

Tunapenda, na tutapendana hadi kwa debe

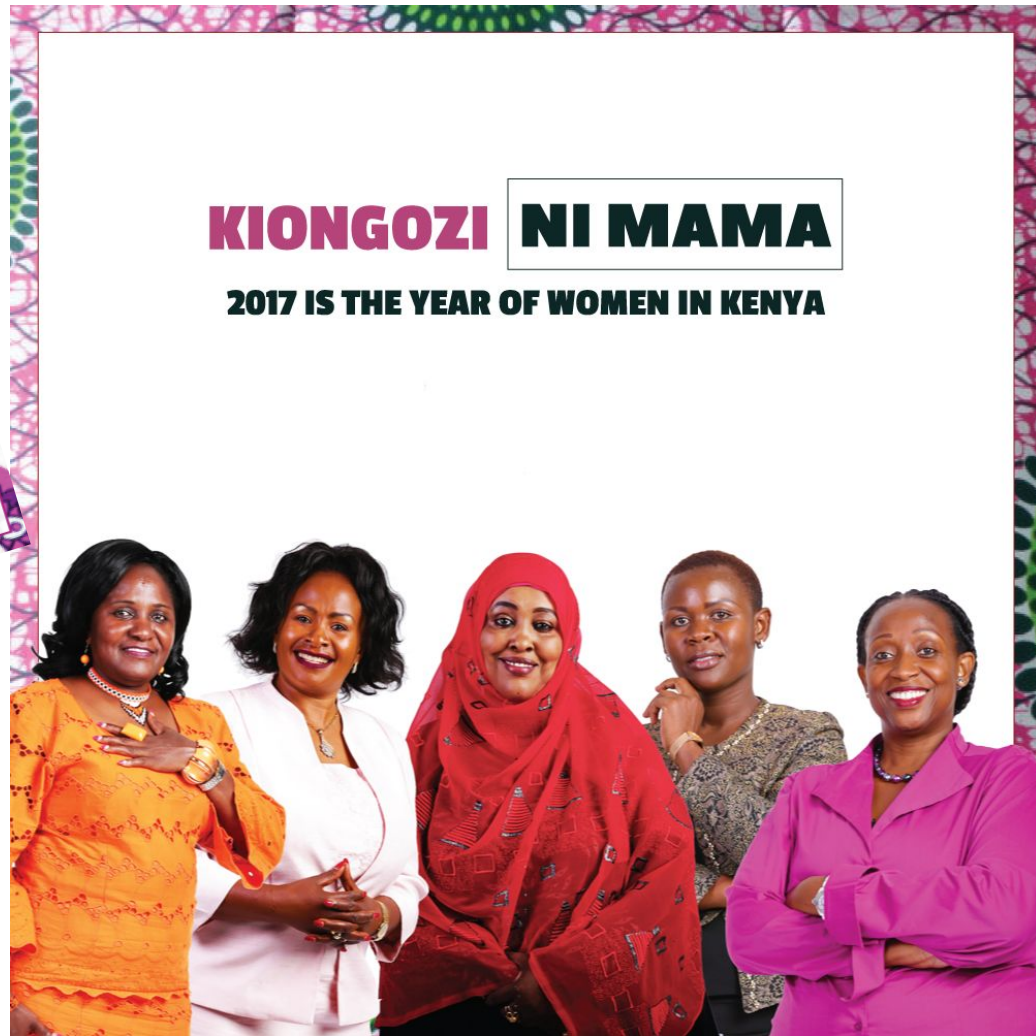


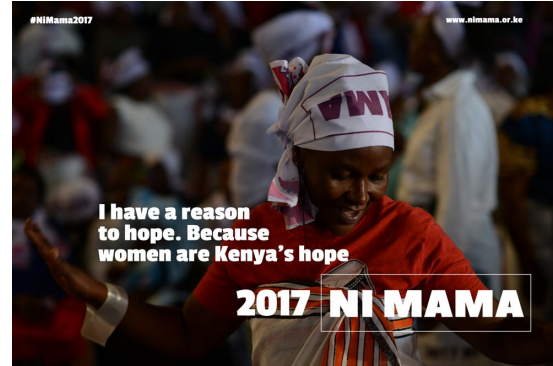
2017 NIMAMA

#nimama2017



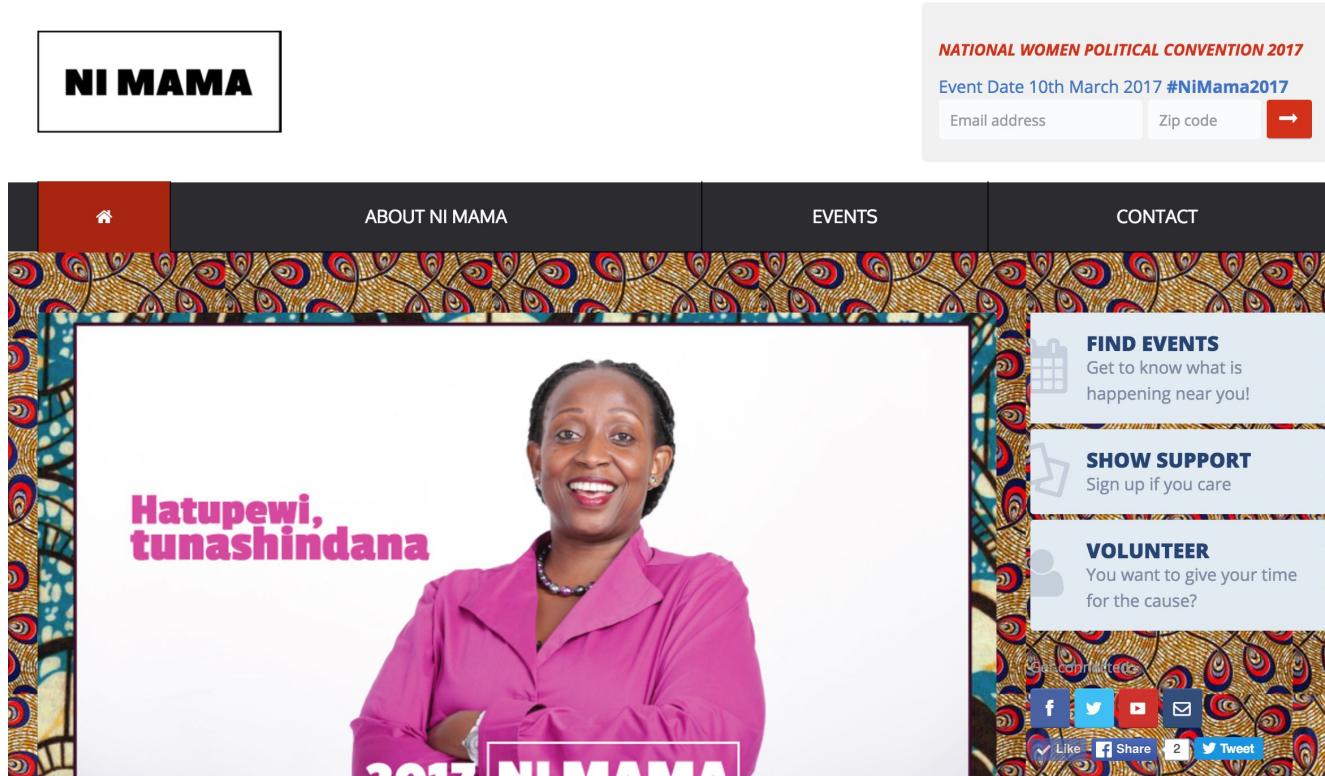
THE BRAND





THE MEMES

The website has had over 5000 hits, from more than 4,500 unique visitors, who spent on average 3.5 minutes on the website.





- More than 250 interviews done at the event
- 59 videos uploaded to Youtube so far and more under edit
- More than 1000 posts on Facebook, Twitter and Facebook
- More than 150 Memes created - some for sharing on Whatsapp

CONTENT DEVELOPMENT

Media

8th March 2017	Citizen TV (Wangechi/ Joy Mdivo)	10am-12pm
	K24 (Wangechi)	1:20pm-1:40pm
	Citizen TV (Janet Auko)	
10th March 2017	Citizen TV Live	9:48am - 13:28pm
	NTV Live	10:00am
	KTN Lunch time news	1pm
	KTN 2 Live	10:34am-11am
	Citizen TV Lunch News	1:38pm
	K24 Swahili News	7:06pm - 7:15pm
	Citizen TV Swahili News	7:04pm
	KTN Swahili News	7:08pm
	NTV Swahili News	7:06pm

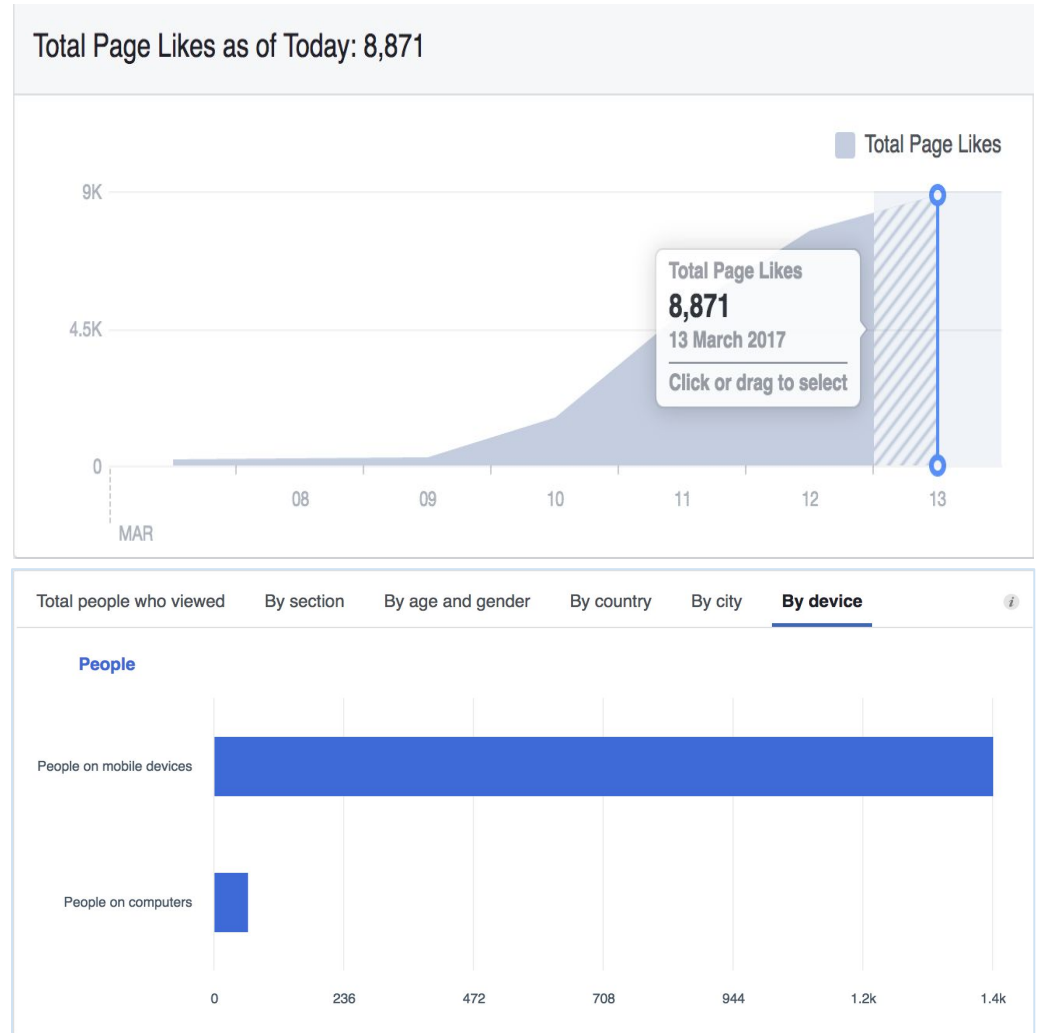
Media

	K24 News	9:03pm
	Citizen TV News	9:04pm
	KTN News	9:04pm
	NTV News	9:06pm
	NTV Bulls eye	9:40pm
RADIO	KBC - English Service	multiple
	Capital FM	Multiple
	Hot 96	Multiple
	Standard Newspaper pg. 10	

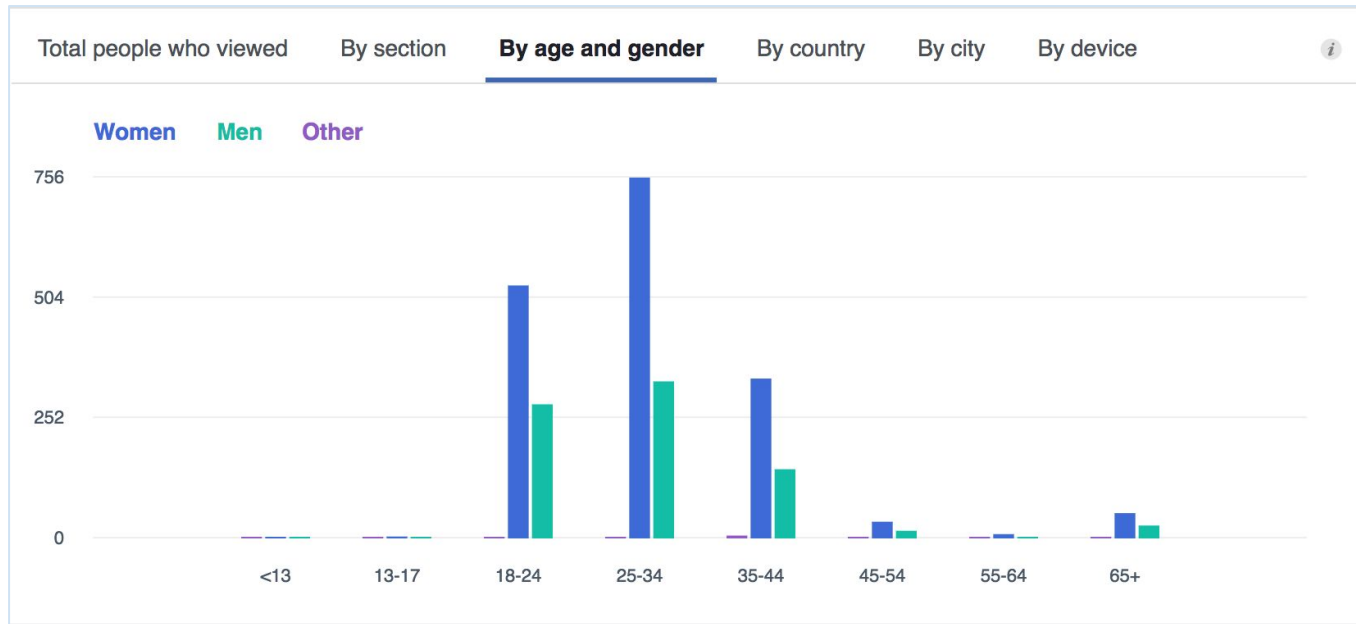
Media

11th March 2017	Nation Newspaper pg. 9	
	Nation Newspaper page 26	
	Standard Newspaper Page 2	
	Taifa Leo Page 1	
	Taifa Leo Page 2	

Facebook has seen a massive following in the course of the campaign, moving from just 40 likes to over 8,000 in three days.



Majority of the people engaging on Facebook and Twitter fall in these age groups - by Gender. More women than men are engaged in the campaign by over 50%.





Ni Mama

Published by Nimama Mamakenya [?] · 10 March at 18:30 · 🌐

Today women made a statement: We shall not be divided on party lines. Our first party Ni Mama. We support each other.



66,877 people reached

▶ \$27.85 Left

👍 Like 💬 Comment ➦ Share

👍❤️👤 Ni Mama, Merlin Joey, Sharon Chebet and 3.7k others

Chronological ▾

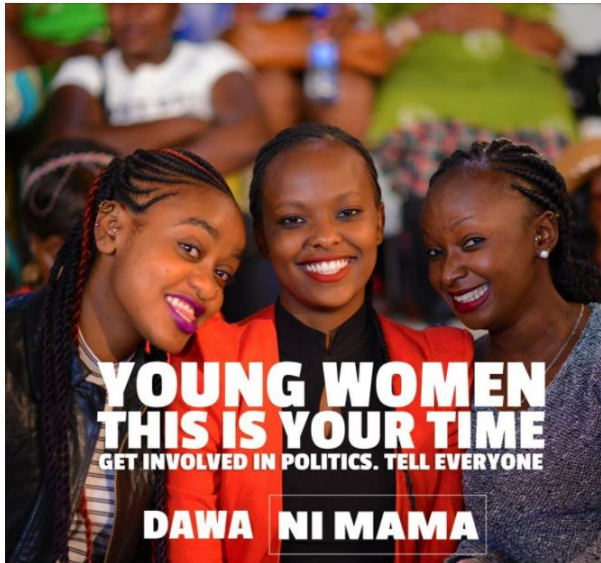
41 shares



Ni Mama

Published by Nimama Mamakenya [?] · 11 hrs · 🌐

Young women, this is your year to enforce your rights. Get involved in politics. Support a woman candidate - volunteer for her, speak up for her, campaign for her, vote for her. Her win is your win. Tell everyone, Dawa Ni Mama.



Ni Mama

Political organisation

Learn More

40,793 people reached




▶ \$76.24 Left

👍 Like 💬 Comment ➦ Share

👍❤️👤 1.5k

Chronological ▾

Flavour of the performance of some of the Boosted Facebook Posts as at now. Performance of boosts on Instagram and Google Ads is similar.

Recent promotions on Ni Mama				+ Create New Promotion
	Boosted post Ends in 13 hours Young women, this is your year to enforce your r... Promoted by Nimama Mamakenya on 03/12/2017	35,935 People reached	3,119 Post engagements	\$32.32 Spent out of \$100.00 Add Budget
	Boosted post Ends in 12 hours Today women made a statement: We shall not b... Promoted by Nimama Mamakenya on 03/10/2017	50,558 People reached	7,377 Post engagements	\$62.70 Spent out of \$88.00 Add Budget
	Boosted post Completed We are all set for #NiMama2017. Come let's sup... Promoted by Nimama Mamakenya on 03/10/2017	51,894 People reached	9,449 Post engagements	\$40.00 Spent out of \$40.00 Boost Again

Whereas most of the feedback has been very supportive, there have been some skeptical responses on Facebook and Twitter with people wanting to see where the campaign goes and how it gains momentum.



Jackline Kimeto I will give it 3 months to see how genuine this is.

Like · Reply · Message · 54 mins



TWEETREACH SNAPSHOT FOR

#nimama2017

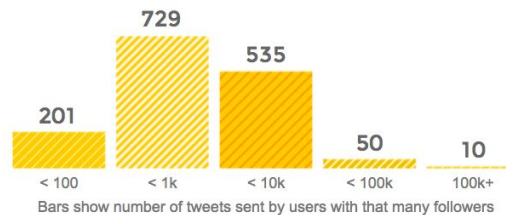
ESTIMATED REACH

3,648,084

ACCOUNTS REACHED

EXPOSURE

8,398,457

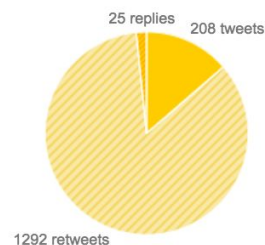
 IMPRESSIONS

ACTIVITY

1,525
TWEETS

856
CONTRIBUTORS

3
DAYS



A woman in a red and white patterned dress is dancing joyfully in the foreground, her arms raised and a wide smile on her face. She is wearing a yellow beaded necklace. In the background, other people are visible, including a woman in a green and white dress dancing to the right. A banner with the text "MOMENTUM NI MAMA" is visible in the background. The scene is set at night with warm lighting.

MOMENTUM NI MAMA

Thellesi Co.

For any queries on this report, please reach out to:

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