

SKY Kenya: Stage 2 Brief

INTRODUCTION

SKY Objectives

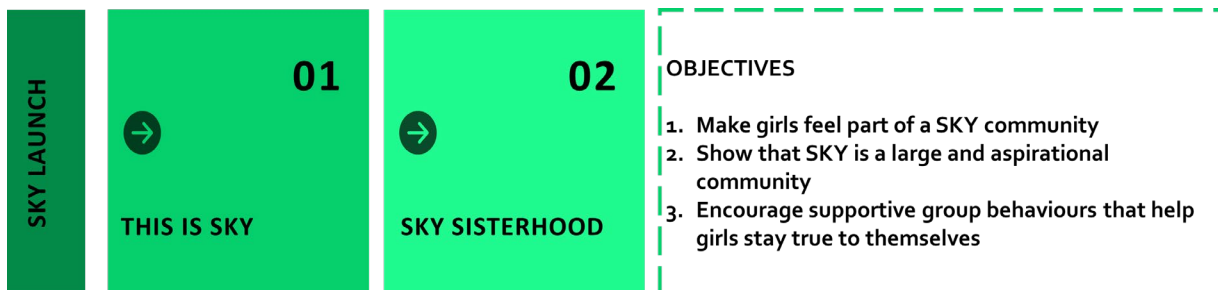
SKY Kenya has got off to a strong start, making good progress towards our stage 1 objectives: to build a movement and introduce girls to SKY and SKY messaging.



We've laid the foundations, but now we need to capitalise on this success – not let SKY stagnate.

We need to continue delivering on our stage 1 objectives, reaching more and more girls with the SKY messages across a range of different touchpoints.

We are also building on these with **three additional objectives** as we move into stage 2 of the messaging roll-out: SKY sisterhood. These objectives are: making girls feel part of a SKY community, showing that SKY is a large and aspirational community, and encouraging supportive group behaviours that help girls stay true to themselves.



Channel diversification:

To meet both our stage one objectives of building a growing, aspirational and credible community, and our stage two objectives of making girls feel part of a group that supports them wherever they are, **we need to quickly move beyond our initial focus on digital channels.**

Given that the schools situation is still unpredictable, we need to accelerate our plans to launch other non-digital channels (community events, magazine pop-ups, TV, radio etc). **These will be essential for us to reach a wider, non-digital audience, as well as reaching our existing audience more frequently, through more touchpoints.**

Getting a diverse array of channels and activities up and running in quick succession will also enable us to move quickly into stage 3 of the messaging roll-out and begin to seed anti-

tobacco messaging as soon as the baseline research is complete. The timeline for this is still to be fully agreed.

YOUR TASK

Please provide a recommendation of the main activities and channels planned for SKY Kenya from January 2021 to 1 July 2021. You should also indicate proposed timings for launching the different activities and channels.

We recognise that this plan and timeline may be subject to change depending on the Covid-19 situation, the baseline, and responsive feedback from girls.

However, your proposed channels, activities and timings should be designed to meet the stage 1 and 2 SKY objectives (including balancing reach, aspiration, stakeholder credibility and potential for communicating SKY messaging). They should include a mixture of digital and non-digital channels, should not rely heavily on schools activations and should bear in mind the need to diversify across a range of channels in quick succession (i.e. without leaving long gaps between launching one channel/activity and the next). Be strategic in planning when to hold activities so as to reach a maximum number of girls (e.g. taking into account school holiday timings).

Please also indicate for each activity whether this will be in Nairobi or nationally.

Example activities and channels might include:

- Launch SKY talk show on Nairobi local radio: 8 weekly episodes from March-April 2021
- Community pop-up teen talent show in five Nairobi estates: April 2021
- Advertising on Nairobi buses: February 2021
- Magazine edition 3 to be distributed via estates (in Nairobi) and online (nationally): June-July 2021

Please use whatever format works for you, so long as it captures this information. And if anything is particularly susceptible to COVID-19 impacts, please flag these in the plan.