

# KARF MEDIA ESSENTIALS

## The Science of Media

Make Informed Decisions on your Media Investment for Optimal Returns

Starting 11<sup>th</sup> April 2018

### Introduction

John Wanamaker (1838-1922), considered one of the most successful marketers once said **‘Half the money I spend on advertising is wasted; the trouble is I don't know which half’**. This was a valid statement, back in the early days, when there was no data and no tools to inform media investment decisions.

We have now moved out of that dispensation and can say with confidence that you **don't have to gamble with your media investment decisions.**

With advertising spends having grown by more than 50% over the last decade and now standing at Kshs 118 Billion in 2017 (*Reel forge rate card estimates*), the role of media science has become critical in informing media strategies. Thanks to Kenya Audience Research Foundation (KARF), media audience data derived from a **highly robust research process is now available to enable one make sound media investment decisions.**

In partnership with The International School of Advertising (ISA), KARF, is offering an **opportunity to all industry stakeholders, to learn and understand how to tap into this Media Research Data.**

Through this training program, stakeholders will now have access to the knowledge and skills that will enable them not only appreciate the trends and practices in brand communications as a whole; **but also learn how to use data and tools, through the understanding of the science of media planning, in order to gain optimal results in media investment decisions.**

## Course goals and objectives

1. To build professional standards in the Media Management profession by equipping program participants with knowledge to be able to build strategy based on research, strategy monitoring and evaluation
2. Provide the learner with power to present data coherently and effectively, as well as determine the action points based on data available
3. To use globally benchmarked standards to continually develop the communications profession

## Units

### A. Media Research Essentials

#### Learning objectives

- a) To appreciate and articulate the research methodology in order to demonstrate its reliability
- b) To understand how to use appropriate tools and software in analysing, interpreting and applying media research

#### Topics

1. Understanding Kenya's population dynamics
2. Introduction to Audience Research (The how)
3. OOH Audience research
4. Data analysis, interpretation and insights

### B. Digital Technology and Social Media

#### Learning objectives

- a) Articulate the different digital technologies and the categories /roles of digital communication channels
- b) Understand the digital consumer journey and the strategic approach to business acquisition and retention using social media
- c) Appreciate digital strategy, digital media selection and measurement

#### Topics

1. Landscape, categories and channels
2. Consumer journey and media engagement points
3. Digital Media Buying

## **C. Integrated Media Planning**

### **Learning Outcomes**

- a) Appreciate the tenants of marketing and how it provides strategic direction to a 360 integrated campaign
- b) How to deliver high impact campaigns through unique media approaches
- c) An understanding of the dynamics of Out of Home Media, how to integrate it effectively in a campaign and measure its effectiveness

### **Topics**

1. Introduction to and evolution to the concept of IMC
2. How media drives integrated communications
3. The art of developing an IMC campaign (including OOH)
4. Data analytics in developing and measuring IMC campaigns

## **Who are we targeting?**

- Brand Stewards; including Brand / Marketing executives and managers.
  - Advertising agency media planners, buyers and managers.
  - Media researchers from research companies.
  - Agency sales representatives, sales representatives from media houses.
  - National and County Government representatives in communications roles.
  - Any stakeholder that requires media data in making key decisions in media buying and selling.
  - Marketers and communications experts working for Non-governmental organisations
- Participants must have a minimum of two years' experience in the relevant field.

## **Training Format**

Lectures for conceptual understanding supported by numerous examples; followed by workshop style practice sessions in small teams. The activities will allow participants to apply learning through the use of real brands and case scenarios. Participants have a week in between classes to further apply their class learning in their place. Industry talks will also be conducted on relevant current media affairs.

## Handout Materials

Each participant receives an access to the materials, videos and case studies on line

**Duration:** 3 Months, 12 sessions (2hrs per session per week).

**Timing:** Wednesdays: 7.30am - 9.30am

**2018 Intakes:** 1st Intake (April to June) 2nd Intake (July to Sept) 3rd Intake (Oct to Dec)

**Location:** Woodlands Office Park, 2nd Floor | Woodlands Road - Off Lenana Road

**Contacts:** Diana Michieka

KARF Marketing Executive

0723 392043/ 0732 329118



## Trainer Profiles



**Kui Kariuki**

**Media Research and  
Audience Measurement**

### **Prior History**

Kui studied Experimental Psychology (BSc(Hons)) at the University of Bristol and soon after began working at Research Solutions. A year later she joined Synovate (now Ipsos) and has since worked across various research specialisms. Her experience cuts across the Sub Saharan region managing research studies covering Monitoring and Evaluation studies, Public Health research, Market Analysis, Product Testing, East Africa Top 100 SME's study by KPMG, amongst others. Her interest in Media Research led her to focus on communications testing and eventually audience measurement.

### **Current Position**

Kui currently manages Audience Research in Kenya for Ipsos Ltd. Whilst supporting Ipsos' Sub Saharan African audience research activities. Kui has piloted and executed various audience research methodologies for the industry and has worked with KARF for the last 5 years.

### **Information**

Kui is a member of the Market and Social Research Association of Kenya and has presented two papers at the Pan African Media Research Organisation's annual conferences. She is also a registered ballet teacher with the Royal Academy of Dance.



**George Mugendi**

**OOH Media Specialist**

### **Prior History**

George started his career at Nation Media Group as a Media Analyst for the Newspaper Division, then the Broadcast Division before moving to the Advertising Agencies where he has been for the last 17 years, both in Kenya and Tanzania. The last 7 years have been spent pioneering OOH Media development in Kenya.

### **Current Position**

George currently runs Geo Verifi, an Out of Home data collection and analytics company operating in Kenya and the greater East Africa Region with plans to expand services across Africa. He is involved in OOH Media Training, OOH Media Research and Media Planning tools and systems development.

### **Experience**

Over the last 17 years that George has worked in Advertising, he has managed campaigns for brands such as Standard Chartered Bank (KE, UG & TZ), EAPCC, Brookside Dairies, Ketepa, Post Bank, Celtel/ Zain/ Airtel (TZ), Simba Corp, CRDB Bank (TZ), Precision Air (TZ), Visa, MasterCard, EABL (all brands), Nokia/ Microsoft, Nivea, Cadbury, General Motors, LG Electronics among many others.

### **Information**

George is a Bachelor of Science Graduate from Moi University. He majored in Chemistry with a minor in Statistics



**Sebastian A. Wafula**

**Digital Technology and Social Media**

**Prior History**

Sebastian started his career as an IT practitioner in 2009 at one of Kenya's first E-Commerce Companies Zeeduka.com. In 2011 Sebastian joined the Marketing and advertising fraternity as an entrepreneur co-founding Trinc Media, an independent Digital Marketing agency with presence in 5 countries i.e. Kenya, Uganda, Tanzania, Mozambique and Ethiopia. Trinc Media was partially acquired by Radio Africa Group, a media conglomerate owned by Times Media Group (South Africa).

**Current Position**

Sebastian is currently an advocate for youth-empowerment now focusing on developing skills — as a faculty member at The International School of Advertising — as well as mentoring upcoming entrepreneurs, both as an advisor to The Safaricom Spark Fund, and as the special projects lead at The Wafula Corporation.

**Information**

Sebastian is a member of the Chartered Institute of Marketing (UK) and has a Diploma in Computer Engineering from the City and Guilds Institute (UK). He also has a Bachelor of Science (hons) degree in Computer Science from the Masinde Muliro University of Science and Technology.



**Marion N. Mwangi**

**Connections & Content Strategist**

**Prior History**

Marion started working at the age of 20 at an insights collaboration agency called Instant Grass. She then moved to Scangroup Limited as their first ever Media Strategist which is where she got her training in the field of all things media. After about 3 years she moved to Airtel Kenya, serving as the head of Brand & Media and thereafter promoted to lead the Youth & Mass Consumer Segments; which saw her deliver projects such as unlimiNET and Airtel Trace Music Stars. a 2-year stint at Airtel she moved to Safaricom as the Senior Manager Youth Segment where she led in the development implementation of the BLAZE by Safaricom sub-brand.

**Current Position**

Marion is currently the Business Unit Head- Strategy at Mediacom Kenya. She leads the business on strategy across the East-African region. She is also the 2020 Connections Champion for the region, tasked with upscaling and leading on strategy science and expertise among staff.

**Information**

Marion is a member of the Chartered Institute of Marketing (UK) as well as a member of the Marketing Society of Kenya. She has an Honors Degree in International Relations with a minor in Gender Studies. She is currently pursuing an MBA in Strategic Management.



**Clifford.M.Kinyua**

**Media Strategy and planning**

#### **Prior History**

Clifford started his career as an independent Law researcher before switching careers and joining the Marketing and advertising fraternity. Clifford's career in Marketing started by working as a Trainee Media planner as Scangroup Limited.

#### **Current Position**

Clifford is currently MEDIA DIRECTOR as Saracen Group Limited overseen both Digital and Traditional Media on Key client accounts

#### **Experience**

He has worked on various brand communications across SSA including but not limited to FMCG's (Coca-Cola, Diageo, Unilever SSA, SC Johnson, Yo Africa, Golden Africa, Dabur, Whitedent (Ug)) Telco's (Safaricom) Banks (Barclays (Ug), Co-op Bank & KCB) VIVO Shell, M-KOPA Solar, X-tra Value App, Ford ) He also has experience in planning & implementation of media campaigns across SSA such as East Africa, Zimbabwe, Malawi, Ghana among others

#### **Information**

Clifford is a graduate of Law and Philosophy from Kampala International University and UON respectively.