

# CLEAN COOKING IN NIGERIA

Creative Concepts

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4/13/17



McCANN  
GLOBAL HEALTH



## BRAND ROLE

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Help her become the modern woman other women look up to

## HER CHALLENGE

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Living in the city fuels a desire to live a more contemporary life. But our target audience feels stuck when she can't afford the things that can make this desire a reality.

## TRUTH WELL TOLD

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LPG cookstoves show where you're going (not where you've been)

A person wearing a patterned dress is shown in profile, pouring liquid from a white pitcher into a pot on a stove. The scene is dimly lit, with a teal color overlay. In the background, there are several other pots on the stove, some with lids. The overall atmosphere is quiet and focused on the act of cooking.

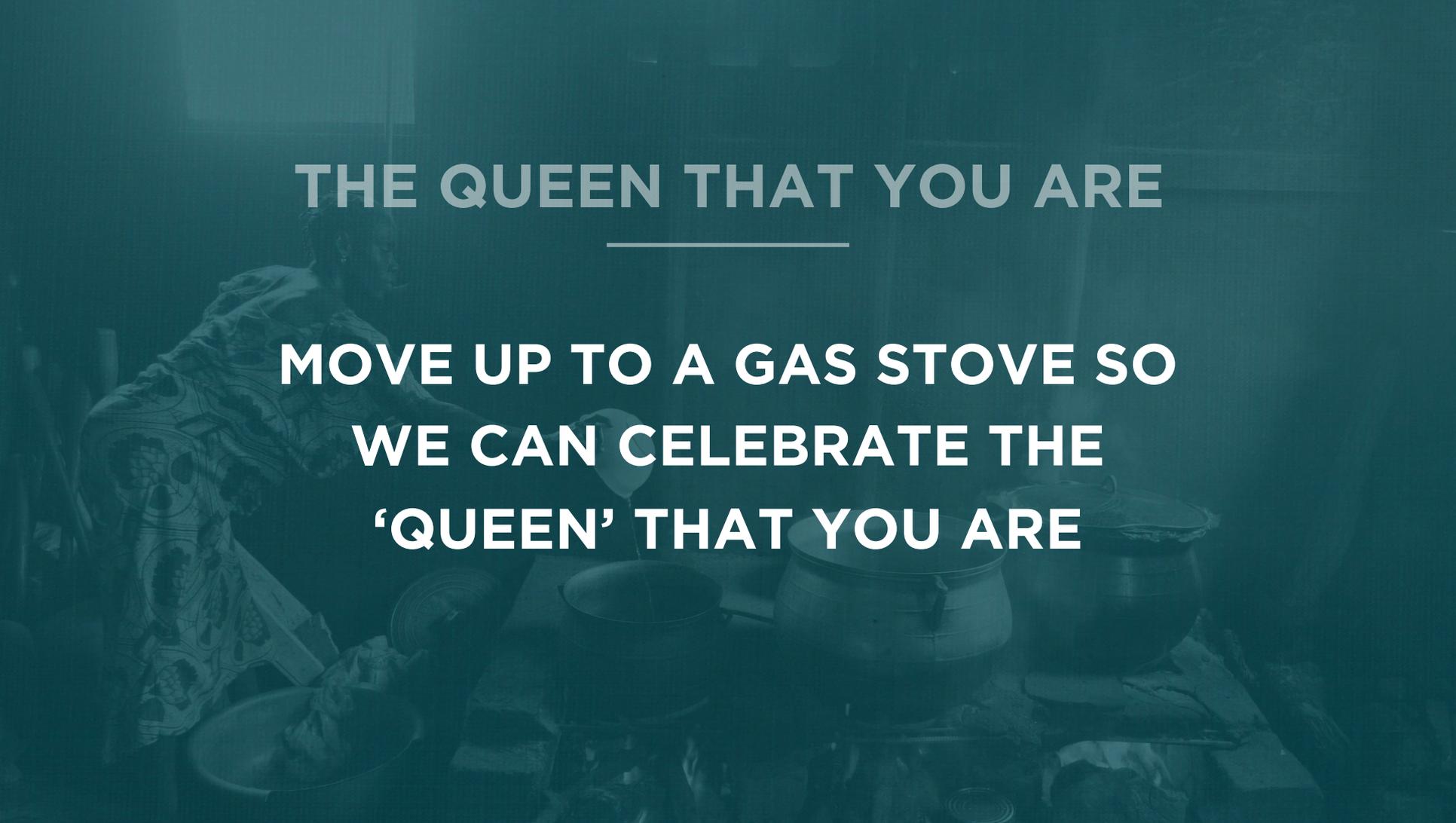
# CONCEPT TERRITORIES

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# THE QUEEN THAT YOU ARE

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A person wearing a patterned shirt is cooking on a gas stove. The stove has several pots and pans on it. The background is dark and slightly out of focus. The text is overlaid on the image in white, bold, uppercase letters.

**THE QUEEN THAT YOU ARE**

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**MOVE UP TO A GAS STOVE SO  
WE CAN CELEBRATE THE  
'QUEEN' THAT YOU ARE**

With LPG cookstoves, you can be a better homemaker whom others will admire.

The heart of this idea, simply put is to –

## **MOVE UP TO A GAS STOVE SO WE CAN CELEBRATE THE 'QUEEN' THAT YOU ARE**

Nigerian women move heaven and earth every day to keep their homes happy, together, and moving forward. It's time we celebrate her in a way that makes her feel as honored and special as she deserves: she is truly the queen of the house. And an LPG gas stove makes her job that much easier.

This route **celebrates the awakening of the queen** in every woman—across the C2, D and E target—triggered by gas stoves. It's something they all can resonate with, **since every woman loves to be celebrated.**

We motivate our TA to 'move up' to gas stoves by switching on the 'queen' that they are—making the smart choice. **It's healthier;** they can cook and still look fresh. **It's cleaner;** their home and pots will be free of CO<sub>2</sub>. **It saves time & money;** they have more money and time to take care of their family and grow their business.



A Nigerian mother is a queen

She works hard and earns respect

She makes thoughtful decisions about what's best for her family

She has rules that help her get the most out of life

She knows how to manage affairs and how to get a good bargain

She values a clean home

She works to keep her family healthy too

She is driven to make every day better.

**EVERY WOMAN IS A QUEEN,  
AND HER LPG COOKSTOVE IS HER MUSE**



*Cook like the **queen** that you are*



**Cooks cleaner and faster**

When you cook with gas stoves, you have a cleaner kitchen and home. You also cook faster too.

*Move up to gas stoves—cooks clean, cooks fast, saves money.*



*Laugh like the **queen** that you are*



**It's safer and healthier**

Having your meals prepared with gas, reduces the risk of explosion and exposure to harmful fumes. Cooking with gas stoves is not just safe for your home, it is healthier too.

*Move up to gas stoves—cooks clean, cooks fast, saves money.*



*Save like the queen that you are*



**It's affordable and within reach**

You can buy gas in convenient measures. That way, you only buy as much as you need and still get to have your meals prepared in time—spending less money and saving more time when you cook with LPG cook stoves.

*Move up to gas stoves—cooks clean, cooks fast, saves money.*



TV:

**AFRICAN QUEEN** [https://www.youtube.com/watch?v= AofWBHu9pM](https://www.youtube.com/watch?v=AofWBHu9pM)

A few years ago, the Nigerian pop star 2Baba (2Face) had a runaway hit with

“African Queen.” It’s a deeply romantic song:

*“I know you are just brighter than the moon/Brighter than the star, I love you just the way you are.”*

For our campaign, we’ll recast it as a **love song for the Nigerian mom** and everything she does for her family—with the help of an LPF cook stove—re-recording with different ‘real’ dads (and children) singing couplets.

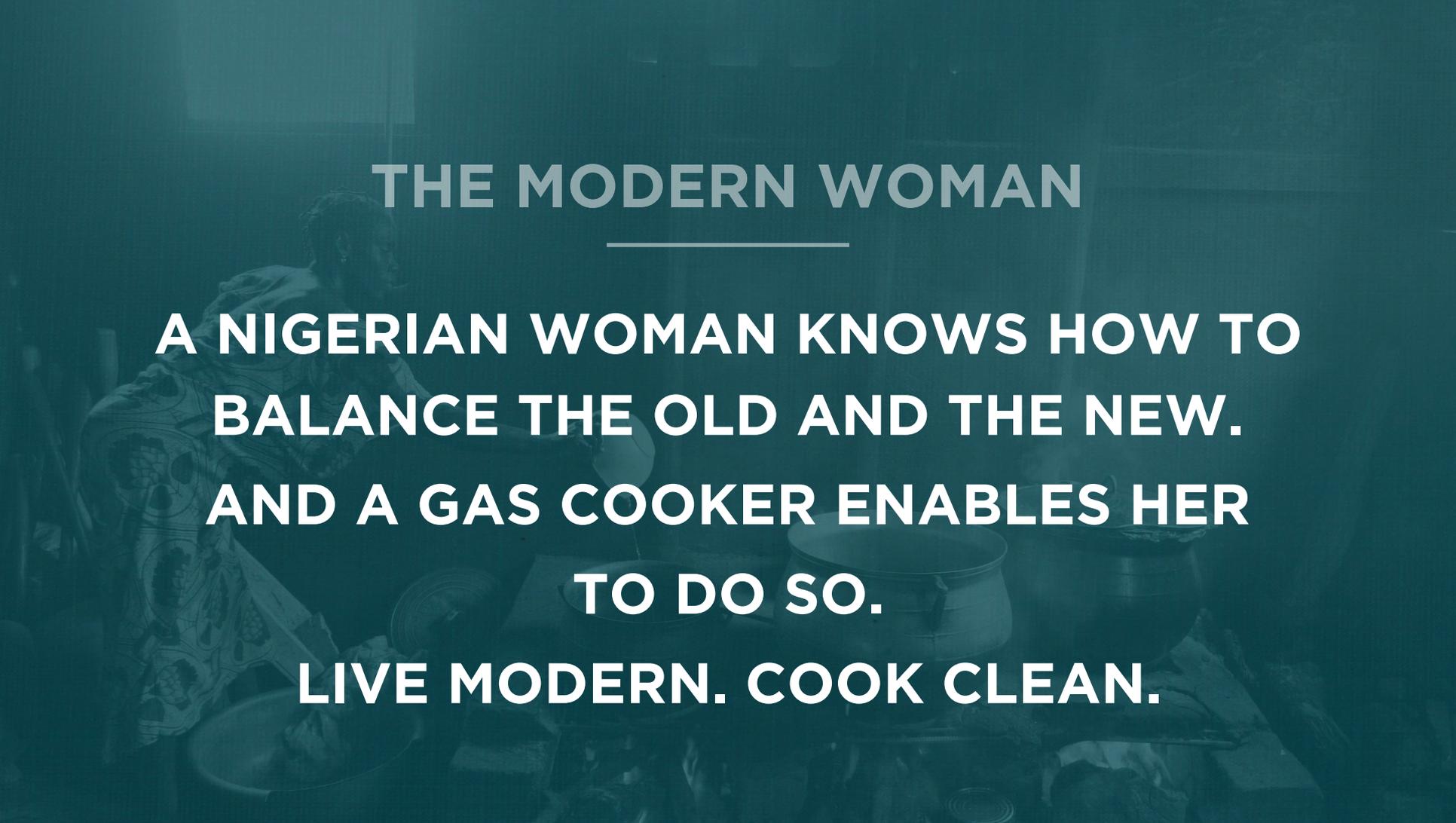
Set from the point of view of her family, the spot will feel like a collection of home movies showing the family coming together to celebrate her. The vocal delivery will be rough and real, and that much more heartfelt.

It will be seriously emotional. People will weep. LPG cookstoves will fly off of shelves.

# THE MODERN WOMAN

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A woman in a patterned dress is cooking in a kitchen. She is standing in front of a gas stove with several pots on it. The scene is dimly lit, with a teal overlay. The text is centered over the image.

## THE MODERN WOMAN

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**A NIGERIAN WOMAN KNOWS HOW TO  
BALANCE THE OLD AND THE NEW.  
AND A GAS COOKER ENABLES HER  
TO DO SO.  
LIVE MODERN. COOK CLEAN.**



For every woman, life is a balancing act.

She keeps traditions while adapting to the times.

Her love for her family is at the heart of her affairs,  
this makes her selfless and fearless.

She doesn't want to be left behind, so she adapts to the  
times while holding on to tradition.

While she stays true to her roots, her eye is always on the future  
– making valuable decisions to get there

She cooks the recipes she learned from her mother, who learned  
from her mother before her, but she does it with the tools of today.

She is strong and knows that to be the modern woman of her  
dreams, She needs to stand solidly behind her values and her gas  
stove enables her to do so.

**IN A WORLD OF CONSTANT CHANGE,  
LET YOUR GAS STOVE HELP YOU LIVE MODERN.**

**LIVE MODERN.**  
**COOK CLEAN.**



**BEHIND EVERY  
MODERN WOMAN  
IS HER GAS STOVE**

With a gas cooker, you can still make your grandmother's recipes, but in half the time. The food you make will never be outdated. But your wood stove is.

Let a gas cooker help you live modern.

**LIVE MODERN. COOK CLEAN.**





**YOU CAN HONOR  
TRADITION AND YET  
ADAPT TO THE TIMES**

With a gas cooker, you can still make your grandmother's recipes, but in half the time. The food you make will never be outdated. But your wood stove is.

Get a gas cooker and be the modern woman everyone will admire.

**LIVE MODERN. COOK CLEAN.**





## YOU CAN GROW YOUR FAMILY AND YOUR BUSINESS TOO

By upgrading your stove, you can save time on cooking and cleaning, leaving you more time for the things you really care about.

Let a gas cooker help you live modern.

**LIVE MODERN. COOK CLEAN.**



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MODERN WOMAN  
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**LIVE MODERN. COOK CLEAN.**

GLOBAL ALLIANCE FOR  
CLEAN COOKTOPS

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**LIVE MODERN. COOK CLEAN.**

GLOBAL ALLIANCE FOR  
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With a gas cooker, you can still make your grandmother's recipes, but in half the time. The food you make will never be outdated. And your wood stove is.

Get a gas cooker and be the modern woman everyone will admire.

**LIVE MODERN. COOK CLEAN.**

THE WORLD AGRI-CULTURE CENTER

**YOU CAN HONOR  
TRADITION AND YET  
ADAPT TO THE TIMES**

With a gas cooker, you can still make your grandmother's recipes, but in half the time. The food you make will never be outdated. And your wood stove is.

Get a gas cooker and be the modern woman everyone will admire.

**LIVE MODERN. COOK CLEAN.**

THE WORLD AGRI-CULTURE CENTER

**YOU CAN BUILD  
YOUR FAMILY AND  
YOUR BUSINESS TOO**

By replacing your stove, you can save time on cooking and cleaning, leaving you more time for the things you really care about.

Get a gas cooker and be the modern woman everyone will admire.

**LIVE MODERN. COOK CLEAN.**

THE WORLD AGRI-CULTURE CENTER

**YOU CAN BE  
ECONOMICAL AND  
EDGY TOO**

Replace your stove, and save money in the process. It's the best of both worlds and does efficient clean-burning fuel burning.

Get a gas cooker and be the modern woman everyone will admire.

**LIVE MODERN. COOK CLEAN.**

THE WORLD AGRI-CULTURE CENTER

*Creative Expressions:*

## **TELENOVELLAS:**

Five different one-minute stories form one long, five-minute story, with a cliff-hanger at the end of each episode. This will be featured across channels—TV, YouTube, IG, Twitter, etc.

### **Story Snapshot:**

Woman as heroine, overcoming the obstacles of adopting a cookstove, such as:

- Her husband's practical concerns:  
"It's not affordable!"
- Her mother in law's knee jerk objection:  
"It's not what I'm used to!"
- Her nitwit cousin manages to hook it up without blowing up the house (safe if you follow directions)

*Creative Expressions:*

## **INFO-DRAMA:**

The *Modern Woman* idea would come to life through a life drama series that would be played out at **market squares**. These series would share information on how to use better modern methods to achieve the same or even better results than older methods. Our actors and actresses would be dramatic and put in a little bit of humor in their acting. Each drama piece would have a large slot for sensitizing our TA about the benefits of **cooking clean with gas stoves**.

# GAS COOKSTOVES SPARK UP THE BETTER LIFE

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A person is shown in a kitchen, leaning over a gas cookstove. The scene is dimly lit, with a teal overlay. The person appears to be cooking, with various kitchen items visible on the counter and stove.

# **GAS COOKSTOVES SPARK UP THE BETTER LIFE**

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**MOVE UP TO THE JOLLOF LIFE.**

**WITH GAS COOKSTOVES, YOU CAN LIVE  
THE LIFE YOU HAVE ALWAYS DREAMED OF  
— THE BETTER LIFE**

We all dream of a better life, no matter our ethnic or societal leanings. The poor want to get rich and the rich wants to get richer. This “better life” is the reason why people have goals, dream, and aspire. This “better life” is what every Nigerian believes will come as a “reward” for hard work and perseverance.

We all know what The American Dream is—According to James Truslow Adams in 1931, “life should be better and richer and fuller for everyone, with opportunity for each according to ability or achievement,” regardless of social class or circumstances of birth.

Let’s call what every Nigerian dreams of **The Jollof Life**.

**Jollof** here takes its birth from the widely loved meal (loved across different societal status) to its use in our day-to-day lingo. Jollof means everything good—fun, joy, love, happiness, celebration, achievements, and so much more.

I dey jollof. (I’m enjoying myself)

Me and my wife dey jollof. (My wife and I are having a good time)



MOVE UP TO THE JOLLOF LIFE.

# USE GAS



Feel the rush of trying and creating new recipes.  
A gas stove makes experimenting easy.  
It's easier to use and regulate.

**COOKS CLEAN. COOKS FAST. SAVES MONEY.**



GLOBAL ALLIANCE FOR  
CLEAN COOKSTOVES

The campaign message will be conveyed in **a humorous way**.  
Situations will be shown where normal women celebrate the  
benefits they get from the Gas stove and encourage other  
women and men to aspire to live the JOLLOF LIFE.

TV:

## CELEBRATING THE JOLLOF LIFE WITH GAS

This is a danceable and humorous video that passes the message of living a better life with GAS. When a Nigerian gets a little raise in life they celebrate with food, music and partying (Wearing aso-ebi\*) Think the dancing scene in Nigerian movie the wedding party [http://res.cloudinary.com/big-cabal/image/upload/w\\_800,f\\_auto,fl\\_lossy,q\\_auto/v1484734686/sola-sobowale-dancing\\_jaurf9.mp4](http://res.cloudinary.com/big-cabal/image/upload/w_800,f_auto,fl_lossy,q_auto/v1484734686/sola-sobowale-dancing_jaurf9.mp4)

This TVC is a beautiful blend of the TA in true character - our message and the benefits of cooking with gas dramatized.

(Aso-ebi\*- Color coordinated clothing, usually in African prints, lace and head gears.)



We would have different women and some drop of men coming out in color coordinated outfits to celebrate the benefits their gas-stoves has brought them (The jollof life). The women will dance out in three batches with their gas stove.

### **BATCH ONE:**

**We are the association of women who will live longer and cleaner because we have moved up to the jollof life with gas.**

Two more batches will come representing women who have cleaner kitchens and save more money because they have moved up to the jollof life with gas.

There will be a mix of Fuji and hi-life celebratory music. Each batch of women will bring up a different mix.

This TVC would be humorous, pass a serious message in a light way and play up the benefits of cooking with gas.



*Experiential/Activation*

## **JOLLOF LIFE (COOK FEST):**

(Very much like the TVC)

A **colourful** cook fest will not only drive all the attention to our campaign it will also embody and promote the character of our message.

We would have a **cooking** competition/**party** where only **jollof** will be cooked.

It will feature different families- (The mother, father, children...). The winning family wins something. (This will light up bonding, sharing, fun, laughter, love, joy and so on). All the cooking done will be with gas stoves. During the cooking, knowledge sharing by LPG cookstoves reps will be carried out.

The overall idea is to light up a gas stove and create special moments



*Digital*

## **SHARE YOUR #JOLLOFLIFE**

We would have people post pictures with them turning things up a notch or moving up to a higher level—a new job, a new friend, fun with family, as well as pictures of them with their gas cooker. They would sign it off with #getAGasStove #moveUpToTheJollofLife

## **SHOW YOUR #JOLLOFMOVES**

We would have people post pictures and videos of themselves celebrating their jollof life—dancing with their gas cooker.





**EVERYBODY DESERVES A JOLLOF LIFE.**

Cooking with Gas stoves helps you cook faster so you have more time and money to make your dreams happen.

**MOVE UP TO THE  
JOLLOF LIFE**   
WITH GAS

**COOKS CLEAN. COOKS FAST. SAVES MONEY.**

  
GLOBAL ALLIANCE FOR  
CLEAN COOKSTOVES



NO MATTER WHERE YOU LIVE OR WHO YOU ARE.

# MOVE UP TO THE JOLLOF LIFE

WITH GAS



COOKS CLEAN. COOKS FAST. SAVES MONEY.



NO MATTER YOUR SIZE OR TRIBE.

# MOVE UP TO THE JOLLOF LIFE

WITH GAS



COOKS CLEAN. COOKS FAST. SAVES MONEY.

GLOBAL ALLIANCE FOR  
CLEAN COOKSTOVES





NO MATTER THE COLOR OR SIZE OF YOUR DREAMS.

# MOVE UP TO THE JOLLOF LIFE

WITH GAS



COOKS CLEAN. COOKS FAST. SAVES MONEY.

## KEY MESSAGE AMBASSADOR

### FUNKE AKINDELE - CHARACTER SHAPE SHIFTER

Widely regarded as JENIFA, a character she plays in her hit drama series titled the same. Funke Akindele is the face of day time drama in Nigeria and she also resonates with women across different social and ethnic background. She would be the face to play the different characters portrayed in our drama series, as she shows her earnest and humorous attempts to **move up to the jollof life**.

(This fits the profile she plays in her hit series where she is constantly trying to keep up with the joneses)



# STORYLINES



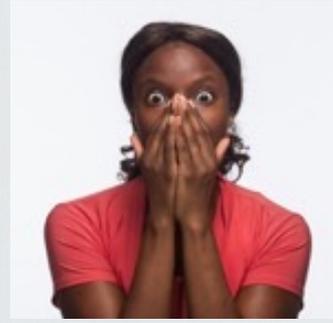
## **MRS ONI - THE PEPPER SELLER**

Mrs. Oni finds out the hard way that cooking can actually leave her home nice and clean.



## **MRS AHMED- THE PERFECTIONIST**

Mrs. Ahmed awakens to find that her extended family are on their way for visit.



## **MRS NKECHI - THE THRIFTY**

Mrs. Nkechi is jolted by the reality of how much she has lost to other cooking fuels.



## **MRS TOBI- THE WISE**

Mrs. Tobi has finally found a way to get her husband into the kitchen.

**SMARTER, BETTER, FASTER**

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A person wearing a patterned shirt is cooking at a stove. The stove has several pots and pans on it. The background is dark and slightly out of focus. The text is overlaid on the image in white, bold, sans-serif font.

**SMARTER, BETTER, FASTER**

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**SWITCH TO A GAS COOKER.  
IT WORKS SMARTER, BETTER,  
AND FASTER. LIKE YOU.**

The modern Nigerian woman works hard.  
She knows that the harder you work, the “luckier” you get.  
And she knows that it’s not enough to just work hard.  
You need to work smart.

If her husband doesn’t want to buy something, she’ll convince him.  
If her kids don’t want to eat their vegetables, she’ll persuade them.  
If she thinks a price is unfair, she’ll barter.

She has a gas cooker because she earned it.  
She worked for it, and now it works for her.  
Her home is cleaner, her family is healthier.  
She spends less time cooking and cleaning,  
And more time on the things that matter.

**SWITCH TO A GAS COOKER.**  
**IT WORKS SMARTER, BETTER, AND FASTER. LIKE YOU.**



## **SMARTER, BETTER, FASTER—STYLIZED APPROACH**

The modern Nigerian woman works hard, so she should have a gas cooker that works just as hard as she does. This campaign works to convince her of that, by using a stylized visual world to symbolize the benefits a gas cooker will bring her. The copy and visuals work together to deliver a message of aspiration in a fun and playful way.

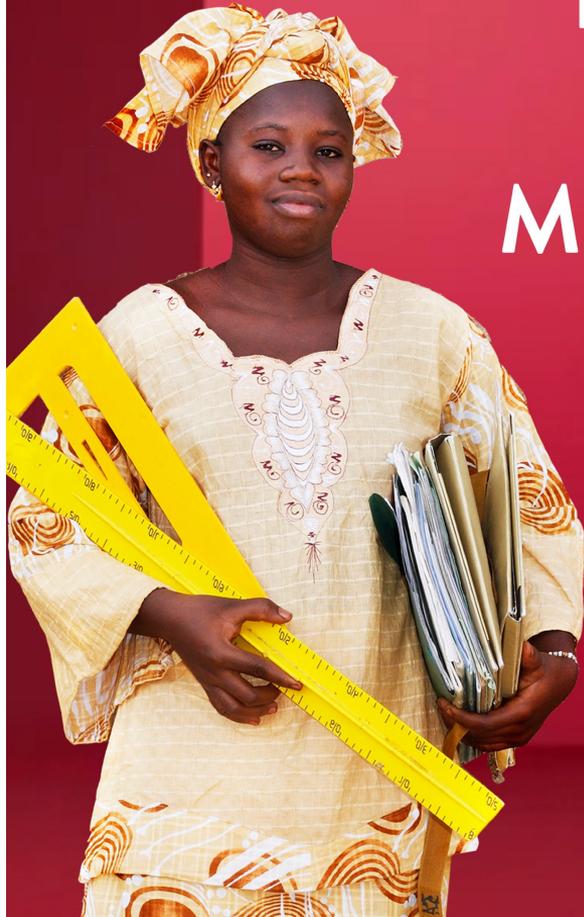


# LESS TIME STARTING YOUR STOVE MORE TIME STARTING YOUR BUSINESS

MOVE UP TO A GAS COOKER.  
IT WORKS SMARTER, BETTER, AND FASTER.  
LIKE YOU.



GLOBAL ALLIANCE FOR  
CLEAN COOKSTOVES





# LESS TIME MAKING MEALS MORE TIME MAKING DEALS

MOVE UP TO A GAS COOKER.  
IT WORKS SMARTER, BETTER, AND FASTER.  
LIKE YOU.



GLOBAL ALLIANCE FOR  
CLEAN COOKSTOVES



# LESS TIME COOKING MORE TIME CONQUERING

MOVE UP TO A GAS COOKER.  
IT WORKS SMARTER, BETTER, AND FASTER.  
LIKE YOU.



## **SMARTER, BETTER, FASTER—EARNEST APPROACH**

The modern Nigerian woman works hard, so she should have a gas cooker that works just as hard as she does. This campaign works to acknowledge her daily hustle in an emotional and relatable way, positioning a gas cooker as a symbol of her hard work. The copy and visuals work together to deliver a message of empowerment in an earnest and humanistic way.



You work hard.

You know that the harder you work, the “luckier” you get.

And you know that it’s not enough to just work hard.

You need to work smart.

You know how to persuade the unpersuadable,  
convince the invincible,  
break the unbreakable.

**UPGRADE TO A GAS COOKER.**

**IT WORKS SMARTER, BETTER, AND FASTER.**

**LIKE YOU.**

GLOBAL ALLIANCE FOR  
CLEAN COOKSTOVES



**It is with this diligence that you've earned  
the things that you have.**

**So those things should work just as  
diligently for you.**

**UPGRADE TO A GAS COOKER.  
IT WORKS SMARTER, BETTER, AND FASTER.  
LIKE YOU.**

**GLOBAL ALLIANCE FOR  
CLEAN COOKSTOVES**

**Keep your home cleaner, and your family healthier.  
Spend less time cooking and cleaning,  
And more time on the things that matter.**

**UPGRADE TO A GAS COOKER.  
IT WORKS SMARTER, BETTER, AND FASTER.  
LIKE YOU.**

GLOBAL ALLIANCE FOR  
CLEAN COOKSTOVES

# SUMMARY

## 1. THE QUEEN THAT YOU ARE



## 2. LIVE MODERN. COOK CLEAN.



## 3. THE JOLLOF LIFE.



## 4. SMARTER, BETTER, FASTER



A person wearing a patterned dress is shown in profile, pouring liquid from a white pitcher into a pot on a stove. The scene is dimly lit, with steam rising from the pots. The background is dark and indistinct.

**THANK YOU**

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