

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

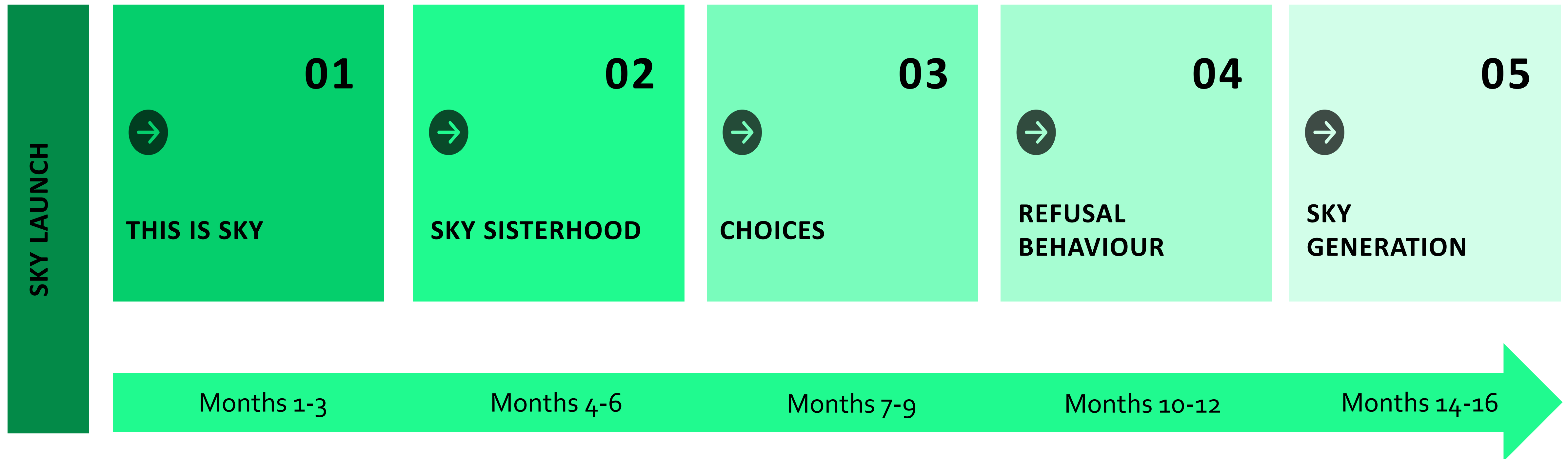
First 100 Days

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

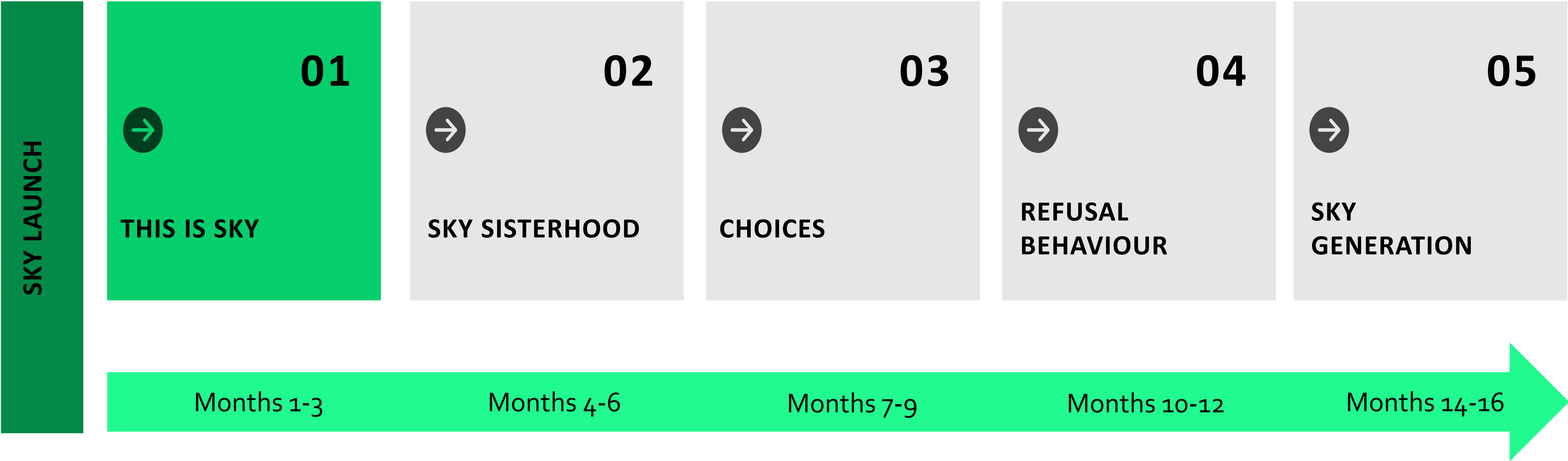
SKY PLEDGE

I BELIEVE

Over the course of the campaign, our key messages evolve to achieve our desired outcomes



Today, we'll focus on the first 100 days of SKY



A quick recap of what we are trying to achieve through SKY

Girls feel part of a community that provides support

Girls express themselves through choices they make

Girls feel supported to sticking with their choices and feel able to say no

Tobacco is not seen as aspirational by teens

The next few slides provide an overview of our experiences launching SKY in other markets



When we launched SKY in Botswana in 2013, the context was very different to the markets we're working within now

Botswana is a very small country with only 2 million inhabitants in the whole country, and only 230,000 people in the capital city of Gaborone

Mobile phone use was much lower than it is today so traditional media channels like radio and TV were commonly used

The media landscape is very different to many countries – there are very few channels to choose from and most are national in nature



We launched with an event in the two biggest towns



1. Launch event in Gaborone & Francistown with approx. 2,000 girls attending the biggest event. The main headline act was a male artist from South Africa



SKY Girls BW

16 July 2014 at 11:33 · 🌐

#IamASKYGirl, share this status with the world and let them know that we know who we are, we have defined our SKY and are true to ourselves. #ForFabTeensOnly ❤️

👍 45

3 comments 13 shares



3. Launched Sunday SKY Live on a local music radio station, Yarona FM



And followed up with a magazine



This was a short 20-page mini-mag introducing the main concepts of SKY including articles such as :

- SKY Babes – short features about the girls on the front cover
- SKY Faves – reviews of favourite films
- Letter to my 14 year old self
- Celebrity interview & poster feature
- Interview with radio DJ & love of music
- How do you express your SKY Quiz
- Skin deep beauty tips
- Fashion trends
- Horoscopes

4. First magazine published the month after launch



We launched in Ghana in May 2017

Baseline research suggested that few 13-15 yo girls owned their own phone, but most of them had access to one

This was the first time taking SKY to a bigger, more crowded market

The evaluation required us to restrict SKY messaging to Accra only, so we were limited in the channels we could use

The launch included a party in an event space



1. Ran a **teaser campaign** distributing flyers in the shape of compact mirrors in schools to grab girls' attention with the message "**Something big is coming**"

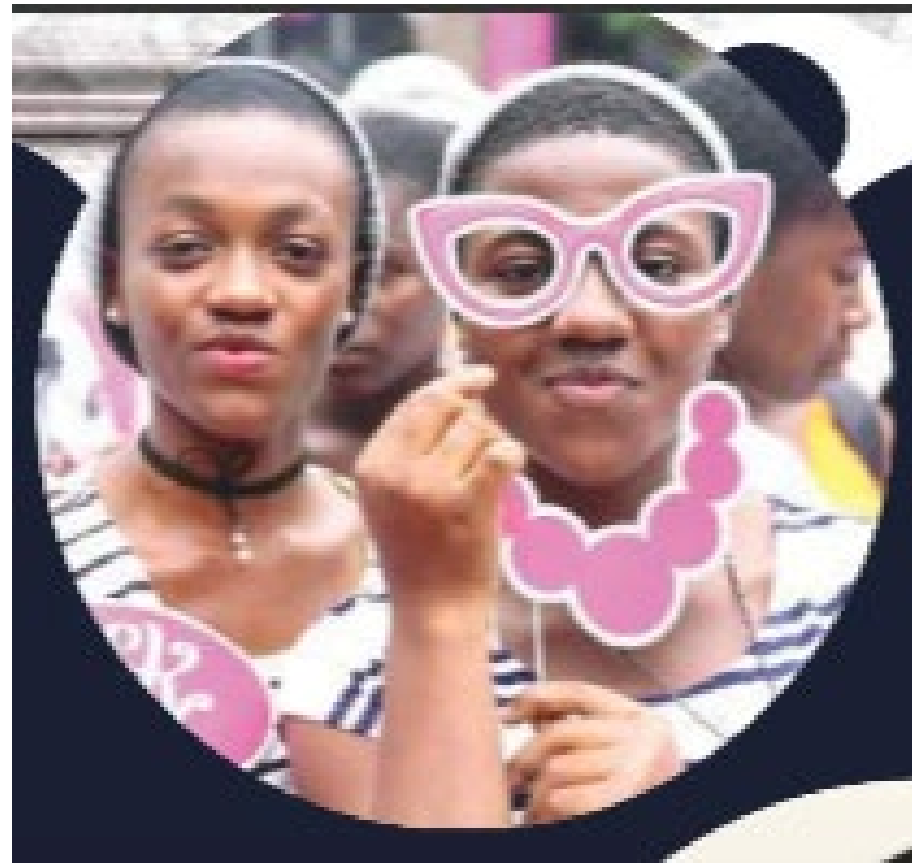


2. Held a **launch party** with performances from local musicians & DJs and hosted by a celebrity radio presenter. Girls could take part in fashion workshops and engage in pop up areas that focused on things that girls love, such as photography, make up, fashion, music, dancing.



3. Launched our **weekly radio show**, SKY Live, on local youth radio station YFM.

School activations also formed a significant part of the launch activity



4. Engaged with schools and held activations to raise awareness of SKY amongst teen girls and give them the opportunity to join



5. Ran an awareness campaign directly targeted at parents on radio, OOH and our website. We engaged with a trusted TV presenter to act as our SKY Parent Ambassador on radio



6. Launched our first magazine with our celebrity ambassador on the cover with SKY Girls



We rolled out activities sequentially to keep offering girls something new

Activity	Pre-launch		Launch											
Week	-2	-1	1	2	3	4	5	6	7	8	9	10	11	12
Event awareness campaign: flyers, radio adverts, press, Facebook	Active	Active												
Brand awareness: Facebook fan acquisition	Active	Active	Active	Active	Active	Active								
Content: Facebook	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active
Content: WhatsApp	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active
Brand awareness & content: Launch Party			Active											
Brand awareness: billboards			Active	Active	Active	Active	Active	Active	Active	Active				
Brand awareness: branded buses			Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active
Content: Instagram			Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active
Content: SKY Live							Active	Active	Active	Active	Active	Active	Active	Active
Content: Magazine											Active	Active	Active	Active
Brand awareness & content: School activations											Active	Active	Active	Active

And learnt some important lessons along the way

Fish where the fish are

Girls in Ghana are very limited in their free time and where they go outside of the home and schools. Schools are an ideal place to reach girls, if we can maintain high levels of aspiration

Schools can be cool

Schools in Ghana can be places of aspiration and hold a lot of influence over girls, so it was important for SKY to have a presence here

Bringing parents on board is essential

In Botswana, girls have more freedom to go where they please. In Ghana, parents restrict girls' movements so it was important to communicate that SKY is a movement they can trust

Don't assume that girls have control of the dial

As we launched our radio show, we worked with a local youth radio station that fit the aspirational profile that we wanted. However, we suffered low levels of listeners for many months because girls did not have control of the dial in their homes

First 100 Days: The Brief

Build a movement that girls want to be a part of

KEY OBJECTIVE:

10,000 girls take the pledge to become a SKY Girl



The steps we will need to take

Become aspirational for teen girls

Through the content we create and the celebrities who associate with us

Create a buzz around the SKY brand

Through media partnerships and press relations

Create a growing, interactive community

Through using girls and their networks to spread the word

Achieve credibility with key stakeholders, including parents

By engaging with people and organisations that they trust



For each of these, we need to assess our progress to make sure we're on the right track

Be aspirational for teen girls



Assess by conducting small surveys to assess their perceptions of SKY

Create a buzz around the SKY brand



Assess by monitoring positive and negative organic press

Create a growing, interactive community



Assess by comparing social media analytics each month

Achieve credibility with key stakeholders, including parents



Assess with short surveys with parents



And take inspiration of what worked and what didn't work in other markets

- Start with a small group of highly influential people and use them to build interest in SKY
- Be clear with our proposition from the start – how do we articulate who/what we are in way that resonates? Think strong but simple
- Give the feeling that SKY is everywhere – get ourselves on all aspirational channels at our disposal that girls are exposed to

