

The background of the slide is a dark blue-grey color with a faint, high-contrast image of a chessboard and chess pieces. The pieces are arranged in a strategic formation, with some pieces like the king and queen visible. The overall aesthetic is professional and strategic.

AIF Strategy

PITCH DECK



About AIF

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean massa. Cum sociis natoque penatibus

Our Goals

Description :

lorem ipsum dolor sitani amet
consec teturasi nisa
adipiscing elit sed cursus
misani utasisa adipiscingesa
aliquetaa nisa adipiscinge

lorem ipsum dolor sitasan amet
consecas teturasi nisa
adipiscing elit sede cursus
misani utasisau adipiscingesa
aliquetan nisa adipiscinge



Agenda

- Digital Penetration
- Digital Competitive overview
- Trends & Insights
- Digital media & communication strategy
- Roadmap & timelines





Let's start with some **digital trends**

- Kenya is the 3rd internet population in Africa (after Nigeria & Egypt)
 - Videos are the fastest growing type of content online.
 - 96% of video consumption: being mainly music videos, comedy tutorials, product reviews & influencers
 - In Kenya, in 2021- 49% of the population purchased a product online
-

Total DIGITAL TRENDS

TOTAL
POPULATION



55.60

MILLION

URBANISATION

29.0%

CELLULAR MOBILE
CONNECTIONS



63.48

MILLION

VS POPULATION

114.2%

INTERNET
USERS



23.35

MILLION

VS POPULATION

42.0%

ACTIVE SOCIAL
MEDIA USERS



11.75

MILLION

VS POPULATION

21.1%

AVERAGE DAILY
SPENT ON MOBILE



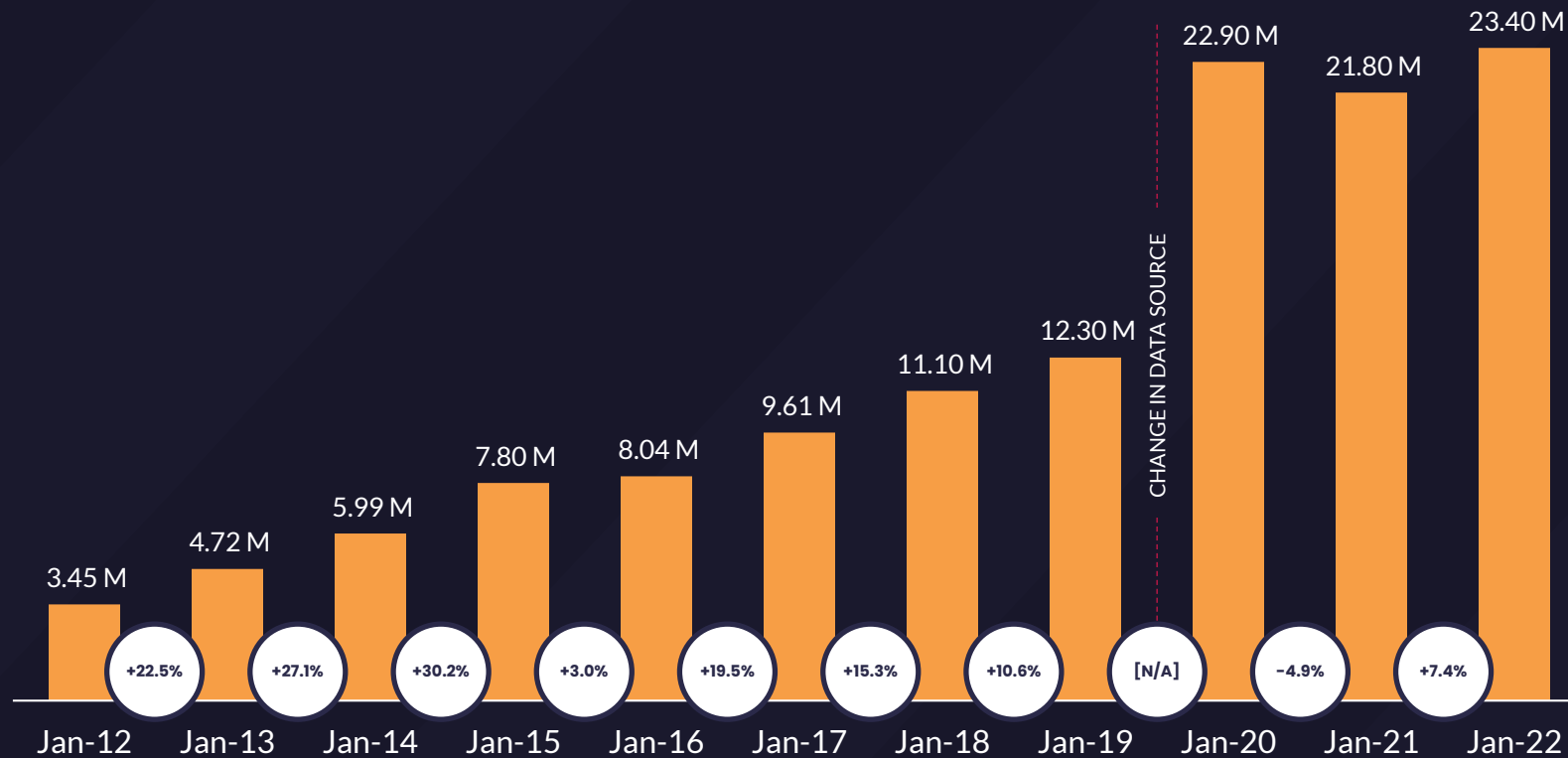
4 Hours

MOBILE ONLY

Insert title here

00.0%

Internet users over time



YEAR-ON-YEAR CHANGE
IN THE NUMBER OF
INTERNET USERS

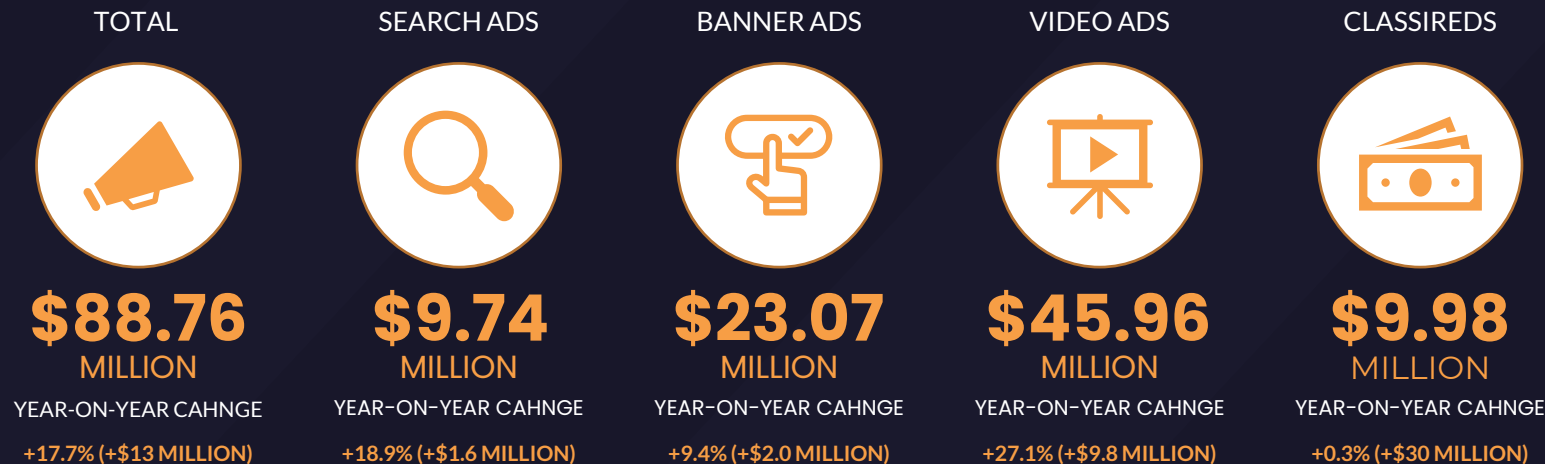


+7.4%
+1.6 MILLION

Insert title here

00.0%

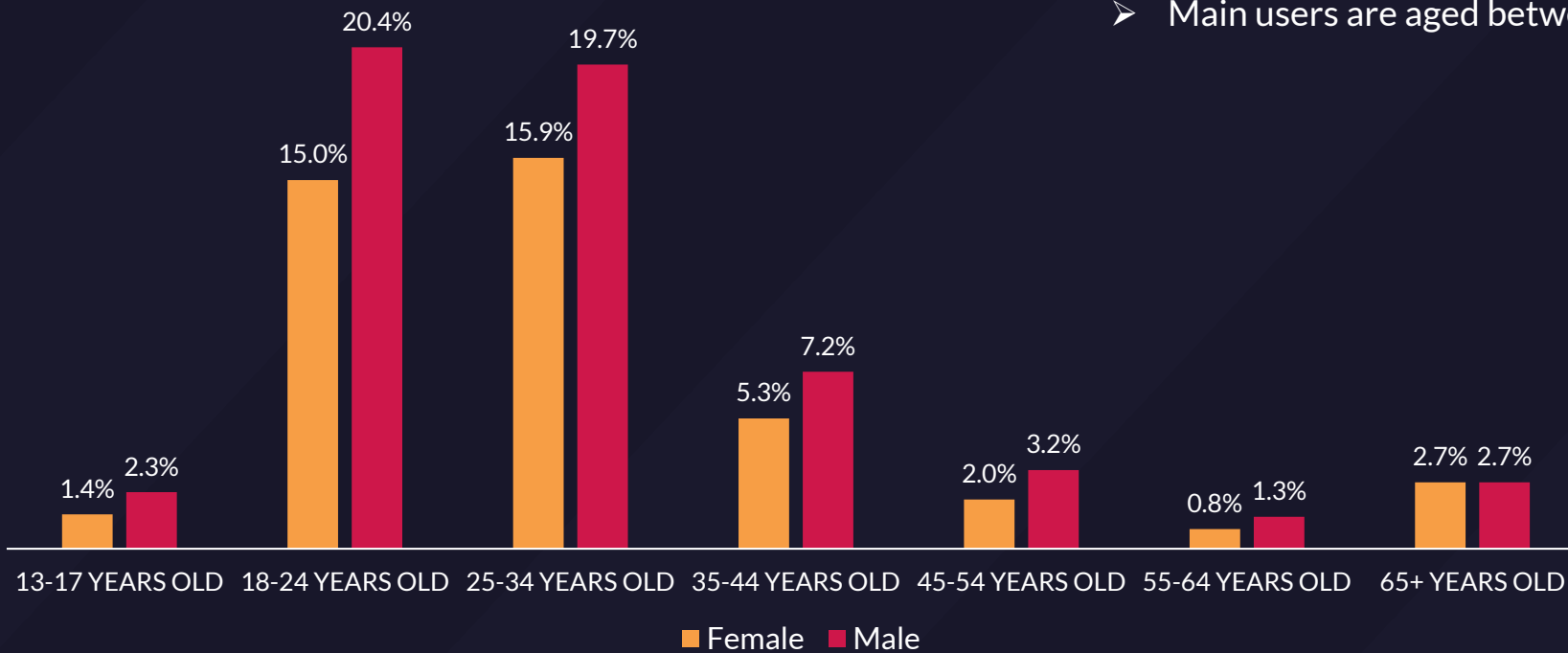
Annual spend on digital advertising & channels penetration



- 17% growth on digital spend from the year before.
- Video ads on social & youtube have the highest spend
- Facebook & youtube have the highest penetration
- Snapchat has more female users than male (70%) the rest of the channels have an average between 40/45% female

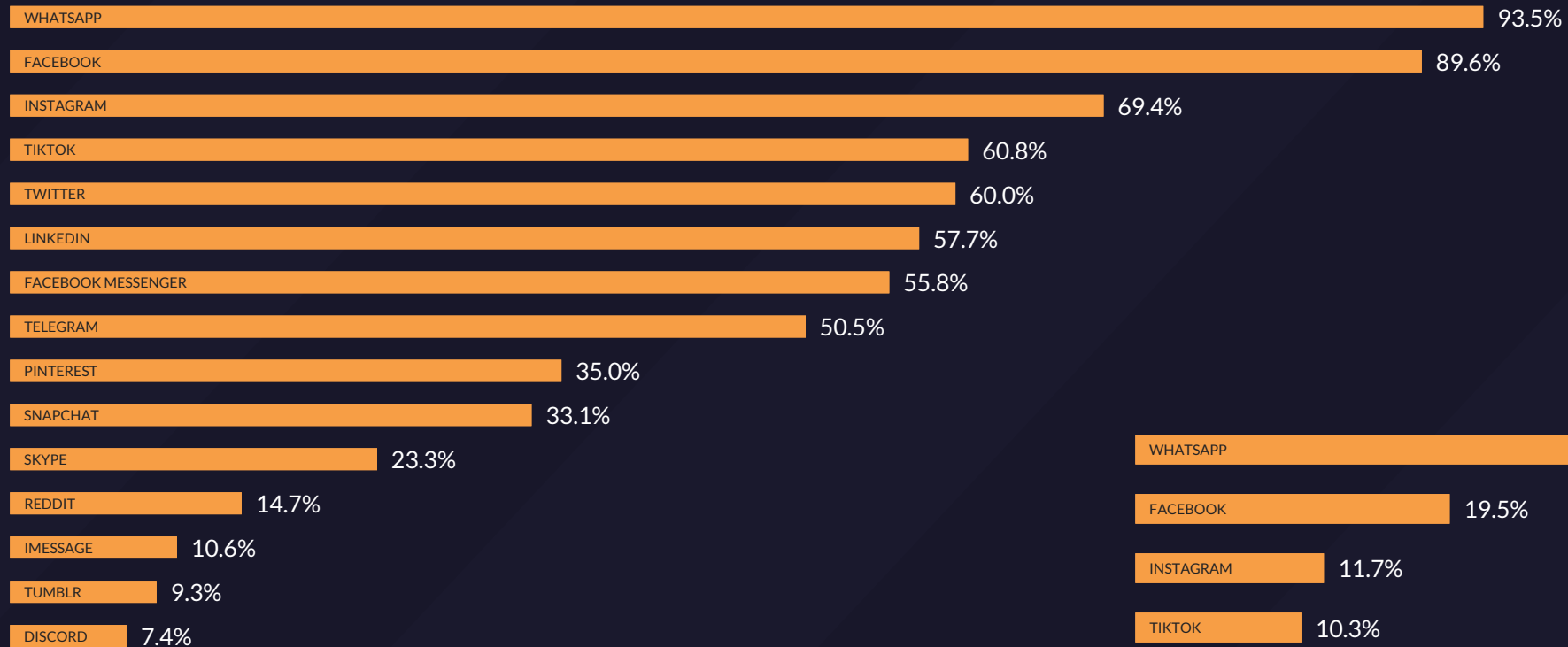
Meta Target demographic profiles

- Around 43% female users on social media compared to 57% male
- Main users are aged between 18- 34 (70%) with male dominance

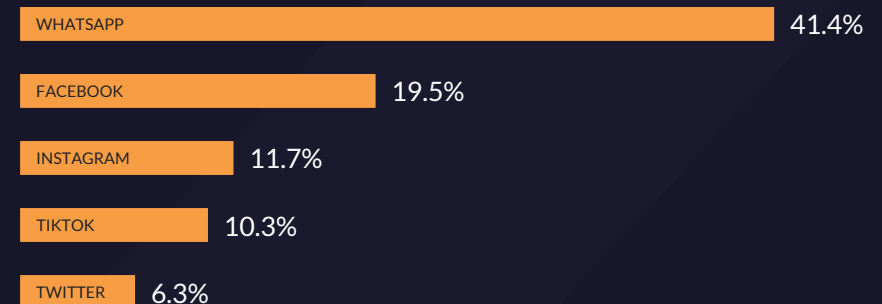


12%
FOLLOWED BY
35 - 44

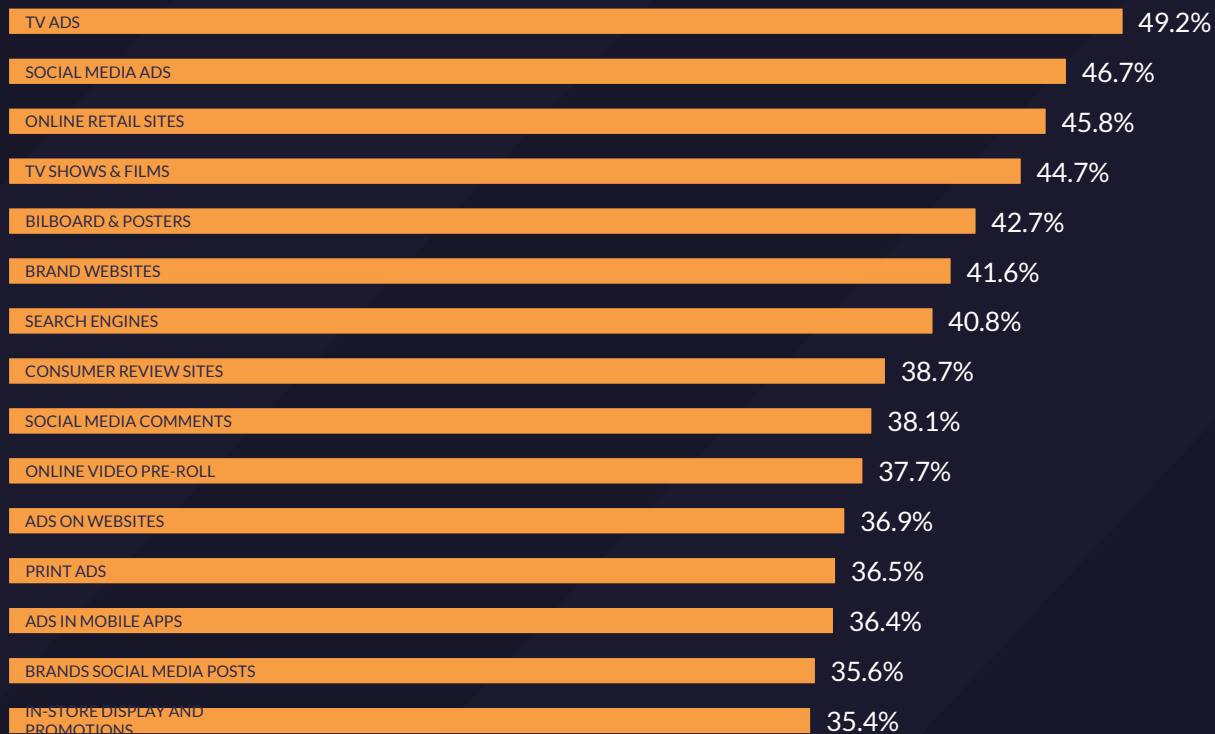
Meta Target demographic profiles



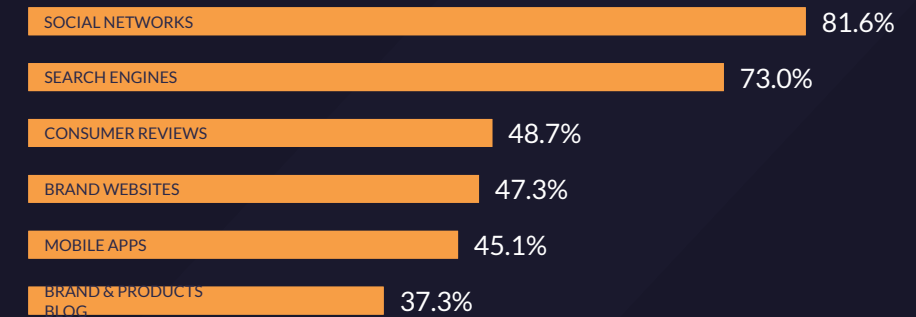
1. Most used social channels are whatsapp, Facebook & IG, tiktok, twitter LinkedIn
2. With WhatsApp FB, IG Tiktok & twitter being the favourite



How people discover brands?

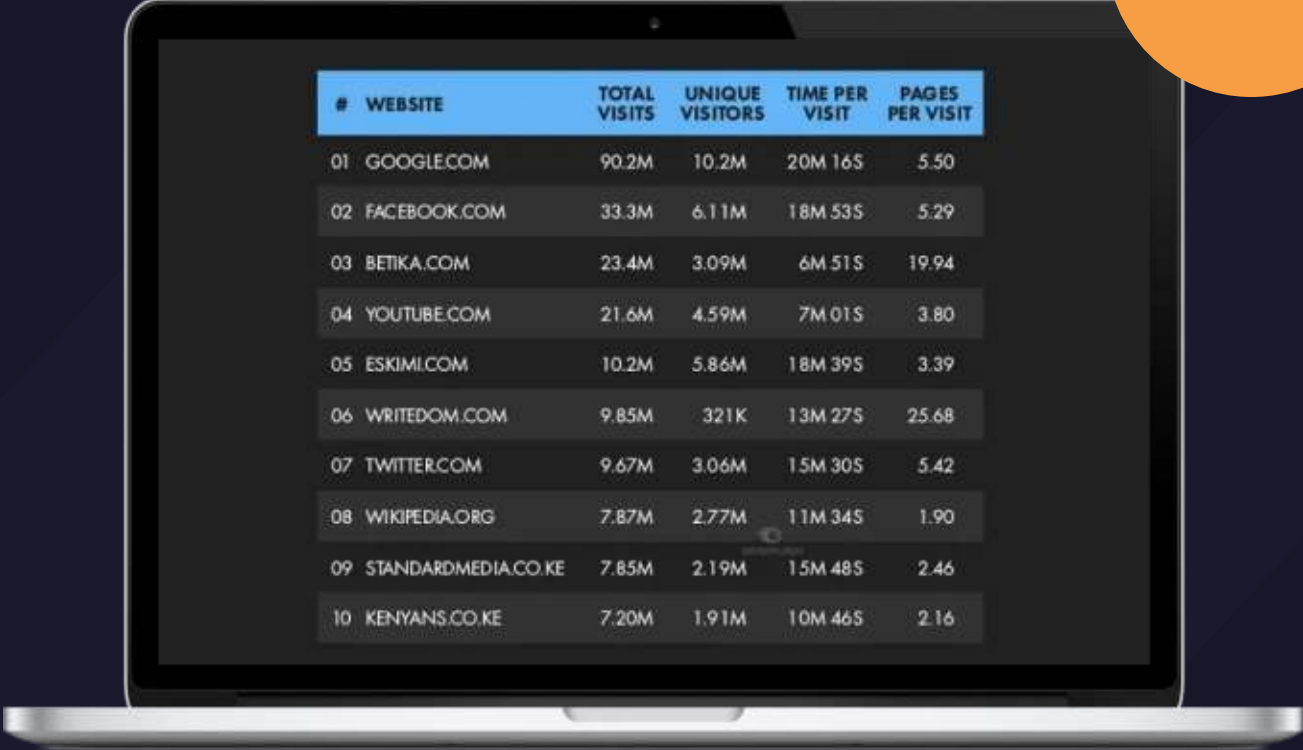


1. TV and social media ads followed by online retail sites & tv shows..
2. Brand site search engines billboard & posters play a big role as well in brand discovery
3. Online brand research: Keynesians use social networks, search engines & consumer reviews followed by brand sites..



Top website traffic

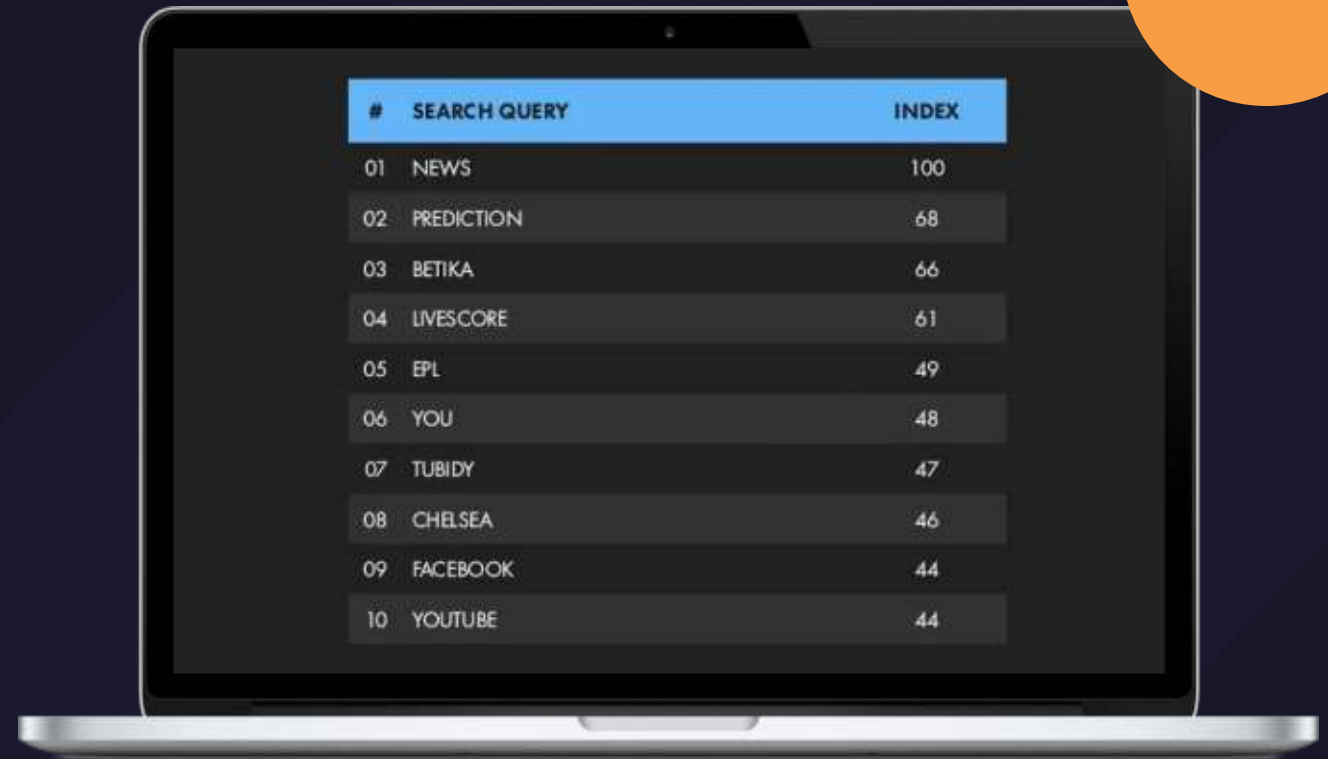
Most Visited Sites Are
Google And Facebook &
Youtube



#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	90.2M	10.2M	20M 16S	5.50
02	FACEBOOK.COM	33.3M	6.11M	18M 53S	5.29
03	BETIKA.COM	23.4M	3.09M	6M 51S	19.94
04	YOUTUBE.COM	21.6M	4.59M	7M 01S	3.80
05	ESKIMI.COM	10.2M	5.86M	18M 39S	3.39
06	WRITEDOM.COM	9.85M	321K	13M 27S	25.68
07	TWITTER.COM	9.67M	3.06M	15M 30S	5.42
08	WIKIPEDIA.ORG	7.87M	2.77M	11M 34S	1.90
09	STANDARDMEDIA.CO.KE	7.85M	2.19M	15M 48S	2.46
10	KENYANS.CO.KE	7.20M	1.91M	10M 46S	2.16

Top website traffic

Overall people in Kenya search for news, football, scores so we notice a big interest in football



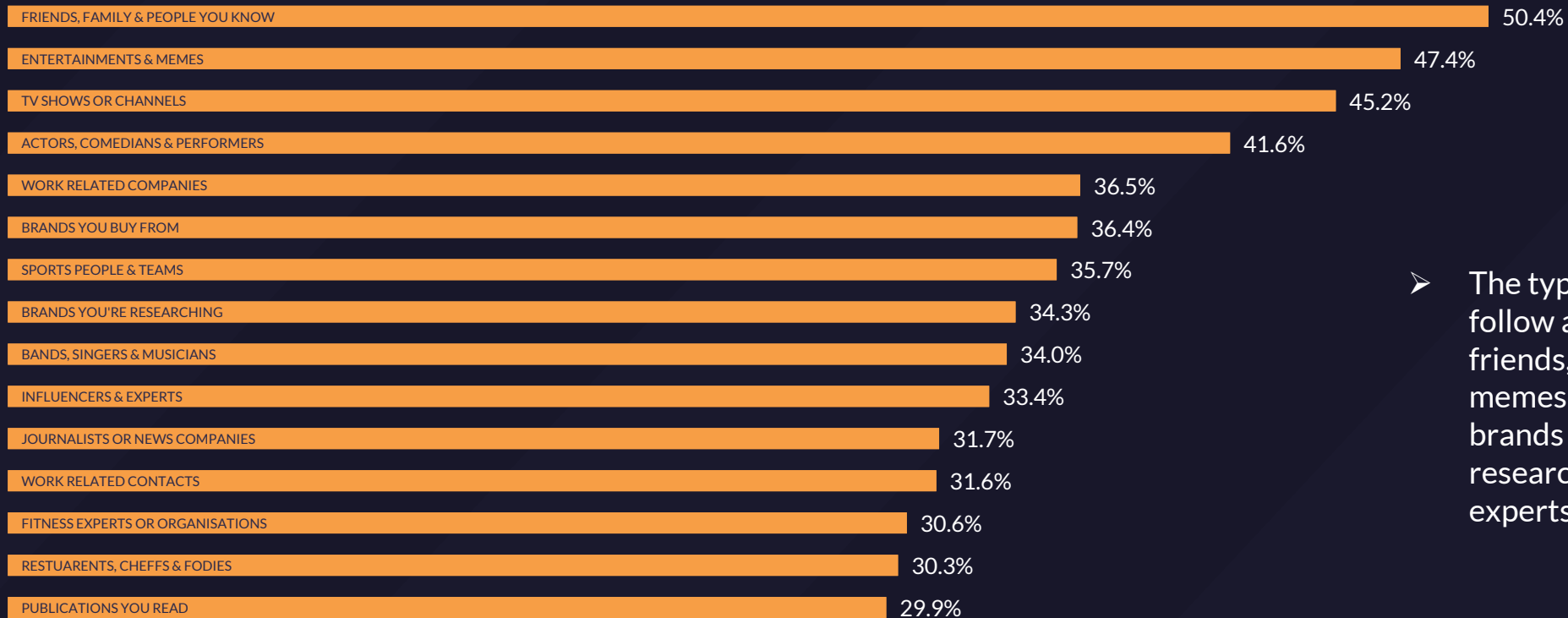
#	SEARCH QUERY	INDEX
01	NEWS	100
02	PREDICTION	68
03	BETIKA	66
04	LIVESCORE	61
05	EPL	49
06	YOU	48
07	TUBIDY	47
08	CHELSEA	46
09	FACEBOOK	44
10	YOUTUBE	44

Watching online video content



- Videos are the fastest growing type of content online.
- People in Kenya watch mainly music videos, comedy, tutorial, livestreams, educational videos, product reviews & influencer videos
- An important insight to understand the type of content locals consume and engage with.

Watching online video content



- The type of account people follow are to connect with friends, entertainment & memes, tv shows, comedians, brands they buy from or researching, influencers or experts

E-commerce overview

PURCHASED A PRODUCT
OR SERVICE ONLINE



49.2%

ORDERED GROCERIES
VIA AN ONLINE STORE



20.2%

BOUGHT A SECOND-HAND
ITEM VIA AN ONLINE STORE



22.0%

USED AN ONLINE PRICE
COMPARISON SERVICE



28.4%

USED A BUY NOW,
PAY LATER SERVICE

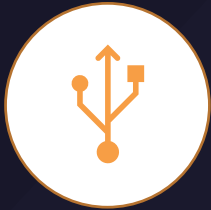


10.3%

49% of the population purchased a product online out of which 20% ordered via an online grocery store

Watching online video content

ELECTRONICS



\$1.32
BILLION

YEAR-ON-YEAR CHANGE
+57.2% (+\$481 MILLION)

FASHION



\$1.38
BILLION

YEAR-ON-YEAR CHANGE
+82.3% (+\$623 MILLION)

FUNITURE



\$155.2
MILLION

YEAR-ON-YEAR CHANGE
+51.9% (+\$53 MILLION)

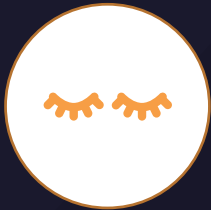
TOYS, HOBBY, DIY



\$303.1
MILLION

YEAR-ON-YEAR CHANGE
+62.6% (+\$117 MILLION)

PERSONAL CARE



\$102.6
MILLION

YEAR-ON-YEAR CHANGE
+96.0% (+\$50 MILLION)

FOOD



\$27.43
MILLION

YEAR-ON-YEAR CHANGE
+74.8% (+\$12 MILLION)

BEVERAGES



\$4.37
MILLION

YEAR-ON-YEAR CHANGE
+64.9% (+\$1.7 MILLION)

PHYSICAL MEDIA



\$79.35
MILLION

YEAR-ON-YEAR CHANGE
+35.6% (+\$21 MILLION)

➤ The annual spend on the main consumer good categories is variant with 27.4 million dollars on food (that includes groceries & food delivery)

Total DIGITAL TRENDS

TOTAL
POPULATION



13.44
MILLION

URBANISATION

17.8%

CELLULAR MOBILE
CONNECTIONS



10.57
MILLION

VS POPULATION

78.2%

INTERNET
USERS



3.54
MILLION

VS POPULATION

26.3%

ACTIVE SOCIAL
MEDIA USERS

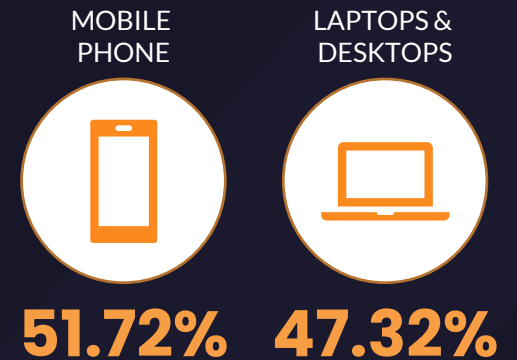
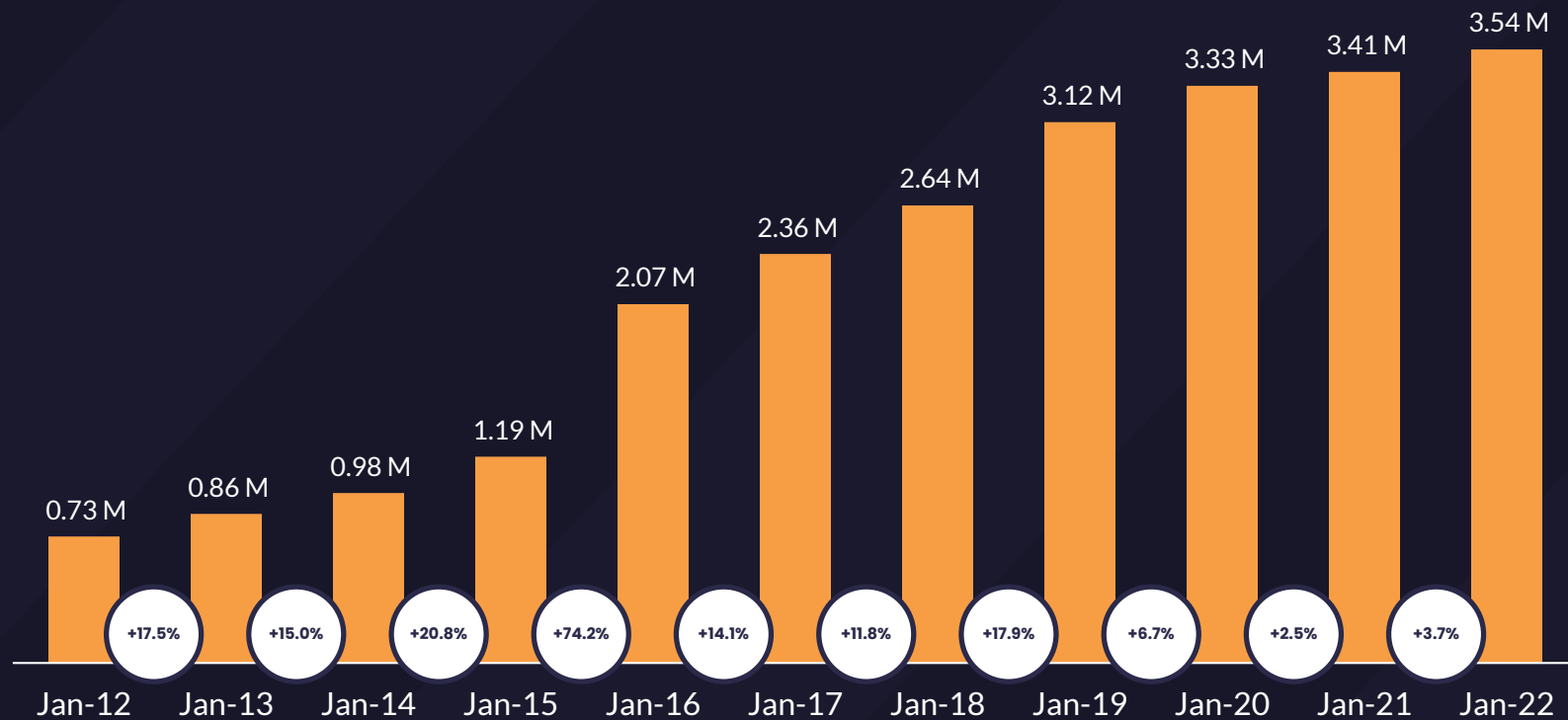


927.5
THOUSAND

VS POPULATION

6.9%


Internet users over time



- The internet users is in an upward trend
- Mobile vs Desktop: equal penetration

Top google search

- Search queries on Youtube, google whatsapp... with Facebook being on number 7th
- So we can say Google is a lead channel compared to FB & IG in Rwanda



A laptop screen displays a table with the following data:

#	SEARCH QUERY	INDEX
01	YOUTUBE	100
02	GOOGLE	89
03	WHATSAPP	84
04	TRANSLATE	78
05	IGIHE	74
06	VIDEO	67
07	FACEBOOK	63
08	WHATSAPP WEB	56
09	AMAKURU	51
10	LIVESCORE	50

Social media share of traffic

FACEBOOK



45.68%

YEAR-ON-YEAR CHANGE
-4.5% (-215 BPS)

TWITTER



31.36%

YEAR-ON-YEAR CHANGE
+31.7% (+754 BPS)

PINTEREST



11.78%

YEAR-ON-YEAR CHANGE
-15.9% (-223 BPS)

INSTAGRAM



4.21%

YEAR-ON-YEAR CHANGE
-56.3% (-542 BPS)

YOUTUBE



5.06%

YEAR-ON-YEAR CHANGE
+25.2% (+102 BPS)

REDDIT



0.27%

YEAR-ON-YEAR CHANGE
+12.5% (+3 BPS)

TUMBLR



0.37%

YEAR-ON-YEAR CHANGE
+311% (+28 BPS)

LINKEDIN



1.01%

YEAR-ON-YEAR CHANGE
+261% (+73 BPS)

VKONTAKTE



0.04%

YEAR-ON-YEAR CHANGE
+33.3% (+1 BP)

OTHER



0.23%

YEAR-ON-YEAR CHANGE
+360% (+18 BPS)



696.3
THOUSAND



309.8
THOUSAND



260.0
THOUSAND

- Facebook has the biggest penetration with 45% followed by Twitter
- Pinterest is another big platform
- Instagram and youtube come in 3rd and 4th place.

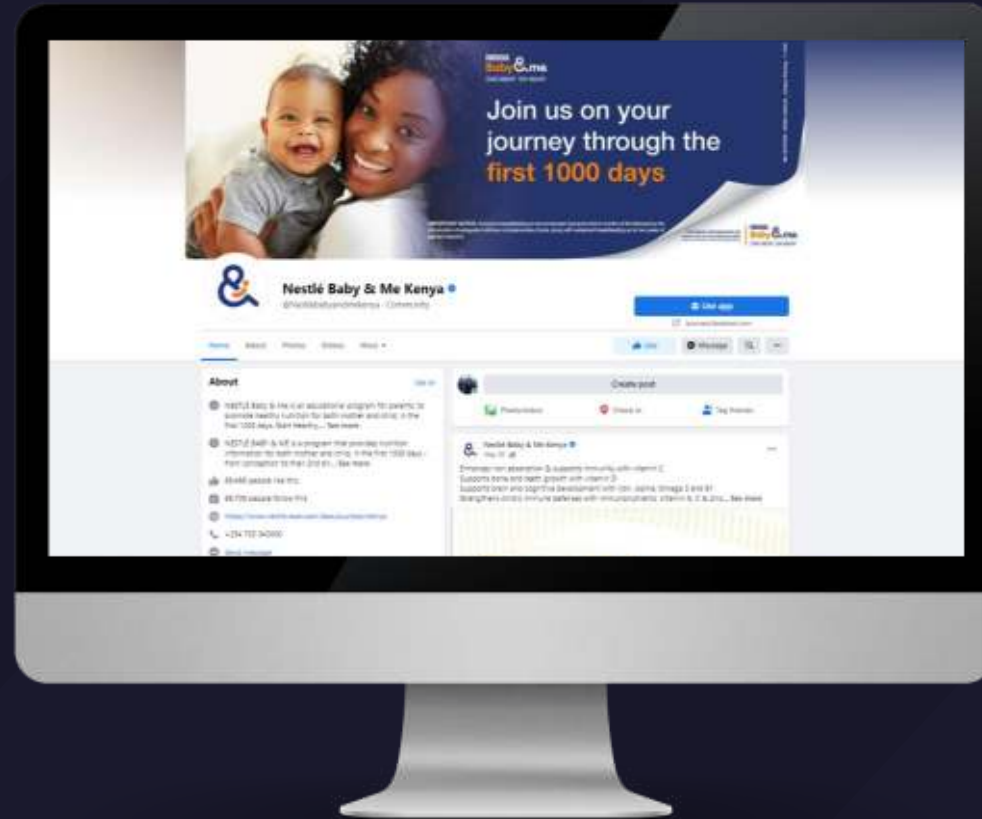


Competitive
**research &
digital
activities**



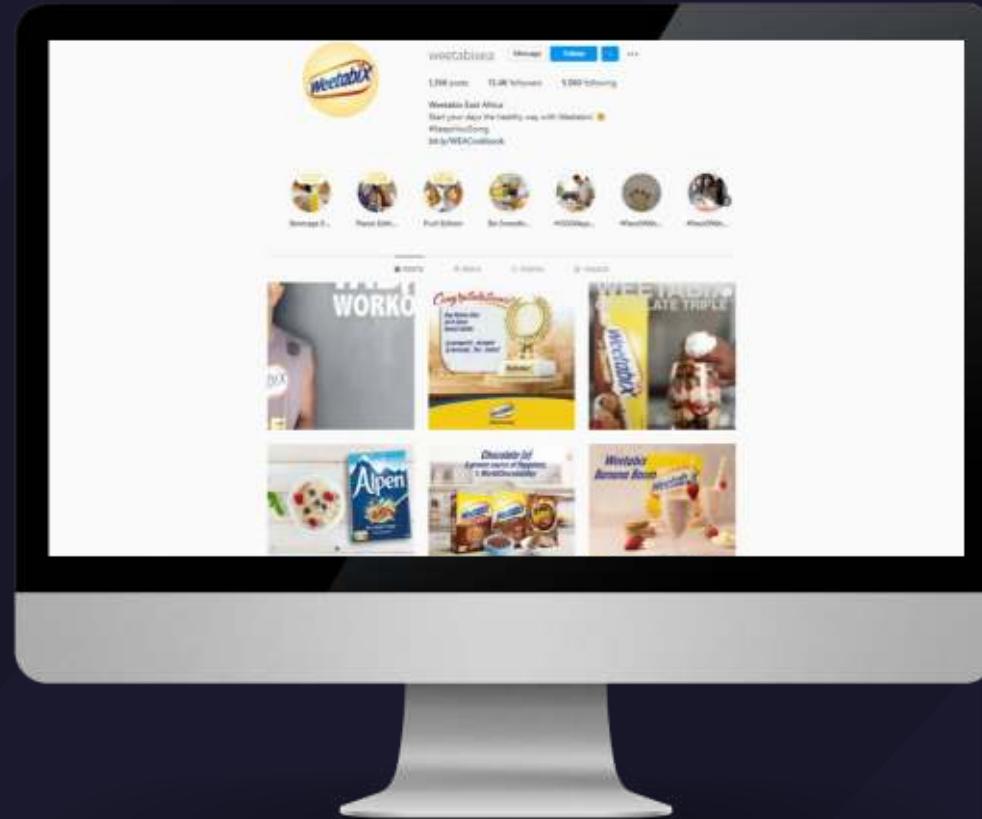
Cerelac

- No presence on social media. Communication is done either through South Africa pages or Nestle baby & me or Nestle African Pages & sites
- Nestle baby & me Kenya ☑ a community, is an educational program for parents in Kenya



Weetabix

- A very structured and easy to find brand while searching online, proper social media pages in place, website and google SEO.
- Active on Facebook, Instagram & Twitter for Kenya dedicated page



Weetabix Weetabix Family 450g + 112g Combo Pack
KSh 390

★★★★★ (1)
JUMIA EXPRESS



Weetabix Jumbo Oats 1kg Box
KSh 420

JUMIA EXPRESS
Eligible for free delivery for orders above Ksh 699 in Nairobi, Kiambu, and Mombasa (excluding medium and large items)

Carrefour



Weetabix Wholegrain Cereal - 900g
KSh 650

★★★★★ (103)



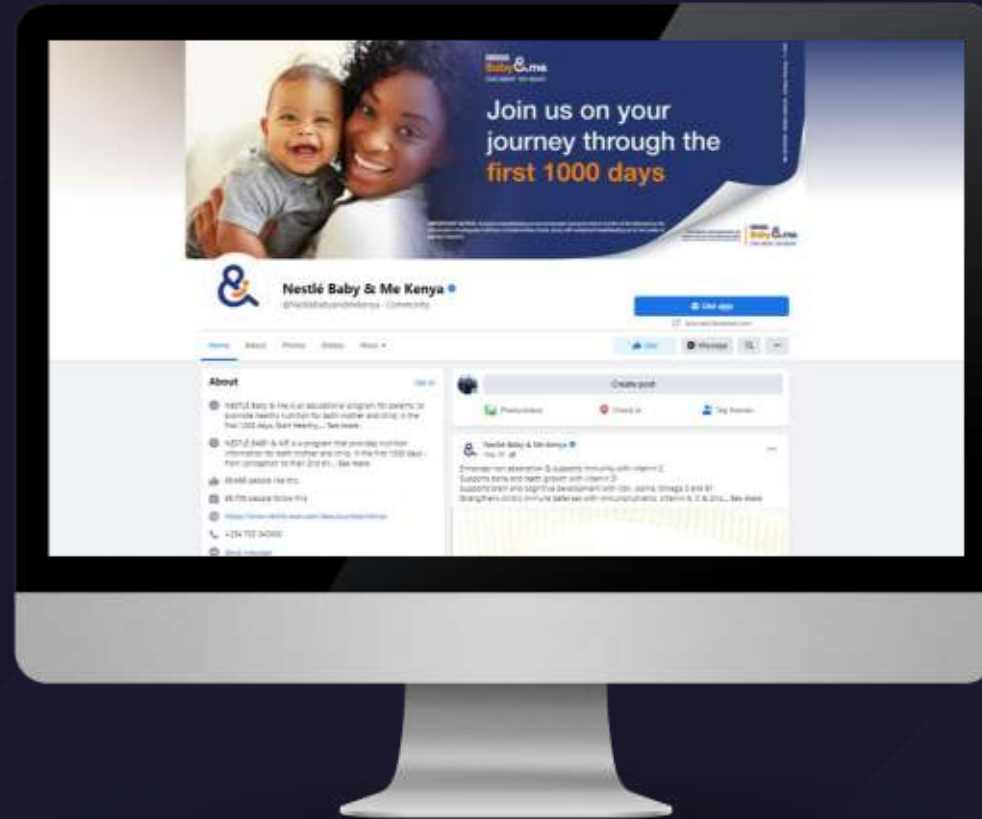
Weetabix Weetabix Cornflakes - 500G
KSh 589

★★★★★ (13)

JUMIA EXPRESS

Cerevita

No communication found for both markets on all social channels except for some content published by Nestle or influencers food pages to promote the product



Communication **followed**

- ✓ Games & giveaways
- ✓ Product launches & updates ☒ driving traffic to their site
- ✓ Education & facts on the baby nutritional growth
- ✓ Recipes to introduce the cereal for a familiar taste
- ✓ Usage & tips
- ✓ Workout routine (Weetabix)



Online purchase

Products can be found on:

- Jumia & careffour
- Ubuy
- yaoota

Google trends & search

- For the past 24 months, the mostly searched word in Kenya is Weetabix with an average of 1.3k monthly search followed by breakfast cereal keyword.
- **Rwanda** has lower search volume with an average of 50 searches on google for Weetabix brand.
- Other searches in Kenya come around Cornflakes fruit, porridge flour, recipes, granola, vegetarian recipes, nestle



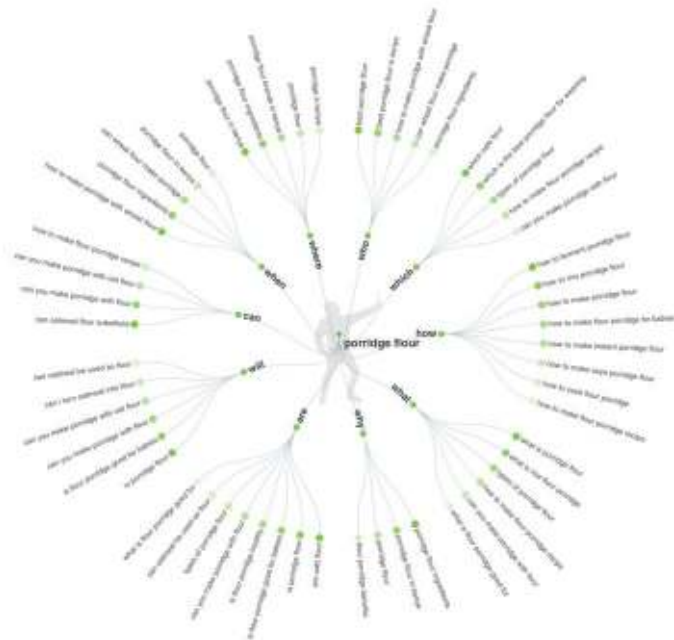
[illegible]

- breakfast cereals in kenya
- which cereals are good for babies
- breakfast foods in kenya
- baby cereals
- rice cereal for babies in kenya
- breakfast ideas for toddlers kenya
- which cereals are good for babies
- infant cereals in kenya
- baby cereal brands in kenya

- breakfast cereal nestle
- breakfast cereal
- infant cereal
- Which cereal is good for baby
- Are cereals healthy for babies?

Outcome: people look for brands for their babies, education on the type of cereals & if cereals are healthy for babies...

Public questions about porridge flour cereal



Kenya population search:

- porridge almond flour
- porridge and flour recipe
- oats flour asda
- oatmeal flour asda
- oats flour at home
- oatmeal flour apple muffins
- oatmeal flour and banana pancakes
- oats flour and diabetes
- porridge flour brands in kenya
- flour porridge benefits
- porridge buckwheat flour
- oatmeal flour banana bread
- oatmeal flour bread
- oats flour benefits
- oatmeal flour banana muffins
- porridge flour for babies
- porridge from flour
- oats flour for weight loss
- oats flour for diabetes
- oats flour for skin
- oatmeal flour for baking
- oatmeal flour free cookies
- oatmeal flour equivalent
- oatmeal flour eating
- oats egg flour recipe
- porridge flour ingredients
- can you make porridge with flour
- oatmeal flour gluten free cookies
- oatmeal flour lidl
- oats like flour
- porridge flour ingredients
- porridge from oat flour
- types of porridge flour

Outcome: porridge includes searches for recipes, education on the type & health benefits.

Competition site analysis vs Nootri

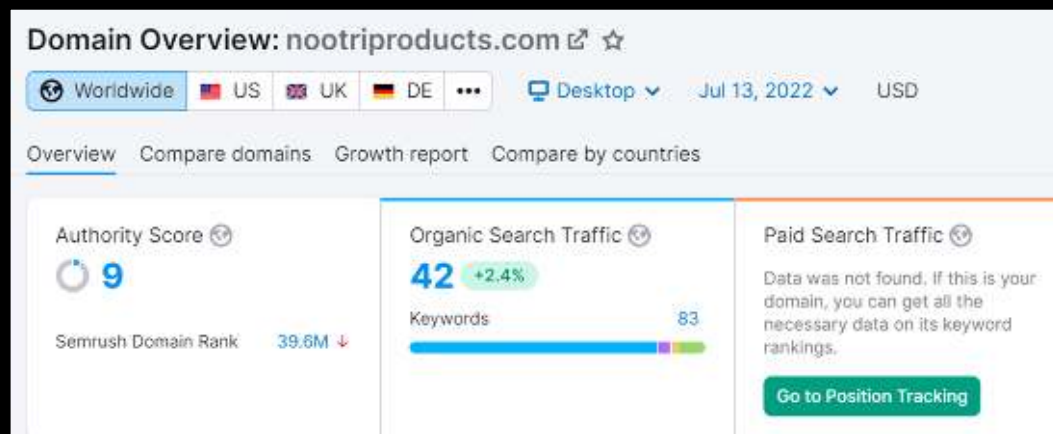


Watch a Tutorial Read a Guide			
Metric	nootriproducts.com	weetabixea.com	babyandme.nestle.co.za
Monthly visits	< 5,000	< 5,000 🏆	< 5,000
Monthly unique visitors	< 5,000	< 5,000 🏆	< 5,000
Visits / Unique visitors	1.15	1.91 🏆	1.71
Visit duration	00:00:08	00:00:51 🏆	00:00:13
Pages per visit	1.41	2.37 🏆	1.23
Bounce rate	58.89%	30.05% 🏆	75.8%

Search terms (14)	Traffic ↓	KD	Intent	Competitive traffic share	Volume	CPC	Organic vs Paid
1 ovulation calculator	258	15.76%	51	INFO	100%	264,450	\$0.93
2 baby milestones	120	7.33%	67	INFO	100%	37,660	\$0.56
3 20 month old sleep schedule	224	13.68%	24	INFO	100%	1,440	\$0.40
4 gifts for kids under 10	7	0.43%	22	TRANSAC	100%	690	\$0.33
5 milk of magnesia for babies	-	0%	29	INFO	-	360	\$0.40
6 baby food recipes 6 months	242	14.78%	34	INFO	100%	340	\$1.00
7 cerelec porridge	-	0%	N/A	N/A	-	230	-
8 indoor activities for babies	189	11.54%	N/A	INFO	100%	170	-
9 babyfood.co.za	-	0%	11	INFO	N/A	110	-
Ideas to entertain a 3 year old	153	9.34%	N/A	N/A	100%	60	-

- Baby & me has the highest penetration, with more traffic coming from paid ads to the site
- Weetabix has the highest rank with monthly visit, time spent on site
- Paid keywords that drive people to the site of the competition: *pre-pregnancy questions, baby food and recipe, baby activities & entertainments, 7&6 months baby food ideas*

Nootri search engine optimization analysis



- Overall score is 9/100 which is considered low
- Some keywords listed that drive people to the nootri site
- We recommend optimizing the site content (Images & texts) and the keywords to increase the SEO performance and to reflect what people are searching for.

Organic Search Positions 1 - 33 (33) + Add to keyword list


<input type="checkbox"/>	Keyword	Intent	SF	Pos.	Diff.	Traffic %	Volume	KD %	CPC (USD)
> <input type="checkbox"/>	quik cereal >>	I T	+6	29 → 29	0	< 0.01	50	30	
> <input type="checkbox"/>	quik strawberry >>	I T	+7	62 → 62	0	< 0.01	70	33	
> <input type="checkbox"/>	products for families >>	C	+2	91 → 91	0	< 0.01	40	35	
> <input type="checkbox"/>	health benefits of millet and sorghum >>	I	+3	16 → 16	0	< 0.01	40	57	
> <input type="checkbox"/>	benefits millet >>	I	+7	96 → 96	0	< 0.01	210	51	
> <input type="checkbox"/>	quik products >>	N	+4	45 → 45	0	< 0.01	110	22	
> <input type="checkbox"/>	millet whole grain benefits >>	I	+6	54 → 54	0	< 0.01	70	53	
> <input type="checkbox"/>	nutrients in millet >>	I	+7	97 → 97	0	< 0.01	50	57	
> <input type="checkbox"/>	family of wheat >>	I T	+4	41 → 41	0	< 0.01	50	36	
> <input checked="" type="checkbox"/>	toto recipe >>	I	+3	49 → 49	0	< 0.01	140	28	

Section Summary

- 42% of the population uses the internet
- Video ads on social & youtube have the highest spend
- TV and social media ads followed by online retail sites & tv shows..
- People find new brands via brand sites, Billboard, social networks & consumer reviews
- In Kenya: music videos, comedy, tutorial, livestreams, educational videos, product reviews & influencer videos have highest viewership
- Online search in Kenya mainly for Weetabix- Cornflakes fruit, porridge flour, recipes, granola, vegetarian recipes, nestle also have high volumes
- Infant cereal☑ People search brands for their babies, education on the type of cereals & if cereals are healthy for babies...
- Porridge☑ recipes, education on the type & health benefits.
- Noori site SEO should be optimized with content, images & keywords to increase visibility

We need to
move from the
generic “**brand
campaign**”





... to being more
specific about the
brand **outcome we
want to move.**

To establish
awareness,
**set the
foundations**



Campaign Awareness

Brand Awareness

Top-of-mind Awareness

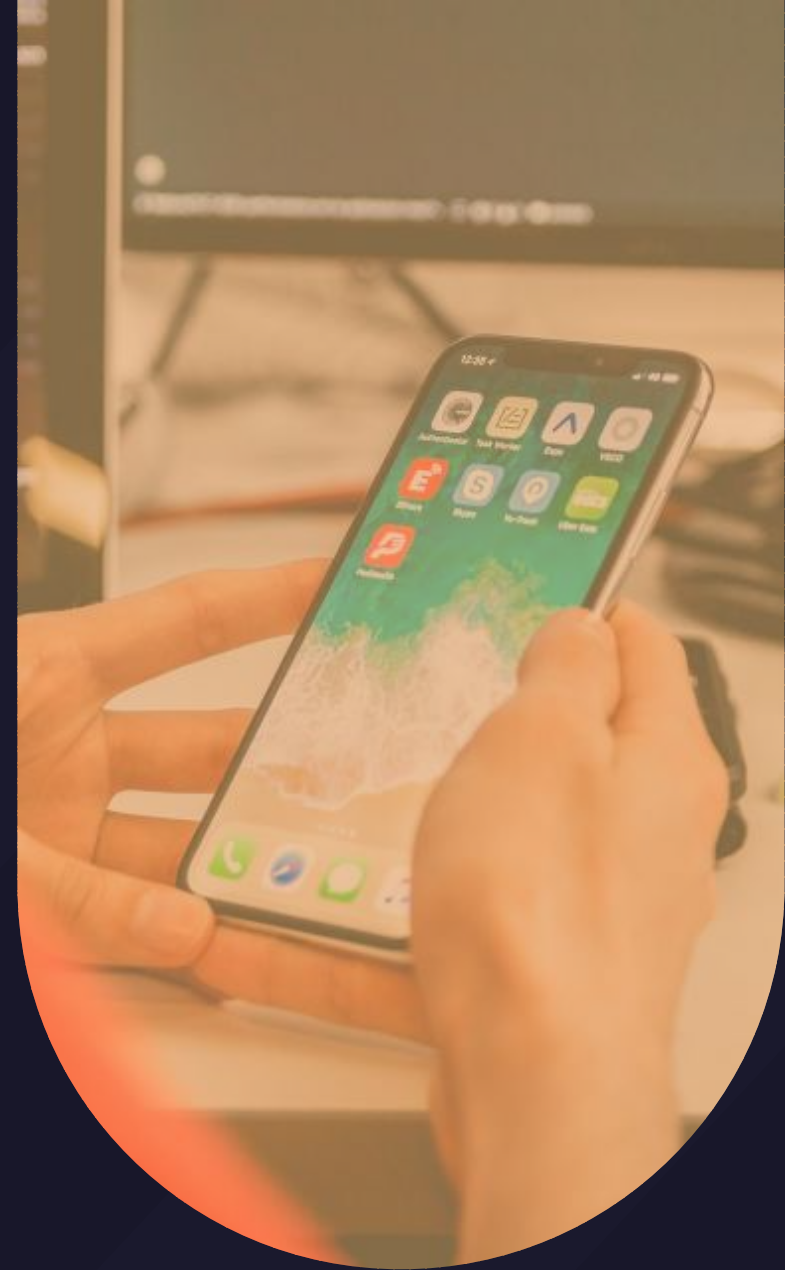
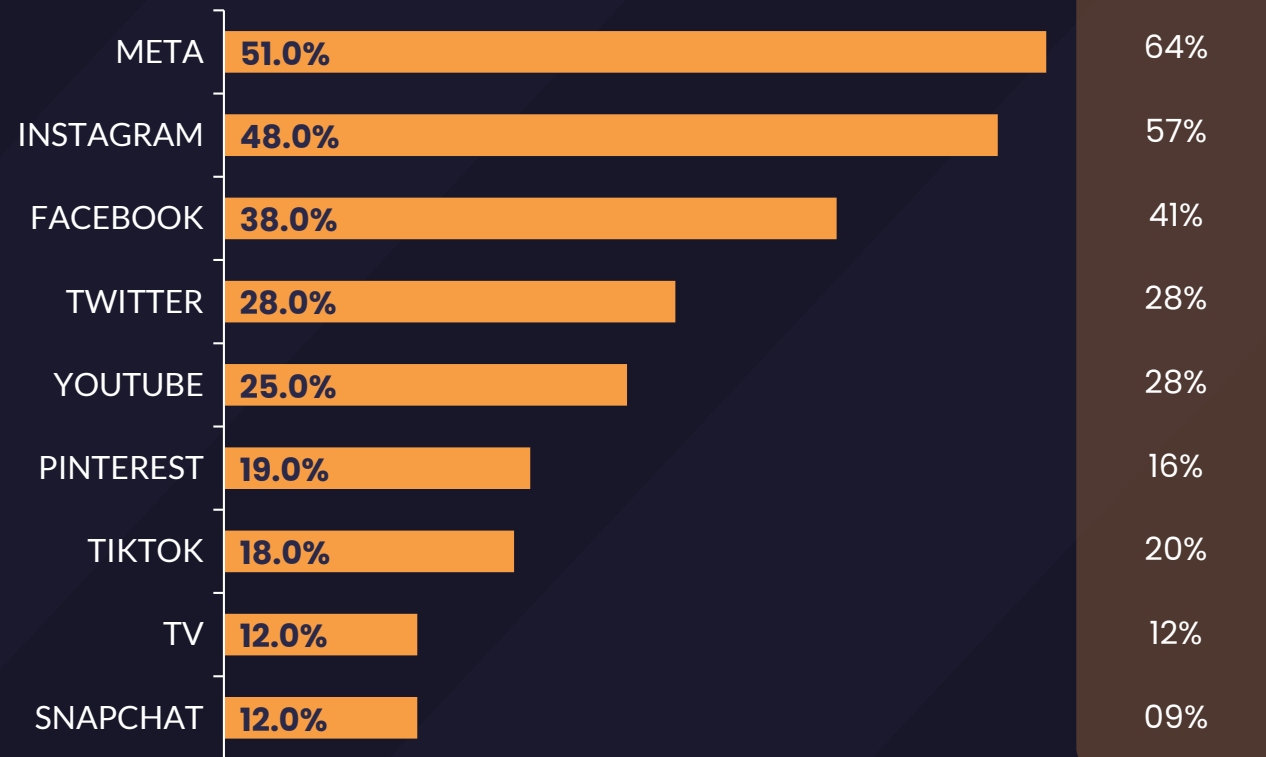
FOUNDATIONS



Oxford University and Kantar found there are three channels optimal for building brand outcomes.

- ➔ **Television**
- ➔ **YouTube**
- ➔ **Meta**

Among weekly users of each



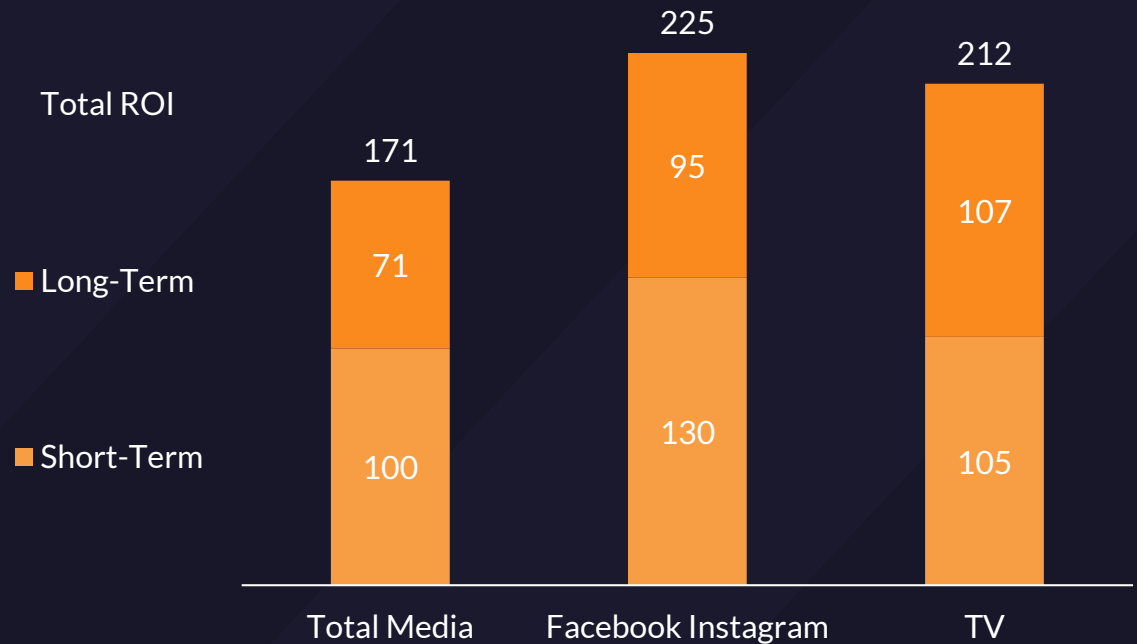
Total ROI

Short-term and long-term



Facebook & Instagram
drove significant short-
and long-term ROI

The Long- and Short-term Growth

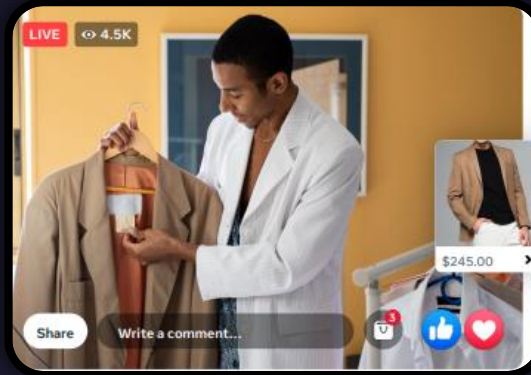


How businesses build brands in changing **beyond recognition**



CONNECTION REVOLUTION

72% of media time globally now spent with digital



STORYTELLING EXPLOSION

Everyone has a Hollywood studio in their pocket, more ways to tell your story than ever before



EXPECTATION ACCELERATED

Digital is the norm—meaning personalization of experience is now the expectation, not exception

Video consumption has **evolved rapidly**

4 hrs/day

Online video consumption increased from the average one hour per day to 4 hours per day

~75%

of consumers surveyed plan to maintain viewing levels



... and has grown the value of online video **for advertisers**

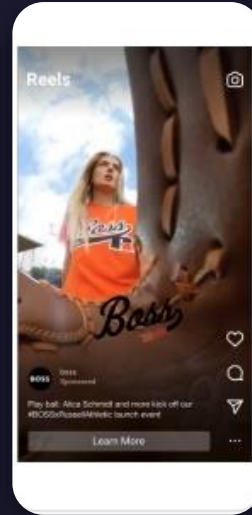
45%

of Gen Z video viewers surveyed say they don't typically watch TV using traditional cable.

1.5 X

of those surveyed, 18-34 years old were 1.5 X as likely as 55-64 years old to watch a video made by a brand.





Deeper types of brand connection **have now scaled.**

AUGMENTED REALITY
700M+

monthly users of AR across Facebook and Instagram



CREATORS
93%

of marketers who run influencer campaigns plan for Instagram

How do these multipliers move **brand outcomes**?

AMPLIFY OTHER VOICES



- Branded Content ads
- Live ads

CREATE DEEPER EXPERIENCES



- Augmented Reality
- In-Stream
- Reels
- Polling ads

INCREASE RELEVANCE



- Sequencing
- Optimize for Brand & Performance
- Personalized ads
- Messaging

Giving AI the freedom **to perform**

BROADEN AUDIENCE & DURATION

Broad audience targeting
drives 2.5X ROI

Campaigns lasting 45+ days
drive higher brand lift

SET THE RIGHT WEIGHT

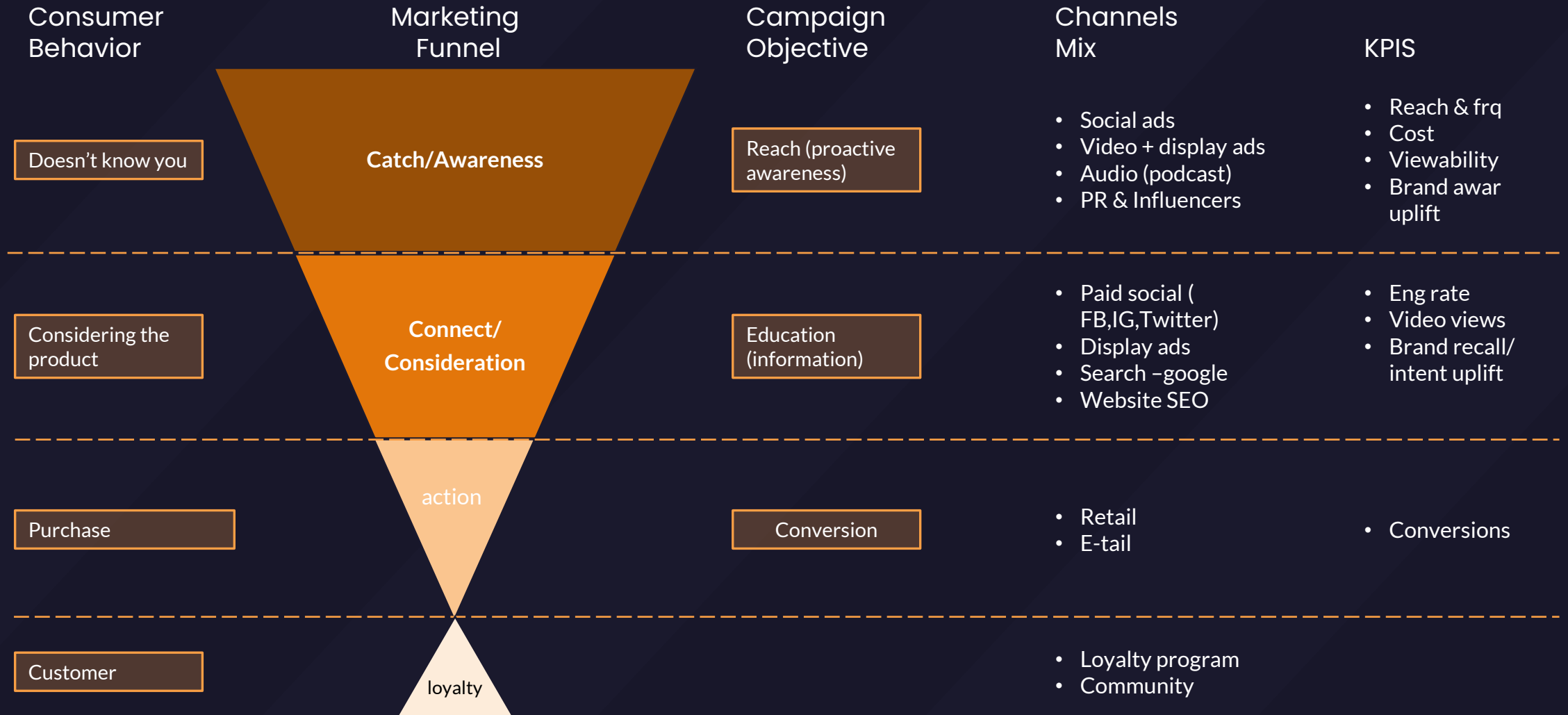
	Total reach	Weekly frequency
LIGHT	<50%	<2
MEDIUM	50-70%	2-5
HEAVY	>70%	>5

SUPER-CHARGE YOUR CREATIVE

2X

more effective when a
campaign has 4+ formats

Marketing strategy



Communication Approach

First phase (3-6 months)

Absorb the RTB, make the main message resonate to push for purchase

Instant baby Cereal

- Product benefits
 - Taste & texture
 - Ingredients & nutrients
 - Healthy growth
- Packaging & affordability
- Usage → comfort for moms

Instant baby Cereal

- Product benefits
 - Taste
 - Ingredients & nutrients
- Packaging & affordability
- Usage (easy)

Continue to build on community & engagement

Instant baby Cereal

- Product benefits
 - Taste & texture
 - Ingredients & nutrients
 - Healthy growth
- Packaging & affordability
- Usage & recipes
- Education & tips, (facts on baby nutritional growth, recipe to introduce cereal for familiar taste)

Instant baby Cereal

- Product benefits
 - Taste
 - Ingredients & nutrients
- Packaging & affordability
- Usage & recipes
- Education & Information, facts & tips

Key Content consideration



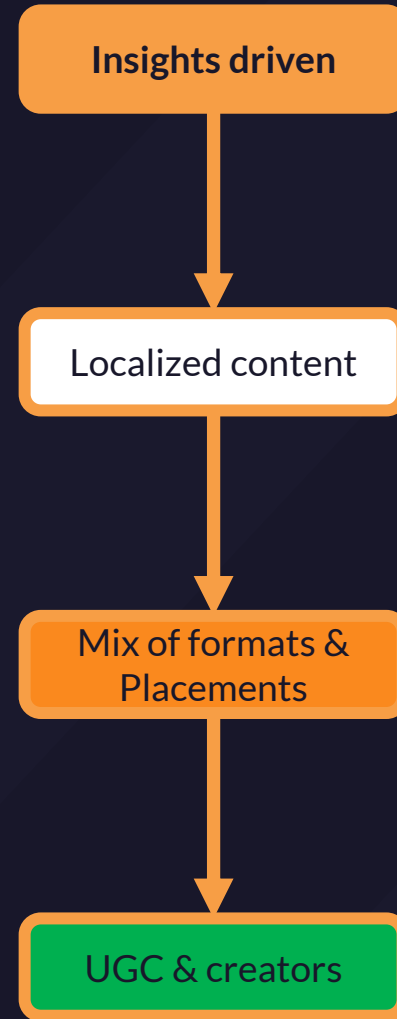
Content is King: 70% of ROI is driven by content quality, 30% by Media. Pre-testing is not a luxury!



Plan for attention: contact time drive effectiveness



Build a brand: brand intent to bring value & emotional value to the people
Humor is key

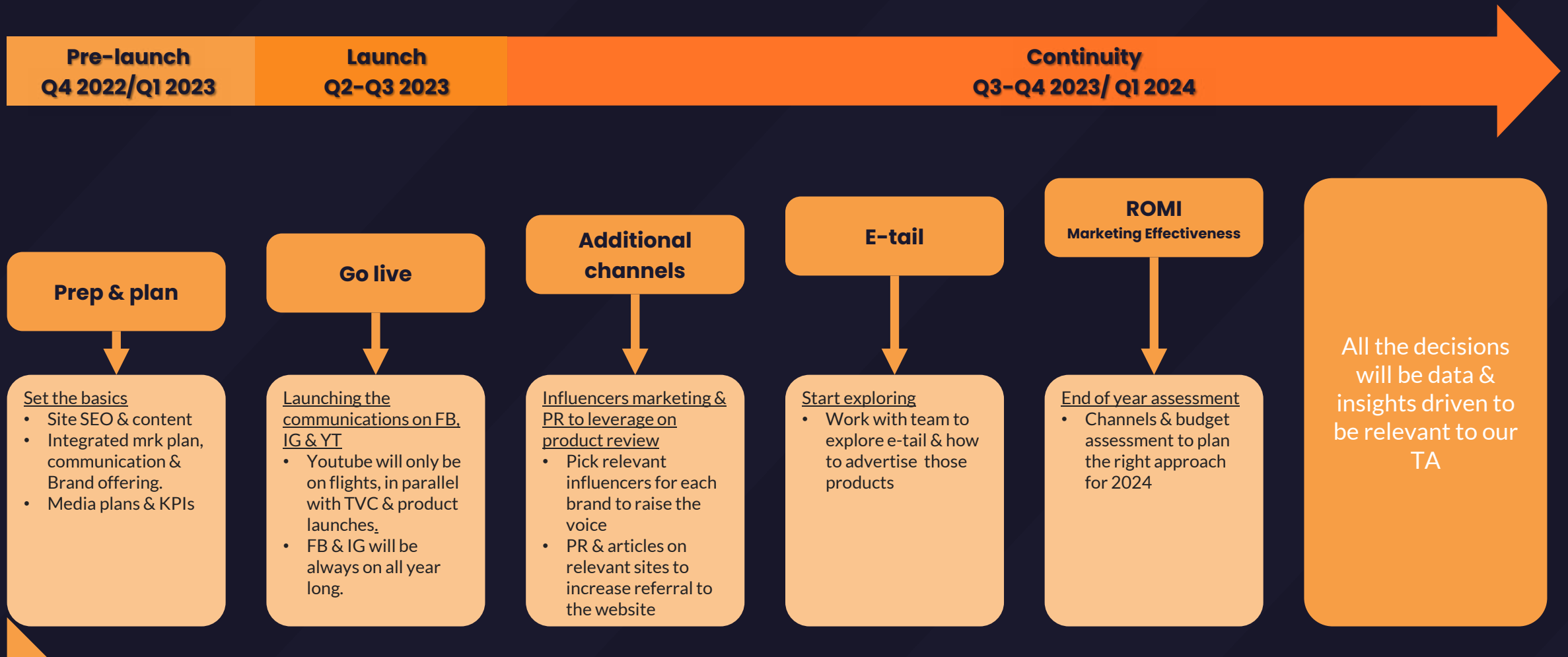


Build a character for the Instant cereal brand



Local emotional story tales episodes e.g on how people use cereal

Digital takeover roadmap



The background is a dark blue-grey color. In the center, there is a faint, semi-transparent image of two hands shaking, symbolizing agreement or partnership. On the left side, there is a large, vertical orange shape with a rounded bottom. In the bottom-left corner, there is a small orange triangle. In the bottom-right corner, there is a horizontal orange shape with a rounded left end.

Thank You