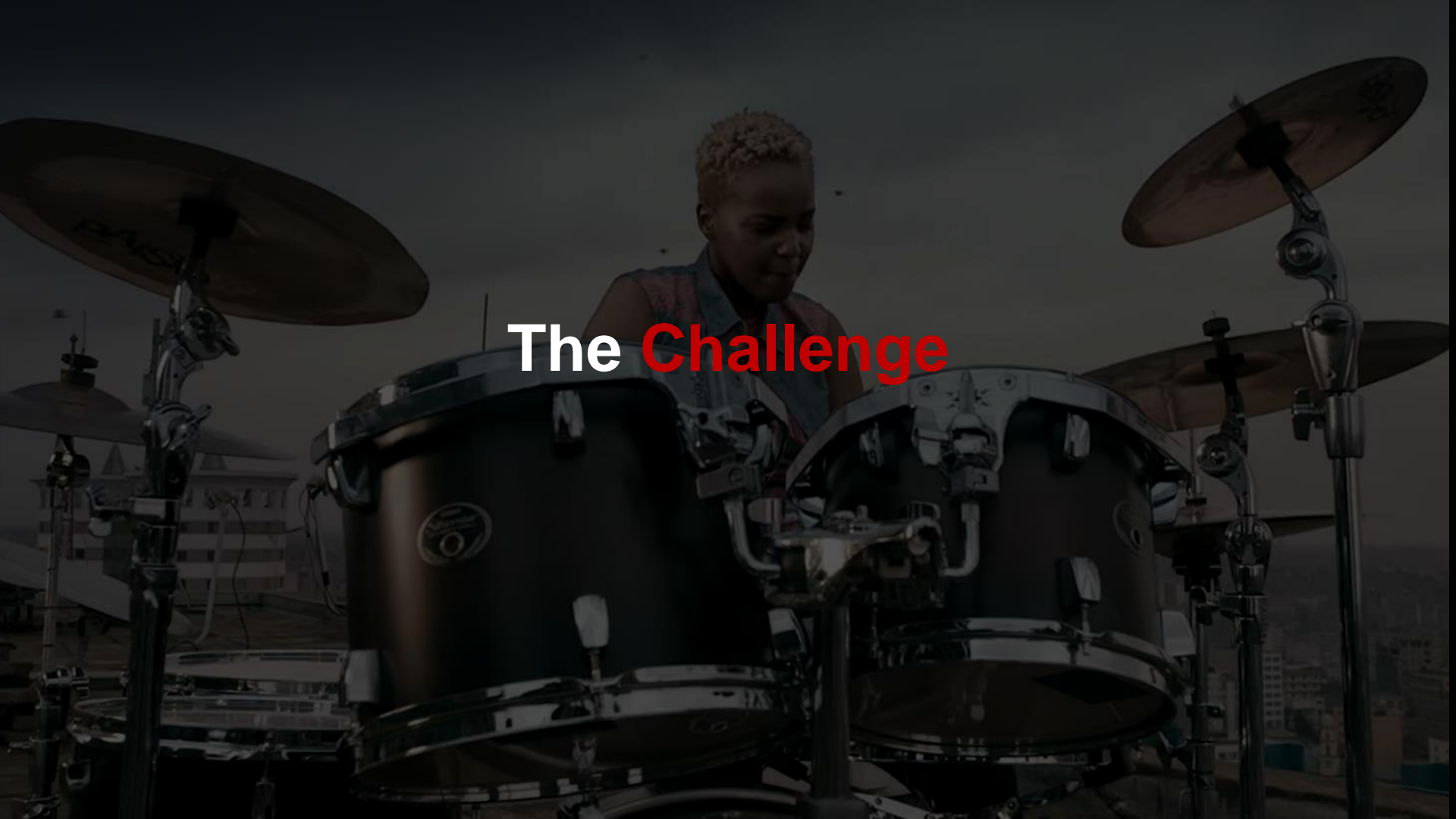


A young person with short, curly hair is playing a drum set. The background shows a city skyline at dusk or night, with buildings and lights visible. The image is dark, with the text overlaid in a bright yellow color.

Branding, research methods and the youth- A safaricom experience

Victor Ikawa
safaricom

A person with short, curly blonde hair is playing a drum set on a rooftop. The drum set includes two large black toms, a snare, and several cymbals. The person is wearing a denim vest over a dark shirt. In the background, a city skyline is visible under a cloudy sky. The text "The Challenge" is overlaid on the image.

The Challenge

The Future of the brand depends on how well we connect with the Youth today

The Challenge

The youth are the biggest segment in Africa? How do brands evolve to reflect this?

An Introduction to African youth- Ikawa (2017)

The Task

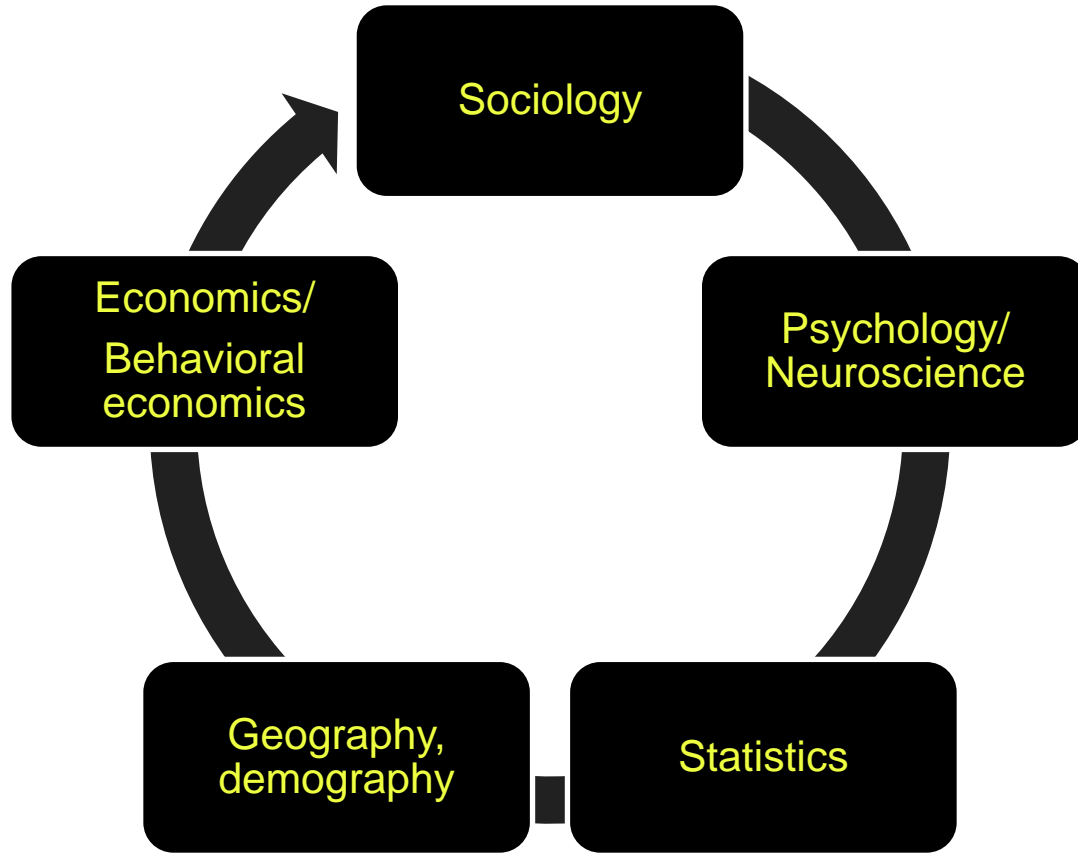
Understand the youth from different lenses as they are not merely qualitative or quantitative subjects

How do we use a post disciplinarity to understand the youth

A person with short, curly blonde hair is playing a drum set on a rooftop. The drum set includes two large black toms, a snare, and several cymbals. The person is wearing a dark, sleeveless top. In the background, a city skyline is visible under a clear sky. The text "Post disciplinary" is overlaid in the center in a bold, yellow font.

Post disciplinary

post-disciplinary – beyond the disciplinary
knowledge/power games



Sociological considerations

Clotaire Rapaille defines Culture Code as:



*“the combination of the experience and its’
accompanying emotion. Once an imprint
occurs, it strongly conditions our thought
processes and shapes our future actions. A
combination of culture codes defines who we
are”*

There is a window in time for imprinting, and the meaning of the imprint varies from one culture to another

Don't listen to the
Voice of the Head
Listen to the Voice
of your



TheRadiantMama.com



With the help of culture codes we were able to decode the 3 themes that came from the initial qual exploration

```
graph LR; S([SUCCESS]) --> S1[Unconventional success & Happiness]; F([FRIENDSHIP]) --> F1[A close knit group: like family]; FR([FREEDOM]) --> FR1[Maturity. "Treat me like a mature individual not a child"];
```

SUCCESS

**Unconventional success &
Happiness**

FRIENDSHIP

**A close knit group: like
family**

FREEDOM

**Maturity. "Treat me like a
mature individual not a
child"**

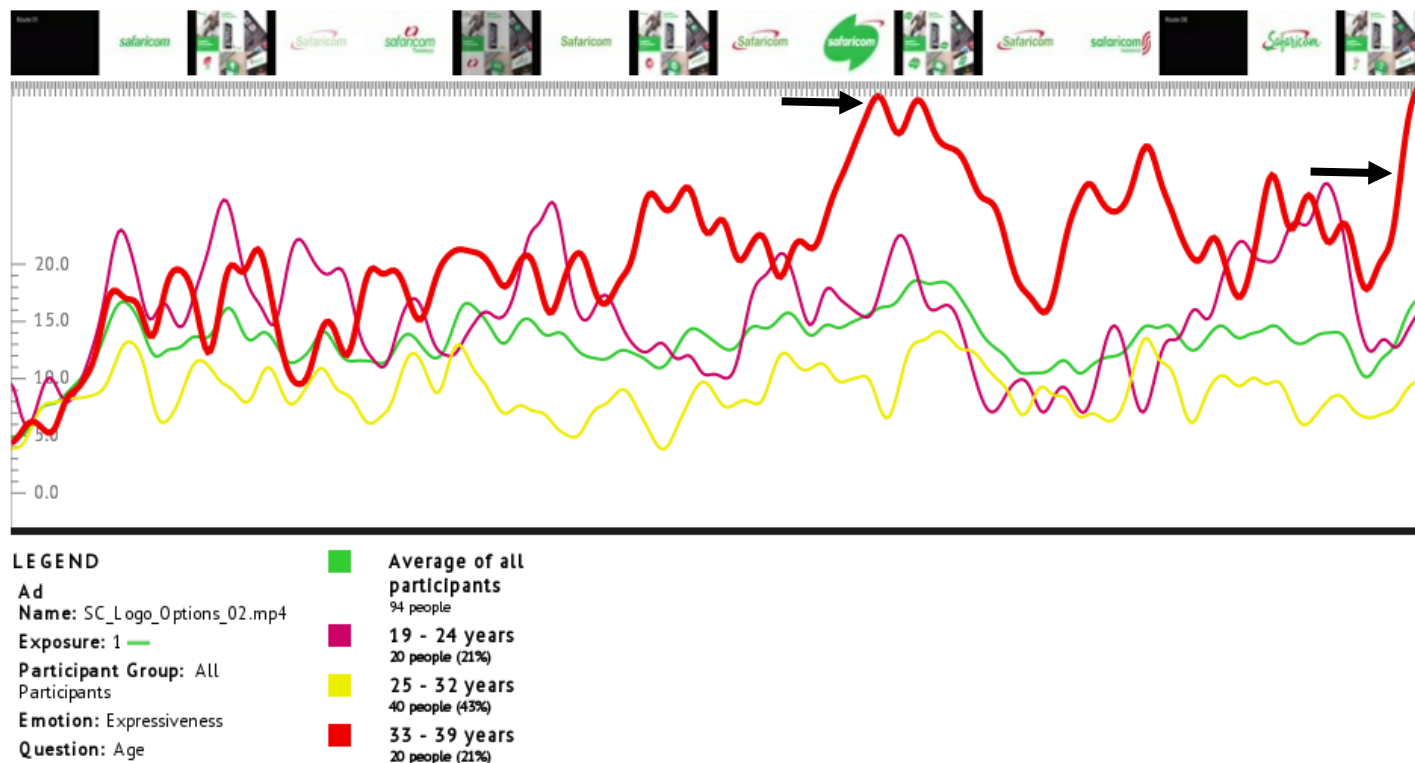
From our exploratory of the youth, 4 words are synonymous with the Kenyan youth.....



Self esteem is widely researched **in psychology** and is a little different from the sociological dimensions that are normally used in qualitative.

A Neuroscience example....the younger consumers (19-24yo) and the mature consumers (33-39yo) had a high level of expressiveness to a sample work that was conducted.

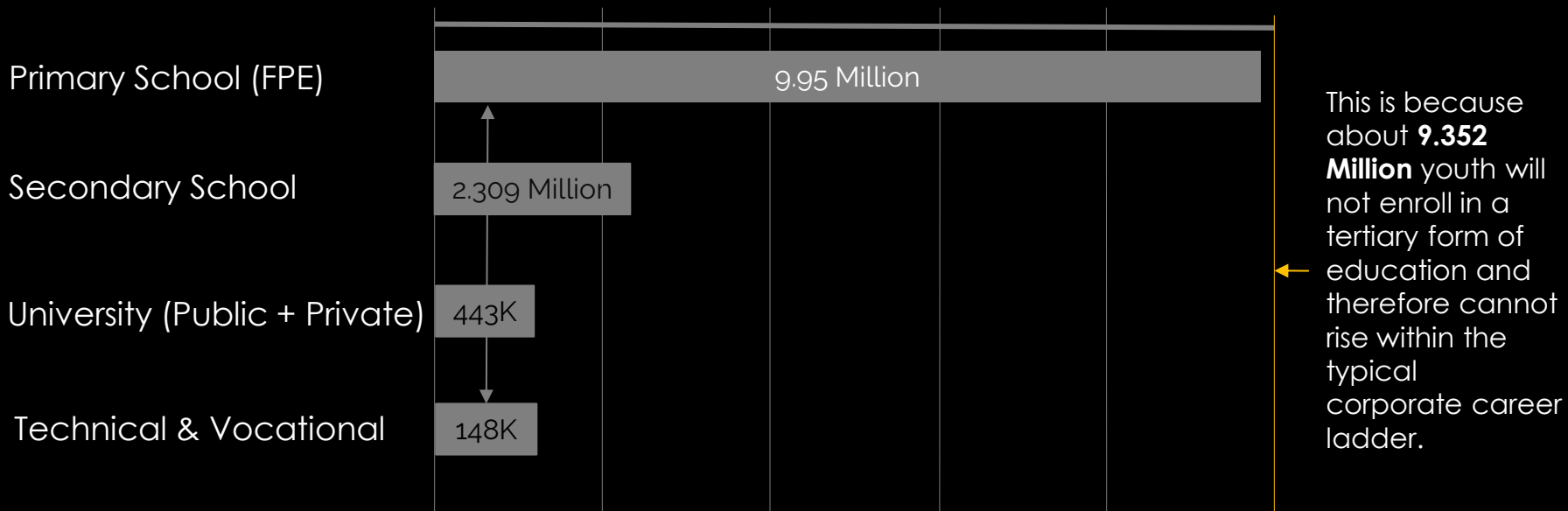
Expressiveness _By Age



Statistical considerations

The Segment Reality

Kenyan Youth more than ever are seeking ways to progress themselves forward-through unconventional routes and career paths



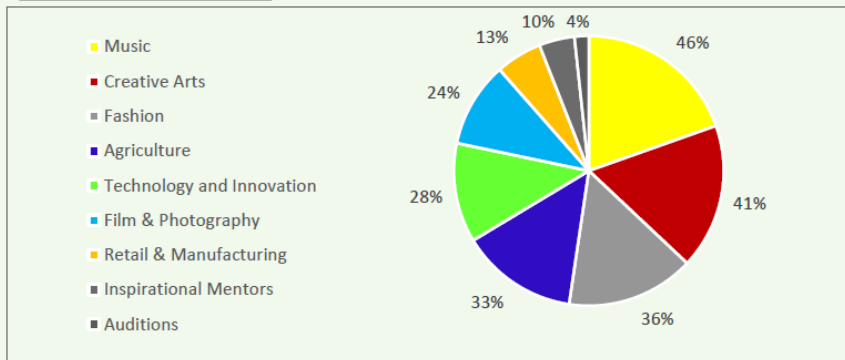
Unemployment is a big reality (40%) in most cases and this is true for most of Africa and brands must be part of the solution

What the youth enjoy learning in Safaricom events - YDX study

Summit Pods Attended



Summit Pod attended



- Almost half (46%) of the summit attendees visited the music pod.
- Creative Arts also had a significant number of participants visiting the pod(41%)
- Fashion(36%) and Agriculture(33%) followed the two categories.
- Technology, Retail and manufacturing and film and photography did not have much traction as it were in the boot camp.

Categories attended by gender.....

Category	Male	Female
Music	29%	17%
Creative Arts	28%	13%
Agriculture	23%	10%
Technology and Innovation	22%	6%
Fashion	18%	18%
Film & Photography	17%	7%
Retail & Manufacturing	9%	4%
Inspirational Mentors	7%	3%

Categories attended by age.....

Category	15-17	18-20	21-23	24-26
Music	1%	27%	13%	5%
Creative Arts	1%	22%	13%	5%
Agriculture	1%	17%	12%	3%
Technology and Innovation	1%	14%	10%	3%
Fashion	1%	21%	11%	3%
Film & Photography	1%	13%	8%	2%
Retail & Manufacturing	0%	6%	4%	2%
Inspirational Mentors	0%	5%	5%	1%

Arts seem to receive much traction in the summit than other categories

MCs to emphasize on the benefits of each category to create the need to visit the pods



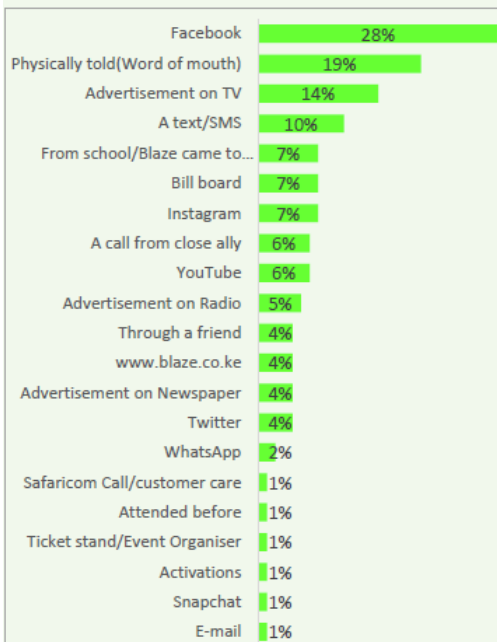
How the youth become aware of Safaricom events- YDX

Sources of awareness of boot camp and the Summit



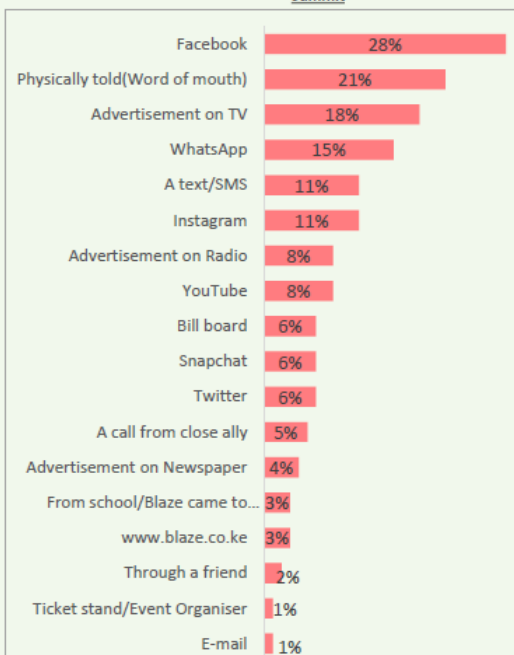
Source of awareness of boot camp and the summit

Boot camp



Base boot camp:162

Summit



Base summit :323



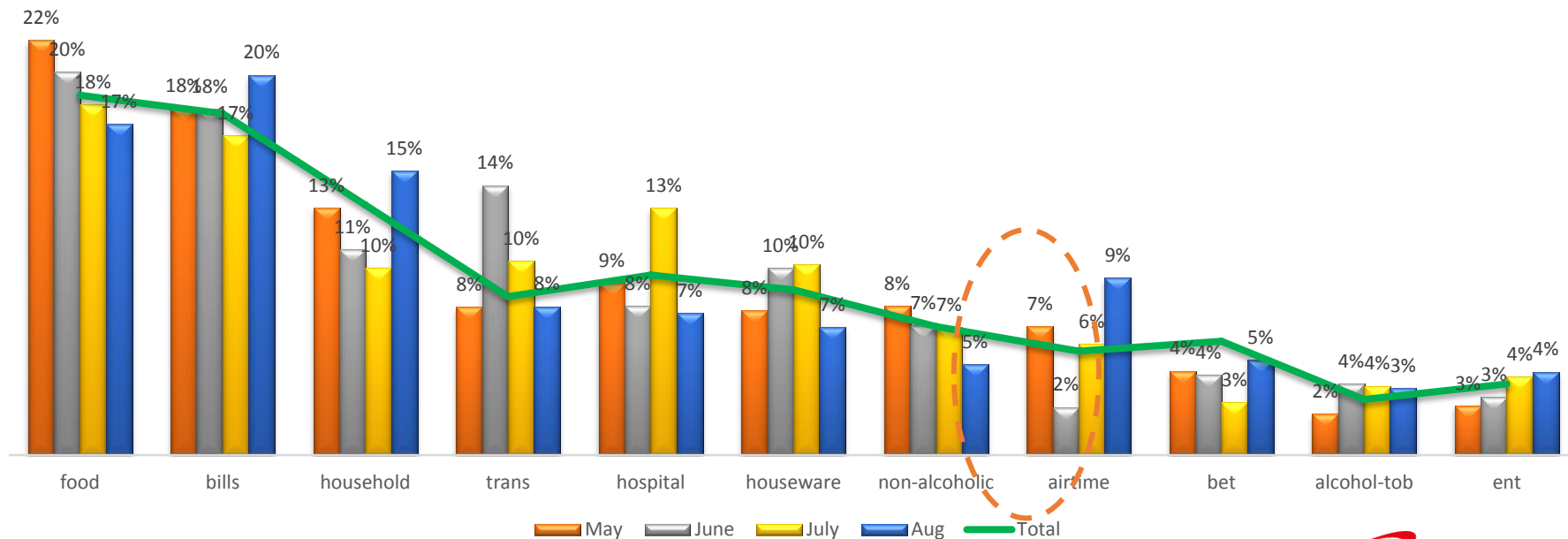
- All touchpoints played a role in creating awareness for the boot camp and the summit. However, [Facebook](#) leads were the main source followed by [word of mouth](#) through physical interactions. [Advertisement on TV](#) and [SMS](#) significantly contributed to the awareness creation of both the boot camp and the summit.
- There is need to leverage on social media communication, bulk SMS and TV as channels of communication as these spark word of mouth communication that is notably a key channel to pass information among peers.

Safaricom
Twaweza

Economics considerations



Youth wallets in Kenya



Betting taking on a large role in youth wallets

The youth are not immune to economic/political challenges

« Hii siasa inatupeleka vibaya, hatuna pesa » Youth in Migori Kenya

Geography considerations

Different types of youth in different geographies and brand assets- Urbanisation is still less than 40% of Kenya.

Rural youth- Chapa dimba, marathons

Urban youth- Rugby, campus events *(the geography of where to have the activations, Kisumu, Thika, Nakuru, Mombasa, Eldoret...)*

Rural youth- religious- Groove music

Space and time considerations are quite relevant in the

Hence the launch of BLAZE- a platform positioned to enable youth success, and win back the hearts of our young customers

Tie to Insight: An empowerment platform that enables Kenyan youth to navigate their way through an unconventional journey to success, via accessible opportunities, affordable tools and relevant products



Vs.



BLAZE

BY SAFARICOM



WHO WE ARE

YOUTH
10-26

A network by
Safaricom for the
youth, aged 10 – 26
years old.



WHAT'S FUN GOT TO DO WITH IT?

Everything.

THE YOUTH NETWORK



CREATE
YOUR
PLAN



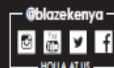
BYOB
(BE YOUR
OWN BOSS)



BLAZE
BONGA



BLAZE
CUSTOMER
CARE



@blazekenya

HOLLA AT US



WANNA
JOIN
US?



*555#

Dial *555#
to join the
movement



Visit www.blaze.co.ke to
discover all the products,
services and inspiration available
to you in the world of BLAZE.

Close to two million youth in the Blaze platform and growth in revenue and other internal KPI's



"THE IDEA BROUGHT
BY BLAZE MAKES US
FEEL WE HAVE THE
POWER IN US TO DO
SOMETHING GREAT"




BYOB

Summits

Bootcamps

What we learnt from Blaze

- 
- 1. An engaging asset as Blaze BYOB forces participation by the youth and brands should spend time in creating such assets
 - 2. Word of mouth is an important way of communications.
 - 3. Peer influence works in the enrollment and uptake of Youth products
 - 4. Consider including other activities that engage the youth like campus events, local events etc. as this brings the brand and its asset close to the youth to see, feel, experience and recommend.

A person with short, curly hair is playing a drum set on a rooftop. The background shows a city skyline under a clear sky. The image is darkened to make the text stand out.

Post disciplinarity (research triangulation) is the way for the market researcher

A woman with short, curly blonde hair is playing a drum set on a rooftop. She is wearing a sleeveless denim shirt with a colorful patterned vest. The drum set includes two large black toms, two cymbals, and a snare drum. The background shows a city skyline under a cloudy sky. The text "Thank you" is overlaid in the center.

Thank you