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Task

• *Create awareness* on new and efficient clean cook stoves in the market

• *Influence behavior change* by demonstrating improved cooking experience through the new and improved cook stoves.

• *Generate demand* for new and improved cook stoves
THE TARGET
MAINSTREAMERS

- Aged between 28 -34 years (Female)
- Married with young children
- Earn a combined household income of of between **20,000 – 50,000**
- Family oriented and work to provide for their families.
- Free time spent with family, in and between church, social visits.
- Live a modest lifestyle and are prudent with regards to financial decisions. Save for the future and avoid unnecessary risks at all costs.
- Value security and are slow to take up new trends they are unsure of.
- Will go for brands that they have seen their peers/neighbours use – They tryst in numbers.
Current behavior..

• Cook two meals a day: breakfast and dinner and she cooks them with a kerosene and the traditional charcoal stove respectively.
• Get back home late and tired so don’t have time to make elaborate meals. They make what is available and affordable.
• Their choice drivers for fuel and cook stoves are speed and convenience.
• Prefer charcoal because once the Jiko is well lit the heat is intense and cooks fast, but on the flip side, it’s a process to light up.
• Dislike kerosene because of the smell and risk it brings to their home.
• They knows of other fuels, but perceive them expensive and not worth it.
SUMMARY OF TARGET NEEDS

• Family is important to them. Their beliefs and values are based on the changing life trends and they aspire to succeed in their endeavors to increase disposable income and get a comfortable life with minimum responsibilities that require their time and attention.

• Their desire for a better life for family is manifested in the kind of furniture and appliances they purchase; to increase her social status

• All their days are the same. They have little time to spare. Their biggest consideration if convenience and cost.
THE PRODUCT

Functional benefits
- Saves money and fuel
- Cooks faster
- Convenient to use
- Aspirational Affordable

Emotional benefits
- Pride and self confidence that comes with improvement and subsequently keeping up with the trends and technology
What Space do we want to own in the consumer’s mind?

- The new and improved clean cook stoves offer me a **better cooking experience**. The stoves save me money by reducing my fuel costs, have less emissions. Plus the look modern and presentable, which makes me feel good!
OUR PROPOSAL
The concept is based on the current trend of everything being digital. Our phones are digital, Television has gone digital, Radio and so many other aspects of life. Our premise is to encourage the target to embrace a modern way of cooking using the new clean stoves. Upishi Digital.
MAISHA YA SASA NI DIGITAL.
TV NI DIGI, SIMU NI DIGI,
SIKU HIZI UPISHI PIA NI DIGI!

UPISHI DIGITAL
PIKA KISASA

BORESHA UPISHI NA JIKO LA KISASA
LA MAKAA, LA ETHANOL AU LA GAS
"MAISHA YA SASA NI DIGITAL.
TV NI DIGI, SIMU NI DIGI,
SIKU HIZI UPISHI PIA NI DIGI!"
MAISHA YA SASA NI DIGITAL.
TV NI DIGI, SIMU NI DIGI,
SIKU HIZI UPISHI PIA NI DIGI!

UPISHI DIGITAL
PIKA KISASA

BORESHA UPISHI NA JIKO LA KISASA
LA MAKAA, LA ETHANOL AU LA GAS
Option 2

Pika Poa
The concept is targeted at encouraging users to embrace new methods of cooking using the new clean cook stoves. Our emphasis is on selling the campaign based on a better cooking experience.
Pikapoa Na Jiko La Kisasa

Siku hizi, mimi hupika chap chap, bila stress, bila kusota na bila moshi!

Boresha Upishi Na Jiko La Kisasa La Makaa, La Ethanol Au La Gas
Pikapoa
Na Jiko la Kisasa

Siku hizi, mimi hupika chap chap, bila stress, bila kusota na bila moshi!

Boresha upishi na Majiko haya Kisasa
PIKAPOA
NA JIKO LA KISASA

Siku hizi, mimi hupika chap chap, bila stress, bila kusota na bila moshi!

BORESHA UPISHI NA JIKO LA KISASA LA MAKAA, LA ETHANOL AU LA GAS
Usijikokote

The concept is based on encourage the target to keep up with the times and modern technology. It is a rally call discouraging them from lagging behind in the adoption of modern methods of cooking.
BORESHA UPISHI NA JIKO LA KISASA
LA MAKAA, LA ETHANOL AU LA GAS
Boresha upishi na Jiko la Kisasa

Boresha Upishi na Majiko Haya ya Kisasa
USI JIKO KOTE

BORESHA UPISHI NA JIKO LA KISASA

BORESHA UPISHI NA JIKO LA KISASA
LA MAKAA, LA ETHANOL AU LA GAS
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