<ul style="list-style-type: none"> • These ICS models have been tested and have been shown to require less fuel to produce the same result. • These ICS models have been tested and have been shown to emit less smoke, leaving kitchens and pots cleaner. • People just like you have experience with these ICS and have found that they consume less fuel and emit less smoke. • These ICS are easily available in highly visible distribution points.
Barrier to Desired Response	<ul style="list-style-type: none"> • Riad is sensitive to price and needs to know that his money is going for something that will last.

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| | <ul style="list-style-type: none">• Riad is not always able to make big purchases in one go and will usually wait to make big purchases around holidays.• Selma takes pride in her traditional stove since she built it herself.• Salma needs to be convinced that an ICS won't require more of her time or attention, it needs to perform as well or better than her current stove.• Salma doesn't make purchase decisions but she can influence her husband's decisions.• Neither have heard much about the ICS so they are unaware of their benefits and where they can be purchased. |
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