



CONSUMER REPORT 2024 H2 YEAR IN REVIEW CARD

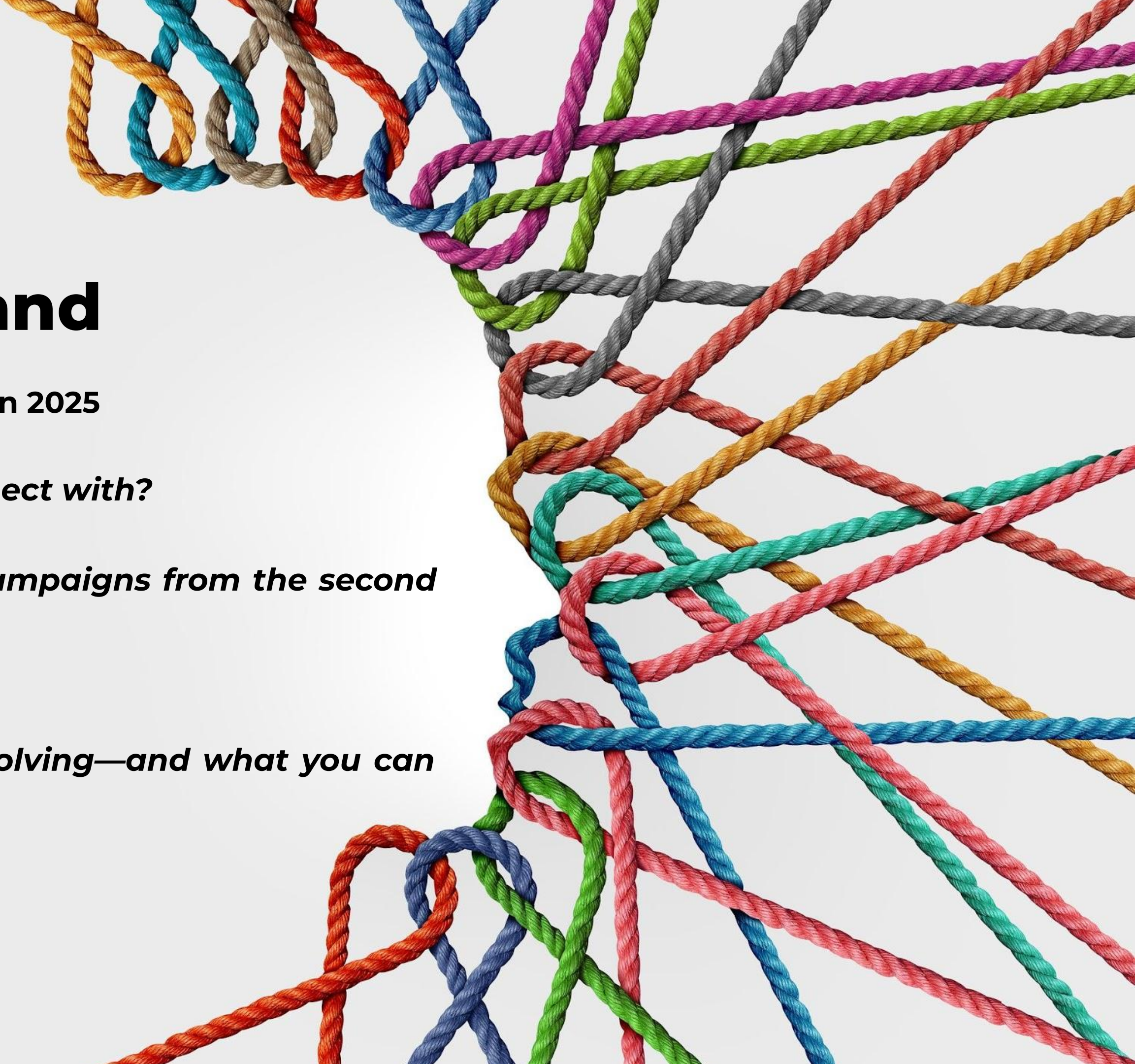
Presented on 20th Feb 2025 by:
OnePulse Africa





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What you'll see and

- How Brand Connections Are Shaping Up in 2025

hear...

- *Which brands do Kenyans truly connect with?*
- *The most memorable brands and campaigns from the second half of 2024.*
- *How the marketing landscape is evolving—and what you can do to stay ahead.*

Demographics

- Total Universe: 600
- We spoke to male (50%) and female (50%) respondents
- The audience was selected across all counties,
- **Income segments:**
 - AB (5%)
 - C1 (35%)
 - C2 (15%)
 - DE(15%)
- Age Split:
 - 18-24 (7%)
 - 25-34 (48%)
 - 35-44 (13%)

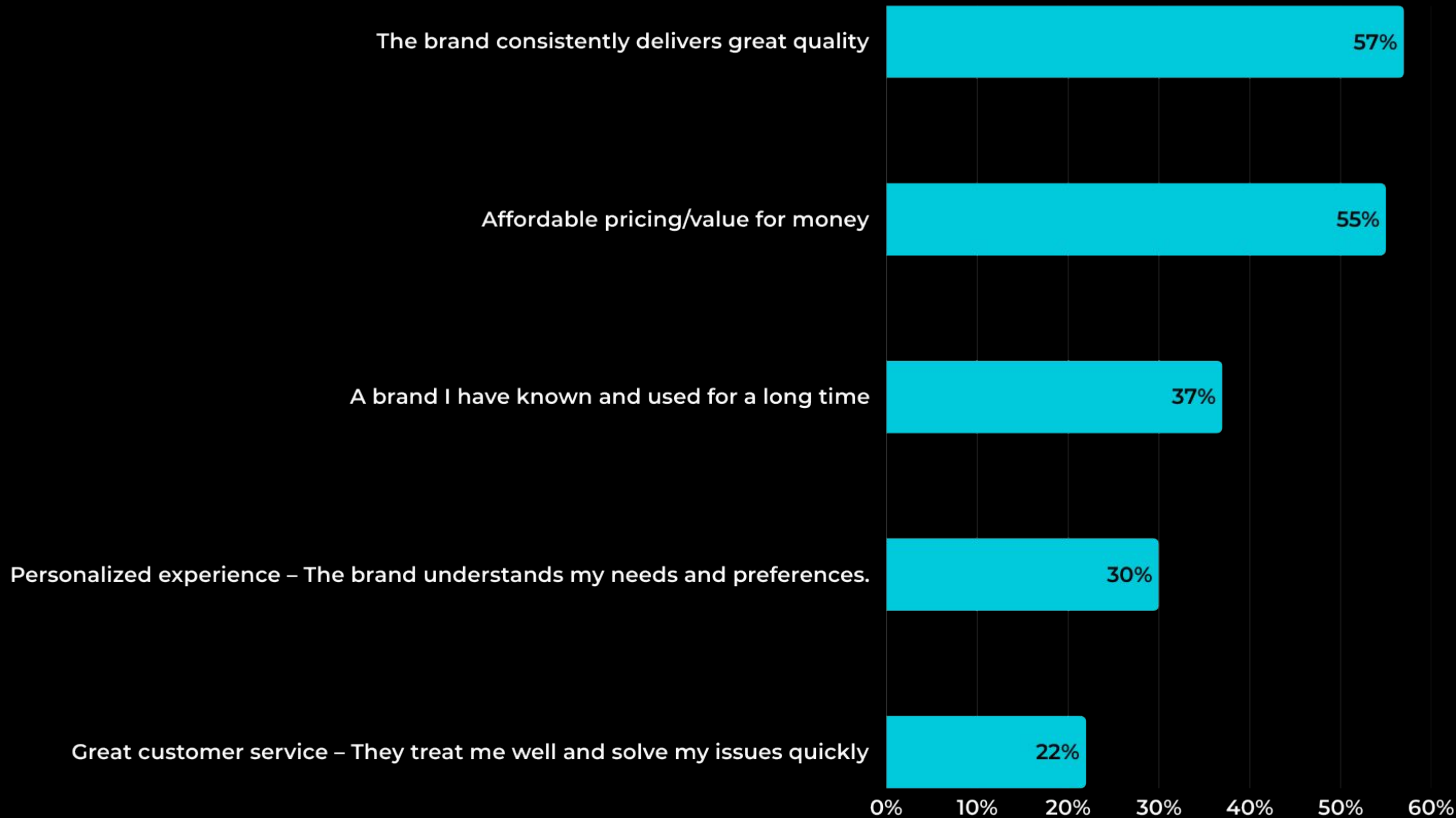




Brand Connection



What makes you feel connected to a brand?



Which brand(s) did you feel connected to in the past 6 months?

Quality

y

Msaifi

SAMSUNG

Festive

Quality, Healthy and Tasty Bread

Brookside

UNITED

Premium-Bread

LG

Great Customer

Service

EQUITY

KCB BANK

Affordable/value for

money

Sta-soft

Softcare

Heritage

e

Vaseline

Blue Band

Marketing and

promotions

naivas

Carrefour

airtel

naivas

COUNTY

Coca-Cola

QUICKMART

Nice & Lovely

Why have you lost your trust/connection to a brand in the past 6 months?



Price Increase

- Personal care products
- Household products (cleaning)
- Telcos (bundles)



• Perceived quality drop

- Non-alcoholic beverages
- Sanitary towels
- Dairy
- Personal care products
- Bread
- Flour
- Condoms
- Consumer electronics



• Poor Customer Service

- Telcos
- ISPs
- Banks
- Govt. Institutions
- E-commerce platforms

Throwback to 2021...

“Quiet” brands



Respondents felt these were “quiet”. The picture has changed today

ChaiKweli ina



30 YEARS



Me Time...



Rich and Creamy
Maziwa

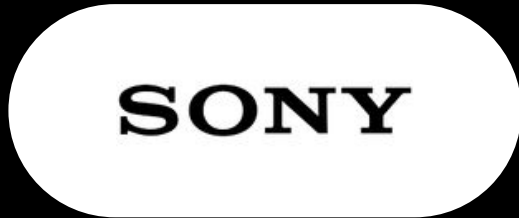


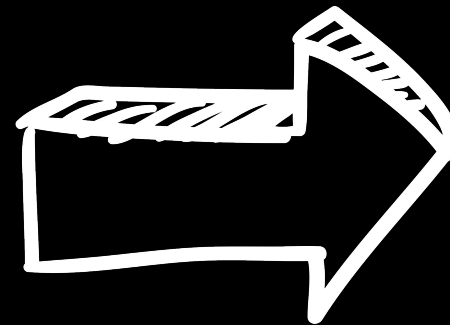
What is one brand that's no longer around that you truly miss?

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“Quiet” Brands





Dairyland and Cadbury banking on
nostalgia

Cadbury has transformed chocolate into an emotional experience...

Neuromarketing—the intersection of neuroscience and marketing—reveals that the human brain, driven by emotions, is the true decision-maker, not the wallet.





Influencers



Which brand have you seen an influencer promoting?

SAMSUNG

DAIRYLAND[®]
— EST 1979 —

Nice &
Lovely[®]

SportPesa

 airtel

 Downy

Coca-Cola

Betika!
.com

oraimo

Indomie[®]

 GARNIER

 NIP
NAP

GILBEY'S[®]

 Msafi

Beyond influencers, we've seen the power of consumer advocacy...





TV ADS



only ancestors
remember this😂

A little Throwback Thursday...



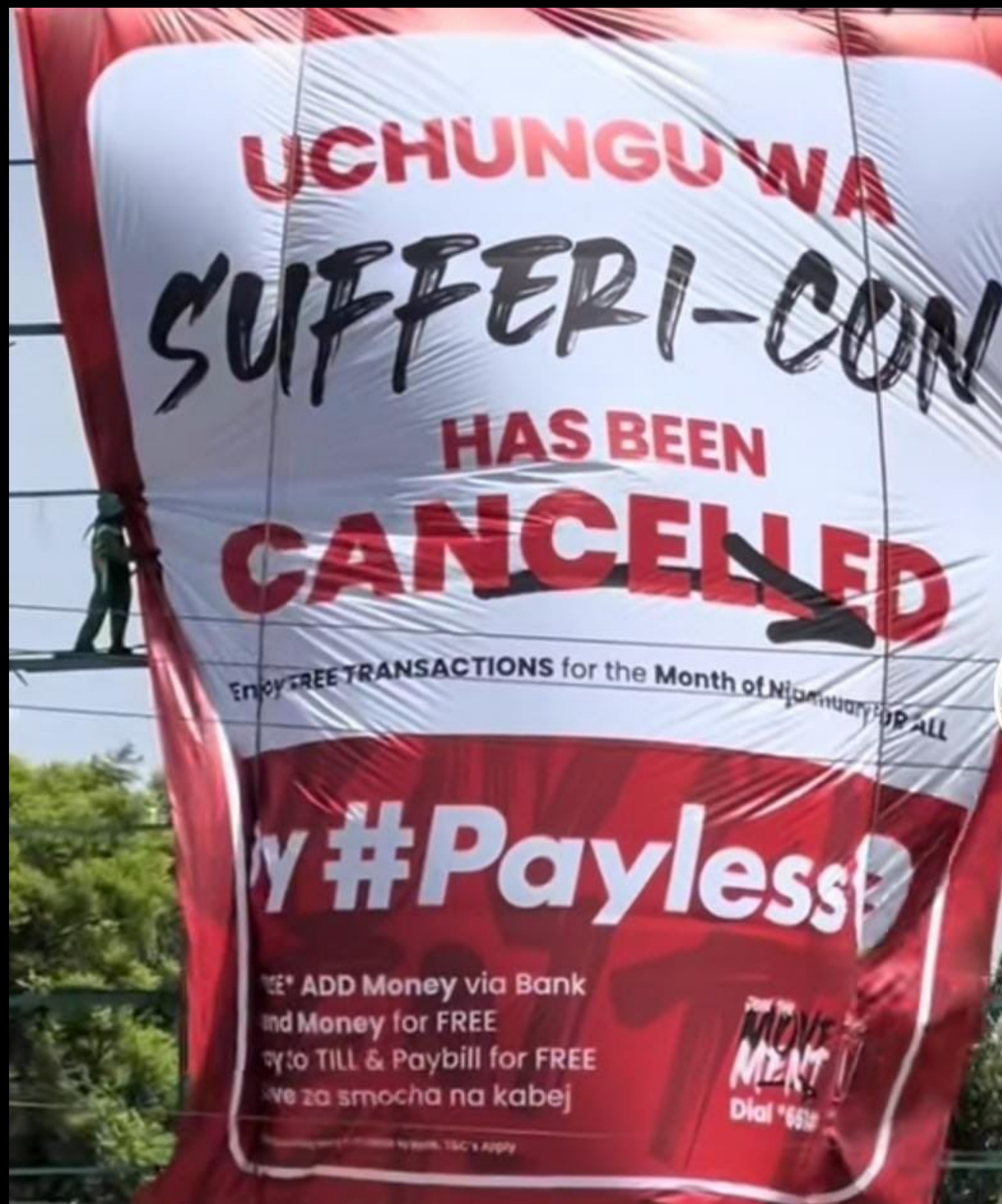
Thinking of the last six months, which brand has had the most memorable ad(s) on TV?





Billboards





Daring and Loud?

Thinking of the last six months, which brand has had the most memorable
Billboard ads?



The Use of AI in advertising...

Router Available From Ksh 10,999

25% OFF

50 Mbps	100 Mbps	250 Mbps
KES 4,000 KES 3,000	KES 5,000 KES 3,750	KES 10,000 KES 7,000

SUBSCRIBE

Kenya's fastest home internet provider

Safaricom

- Audiences can easily identify flaws in AI imagery which may get in the way of ad effectiveness.

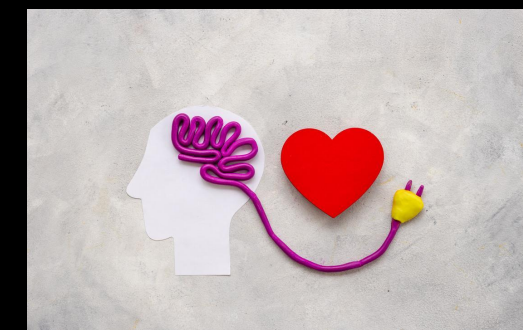
Some Takeaways



Key Takeaways....

Great brands don't just sell, they connect.

- Create a sense of purpose, community, and emotional resonance.
- The best campaigns are not just creative – they're propelled by data analytics
- Brands must learn to maximize the influence of their customers to boost engagement metrics and connect through emotional triggers.



RIP DUO OWL

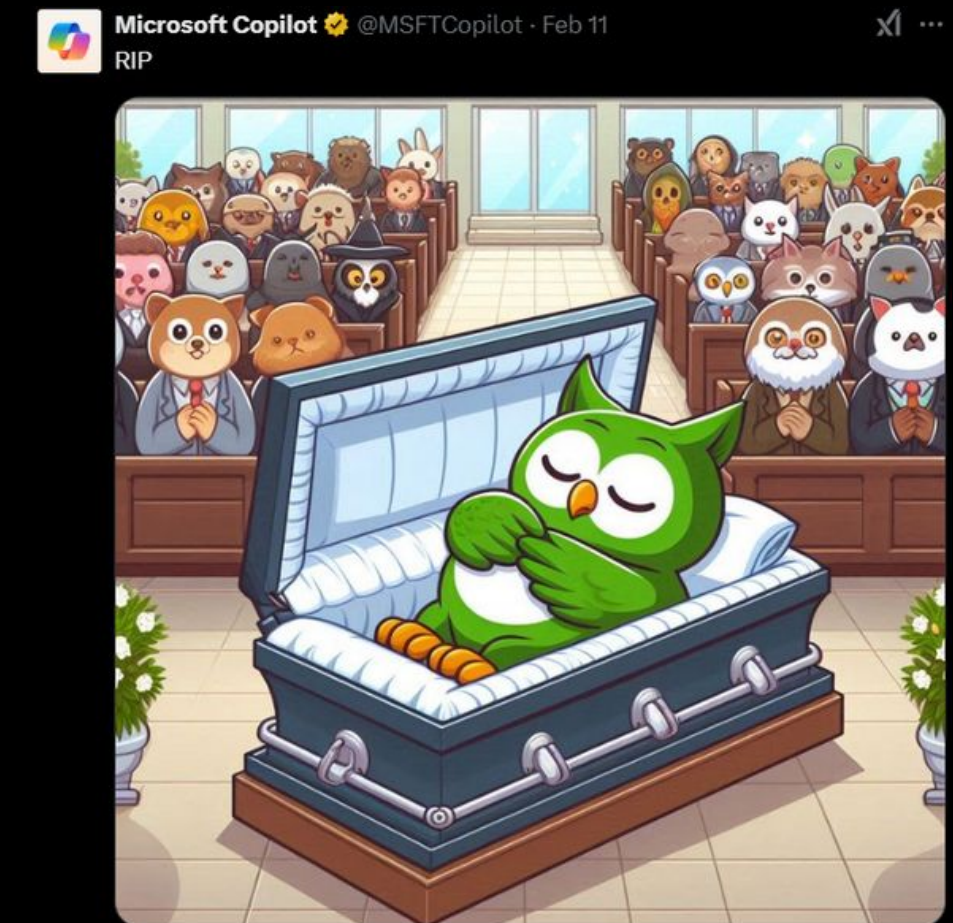
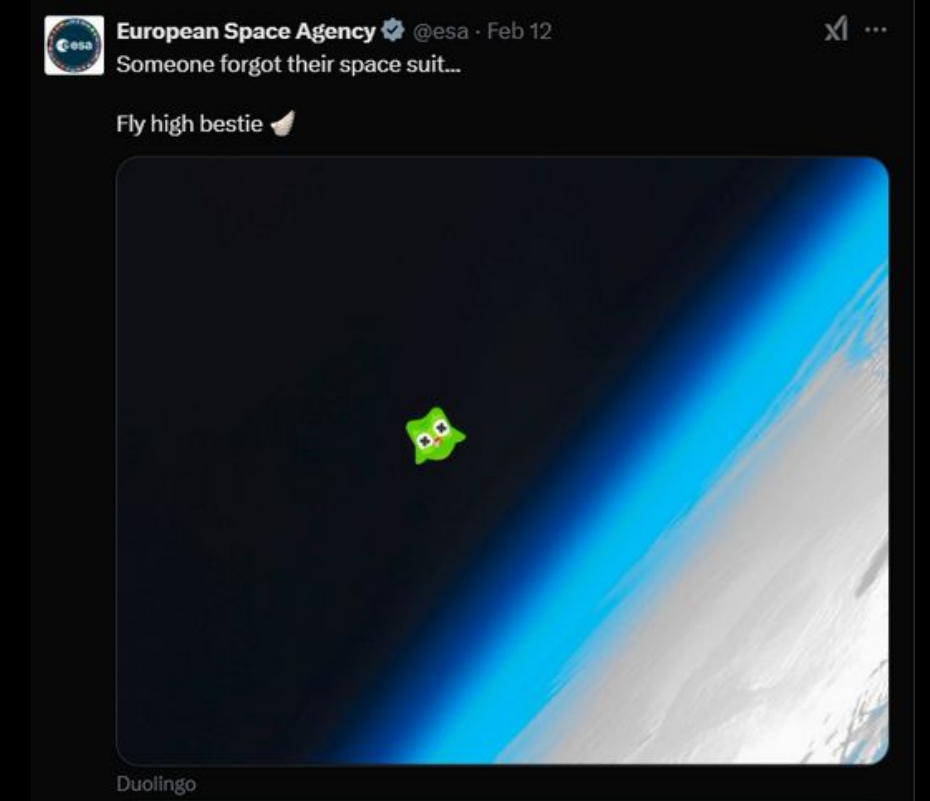
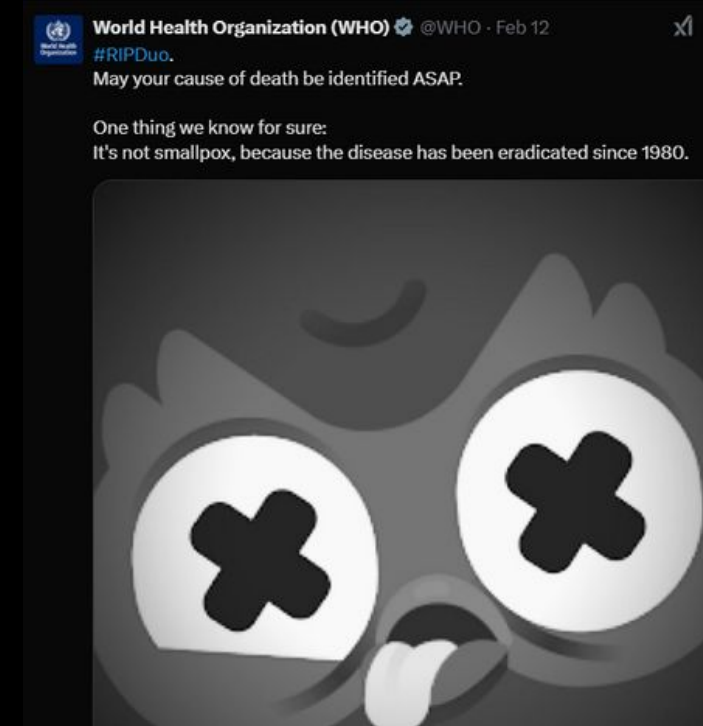


It is with heavy hearts that we inform you that Duo, formally known as The Duolingo Owl, is dead.

Authorities are currently investigating his cause of death and we are cooperating fully. Tbh, he probably died waiting for you to do your lesson, but what do we know.

We're aware he had many enemies, but we kindly ask that you refrain from sharing why you hate him in the comments. If you feel inclined to share, please also include your credit card number so we can automatically sign you up for Duolingo Max in his memory.

We appreciate you respecting Dua Lipa's privacy at this time.



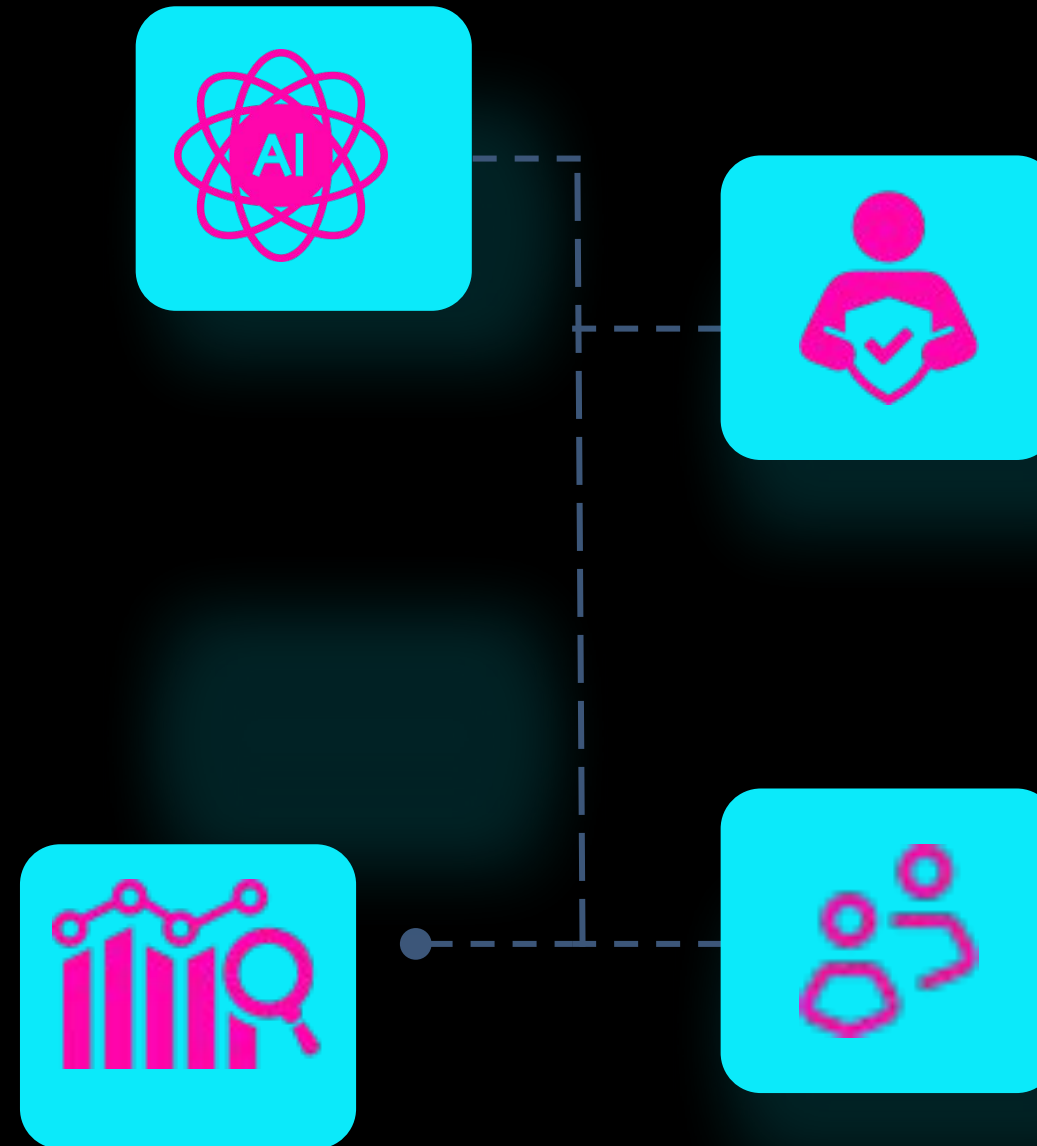
At OnePulse, we are driving the Future of Marketing

AI-Driven

Marketing decisions and actions powered by artificial intelligence for personalization and predictive analytics.

Data Oriented

Leveraging data insights and foresight to understand customer behavior, optimize campaigns, and measure ROI.



Personalized and hyperlocalized

Tailoring marketing messages and offers to individual customers based on their preferences and behavior.

Community Driven

Brands need to collaborate with their customers to build powerful communities that they can be proud to be a part of.



**Consumer
Insights**

**Trend
Forecasting**

**Consumer
Advocacy**

**Customer
Retention**

Geo-Mapping

At OnePulse-Africa, We use technology to unlock consumer codes, providing brands with the tools and insights to conquer the market...

Insights & Foresight in a Beat





ONEPULSE AFRICA

BUILDING FUTURE-READY BRANDS THROUGH INSIGHT-POWERED SOLUTIONS

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