

KENYA  
WILDLIFE  
SERVICE



# JE, UME ZURU?



by **KWS**

## REPORT

NATIONAL INTEGRATED  
COMMUNICATION,  
MARKETING AND  
ADVERTISING CAMPAIGN.







## INTRODUCTION

**The Kenya Wildlife Service is an Institution mandated to, Conserve, protect and sustainably manage wildlife resources in collaboration with Stakeholders .**

## RATIONALE

**In the execution of its mandate, KWS hosts numerous visitors in its 23 national parks and 28 conservancies with diverse activities like hiking, game drives, nature walks, camping etc.**

**However, the prevailing Coronavirus pandemic has led to a massive reduction of number of visits to the national parks. As the country opens up, there was a need for KWS to strategically position its parks and conservancies in order to attract and achieve huge park visits in the December holiday period going into the new year 2021.**





## THE CAMPAIGN IDEA

### ZURU

Zuru is a Swahili word meaning to 'tour' or 'visit'. The idea was to encourage the public to tour KWS parks and conservancies. The word Zuru shall be carefully yet deliberately crafted as a slogan and a rallying call for the public; 'Zuru Hell's Gate'; 'Zuru Nairobi National Park'; 'Zuru Marine Park' etc ...

### OVERALL GOAL

The goal of Zuru Marketing Campaign is to primarily tap into the domestic tourism market and the international tourist market and improve overall customer experience for nationals who will visit KWS, while also building a locally-led tourism campaign that enhances the sense of nationhood through the Social Networking Service sites.

**It aims to showcase some of the leading national parks and attract everyone to these parks for a memorable experience.**

## WHY ZURU?

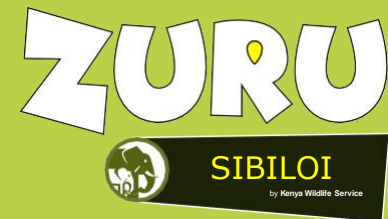
- To create and build **Top-of-Mind-Awareness** of the KWS brand both online and offline
- To **identify and reach the primary target audience** (domestic & international) demographic range
- To **increase foot-fall** to KWS parks and conservancies



## ZURU IDENTITY

In implementing this campaign, a unified campaign identity was created.

This was done in order to provide a unique look-and-feel, as well as a unified element, font, vector and graphic look.







## THE GRAND LAUNCH

**Since this was a Digital Campaign, we strategically designed a Grand ZURU Campaign Launch.**

This launch took place at the KWS Headquarters on 8th December 2020 from 8am where KWS staff were engaged in a series of exciting programmes, while observing Social Distance according to the Ministry of Health's Guidelines in light of the prevailing COVID-19 pandemic.





## THE GRAND LAUNCH

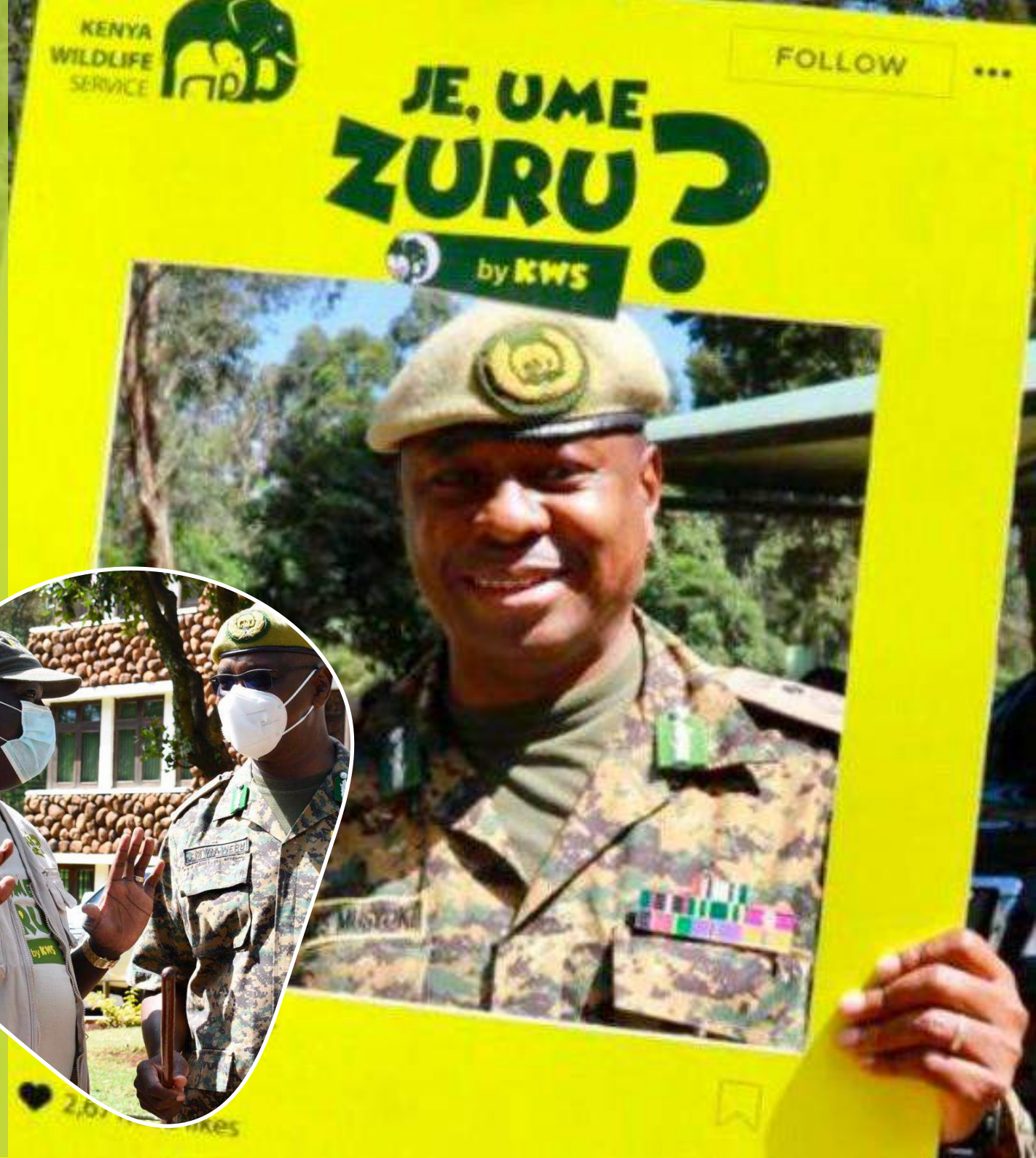
This launch was broadcasted live on some of Kenya's leading news channels including KBC and NTV. In addition, the ZURU launch got airtime on Prime Time business news on KTN News and Citizen TV.





# THE GRAND LAUNCH

On Digital Media, #ZuruNaKWS ranked Number one on Twitter trends, had a native HPTO(Home-Page-Take-Over) on Google and Yahoo and trended on Facebook and Instagram.







# THE GRAND LAUNCH

The Grand Launch climaxed with a Game Drive through Nairobi National Park, with the newly announced ZURU Brand Ambassador leading the team. This was broadcasted on Social Media platforms, setting the stage for #ZuruNaKWS campaign throughout.

This was followed by a tour of the following destinations:

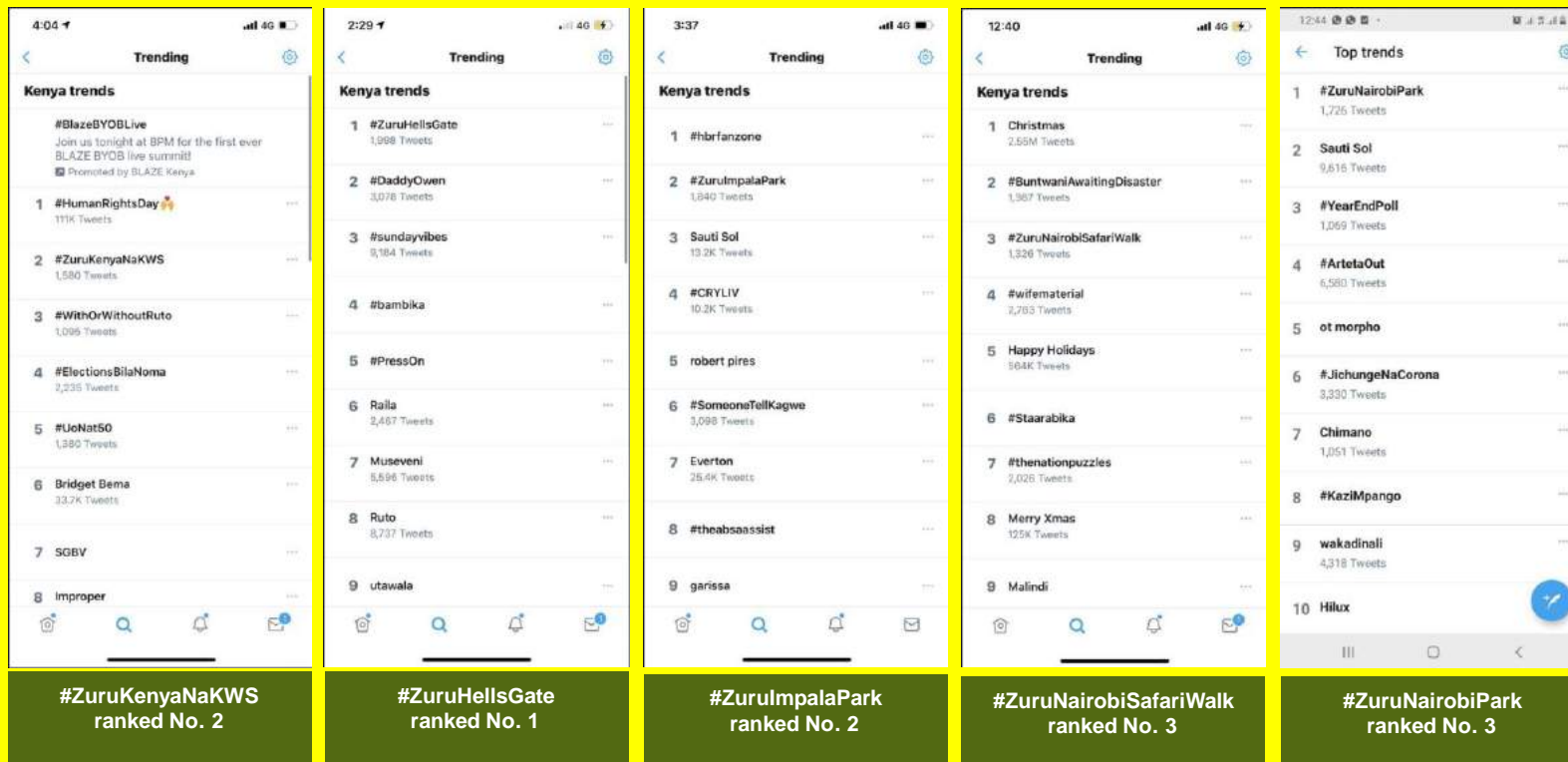
- Lake Nakuru National Park
- Kisumu Impala Sanctuary
- Kakamega Forest National Reserve
- Nairobi National Park
- Nairobi Mini Orphanage
- Nairobi Safari Walk





## INSIGHTS

# SOCIAL MEDIA - TWITTER



For the campaign period, Zuru trended a total of 8 days out of the 23 days that the campaign was held.





## INSIGHTS

# SOCIAL MEDIA - TWITTER

	Impressions	Engagement Rate
Nov 2020	1.7m (55k/day)	2.3%
Dec 2020	2.1m (61k/day)	2.5%

**For the campaign period, the Twitter impressions increased from 1.7m to 2.1m with the engagement rate increasing from 2.3% to 2.5%**

This means that more people saw the posts made, more people contributed to the conversations through the provided hashtags over the same period of time, and more people responded to the content posted on the KWS Twitter Page.





## INSIGHTS

# SOCIAL MEDIA - FACEBOOK

	Page Views	Likes & Follows	Reach	Engagement	Video Views
Nov 2020	242	4k	597k	109k	95k
Dec 2020	20k	13k	2.0m	250k	621k
% Change	8264%	325%	335%	229%	653%

**For the campaign period, the Facebook analytics are as indicated above.**

This means that more people saw visited the KWS page, liking, following and engaging with the content posted. In addition, the strategy to put out short video clips from the launch and the Zuru Ambassador resulted in more engagement with the posts, meaning the target audience found the content interesting to engage with either by likes, sharing or commenting.





## INSIGHTS

# SOCIAL MEDIA - INSTAGRAM

	Impressions	Engagement
Nov 2020	580k	44k
Dec 2020	1.2m	270k
% Change	206%	613%

**For the campaign period, the Instagram analytics are as indicated above.**

Since Instagram is a highly visual platform, there was need to be strategic in the type of content to post to achieve the results indicated above. The impressions increased, meaning more people stopped to look at the content posted, with more people engaging with the content by liking or commenting on the picture and video posts.



## INSIGHTS

# SOCIAL MEDIA - BRAND AMBASSADOR

### FACEBOOK

Reach: 1.5m

Engagement: 590k

### INSTAGRAM

Impressions: 16m

Engagement: 3.4m

### YOUTUBE

Impressions: 8.7m

**For the campaign period, the Brand Ambassador's SNS analytics are as indicated above.**

The Brand Ambassador's pages acted as a great platform to build on the content posted on the KWS pages to advance the campaign, increase reach to the target audience to create Top-Of-Mind-Awareness (TOMA) and generate engagement.





## INSIGHTS

# SOCIAL MEDIA REACH - THE MAGIC NUMBER

**For any Digital Media Campaign, the magic number that determines the success of the campaign usually is the REACH**

For the period of the campaign, ZURU's reach was over 31.5m, meaning that the campaign's key messages were seen over 31.5million times across all SNS channels.

**REACH**

**31.5m**



#ZURUNA

## INSIGHTS FOOTFALL

### **This is where the rubber meets the road.**

With the COVID-19 pandemic having caused disruptions in the country for over 9 months, the ZURU campaign was ambitious to not only achieve TOMA for the targeted audience, but to also create conversions.

In presenting these key analytics, we looked at Nov-Dec 2019 and Nov-Dec 2020 Data and derived some insights.





## INSIGHTS

# FOOTFALL FOR ALL PARKS

	Citizens	Residents	Non-Resident s	Total Visitors
Nov 2020	49,343	3,542	4,325	57,210
Dec 2020	133,710	8,939	10,478	153,127
% Change	171%	152%	142%	167%

**For the campaign period, footfall is as indicated**

There was an increase in all visitor categories, especially local tourists. To note is that this category was the primary target audience category.



# First, what are people saying?



...you make me fall in love with Zuru



...i literally felt like visiting a national park just from this



...umefanya naenda national park haki



# ZURU AT A GLANCE

## What is Zuru?

**Zuru** is Swahili meaning to 'tour' or 'visit'.

Zuru Marketing Campaign was to primarily tap into the **domestic tourism market** and building a tourism campaign that enhances the sense of nationhood.

## Objective

- To create and build **Top-of-Mind-Awareness** of the KWS brand both online and offline
- To identify and reach the primary **target audience** (domestic & international) demographic range
- To **increase foot-fall** to KWS parks and conservancies

## Scope

The Zuru campaign was to implemented within the month of December, covering **Social Networking Service (SNS)** sites as the communication and advertising channel .



## 4 Parks Scope

- Lake Nakuru
- Nairobi National Park
- Hellsgate
- SafariWalk
- Animal Orphanage
- Kisumu Impala
- Kakamega Forest

## 5 Outcome

**31.5m**  
Reach

For the period of the campaign, ZURU's reach was over **31.5m**, meaning that the campaign's key messages were seen over 31.5million times across all SNS channels.

## 6 Footfall

**153,127**  
Footfall

There was an **167%** increase in all visitor categories, especially **local tourists** which shall ensure the **sustainability** of the tourism industry.

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