



**PROGRAMME DECENTRALISATION/DEVELOPPEMENT COMMUNAL
SOUS COMPOSANTE FOYERS AMELIORES (PDDC/FAFASO)**



Marketing campaigns pay off

Experiences from Burkina Faso

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Basics 1

1st Phase

07/05-06/07

Integrated into CILSS

Objectif 1st Phase:

Distribution of **15.000 stoves**

In the big cities

(Ouagadougou, Bobo

Dioulasso)

2nd Phase

Since 07/07

Part of PDDC

(decentralisation)

Objectif 2nd Phase:

Commercialisation
of **50.000 stoves**

In cities and in peri-urban
and rural areas



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Basics 2

	1st Phase	2nd Phase
Target group	<ul style="list-style-type: none">• households	<ul style="list-style-type: none">• households• Professional and institutional users
stoves	<ul style="list-style-type: none">• mobile metal stoves	<ul style="list-style-type: none">• mobile metal stoves• fix mud stoves



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The long history of improved stoves in Burkina Faso

Distribution of improved stoves
in Burkina Faso since the 1970s

Through associations
(often as gifts)

Through the state
(forced introduction during the
Revolution 1983-87)



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The long history's advantages

The stoves are known!



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The long history's disadvantages

«an old hat »

People never needed to decide acquiring stoves – They always got them „somehow“

People are not used to invest (money) to get the stoves



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The consequences

Stoves were often not used

Or they were not replaced after having been used



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The challenge

Stoves have to become a commercial product

The „happy ones“ become „clients“



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Why?

Clients pay (voluntarily)

They use for what they have paid

If they are satisfied, they replace the used product.



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How?

Publicity!

Publicity!

Publicity!



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1. The brand «roumdé»

1st step of the marketing campaign = creating a brand / label

«roumdé»

**= mooré, Burkina Faso's most important national language:
«the preferred» (woman) = «the preferred » (stove)**

Distinguishes «good» stoves from «bad» ones

Also serves as quality label



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2. The marketing campaign

posters

radio-/TV-spots

Radio games

TV-interviews etc.

sponsoring

Publicity events in public places

Fares and exhibitions



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Publicity events (with or without theatre)





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Fares and exhibitions





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Sponsoring





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The posters





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3. The commercialisation chain

«roumdé» shops can easily be found



«roumdé» producers can easily be identified



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Problems no 1: the producers

At the start:

What do we stimulate first – offer or demand?

commercialisation:

Producers produce only on demand

Sales practices are difficult to change

Sales strategies only adapted for mobile stoves



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Problems no 2: the PR-agency

Good campaign conception – bad execution

Time slots paid in TV not respected

Bad execution of publicity events



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Conclusion

We do it ourselves !

1st campaign (oct. 06 – jan. 07) made by a PR-agency

**2nd and following campaigns by our own means
With different assistances on the spot**

Media use in waves

Continous Publicity events



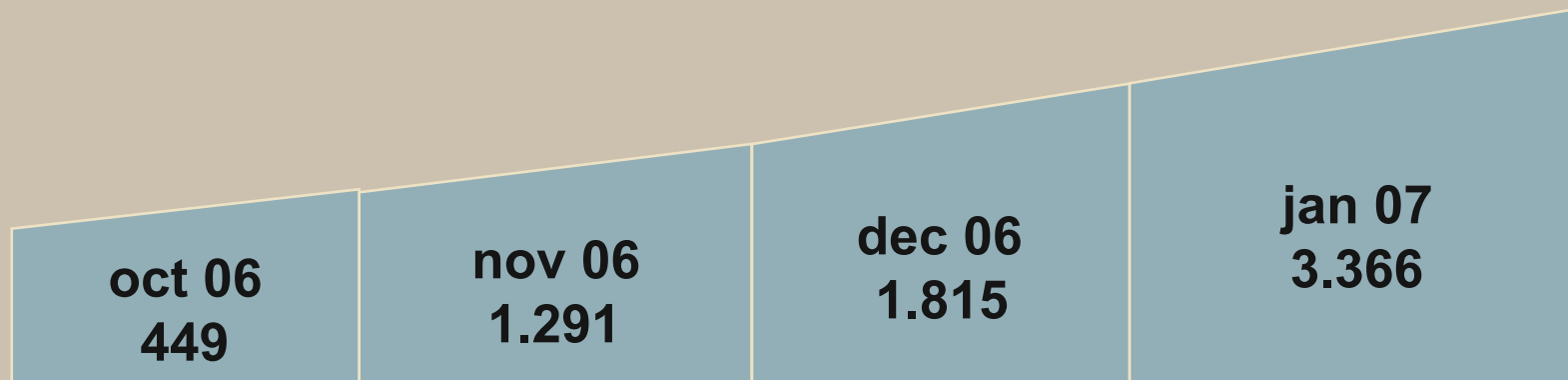
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Success 1

Today: 45.000 stoves sold

**Considerable increase of sales numbers with the beginning
Of the marketing campaign**



**After the end of the 1st campaign stabilisation on a level
Of 2000 stoves a month**



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Success 2

**«roumdé» is known all over the country
– makes scaling up easy**

**The subject «improved stoves» is back in the heads –
And no longer an „old hat“**



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Thank you

merci

barka

Herzlichen Dank