



ADVERTISING / MEDIA AGENCY BRIEF

From	Customer Service Division
To	Agency
Campaign	KPLC Brand Thematic Campaign
Date	24 th July 2019
Prepared by	Customer Service Division

1. Background

KENYA POWER owns and operates most of the electricity transmission and distribution system in the country and sells electricity to over 7 million customers. As at 30th June 2019, Kenya Power has connected 440,000 in the financial year FY 2018/2019 year.

The Company's key mandate is to plan for enough electricity generation and transmission capacity to meet demand; building and maintaining the power distribution and transmission network and retailing of electricity to its customers.

Mission

The energy solutions provider of choice

Vision

Powering people for better lives through innovative ideas and securing business sustainability for the future

Core Values

Customer First

One Team

Passion

Integrity

Excellence

Accountability

One of the goals of the Government is to ensure that the electricity penetration is at 90% by 2020. Currently, the penetration is at 70% with a lot of funding coming through from the World Bank, AFD and the government.

Some of the projects that Kenya Power has been involved to connect customers include:

- a) GPOBA – This is a slum electrification project that is sponsored by the World Bank
- b) The Street Lighting Project which is currently ongoing
- c) The Last Mile: This is a World Bank Funded project launched by H.E The President that is currently ongoing with customers paying Kshs 15,000 to be connected

Over the years, Kenya Power has been heavily involved in promoting their Products and Services and they have been running 360-degree campaigns both above the line and below the line. Some of this product include:

- a) Easy Pay Partners
- b) Okoa Stima in partnership with Safaricom
- c) Stima Loan
- d) 95551
- e) GIS
- f) GPOBA
- g) Jua for Sure and so on...

Whilst we have been running campaigns over the last few years with the most memorable campaigns being “Mulika Mwizi”, “Umeme Pamoja”, “Stima Loan” and recently “Mwangaza Mitaani”, we would like to create a KPLC brand thematic campaign that will resonate with all Kenyans from all walks of life with the promise that “As Kenya Power, we are out to ensure that the quality of life for Kenyans is getting better because they have access to electricity” In short, we would like Kenyans to proudly say:

“I’M POWERED BY KENYA POWER”

How will the Thematic look like?

We envision that the Thematic Campaign will sell Kenya Power’s commitment to lighting the country as well as show that we care for the people by offering products and services that make it easier for Kenyans to access Kenya Power as well access power in their homes and business premises.

The campaign should focus both on Rural and Urban settings and should capture settings/sceneries not limited to but such as:

Industries

Schools

Homesteads

Farms

Slum Areas

Marginalized areas (Off Grid Areas)

Street Lighting

2. Why have a special creative for this?

- This will be the first Thematic campaign that Kenya Power will air after the last Thematic which was done during the last re-branding exercise over 10 years ago.
- With the Launch of the Last Mile and Street Lighting by the President as well as GPOBA, this campaign will drive hope that we will connect all Kenyans and we care about their welfare be it at home, in business and in safety.

3. Who are we talking to? What is the target audience?

Primary consumers – All Kenyans

Secondary Consumers- International community/ Donors

4. What effect should the ad have on the consumer?

There are 2 levels:

- i. Consumers– There should be the feeling that Kenya Power has made the lives of Kenyans easier since they are able to see and work at night, Children can read for longer hours, and there is a sense of security. We should be seen as driving a 24-hour economy where the country is headed to.
- ii. International Community – The community should see the funding we are receiving is going into good use and there is a positive message that can be seen by Kenyans and should be looking forward to give us more funding.

5. What is the single most persuasive benefit we can offer?

“With Power, I can do all things possible to improve my life and livelihood”

6. What are the execution considerations to be made?

Use of Kenya Power Brand colors is paramount

TV Campaign should not go above 1.30secs

Campaign can either be in English/ Kiswahili or a combination of both

The Campaign should lend itself well to be executed ATL, BTL and TTL

7. What are the practical considerations?

N/A

8. Requirements

A 360-degree campaign that includes ATL, BTL, TTL and Social Media

Presentation of the Creative Pitch: 2 hours

10. Media

Kenya Power intends to spend Kshs 50 Million for the KPLC Brand Thematic Campaign. The Agency is required to present a Media Strategy and Media Schedule on how Best Kenya Power should spend the media budget taking into consideration ATL, BTL, Outdoor and Social Media. The campaign should be at least for 3 months and there



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should be a rationale and value adds that the agency will explain to the Kenya Power team why they have chosen the media they have, what tools they have used to come up with the schedule and tools that they will use to track the spend as well as the perceptions of the campaign and post campaign analysis. .