This report summarizes the process of creative communications development; outlining

- Creative brief
- Creative concepts
- Snap shot of Pre test results
- Revised creative Idea and final output
1. **Requirements**
   - Develop a branded campaign to promote awareness and adoption of clean cooking solutions (stoves and fuels).
   - A tactical charcoal category campaign.
     - Promoting existing “approved” brands in the market - Envirovit, Burn and Ecozoom

2. **Communication objectives**
   - Create awareness of cleaner cooking,
   - *Educate about the broad impacts of the benefits (environmentally, health etc)
   - Educate on the types of clean cooking solutions, benefits and how to identify
   - Where I can access these cooking options

3. **Brand positioning**
   - For Miriam, using a cleaner cook stove saves her money and improves her life / “up grade” status amongst her friends and family

4. **The promised benefit**
   - 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)

5. **Stove Personality:** Reliable / Trustworthy, trendy, Relatable yet authoritative/stern & Forward looking
   - If she was an animal, she would be a lioness
   - If she was a vehicle, she would be a sleek Toyota
The concepts

MAISHA YA SASA NI DIGITAL
TV NI DIGI, SIMU NI DIGI,
SIKU HIZI UPISHI PIA NI DIGI!

Kupika na jiko mpya
la kisasa ni safi, rahisi na
linaboresha maisha yako.

Kupika na jiko mpya la kisasa ni safi,
rahisi na linaboresha maisha yako.
## Pre test | Stakeholder feedback

<table>
<thead>
<tr>
<th>Upshi DIGI</th>
<th>Pika Poa</th>
<th>Upishi Safi, Maisha Safi • Charcoal campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most preferred concept</td>
<td>Ok, Too simple</td>
<td>Tag line could work</td>
</tr>
<tr>
<td>Aspirational / modern</td>
<td>Tagline is safe and uncontroversial</td>
<td>Visual less inspirational / aspirational</td>
</tr>
<tr>
<td>Concern over use of DIGI for older generations</td>
<td>Maybe less memorable/ Less exciting</td>
<td>Least favorite</td>
</tr>
<tr>
<td>Materials do not communicate the essence: What is upishi Digi? benefits etc</td>
<td>Not aspirational</td>
<td></td>
</tr>
<tr>
<td>Visual: to young for 30-50 old generations</td>
<td>Visual is intimidating</td>
<td></td>
</tr>
<tr>
<td>Likely to provoke audiences to reprise their cooking solutions</td>
<td>Content indicates the key benefits</td>
<td></td>
</tr>
<tr>
<td>Need to be careful not to create another jiko &quot;jiko Digi&quot;</td>
<td></td>
<td>Names and contacts of the stoves / mfts need to be added on.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Access needs to be addressed.</td>
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<td></td>
<td></td>
<td>Selling proposition is weak</td>
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## Pre test results snap shot

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<th>Charcoal campaign</th>
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<td>General comments</td>
<td>Generated interest, enthusiasm and excitement amongst the audience</td>
<td>Well understood</td>
<td>The audience interprets the expressions on the face as that of confusion, frustration, ineptness, inexperience and youth.</td>
<td>** non users:** awareness levels varied. <strong>Clarity</strong> needed on whether they use spacial charcoal</td>
</tr>
<tr>
<td>Individual concepts</td>
<td>Understood as advanced and modern as well as understand the concept of transition</td>
<td>Well understood</td>
<td>** Efficiency:** understood as empowering</td>
<td></td>
</tr>
<tr>
<td>Different executions outlining efficiency, smoke, clean cooking</td>
<td>The benefits of saving time, money and fuel; healthy life and healthy family; clean environment; efficiencies and cleanliness are highly relevant and address a pressing need in our audiences lives considered easy to understand, relevant and important information</td>
<td>** Clean cooking / Modern:** modernity doesn’t come out. Cleanliness though not for the environmental picture</td>
<td>** Smoke / Health:** this is understood - that it has long term benefots to the health as well as enviroment</td>
<td>** Savings is understood:** Understand concept of time = money as they are hustlers.</td>
</tr>
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<tr>
<td><strong>The Model / Visual</strong></td>
<td>• The model is fit for Digital: , She is modern Educated though audience felt not for her. Her gestures are demonstrative f adolescent girls, she doesn’t look like she can cook; if she does its rarely and mostly for herself She looks like she doenst have kids and has a lot of money</td>
<td>• The model is endearing, familiar and most identifiable by the audience She demonstrates pride, a silent confidence and inspires trust. * she would cook delicious food. Her attire is modest and traditional – like the chore of cooking Her pose is self assured and she inspires trust. Poster is clean; utensils are clean, no smoke and lady doesn’t look hassled and at ease. Overall a good fit with the daily and cumbersome chore of cooking</td>
<td>• The Model represents that of a spoil daddy's girl, therefore REMOVED from the personna of our audience, who are hard workers and from humble beginings. The smoke in the house / background adds to the discomfort in the overall concept The sufuria is already dirty – we are avoiding the issue of cleaning off that soot</td>
<td></td>
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<tr>
<td><strong>Campaign slogans</strong></td>
<td>• Upishi Digi liked by the Nairobi women Upishi Digi conveys modernity, aspiration and convenience well. For youth and urban people. Older generations may not get it. In Nyeri and Kakamega it can be mis construed to mean &quot;string&quot; and in ref to nick names</td>
<td>• Pika Poa unanimously seen as the most suitable fit with the concept of clean cooking. It scores on comprehension, fit with cooking, is easily recalled, and generates interest and curiosity Pika Poa unanimously seen as the most suitable fit with the concept of clean cooking.</td>
<td>• can be mis construed with detergent ~ needs qualification for cookstoves to make sense. Once this was done, TA felt it could work</td>
<td></td>
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<td><strong>Radio</strong></td>
<td>&quot;Woman bragging over everything being digi&quot;</td>
<td></td>
<td>Fatuma's obsession with clean</td>
<td>&quot;Lady Hosting&quot;</td>
</tr>
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<td></td>
<td>High on aspiration and entertainment. Resonates with TA</td>
<td></td>
<td>High on humor, though can be misconstrued, bordering annoying</td>
<td>Resonates but is long</td>
</tr>
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</table>
Revised communication concepts

*Translation: Digital / Modern cooking
With a modern cook stoves
• Most preferred campaign
• Nairobi liked this campaign; thought it was catchy
  • Larger Nairobi accounts for 70% of the targets
• Manufacturers like it, and feel that it will most probably resonate.
• Campaign resonates with what is current: Digital migration ~ lingua easily understood.
• Campaignable
  • Personify it: Mimi ni Mpishi Digi (I am a Modern/ digital chef)
    Nimmeligitika (I have become modern)
  • Create new lingua ~ Manyanga
Generic communications
Just like your TV and phone, cooking too has advanced. These modern stoves are cleaner, cook faster and produce less smoke.

“

Improve your cooking today with LPG, ethanol, biogas or modern, cleaner and more efficient cookstoves.

For more information call 0711082303 iChef Call centre or SMS 20255

Boresha upishi leo na jiko la gas, ethanol, biogas ama jiko safi la kisasa.

Kwa maelezo zaidi piga nambari 0711082303 iChef Call centre au SMS 20255
"My roof, walls and even my floor is clean! I am proud to own a modern, more efficient cook stove!"

Improve your cooking today with LPG, ethanol, biogas or modern, cleaner and more efficient cookstoves.

For more information call 0711082303 iChef Call centre or SMS 20255

"Paa la nyumba yangu ni safi. Kuta nazo ni safi, Hata sakaful pia ni safi, Najivunia jiko lango safi la kisasa"

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Kwa maelezo zaidi piga nambari 0711082303 iChef Call centre au SMS 20255
Charcoal category
Save charcoal,
Save time, Save money.
Improve your cooking with
a modern, more efficient
charcoal cookstove.
"Save charcoal, save time, save money. Improve your cooking with a modern, more efficient charcoal cookstove."

These cleaner cooking stoves are available at your nearest Equity Agent.

For more information call this number.
Save charcoal, 
Save time, Save money. 
Improve your cooking with 
a modern, more efficient charcoal cookstove.

These cleaner cooking stoves are available at your nearest Equity Agent.

For more information call this number

Kwa maelezo zaidi piga simu kwa nambari
Save charcoal, Save time, Save money.
Improve your cooking with a cleaner modern charcoal cookstove.

Save makaa, Save masaa, Save chapaa.
Boresha Upishi na jiko safi la makaa la kisasa.
Promotional material