

Protocol

KH Roadshows – 8 different events, one in each of the intervention areas supported by a TVC, branded truck and the musician Afunika.

These are big branding opportunities – to broadcast the KH brand loudly into the communities and beyond the Forums and Radio Programmes, and to position KHS as superstars (alongside Afunika) that are worth listening to. Activations such as these are memorable occasions – in this case sponsored and brought to the people by the KH brand.

There were four important processes in getting the activations ready:

1. The development of the concept of what the KH rig would do and how they would interact with the community based on the Big Idea. This included deciding how crowd would be recruited and how the event would be managed.
2. Planning of the intervention area visits, based on the budget and an understanding of the number of people the programme needed to reach. The plans included deciding on maximum group size and understanding which areas would be visited. A schedule was drawn up to cover the period of the campaign and intervention area.
3. Development of KH Activation materials – including the banner, and branding of the truck.
4. Implementation and monitoring of the KH Activation – with continuous recommendations of improvement and motivation for high standards.

Reach of roadshows

Compounds with more organised residential housing will usually give a low turnout at a road show.

Area	Estimated reach
George	2,500
Chelstone	1,500
Kaunda Square	2,000
Matero	2,000
Chilanga	2,000
Chinyunyu	3,000
Katoba	3,000
Railway	2,000
Total estimated	18,000

Activation set-up

- 1x rig, a branded truck with 5 banners
- 6 Crew (the Komboni Housewives)
- 1 DJ
- 2 MCs
- 3x riggers and branding crew (they help is handing out giveaways)

Typical roadshow programme

Time	Description
06:00-08:30	Crew (KH) conducts pre hype in the surrounding venue of the town.
08:30	Rest of crew arrive at the venue to set up
10:00	DJ plays music to attract crowds
11:00	Stage activities start with MC giving information about Komboni Housewives and what they represent. He will introduce them and talk about them as normal community women, with normal jobs. That they are concerned about other people and are always looking to help – especially young mothers who are desperate to do the right thing but sometimes don't know what to do. The MC announces the many prizes to be won that day and demonstrations conducted by the crowd. etc.
12:30	First skit. Illustrating the radio ad – but in greater detail. For example, the ORS ad will go so far as to show the mother making the ORS in the right container – and the 60 second ad is turned into a 5 minute skit. Questions about the skits follow with demonstrations where possible. For example, we will get mothers onto the stage to demonstrate how to make ORS – and to measure out one litre.
15:00	Last skit and Baby's Tummy Demonstration.
16:00	Performance by Afunika and CD signing.
17:30	Show closes