

From	Customer Service Division
To	Agency
Campaign	Crisis Communication – Anti-Fraud Campaign
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Prepared by	Customer Service Division

1. About Kenya Power

Kenya Power owns and operates most of the electricity transmission and distribution system in the country and sells electricity to over 7 million by end of June 2019. The Company's key mandate is to plan for sufficient 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

Powering people for better lives by innovatively securing business sustainability

Vision

Energy solutions provider of choice

Core Values

- Customer First
- One Team
- Passion
- Integrity
- Excellence
- Accountability

Background

In the recent past, Kenya Power has been faced with several corporate crises touching on operational challenges to management issues touching ethics and integrity. The crises have led to public perception and outcry, negative media coverage, customer dissatisfaction and degradation of our brand corporate brand. As a result, the Company is recruiting a Public Relations (PR) firm to help the organization navigate through this turbulent period and help win back

stakeholder confidence and improve our corporate reputation and more specifically by addressing fraud and ethics issues.

The PR firm is expected help the Company effectively manage communication across various media channels, both mainstream and online platforms, handle corporate events; improve our media relations activities during this crisis as well as rebuild our corporate brand in the immediate post crisis period.

Anti-fraud campaign

The most recent crisis revolves around integrity of our billing operations with reports of fraud involving internal (employees) and external (customers and members of public) players.

As such, the Company wishes to address the crisis by carrying out a comprehensive 360° campaign (Above the Line & Below the Line) on anti-fraud with audience being internal and external publics.

We envision that the anti-fraud campaign will help promote our corporate values of Integrity and Accountability in our commitment to power people for better lives as we secure business sustainability.

In summary, the PR campaign should:

1. Address internal (employees) and external (customers, public members and other stakeholders) publics;
2. Raise awareness on fraud issues especially focusing on connectivity process, illegal connections, electricity theft and billing (post-paid and prepaid);
3. Help unmask conmen/fraudsters by shedding light on their modus operandi;
4. Highlight ways the Company is addressing the vice and repercussions for those involved;
5. Sensitise on customer options for bill payments;
6. Depict the Company as intolerant to fraud, customer centric/caring, competitive, forward looking and a going concern.

2. Why have a special PR for this?

- It is necessary to develop a PR campaign owing to several corporate crises and integrity issues that has affected our business in the recent past. The crises/issues have led to dampened working environment for Kenya Power due to negative perceptions internally and externally.
- The campaign will take stock and build on the “Jua For Sure” campaign rolled out by the Company four years ago to address fraud. The “Jua for sure” campaign was rolled out to inform customers how to make sure that the members of staff who go to read their meters are real staff members.
- How it works – Customers send an sms to **95551** with the message **ekpxxxxxxx** (Staff Number) or **CkpIDnumber** (Contractor) to 95551.
- The campaign should also drive usage of **95551** which is our contact center as the point of reference for any queries and concerns that may arise.

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

Primary consumers – All Employees and Customers

Secondary Consumers- Other Stakeholders/Members of Public

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

There are 2 levels:

- (i) Employees and Customers – Kenya Power is intolerant to fraud, customer centric/caring, competitive, forward looking and a going concern.
- (ii) Other Stakeholders/Members of Public – Kenya Power is intolerant to fraud, competitive, forward looking and a going concern.

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

“Kenya Power does not condone fraud, upholds integrity and holds perpetrators accountable”

6. What are the execution considerations to be made?	
Use of Kenya Power Brand colors where required is paramount Campaign can either be in English/ Kiswahili or a combination of both	
7. What are the practical considerations?	
N/A	
8. Requirements	
A PR Crisis Strategy Campaign	
Presentation of the PR Pitch: 2 hours	
10. PR and Media	
<ul style="list-style-type: none"> ✓ The Agency is required to present a PR and Media Strategy ✓ The agency will also present how they intend to carry out a post PR campaign analysis to show that their strategy worked in changing perceptions 	
Presentation of the PR Campaign, Media Strategy and Pitch	The PR agency will be required to make a pitching presentation on the campaign to the Corporate Communications and Sales and Marketing functions.