

thing to who they are
the choices they make.

in! We love hanging out together too, so follow us on Facebook so you don't miss details of our next big party!

SKY Girls Channel Guide

To become a SKY GIRL, you need to take the pledge to stay true to yourself;

2020

SKY PLEDGE

I BELIEVE

Check out the latest editions of SKY Magazine

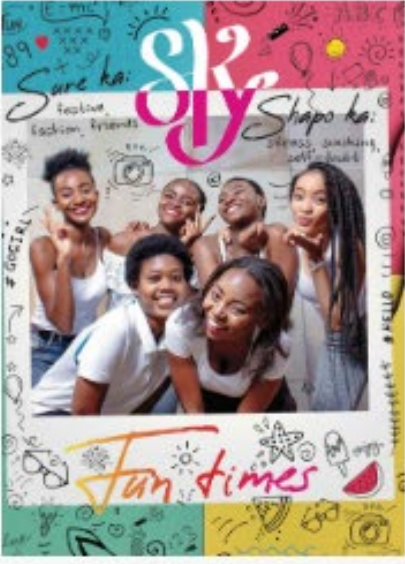
SKY Issue 24



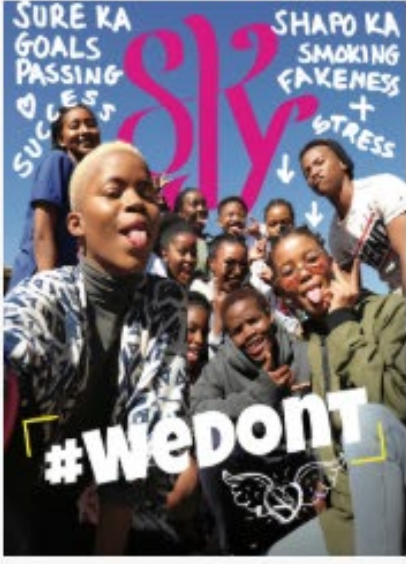
SKY Issue 23



SKY Issue 22



SKY Issue 21



SKY Issue 20



Magazine



SKY Issue 16



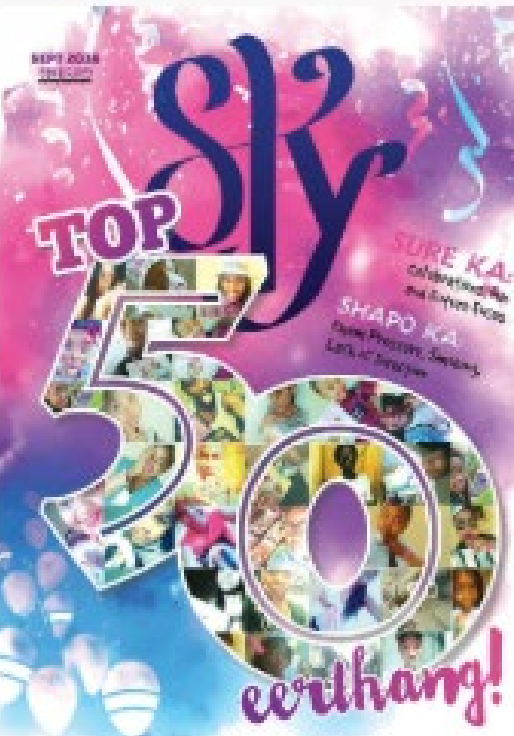
SKY Issue 15



SKY Issue 14



SKY Issue 13



Magazine – how we have used it

Why we use it:

Be aspirational for teen girls

Create a buzz around the SKY brand

Create a growing, interactive community

Achieve credibility with key stakeholders, including parents

How we have used it:

- 'Centrepiece' of SKY, setting the pace of the messaging roll-out with other channels providing complimentary or supporting content
- Created and managed by agency partners but heavily featuring girl-created content
- Regular 40-page publications created every 2-3 months in both Ghana and Botswana
- Currently distributed 40,000 magazines per edition in each market through schools, local hang-out sites, street distribution, at SKY events and online (as a digital version)



The magazine should always feel 'for girls, by girls' - although agencies retain editorial responsibility

In the past, we have achieved this through...



Showcasing girls' content from social media



Inviting girls to send in problems and offer advice



Having girls as editors writing/reviewing stories

Magazine - Distribution plan

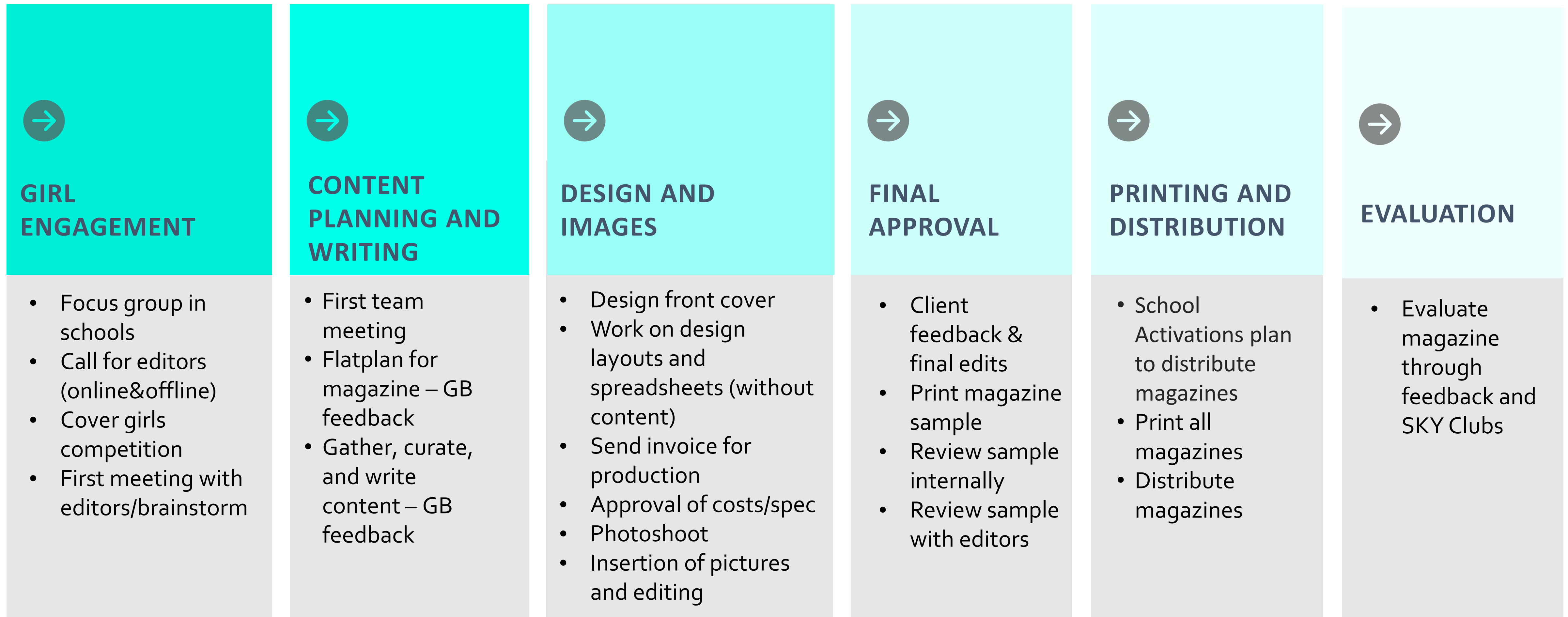
Print and distribution are the major costs of the magazine. Distribution plans vary between markets and for each edition depending on what other activities are running alongside.

In Botswana, we distribute magazines outside school gates using a team of cool, older girls wearing SKY t-shirts in the capital city. In other major cities, magazines are couriered to Guidance and Counselling co-ordinators who distribute to girls in their schools.

In Ghana, we distribute the magazine in a number of ways in schools also using a team of cool, older girls wearing SKY t-shirts, after agreeing with the SKY Rep (a teacher) the day to distribute during a lunch break. We also take advantage of school activations for distribution if publication coincides. Out of school distribution includes street distribution on main high streets within the catchment area, drop off points in local hang out spots (like a drinks parlour), mall pop ups, and at small community events.



Creating a magazine consists of multiple processes – some happening simultaneously*



* See magazine Excel sheet for more details

Magazine – what we love and what to look out for

What we love about it:

- Potential for high impact and deep engagement
- Aspirational in nature
- Often the most recognisable element of SKY for girls
- Durable and shareable
- High levels of control over the message and roll-out
- Works well as a centrepiece for the message that is complimented by other channels

Watch-outs to keep in mind:

- Higher cost per reach than other channels (e.g. social media)
- Distribution strategies should be carefully considered to avoid wasted reach and inefficiencies
- Need to balance impression of being girl-led with aspirational design
- Frequency of magazine creation needs to balance retaining girls' loyalty with the cost of creation and distribution



Social media



Social media – how we have used it

Why we use it:

Be aspirational for teen girls

Create a buzz around the SKY brand

Create a growing, interactive community

Achieve credibility with key stakeholders, including parents

Platforms used to date:

- Ghana: Facebook, Instagram, TikTok
- Botswana: Facebook, Instagram, Twitter (no longer active)



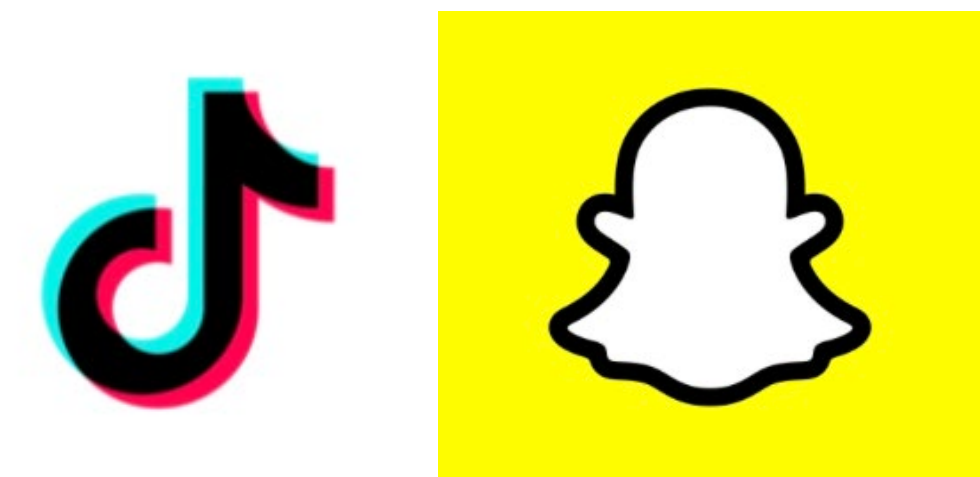
We use each platform for the types of content they are best suited to

Sense of community
Ability for girls to interact with posts and other girls
Ability to share different types of content
Ability to reach our target with impactful messaging
Accessible even with low data



Aspirational platform with features girls love (eg. Filters)
Influencer culture
Visual and eye-catching content
New functionalities to promote more interactions between users

FUN!
Aspirational
Launching TikTok in Ghana while it is trending
Considering use of SnapChat but low engagement rates for our target



Social media – focusing on girl-led

As well as creating content that girls love to draw want to them in, we also want to show that SKY is all about them and amplify their voices. Ways in which we do this include:

- Inviting girls' opinions about trends
- Reposting selfies or images where girls have tagged SKY or align with SKY
- Encouraging girls to share their content about passion points eg. TikTok Dance challenges
- Reposting girls comments / messages which reflect their choices
- Polls about SKY eg. Vote for your favourite SKY t-shirt

**Additional points to consider
that have worked really well for
us in the past:**

*Including a strong and clear call to
action with how girls can engage
with the post*

*Providing rapid responses to girls'
comments to keep encouraging
girls to engage*

*Using vibrant visuals of real teens
(not stock images) and encouraging
the models to tag and share to
their friends to extend reach and
engagement*

*Building in competitions and
challenges based on SKY themes
and girls' interests*

*Reposting girls' content encourages
them to tag and engage with SKY*

Social Media – what we love and what to look out for

What we love about it:

- Aspirational in nature, easy to hop onto trends
- Potential for mass reach at low cost
- Potential for interaction between girls in comments and SKY
- Easy to reach girls multiple times a week across multiple platforms
- Can easily link or signpost to other SKY content
- Access to data analytics to learn what works well and what doesn't

Watch-outs to keep in mind:

- Video content often performs poorly due to data limitations for teen girls
- Not as successful as other channels to carry impactful messaging (based on research in Ghana)
- Can be spammed by unwanted guests who, at best, distract from our message and, at worst, could use our platform to reach girls for questionable motives – see safeguarding policy for how to deal with these types of issues

A note about WhatsApp

We love the idea of WhatsApp and think it has a really exciting role to play for SKY. We don't believe we have used it to its potential yet, but we are excited by its role in girls' lives to:

- Create a sense of community
- Facilitate interactions between girls
- Ability to easily share content
- Be accessible for all girls with low data usage

In Ghana, we currently have over 9,000 teen girl contacts. These are collected from pledge cards (with their permission) or through girls contacting our SKY number directly. We use WhatsApp in several ways:

- Broadcast feature to share information about upcoming events or competition announcements
- Groups of approx. 50 girls, moderated by a community manager, who facilitates conversation between girls
- Groups of approx. 200 girls, moderated by a community manager, themed around events, announcements and trends
- Rapid response testing of concepts / ideas with a select group of engaged SKY girls
- Answering individual queries and messages from girls

We are evolving our approach in the coming weeks which will be shared.



A note about WhatsApp cntd

However there are various challenges to this current model, namely:

Management

- Girls changing their mobile numbers makes the contact list challenging to manage
- As SKY Girls grows, WhatsApp management becomes more difficult
- Needs constant management – girls can have high expectations and, if not responded to quickly, they often message across multiple platforms to get an answer

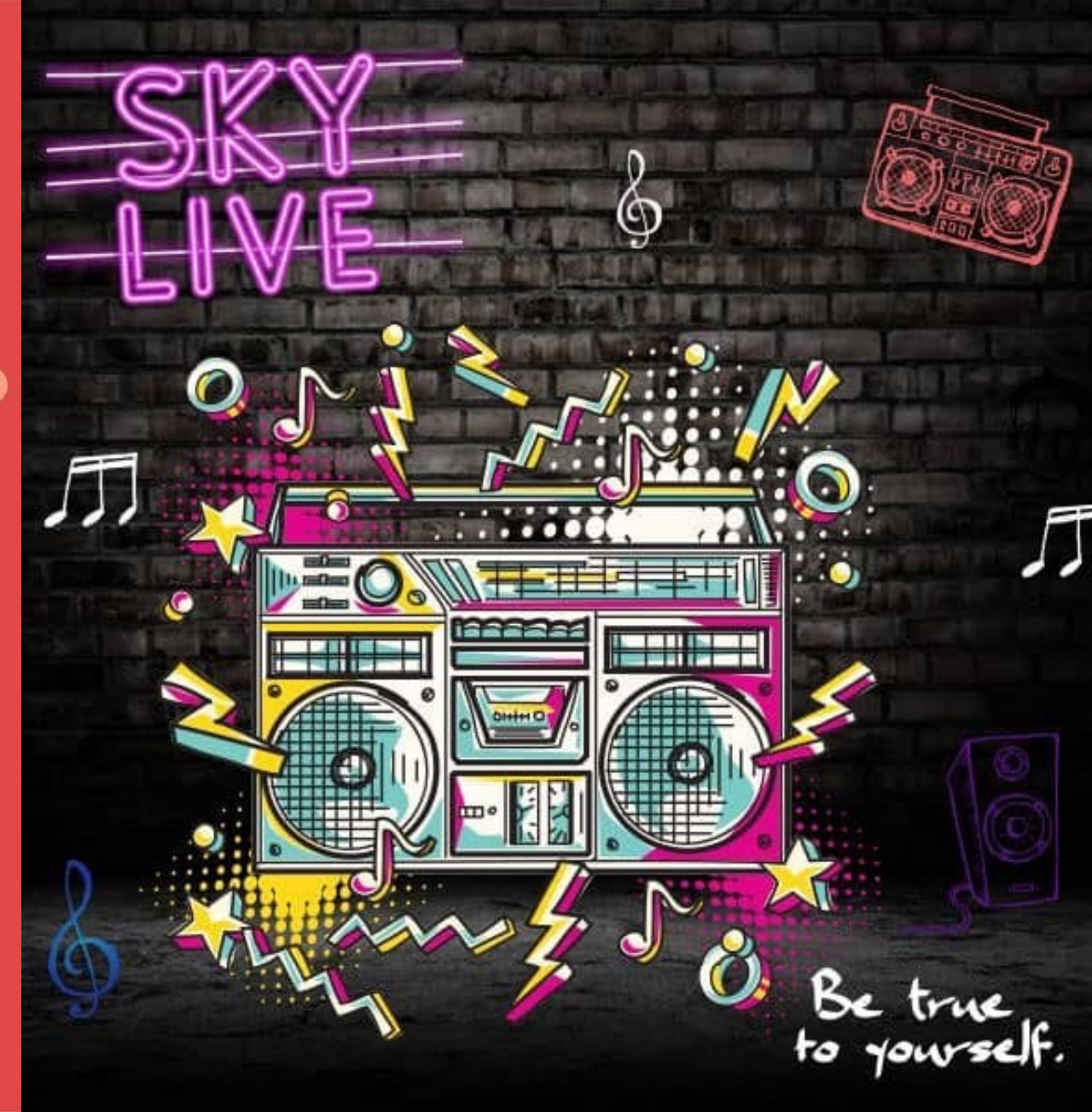
Content

- Messages can be unpredictable – users can share inappropriate or misinformation, be unpleasant to each other
- SKY content can easily be lost or missed amongst messages from girls

We're open to new ideas of how we can make the most of WhatsApp for building a movement. This may include regional WhatsApp groups, several moderators, a content editorial plan, dedicated community management, amongst other things.



Radio shows



Radio show – how we have used it

Why we use it:

Be aspirational for teen girls

Create a buzz around the SKY brand

Create a growing, interactive community

Achieve credibility with key stakeholders, including parents

How we have used it:

- Botswana: SKY Live weekly show hosted by on national radio station Rb2
- Ghana: SKY Live weekly show on YFM (no longer active)

Format:

- 30 minute show playing a mix of trending music and discussions
- Hosted by professional DJ and 2 teen girls
- Discussions are themed around our core message and topics that align with other SKY activities
- Includes points at which teens can call in



Radio – Tips and tricks

Script an **elevator pitch** for the radio presenters:

Hey girls, welcome again to SKY Live, this is where we talk about our passions and listen to the hottest tunes. It's a strictly girls affair. But first a little background.

SKY is a movement for girls, by girls, and we're all about following passions and supporting each other.

We stay true to ourselves by knowing what's our thing and what's not our thing.

Be prescriptive with full scripts for the first few weeks so that our message is clear. Once our hosts are clear on ToV and core message, we can provide shorter talking points to make sure the flow of the show is natural and fun!

Where relevant, use **real examples** of girls experiences from our teen girl hosts! But also include **a few strategic examples** to help us land our core message.



Radio – what we love and what to look out for

What we love about it:

- Girls getting together and having a chat aligns well with our brand identity
- Integrates well with other platforms to gather questions or talking points eg. Invite song requests on Facebook, or questions to ask a celebrity guest
- High potential for impact through discussion topics eg. How to say no, dealing with toxic friends

Watch-outs to keep in mind:

- Format of the show needs to be agreed with the radio station well ahead of content planning and inserted into the contract we hold with them
- SKY girls listening may not have control of the dial in their homes – station selection and time the show airs is key
- The show generates content that is loved by listeners, but if girls don't have control of the radio, we need other ways to disseminate content eg. Shareable soundbites
- Teen hosts need to be well briefed ahead of the show about the topic and the message we want to land, particularly in the first few months - a professional radio DJ is very helpful to keep the show flowing, prompt discussion and redirect conversation if it deviates from our topic



Celebrity ambassadors



Celebrity ambassadors – partnership opportunities

Why we use it:

Be aspirational for teen girls

Create a buzz around the SKY brand

Create a growing, interactive community

Achieve credibility with key stakeholders, including parents

How we have worked with celebrity ambassadors:

- Botswana: Launched with support from SA musician
- Ghana: Launched with support from MzVee, a popular afrobeats, dancehall, R&B singer in Ghana in 2017 and loved by teen girls



Celebrity ambassadors – ideas for how they can support SKY

Perform, interact with girls and give short scripted speeches at our events

Endorse SKY on their own social media platform, and create shareable content for SKY's social media pages

Exclusive interview feature in our magazine

Exclusive hang out reward for competition

Celebrity Ambassadors – What we love

- Ambassadors are brilliant at extending reach and awareness to a wide audience and promoting our own platforms, particularly as we launch SKY
- Teens listen to what they say, so endorsement of SKY is invaluable
- They allow us to offer exclusive experiences to girls, and their attendance/ performance/ opportunity to hang out will be a huge draw to girls at SKY events
- As well as one 'big ticket' ambassador, we would encourage multiple up-and-coming personalities to also act as SKY ambassadors across topics/activities that girls love
 - eg. As well as a celebrity singer, we might engage a dance influencer and fashion influencers to extend reach and demonstrate diversity in our content



Celebrity Ambassadors – Things to look out for

- Relationships with SKY should be positioned as a **charitable partnership**, rather than a commercial opportunity
- Contracts should include **multiple activities under one wrapper** to get the best value for SKY, for example;
 - 1x 45 min performance at event
 - 30 min exclusive hang out with teen girls at event
 - 1x 30 min interview on SKY Live radio show
 - 1x magazine interview
 - + Image rights to promote content on SKY platforms
- Celebrities must be **well briefed on SKY's message and approach** before representing us - the last thing we want is for an ambassador to walk on stage and say 'Don't smoke!'

Launch events



Events – how we have used them

Why we use it:

Be aspirational for teen girls

Create a buzz around the SKY brand

Create a growing, interactive community

Achieve credibility with key stakeholders, including parents

How we have used it:

Botswana: Launch event with headline performance by South African musician

- Ghana: Launch event with headline performance by Ghanaian artist, MzVee, however we did not get the attendance we anticipated. Our most successful event was 6 months later during the Christmas holidays, again with MzVee performing but in a much more informal setting.

Format that works:

- 4 hour event
- Free - no entrance fee
- Programme hosted by local radio/TV personality
- Usually held in outdoor space around a local mall
- Activities on and off stage, local DJ, music / dance performances

The following slides will show what has worked well for us at various events, rather than events held specifically at launch

Events – Promotion plans

Teaser campaign:

- Flyers distributed to girls approx. 4 weeks ahead of the event with 'Something BIG is coming'
- Social media pages set up with targeted adverts asking teen girls to like the page to get news about upcoming event first
- Performers sharing teaser videos on their social media pages

Event promotion:

- Flyers distributed outside school gates by Big SKY Sisters in SKY t-shirts
- Dedicated social media event pages with details of timings, performances, activities
- Radio adverts on local stations to raise awareness of the event
- DJ mentions
- Golden ticket promotion on event pages offering an exclusive experience to those who win
- Performers promoting via their pages



Events - off-stage activity ideas

Find your SKY

Dedicated area to find out more about becoming a SKY girl, take the pledge and get a wristband, take a photo in a SKY frame

Wall of SKY

After signing up, girls can sign the Wall of SKY with their name and 'my thing'

Pop up areas

Marquee tents were set up to host activities around girls' interests, such as

- DIY fashion
- Make up (focused on self-expression rather than hiding imperfections)
- Photography
- Photobooth

Hang out area

For refreshment and socialising

From our second event in Ghana



Events – on-stage activity ideas

Take the stage

Girls can do a short performance (dance, slam poetry, singing) on stage, spurred on by the audience.

Short motivational talk

Short 10 minute empowering speech by host or guest themed around 'Be true to yourself' and knowing what's your thing / not your thing

Performances by local artists

Music that girls love played by a local DJ. Girls could request songs to be played on event social media pages.

Dance troupe performances and short choreography tutorial for the crowd to learn and join in

Support performances by up-and-coming artists, dance troupes, slam poets

Headline artist

Usually the same celebrity ambassador engaged to amplify SKY. Should be a recognisable and aspirational name that draws a crowd to the event.



Local DJ at our first launch event in Ghana



MzVee performing at our second event in Ghana

Events – additional things to think about

- **Transport to the venue** – dedicated buses from communities to venue has been essential for guaranteed attendance
- **Merchandise for the event** – provide enough wristbands and pledge cards for all girls, and a small number of t-shirts as giveaways
- **Going beyond offline**
 - Essential to maximise the event to create content for online audience eg. Vlogs, behind the scenes, photography, girls with SKY merchandise, girls with SKY ambassadors
 - Potentially partner with a media broadcaster eg. Local radio station
- **Security, first aid, fire service** – based on size of the event and local regulations
- **Ushers** – to signpost around the event and encourage girls to take part in activities
- **Event insurance** – appropriate for the size of the event



Events – what we love and what to look out for

What we love about them:

- Highly aspirational if executed well
- Enables girls to come together as “SKY Sisters”
- Opportunity for sharing SKY messaging in an impactful way
- Generates content to be shared on other platforms to reach a wider audience than just the girls that attended
- Builds credibility amongst parents/stakeholders

Watch-outs to keep in mind:

- Choice of venue is key. It must be easily accessible to girls and well-known to parents – even if dedicated transport is available to girls
- As well as creating an aspirational event, events must be impactful by promoting core 'Be True' and tobacco prevention messaging in a subtle way - and not just a music concert
- Celebrities need to be well-briefed in advance, particularly on the roots of SKY and how to share our message
- Delays in programming can easily lead to girls feeling bored
- High risk – need to scope out the risks of the event well in advance and mitigate against them
- High cost – keep challenging the budget and recognise what is essential for a successful event, and what is 'nice to have'



Smaller community events



Community events – how we have used them

Why we use it:

Be aspirational for teen girls

Create a buzz around the SKY brand

Create a growing, interactive community

Achieve credibility with key stakeholders, including parents

How we have used it:

Ghana:

- Smaller pop-up style events to reach girls not in school, or to facilitate distribution of magazines when girls are not in school
- Movie screenings for the two SKY films
- Mall pop ups – very informal but important to have a physical presence for credibility with stakeholders

Note that we engaged a third party activation agency to run these small scale community events on a regular basis in different communities around Accra.



Community events – SKY Roadshow

Objective: Reach girls who may not have seen SKY in their school and raise awareness of SKY and our core message

- A roving bus plays music around communities with a 'hypeman' to attract attention
- Ushers interact with girls who come to see the bus, they explain what SKY is all about and give them a magazine
- The bus moves between communities and settles in one place where SKY has set up pop up tents
- The 'zones' are themed according to our core messaging with activities for girls to take part in

Be True Zone

- MC shares what it means to be true to yourself and interacts with girls about how they and their friends help each other stay true to themselves

Choose You Zone

- MC explains how one way to be true to yourself is by knowing what's your thing and what's not your thing, because these are what make you who you are. Girls can take the pledge, and play spin the wheel style games (where girls have labelled a wheel themselves and assigned + or - points to their MT/NMT labels).

Chill Out Zone (alternatively, this could be adapted with a specific message or outcome you are trying to achieve)

- Girls can have refreshments and hang out with Big SKY Sisters



SKY Roadshow

We ran this branded bus much later on in the campaign in GHana to land our 'SKY Generation' message - but the concept of it worked really well.

We rented a truck and rigged it up with eye-catching branding. When static, we used the stage to do short dance performances to attract more attention.



Community events – Movie screenings

Objective: Create a high-impact experience for girls who do not interact with SKY in schools or online

Before the event

- We engaged with community leaders to identify and agree on a specific area we could host the movie screenings.
- We promote the event on social media and with flyers distributed local to the specific community
- We hire either a projector (for smaller audiences or evening screenings) or a digital screen (for larger audiences or day-time screenings), along with 200-300 chairs

The screening

- A host gathers the crowds and we show our most popular vlogs on the screen to attract attention
- Once the audience is seated, we introduce the session and explain what SKY is all about, and invite girls to come up to the front and 'do their thing'
- Screen the SKY Movies with popcorn snacks distributed to girls
- After the screening, Big SKY Sisters/ushers interact with girls and the team can interact with parents if they have any questions.



Community Events – what we love and what to look out for

What we love about them:

- Enables girls to come together as “SKY Sisters”
- Opportunity for sharing SKY messaging in an impactful way
- Generates content to be shared on other platforms to reach a wider audience than just the girls that attended
- Important channel to reach girls not in school
- Generally lower cost and more informal than big events, so able to do more regularly
- Opportunity to distribute magazines within community at no extra cost

Watch-outs to keep in mind:

- Can suffer from low attendance if not promoted within the local community ahead of time
- Cost per reach is still higher than other channels

Out of home



Out of home & advertising

Why we use it:

Be aspirational for teen girls

Create a buzz around the SKY brand

Create a growing, interactive community

Achieve credibility with key stakeholders, including parents

What we used in other markets:

We use OOH and advertising as supporting channels to raise awareness of the brand or specific activities, however, it is not a useful channel to convey impactful messaging. In other markets, we have used it to raise awareness of launch events and the brand in early periods of the campaigns.

- Botswana: Branded buses, posters in malls, radio adverts
- Ghana: Billboards, branded buses, radio adverts, graffiti walls





Billboards

Brand awareness campaign in Ghana that ran 6 months after launch, just ahead of our Christmas event. We ran these in 3-5 spots in our catchment area and high traffic areas near the catchment. We had 3 different versions of this style.



Branded buses

Used for SKY brand awareness and promotion of our first Do Your Thing talent competition in Ghana.

We opted to run short, eye catching campaigns using full bus wraps. Smaller, partial bus branding didn't look aspirational and looked messy when placed on buses with other branding.



Graffiti walls

We loved the concept of graffiti walls, because they aligned with the concept of building a movement, are eye catching, and look aspirational when done well. However, they were problematic in practice.

Girls liked them at first, but they easily become 'part of the furniture'. They are difficult to maintain and the murals disintegrated quickly. The quality of the design can be inconsistent.

OOH – what we love and what to look out for

What we love about it:

- Highly aspirational if executed well
- Builds credibility amongst parents/stakeholders, and demonstrates we are a legitimate community
- Useful to raise awareness of specific events

Watch-outs to keep in mind:

- Risk of significant wastage if not positioned in a high traffic area for teen girls
- Doesn't align well with being a girl-led movement – feels very 'brand-led' so needs to be used in balance with other channels
- Limited in ability to carry any impactful messaging
- Can be high cost, so needs to balance spend on OOH with other channels that do provide two-way interaction with girls and carry impactful messaging



In schools



School activations

Why we use it:

Be aspirational for teen girls

Create a buzz around the SKY brand

Create a growing, interactive community

Achieve credibility with key stakeholders, including parents

A note on SKY's interaction with schools:

In the past, we have been hesitant to engage with girls directly in school as we did not want to be known as a schools-based programme, and we were concerned that we would lose aspiration. However, we recognise that SKY and SKY activities can **retain aspiration in a school environment**, and in some cases, specific schools can add aspiration.

Hosting activities in schools has also helped to boost our **credibility**. We work with the local Ghana Education Service (GES) Directors who grant us permission to host sessions in schools, which gives us credibility with parents. We also engage directly with SKY Reps, who are teachers that 'sponsor' SKY in that school (preferably a young, female teacher) and can answer any concerns from parents about what SKY is.



School activations – what we love and what to look out for

What we love about it:

- Girls love them!
- Ability to share our core SKY message in detail
- Ability to build a movement by reaching girls directly, including those that are not online
- Cost effective to share additional SKY assets such as magazine
- Builds credibility with parents by working in partnership with the Ghana Education Service

Watch-outs to keep in mind:

- Very time intensive to organise, often schools will cancel last minute so can be slightly unpredictable
- Although cost-effective when working with large schools, it can be costly to undertake activities in smaller schools
- Our activities need to align with the school calendar and priorities – if we are late in developing an idea, we may miss an opportunity in schools so must be planned well-ahead
- Schools may try to influence SKY content and turn it into something that is not part of our strategy. Ideally we engage schools in advance about our shared goals

