Appendix

A

INTERVIEW RESULTS

Purpose

Switch interviews were conducted with a total of 15 participants, consisting of 6 female market vendors, 4 female restaurant workers and 5 male taxi drivers. All of them live in Kawangware or Kibra. The purpose of the interviews is to gain a better understanding of (1) how Kenyan food is perceived in general, (2) what cooking habits are important for the target audience and (3) to what extent people tend to change their behaviour towards cooking.

Method

Every interview started with a few general questions to gauge the perception of Kenyan food and to better understand how the target audience cooks. After these questions, more specific questions were asked that aimed at finding out how people change their behaviour towards cooking. For instance, when has the interviewee last changed their cooking routine, tried a different ingredient or chose to shop in a new store. The interviews were semi-structured and the interview guides were continuously changed as the research went along and results were gathered. All interviews were documented using audio recordings and notes.

Results

The interviews provided a broad understanding of cooking behaviour, as well as contextual information about life in Kawangware and Kibera. From the audio recordings, the insights were captured using quotes from the recordings. The quotes were subsequently clustered into categories that visually represent the different discussed topics and show which ones were addressed the most frequently and likely to be considered important by the target audience. The overview is given on the right. The clusters with stars were chosen as the main focus points for the campaign.

Memories from the past ★

"That's a long time ago, when I was still a kid and lived near Lake Victoria. My mom used to prepare food with it, but I can hardly remember it."

"I come from the Western part of Kenya, there used to be a flour mill. You could just bring your cassava tubers there, pay some money and they woiuld mill it for you. That's how we made the flour from the tubers."

"I know how to use cassava flour because my mom taught me a long time ago"

"I know how to use cassava flour because my mom taught me a long time ago"

Pride for traditional kenyan food ★

"We are proud of our traditional Kenyan meals. It's not like the other cuisines with all the additives and chemicals."

"I make a combination of different flours including cassava. We combine it in our own specific way that my mother taught me"

"I am 51 years old but no one believes it. I look like 30 because I eat natural Kenyan food."

"My mom taught me how to mix the ingredients. She learned it from my grandmother. The recipe has never changed and it has been in the family a long time."

Mixing flours to enrich meals ★

"Mixing cassava with your other flour is just like sukuma wiki, you can add spinach and just mix it up!"

"What we do is we mix it with other flours such as maize or sorghum flour. If you use purely natural ingredients, you can make a very nutritious uji from it."

Not knowing what to use it for

"I used cassava flour for uji when it was available last year. For ugali? No, I have never tried that."

"Huh? You can actually make ugali with this flour?"

"I have no idea why people would buy it. I have never used it and wouldn't know what to use it for"

Using it for different purposes

"Even in the morning I eat ugali. You can't feel hungry, you can't feel tired. Ugali makes you strong"

"I have used cassava flour for uji, ugali... Many thinks actually."

Easy digestion

"I don't use it for ugali. But for uji, it's just perfect. It's also good for baby weaning, because it's so easy to digest"

"I still use cassava flour for uji because it makes it so easy to digest"

Not having enough time

"I like cassava flour in ugali but I don't use it. I'm a busy person, I work long hours. I just don't have the time to make it with cassava."

Being loyal to one type of product

"I can't remember when I changed flour brands for the last time. I just like to stick to one type of flour. My customers, they also have their specific brands they always stick to."

"I don't buy from the supermarkets. They add chemicals. I want to grind it myself."

"I have a son, so if I would buy it from a supermarket, I would first taste it myself. Then if it tastes good, I would give it to my son"

Nutritional value

"I'm from Western Kenya. There, we use cassava flour all the time. I really like it because it's very nutritious. `iIt even has medical benefits, because I heard it fights diseases. However, I don;t use it anymore because here it's not available."

"I don't know. I just want to change my diet. Maize flour is not nutritious"

"It gives me a lot of energy. For example when my joints uhrt from work, you can eat cassava and you will feel a lot better."

B

MARKETING
CONTENT

Ugali (serves 4)

Ingredients
- 4 cups of water
- 2 cups of Mhogo flour

Directions

Bring the water to a boil in a large pot, then pour in some of the cassava flour. Allow the water to keep boiling for a few minutes, and then begin to turn the mixture with a long wooden spoon. Sprinkle in more flour and continue mixing. The mixture should start to thicken as you keep stirring and adding more flour.

Hold the pot with mittens or a cloth to prevent burning your hands, and continue to fold the flour into itself. The ugali will become firmer and more difficult to turn. Press the ugali against the wall of the pot with the spoon, then mix it back into the middle of the pot. Repeat this process several times.

Let the ugali stay in the middle of the pot, and turn down the heat to low. After a few minutes, press out and return the ugali to the middle of the pot again. Remove it from the heat, let cool for 10 minutes and serve.

MLO WETU HALISI

Loyalty Card Neighbours Shop

Buy 7 Get 1 Free

FREE

Show this card at Neighbours Shop to collect points for every purchase of Mhogo Foods Cassava Flour, 500g. After 7 points, you will receive a pack for free!

COUPON

24 people have redeemed this coupon before you!

10 **KES OFF!**

MHOGO
CASSAVA FLOUR

Redeem in 3 steps:

1 Go to Jambo Shop in Kibra

2 Show the vendor of Jambo Shop the code at the bottom of this coupon

3 Receive your discount!

Your code: JB0KBW2

C FOCUS GROUPS REPORT EXP

PRE-TEST REPORT FOR MHOGO FOODS

Design IEC materials to support promotion activities for Mhogo Foods

_____

Exp Social Marketing Sub Division of Exp Momentum Ltd.
Off Muthangari Road, Lavington
Postal P.O Box 5,692-00100
Telephone +254 (020) 267 9290
Mobile +254 (020) 434 8142

1. TABLE OF CONTENTS

2. INTRODUCTION

Exp Social Marketing was tasked to develop a communication campaign to support product promotion activities for Mhogo Foods. The campaign should be engaging and communicate the value proposition to the target audience. In a bid to achieve this Exp designed and pre-tested Mhogo Foods communication materials targeting the BoP. The pre-test exercise was aimed at understanding the audience take-out with respect to the following key areas by answering the following questions:

- i.) Could the target audience identify with the campaign messages?
- ii.) Were the campaign messages clear to our target audience?
- iii.) Was the artwork relevant to the target audience and could they, easily interpretation it?
- iv.) Does the target audience recognize the benefits being offered?
- v.) Do they believe the promise being made?
- vi.) What is their general interest levels and feelings about the campaign message?
- vii.) Was the message persuasive to them?

3. PRE-TEST METHODOLOGY

Exp Social Marketing conducted 4 interactive Focus Group discussions which had men, women and youth consisting of 8-10 respondents. The sessions were highly interactive with each focus group being taken through the campaign material messaging in a bid to get their feedback. The pre-test methodology used was cognitive interviewing method, where the facilitator used open ended questions to get feedback from the participants.

4. FINDINGS

This section highlights key comments/feedback from the participants, specific to each material.

Table 1. Sample Distribution

No. Respondents	
Kibera	
Group 1	8
Group 2	8
Kawangware	
Group 3	9
Group 4	8
Total	**33**

4.1. Messaging / tagline

In order to develop a message that resonates with the target audience, Exp pre-tested various messages that were classified as below:

Primary messages
- Mlo Asili
- Mlo Wetu Halisi
- Mlo Halisi
- Mlo Kikwetu

Before discussing the taglines the moderator gauged the participants level of awareness by finding out how many have heard of or used cassava flour. About 90% of the participants had interacted with the flour and have used it to make ugali and porridge. The use of cassava flour in mandazi and pancake is new to them and they were excited to try the product. Below is the feedback from the participants.

4.2. Participant's feedback
4.2.1. Tagline
a) Mlo Asili

Participants associated the term *asili* with culture, a culture that is not lost and has been preserved. The tagline created a sense of nostalgia to the participants as it reminded them of the traditional food they used to eat. They also term Natural, nutritious, clean and good to define the term *asili*. Despite the positive remarks, they felt that some consumers may not understand the term hence creating a disconnect.

b) Mlo Kikwetu

Terms used to describe this tagline included; ownership, local, not imported and traditional way of life. The participant's feedback was that Kikwetu may isolate some people as it is general. It leans more toward the African way of life, how our parents and grandparents used to do things or even how we eat food e.g using our hands. They commented that it may also seem to target specific communities hence causing segmentation.

c) Mlo Halisi

Words used to describe *halisi*; natural, traditional, has no preservatives, multipurpose and healthy. Participants related to this tagline as it brings out healthy eating and natural goodness.

d) Mlo Wetu Halisi

Terms used to describe this tagline were; owned by us, strong, brings ownership due to the use of *wetu*, something we have grown up with and is familiar. Most participants voted for this tagline as it brought about a sense of ownership and it is inclusive.
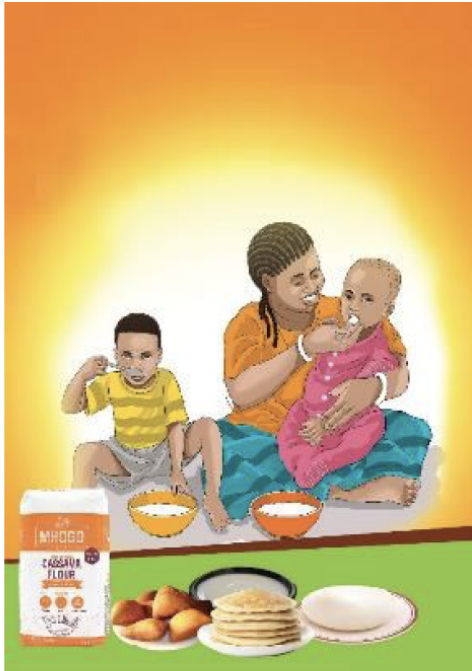
4.2.2. Votes per tagline

Tagline	Kawangware	Kibera	Total
Mlo Asili	3	3	6
Mlo Kikwetu	0	6	6
Mlo Halisi	2	5	7
Mlo Wetu Halisi	7	6	13

4.2.3. Images

Participants were shown images without the taglines to access if the participants could connect with the images. Below is the feedback from the participants;

i.) Image 1

Participants understood the image and gave the below comments;
- The image is portraying a mother feeding her child however it is not clear what they eating.
- Some participants in Kibera remarked that men are not represented in the image therefore isolating them.
- The image makes the impression that the flour is for children only.
- The family does not look happy especially the children, they look like they are being forced to eat.
- The family is not aspirational as they are sitting on the floor while eating.
- Depict the family also eating mandazi as the flour is supposed to be multipurpose
- The participants liked the colour on the image as it is bright and appealing
- Most participants did not like the image as it did not connect with it

ii.) Image 2
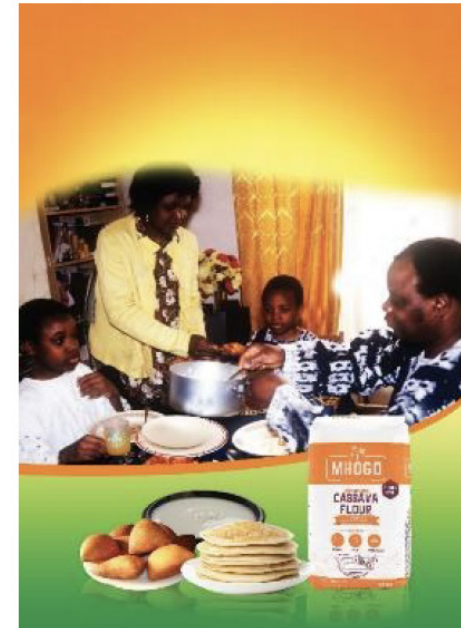
Below was the participant's feedback;
- The image is not appealing and does not represent a family in Kibera or Kawangware
- Food is not usually served in a sufuria
- The family looks too modernised
- The family does not look happy to be eating food prepared with mhogo flour
- The food display is not clear
- Participants did not connect with the images

iii.) Image 3
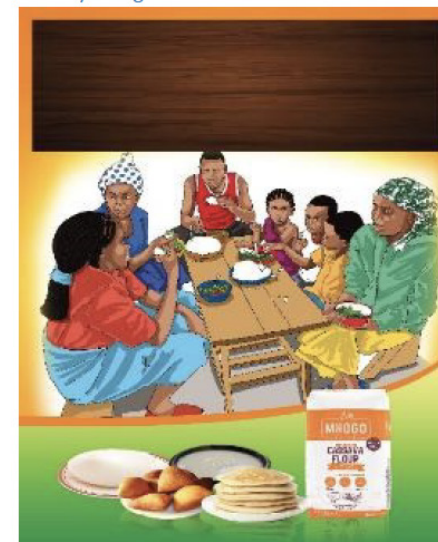
Below is the participant's feedback:

- The image is showing a family enjoying a meal together while enjoying good moments.
- Having the grandmother as part of the family is relatable and shows that she introduced her family to mhogo as it is a traditional meal and recipes are passed down from generation to generation.
- The image represents households in Kibera and Kawangware
- It is inclusive as food made from mhogo flour can be eaten by everyone (all age groups) as the entire family is represented.
- In order to improve the image, the participants recommended that the family should look happier as they are eating together.
- Have a variety of food displayed, especially fish or omena as it goes well with ugali made from cassava flour.
- Have only one plate of ugali.
- Have the man look like the head of the family that means he should be in a shirt not a vest.
- Change the benches to seats as that is not the correct depiction of furniture in the target areas.
- This was the most relatable image however it should be photography not illustration.

iv.) Image 4
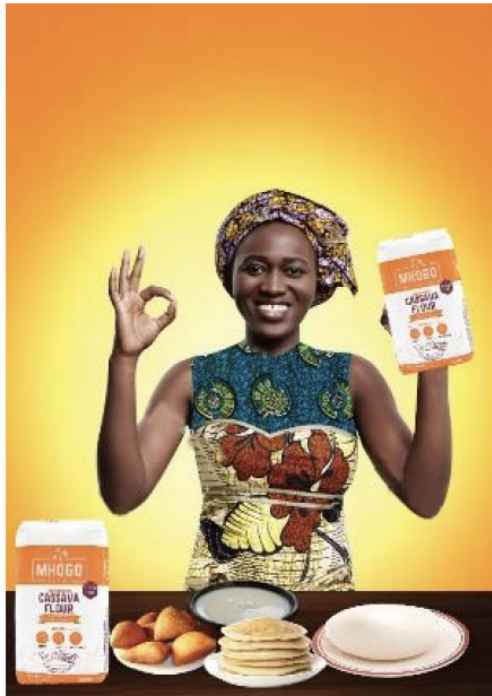
Below is the participant's feedback:

- The lady was relatable and was appealing to the participants.
- They felt she complimented the flour and encouraged consumers to try it.
- The colour coding is appealing and her attire is attractive.
- It shows that the flour is multipurpose as she has spreads of different food.
- The image can however be improved by showing that she is in a kitchen, with an apron to show that she cooked the food infront of her.
- Remove the sign she is making as it communicates illuminati (cult) in the target areas and this may impact negatively on the brand.
- This was the second favourite image.

v.) Image 5

Below is the feedback from participants:

- Some men were intimidated by the image as they felt it connects with body builders and not all of them want to have muscles.
- Some felt it is segmenting as the women and children are not included, meaning it is for men who work in construction sites.
- It only shows ugali and does not bring out the multipurpose.
- It also portrays that the man is enjoying his meal and he is happy.
- This would be a good TV advertisement as opposed to a poster.
- While the image is good, it connected more with the youth.
- Kibera participants gave him the nickname Matendechere while Kawangware called him Wepukulu.

4.2.4. Votes per image

Tagline	Kawangware	Kibera	Total
Image 1	0	0	0
Image 2	0	2	3
Image 3	15	4	19
Image 4	0	10	10
Image 5	2	0	2

5.   SUMMARY

Participants were excited to be part of the pre-test sessions and are looking forward to sampling the product. Based on the findings below is what they selected:

Item	Selected
Primary message	Mlo Wetu Halisi
Image	image 3

D

BEHAVIORAL SCIENCE

Psychology of decision making

Every individual experiences trouble with decision making from time to time. Among the errors humans make, there exist systemic patterns that explain how humans make the same irrational errors over and over again.

In his book 'Thinking, Fast and Slow', Kahneman describes a model of two systems of thinking that help to understand how people make decisions in their daily lives (Kahneman & Tversky, 2011):

• System 1 operates automatically and quickly, with little to no effort and no sense of voluntary control.

• System 2 allocates attention to the effortful mental activities that demand it, including complex computations. The operations of System 2 are often associated with the subjective experience of agency, choice, and concentration.

Generally speaking, most individuals identify more with System 2, the rational system that is fully aware of its choices, than System 1, which makes choices much faster and is much more intuitive. However, both systems have their influence on the decision-making process, meaning that there are some influences on our decision making that are subconscious. Many traditional marketing efforts on nutrition have failed due to a predominant focus on system 2 thinking. A successful marketing campaign that aims to change people's behaviour should therefore incorporate both systems of thinking.

Kahneman's model explains why not all decisions are made rationally. It also explains why many marketing attempts to market nutrition fail when they only focus on System 2 thinking. In order to market nutrition, it therefore takes more than just educating people on the health benefits of the product. It should also consider more intuitive factors, for example by tapping into desires, aspirations or making it rewarding to buy the product.

Cognitive bias

The effect of System 1 and System 2 thinking in decision making is further explained by the occurrence of cognitive biases. A cognitive bias is "a systematic pattern of deviation from norm or rationality in judgment" (Haselton, Nettle & Andrews, 2005). In behavioural science, cognitive biases explain how people motivate irrational choices. In total, there are around 200 cognitive biases. Seven relevant cognitive biases that are within the scope of this study will briefly be explained.

Anchoring

Anchoring occurs when people consider a particular value for an unknown quantity before estimating that quantity (Kahneman & Tversky, 2011). The estimates stay close to the number that was first considered, even if there is no logical explanation for its value.

Loss aversion bias

People take greater risks to prevent a loss of a certain value than to acquire the same value. In other words, the disutility of giving up an object is greater that the utility associated with acquiring it (Kahneman, Knetsch & Thaler, 1991).

Availability heuristic

The availability heuristic is a cognitive bias towards thoughts and ideas that can readily be brought to mind. The instances that can be retrieved from memory easily are perceived as more important than alternatives that require longer thought.

Status quo bias

The status quo bias shows that individuals disproportionately stick with the status quo, even if altenatives are available that are more effective solutions (Samuelson & Zeckhauser, 1988).

Self-accountability and behaviour change

In a study conducted by Passyn and Sujan (2006), the effect of high self-accountability emotions on behaviour was examined. The study shows how emotions that increase the perception of self-accountability not only changes an individual's intentions towards behavioural change, but also increases the likelihood that the individual proceeds to action and starts to make changes in behavioural patterns.

The study shows that a key message can have different effects on behaviour change depending on the emotion it addresses. Combining fear appeals with feelings of regret

or guilt resulted in a significant increase in perceived self-accountability. The same is true for combining fear with the appeal of challenging someone. Combining fear with messages of hope or more fear was substantially less effective. It was also found that self-accountability on its own is not enough: The emotional appeal has to be present in order to enhance decision making and changes in behaviour.

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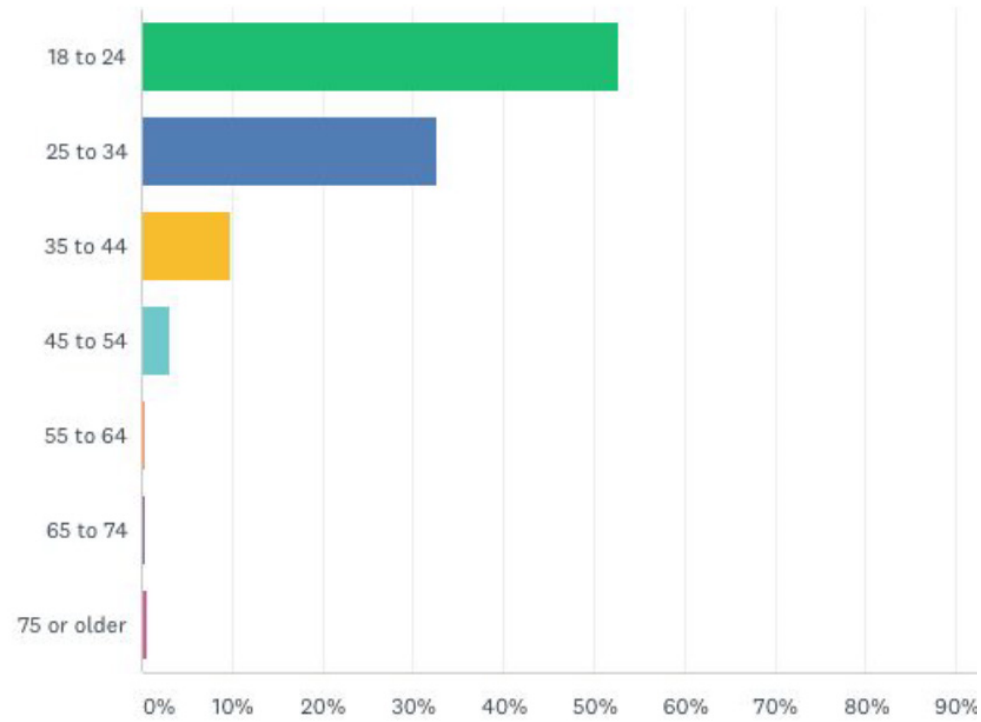
Kirsten Passyn, Mita Sujan, Self-Accountability Emotions and Fear Appeals: Motivating Behavior, *Journal of Consumer Research*, Volume 32, Issue 4, March 2006, Pages 583–589, https://doi.org/10.1086/500488

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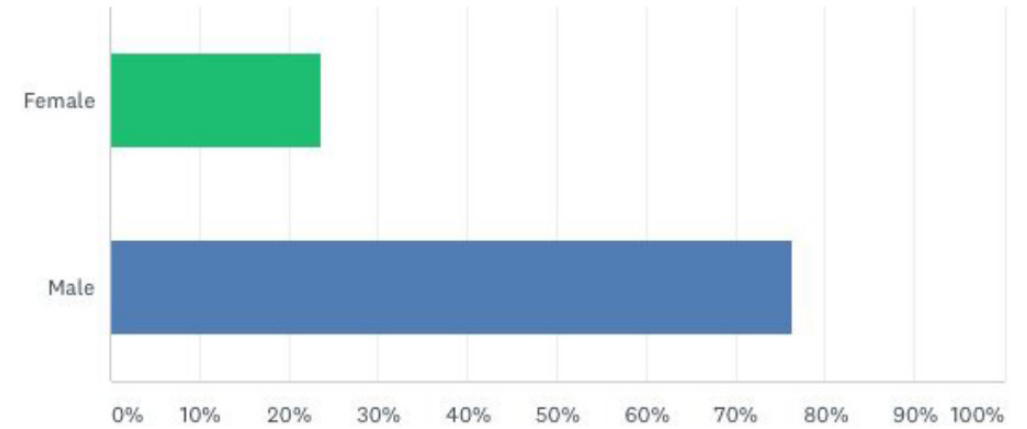
MOJA DEMOGRAPHICS

AGE

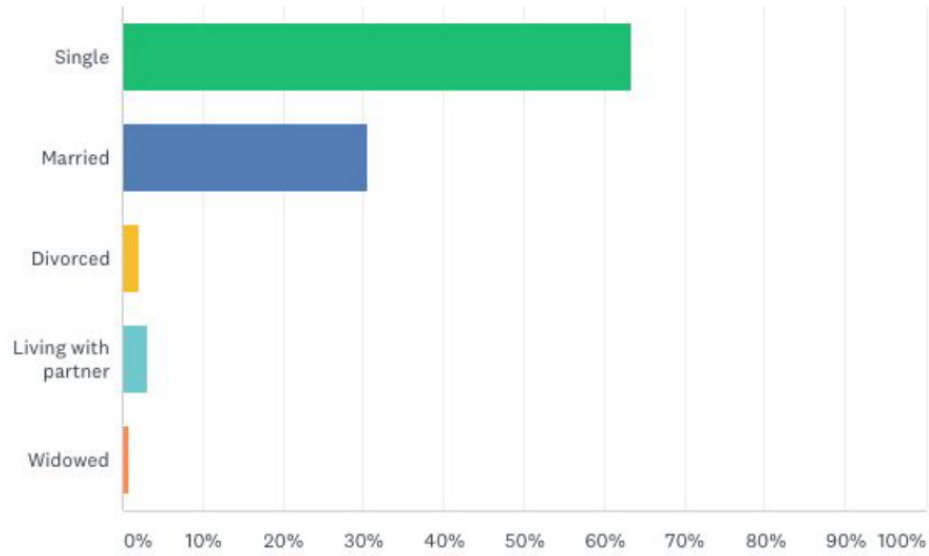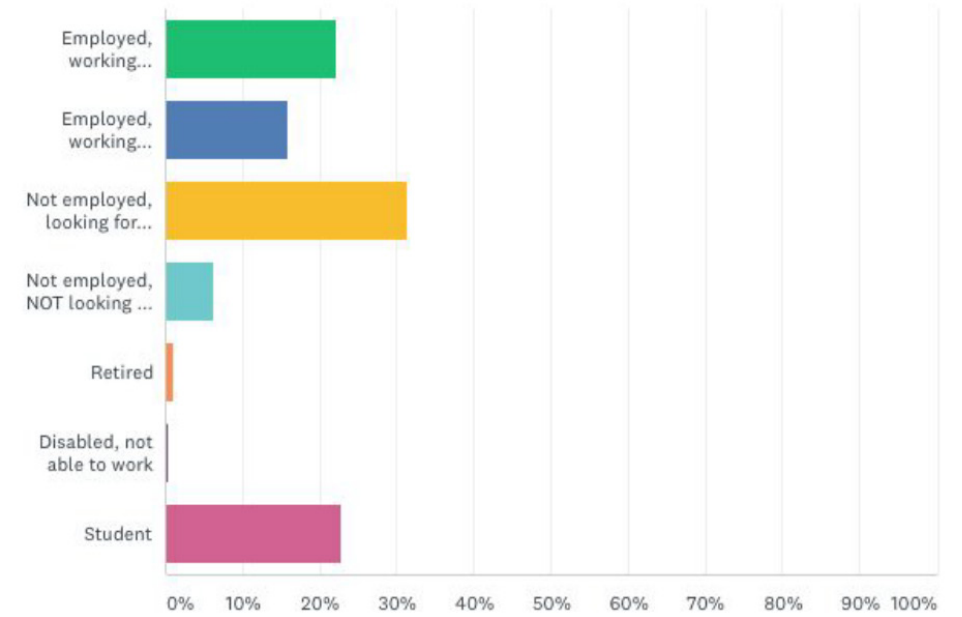|	
▼ 18 to 24	52.73%
▼ 25 to 34	32.62%
▼ 35 to 44	9.88%
▼ 45 to 54	3.24%
▼ 55 to 64	0.47%
▼ 65 to 74	0.43%
▼ 75 or older	0.64%

GENDER

Q: What is your gender?

▼ Female	23.72%
▼ Male	76.28%

MARITAL STATUS

▼	Single	63.29%
▼	Married	30.62%
▼	Divorced	2.13%
▼	Living with partner	3.11%
▼	Widowed	0.85%

EMPLOYMENT STATUS

▼	Employed, working full-time	22.10%
▼	Employed, working part-time	15.97%
▼	Not employed, looking for work	31.47%
▼	Not employed, NOT looking for work	6.26%
▼	Retired	0.98%
▼	Disabled, not able to work	0.34%
▼	Student	22.87%

RENT PER MONTH [AS AN INCOME INDICATOR]
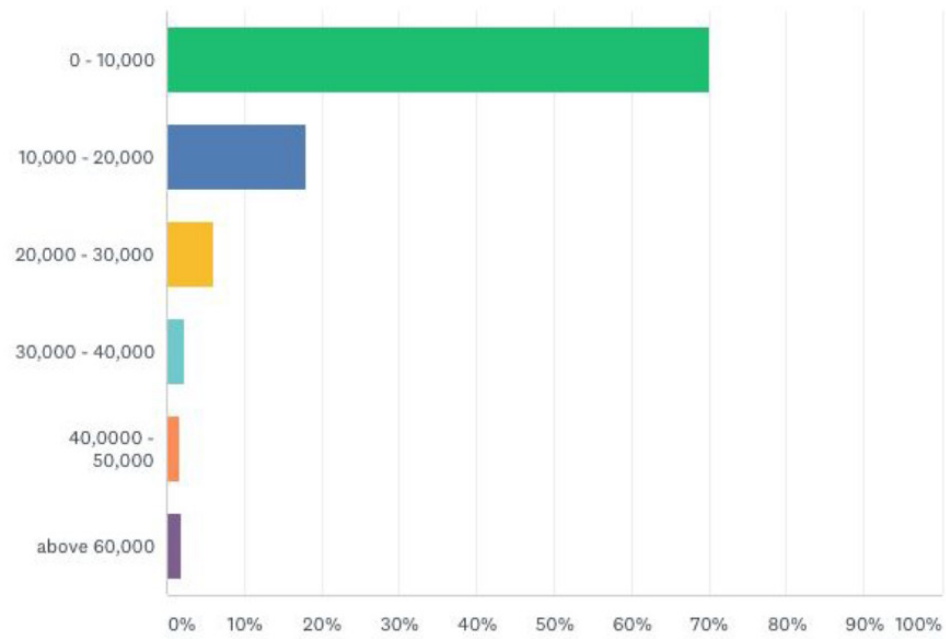
▼ 0 - 10,000	70.02%
▼ 10,000 - 20,000	18.06%
▼ 20,000 - 30,000	6.09%
▼ 30,000 - 40,000	2.30%
▼ 40,0000 - 50,000	1.66%
▼ above 60,000	1.87%

DIGITAL COUPON SCHEDULE AND CODES

Schedule for coupon experiment Iteration 1

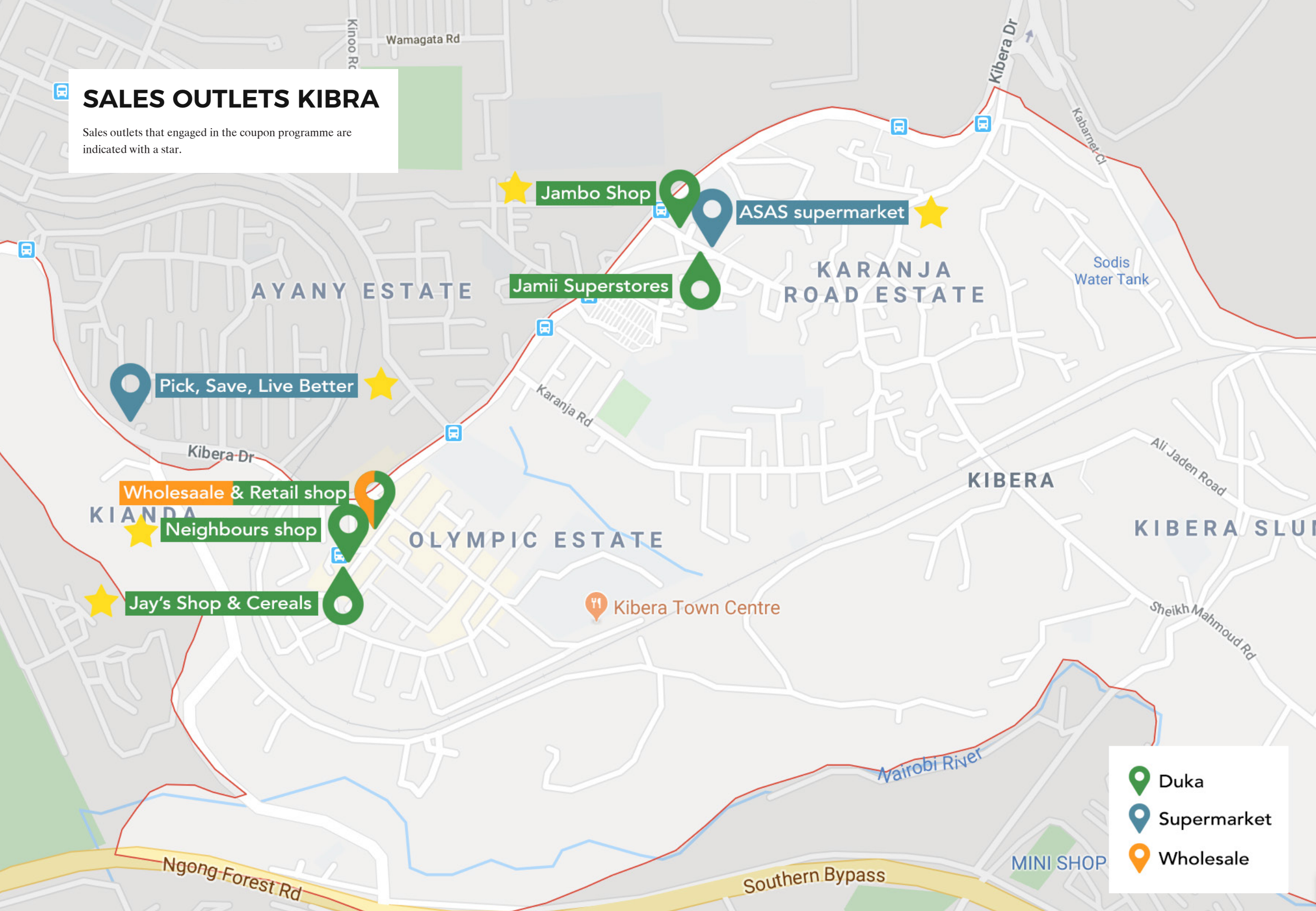| Schedule		
Week 1 & 2	**Kawangware**	**Kibra**
Type of intervention	Targeted FB coupons	Whatsapp coupons
Type of coupon	50% messaging A, 50% messaging B	50% messaging A, 50% messaging B
Daily AKIDA measurement	1. Number of coupons redeemed 2. Codes of coupons	1. Number of coupons redeemed 2. Codes of coupons
Week 3 & 4	**Kawangware**	**Kibra**
Type of intervention	SMS coupons	TBD
Type of coupon	50% messaging A, 50% messaging B	50% messaging A, 50% messaging B
Daily AKIDA measurement	1. Number of coupons redeemed 2. Codes of coupons	1. Number of coupons redeemed 2. Codes of coupons
Measurements		
Which channel results in the highest coupon redemption rate?		
Which channel the most cost effective (costs made per coupon redeemed)?		
Which type of coupon has the highest redemption rate?		
Coupon code: [DUKA][COUPON NUMBER (1-10)][AREA][CHANNEL]		
Example: NB1KBF with: NB = Neighbours Shop, 1 = coupon number 1, KB = Kibera, F = Facebook		

Coupon codes

Coupon codes									
KIBRA					**KAWANGWARE**				
Neighbours Shop	Momo shop	Jambo shop	Members shop	Pema General Shop	Joy shop	Hope Mini shop	Aleisan Sisters Enterprise	Lucky shop	Mamwasi shop
NB1KBW1	MM1KBW1	JB1KBW1	MB1KBW1	PG1KBW1	JS1KGF1	HM1KGF1	AS1KGF1	LS1KGF1	MW1KGF1
NB2KBW1	MM2KBW1	JB2KBW1	MB2KBW1	PG2KBW1	JS2KGF1	HM2KGF1	AS2KGF1	LS2KGF1	MW2KGF1
NB3KBW1	MM3KBW1	JB3KBW1	MB3KBW1	PG3KBW1	JS3KGF1	HM3KGF1	AS3KGF1	LS3KGF1	MW3KGF1
NB4KBW1	MM4KBW1	JB4KBW1	MB4KBW1	PG4KBW1	JS4KGF1	HM4KGF1	AS4KGF1	LS4KGF1	MW4KGF1
NB5KBW1	MM5KBW1	JB5KBW1	MB5KBW1	PG5KBW1	JS5KGF1	HM5KGF1	AS5KGF1	LS5KGF1	MW5KGF1
NB6KBW2	MM6KBW2	JB6KBW2	MB6KBW2	PG6KBW2	JS6KGF2	HM6KGF2	AS6KGF2	LS6KGF2	MW6KGF2
NB7KBW2	MM7KBW2	JB7KBW2	MB7KBW2	PG7KBW2	JS7KGF2	HM7KGF2	AS7KGF2	LS7KGF2	MW7KGF2
NB8KBW2	MM8KBW2	JB8KBW2	MB8KBW2	PG8KBW2	JS8KGF2	HM8KGF2	AS8KGF2	LS8KGF2	MW8KGF2
NB9KBW2	MM9KBW2	JB9KBW2	MB9KBW2	PG9KBW2	JS9KGF2	HM9KGF2	AS9KGF2	LS9KGF2	MW9KGF2
NB0KBW2	MM0KBW2	JB0KBW2	MB0KBW2	PG0KBW2	JS0KGF2	HM0KGF2	AS0KGF2	LS0KGF2	MW0KGF2

Coupon code: [DUKA][COUPON NUMBER][AREA][CHANNEL][TYPE]

Example: NB1KBW1 with: NB = Neighbours Shop, 1 = coupon number, KB = Kibera, W = Whatsapp, 1 = Coupon type 1

G

MAPPING OF SALES OUTLETS

SALES OUTLETS KIBRA

Sales outlets that engaged in the coupon programme are indicated with a star.

Jambo Shop

ASAS supermarket

Jamii Superstores

Pick, Save, Live Better

Wholesaale & Retail shop

Neighbours shop

Jay's Shop & Cereals

Duka

Supermarket

Wholesale

SALES OUTLETS KAWANGWARE

Sales outlets that engaged in the coupon programme are indicated with a star.

2. Spices Annex Restaurant

4. Duka no. 4 ⭐

KAWANGWARE

3. Wallmart ⭐

Kawangware Market

1. Ndwaru House

2. Wallmart ⭐

Cooperative Bank Kawangware 46

1. Waiyaki Way ⭐

2. King Cereal

3. Wholesale

1. Joy Shop

3. Hope Shop ⭐

Legend:

- 📍 Duka
- 📍 Supermarket
- 📍 Restaurant
- 📍 Wholesale

SALES PERFORMANCE REPORT

PERFORMANCE

Below is the performance overview for the duration of 4 weeks based on the different interventions.

| Total sales	
Week 1	100
Week 2	71
Week 3	213
Week 4	380
Total sales	764

Key Notes

- High sales recorded in week 3 and 4 due as the consumers started gaining interest in the product due to the activities.
- Teams started carrying the product with them for instant sales to reduce on the waiting time of product delivery.
- More shops had been stocked with the product therefore improved access for the consumer.
- Teams conducted more informal group sessions near newly stocked shops to boost sales and encourage re-stock.

PERFORMANCE PER WEEK
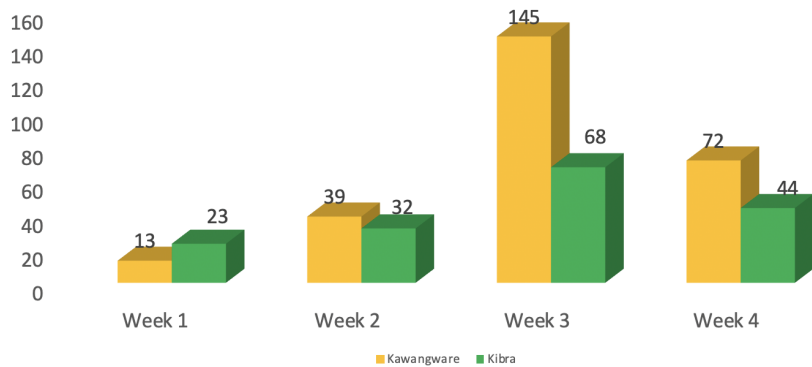
Key notes:

Kawangware recorded the highest sales, this can be attributed to previous activities conducted and availability of the product.
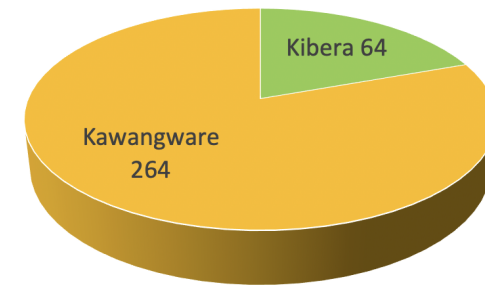
EVENT PERFORMANCE

Key notes:

Events worked well due to product promotion as they were being sold at a reduced price.

Designing & Executing **Live⁺** Behaviour Change Campaigns

Designing & Executing **Live⁺** Behaviour Change Campaigns

MOJA PERFORMANCE REPORT

Express WiFi Daily Mhogo Views

■ Dagoretti ■ Kawangware
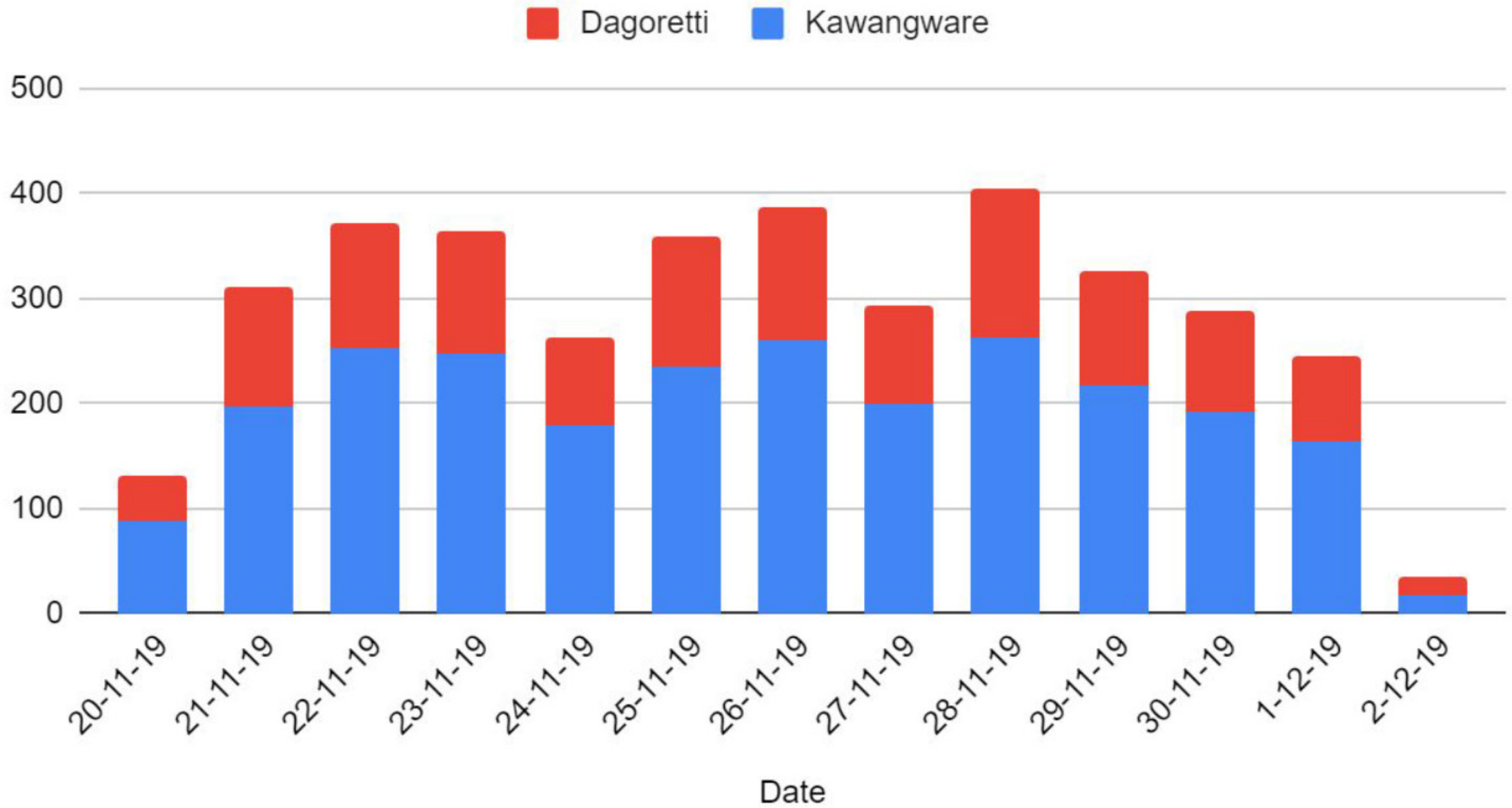
Mhogo Content Analytics by Title

All Time, by Day

20K Unique Subscribers

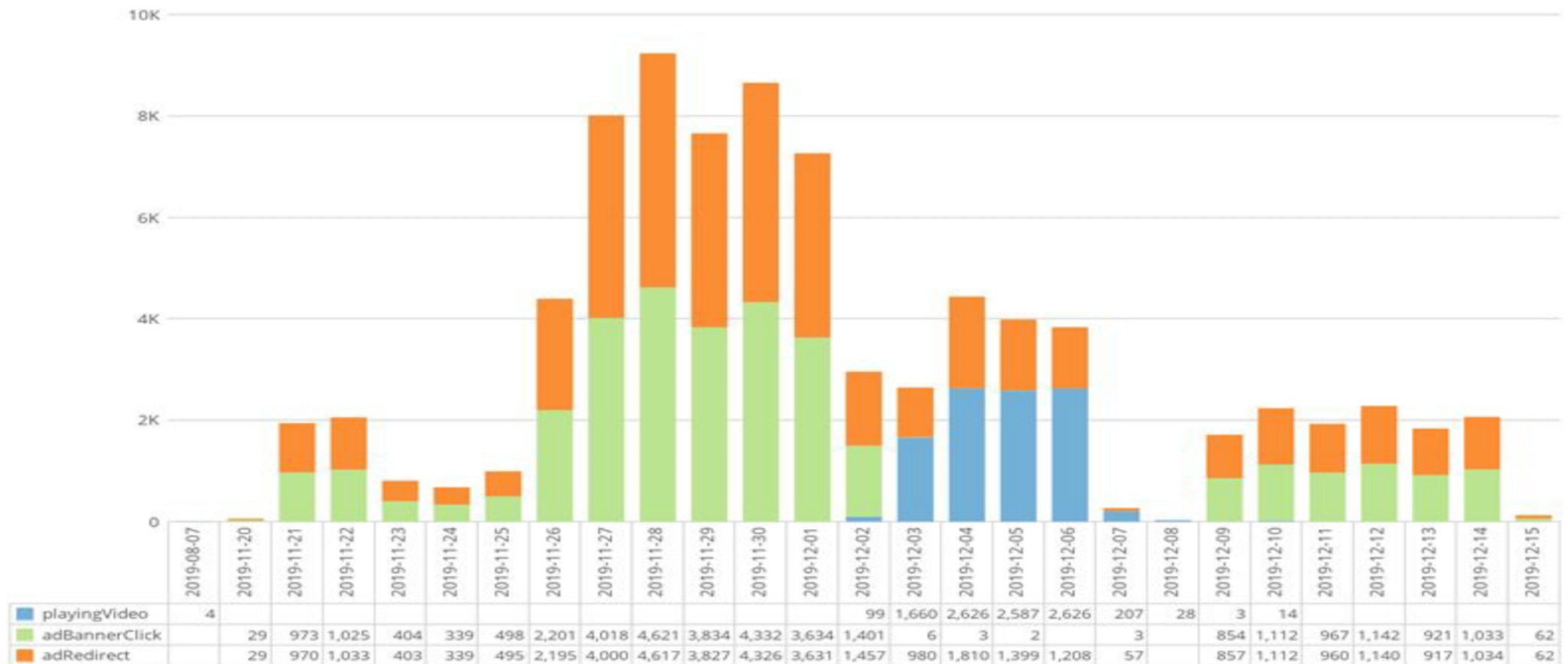| Title	2019-08-07	2019-11-20	2019-11-21	2019-11-22	2019-11-23	2019-11-24	2019-11-25	2019-11-26	2019-11-27	2019-11-28	2019-11-29	2019-11-30	2019-12-01	2019-12-02	2019-12-03	2019-12-04	2019-12-05	2019-12-06	2019-12-07	2019-12-08	2019-12-09	2019-12-10	2019-12-11	2019-12-12	2019-12-13	2019-12-14	2019-12-15
2 Scale Partnership	3																										
Cassava Flour Chapatis	3																										
Mhogo_Points_Mwili_Campaign		1	10	3	2	2	3																				
Mhogo Flour_ Jenga Mwili		28	959	848			1		1	1																	
MhogoFoods_Generations			6	176	346	332	336		1	1												1					
Mhogo_HighFibre_Points				14	59	4	1	1	1		1							1	2								
Mhogo_Points_Generation				5	2	2	2																				
Mhogo_Points_Ugali							156	1,155		2														1			
November_Chapati_Points								224	183																		
Mhogo_Uji_Points								1,013	3,803	4,284	1,163																
Mhogo_Pancakes_Points									33	334	84			1	3	3	1										
Mhogo Pancakes Points Campaign 2											2,996	4,332	3,634	1,400	3												
Mhogo Pancakes Recipe Campaign															32	1,619	547										
Mhogo Uji Recipe Video															71	36											
Mhogo Ugali Recipe Campaign																25	2,185	745	1			5					
Mhogo Chapati Recipe Campaign																25	2,002	2,626	207	28	3	10					
Mhogo Ugali Banner redirect																					854	114	1	1			
Mhogo Chapati Redirect Campaign																						1,019	114				
Mhogo Carpenter Campaign																							13	1,072	77	3	
Mhogo Family Redirect Campaign																							859	83			
Mhogo Cassava Campaign																									7	961	61
Mhogo Share Recipe Campaign																									851	79	1

Mhogo Analytics By Interactions

All Time, by Day

11T   Sum of id Whole Number

	2019-08-07	2019-11-20	2019-11-21	2019-11-22	2019-11-23	2019-11-24	2019-11-25	2019-11-26	2019-11-27	2019-11-28	2019-11-29	2019-11-30	2019-12-01	2019-12-02	2019-12-03	2019-12-04	2019-12-05	2019-12-06	2019-12-07	2019-12-08	2019-12-09	2019-12-10	2019-12-11	2019-12-12	2019-12-13	2019-12-14	2019-12-15
playingVideo	4													99	1,660	2,626	2,587	2,626	207	28	3	14					
adBannerClick		29	973	1,025	404	339	498	2,201	4,018	4,621	3,834	4,332	3,634	1,401	6	3	2		3		854	1,112	967	1,142	921	1,033	62
adRedirect		29	970	1,033	403	339	495	2,195	4,000	4,617	3,827	4,326	3,631	1,457	980	1,810	1,399	1,208	57		857	1,112	960	1,140	917	1,034	62

Content Interaction Symmary

Content	Interactions
Mhogo Generation	11
Mhogo HighFibre	84
Mhogo Uji Recipe Video	107
Mhogo Share Recipe Campaign	931
Mhogo Family Redirect Campaign	942
Mhogo Cassava Campaign	1,029
Mhogo Carpenter Campaign	1,165
Mhogo Foods Generations	1,199
Mhogo Foods Generations	1,199
Mhogo Flour Jenga Mwili	1859
Mhogo Chapati Recipe Campaign	6,035
Mhogo Ugali Banner	6,892
Mhogo Uji	10,263
Mhogo Pancakes Campaign	15,022

Summary

- Based on the view through rate for the content on Moja the total numbers from the beginning of the campaign are as per below
  - Total Ad Banner clicks - 33,416
  - Ad Redirect - 38,850
  - Videos Watched - 9,854
- Also find in the next slide the the user interactions as per different content that were shared on different days. You will see that there was some content that users interacted with more than other.