

SKY GIRLS

Brief: Media Landscape Review

Introduction

SKY Girls is both a brand and a movement. We aim to position itself as *the* cool brand for teens by creating aspirational, trending content that is relevant to teen girls' lives. We build a movement by asking girls to join and be part of the SKY community. To be successful in both of these, we need to reach girls in the most effective way – finding the sweet spot between aspirational value, potential reach and ability to deliver impactful messaging.

Objective of this brief

To better understand the media landscape and identify areas of opportunity for SKY.

Task

Please present an overview of the media landscape in Kenya.

This should include:

- The different media channels that girls consume, both online and offline, according to reach and aspiration
- Channels of opportunity for SKY (up and coming channels, trends, white space), according to reach and aspiration
- Whether there are local channels specific to Nairobi that we should be using
- Identify brands that are aspirational for teens, the messages that they are communicating and the channels they are using

Additional notes to consider:

- We intend to use “channels” in its broadest sense – this includes all bought, owned, or earned channels including partnerships with influencers
- Please be clear on whether channels are national, regional or even more local in their nature

Timeline

Share with Good Business by EoD Wednesday 29th April