



#RejectFinanceBill2024

YOUR BRAND RESPONSE

Ogilvy.africa



Context and Executive Overview

The full political and social impact of #RejectFinanceBill2024 remains to be seen. In fact, we could be in the early stages of something that lasts months not weeks. But we already know that the actions of the last two weeks have changed the social and democratic landscape of our country for ever.

Although popularly labelled a GenZ protest, #RejectFinanceBill2024 is about everyone, about their voices, their relationships with power and their relationships with each other. It has equal implications therefore, for their relationships with your brand.

We've faced periods of uncertainty before, indeed we pride ourselves on our resilience, but this time it's different. Authentic popular protest is taking place for the first time, using new tactics and communication channels, finding its feet and voice.

The conversation is more holistic and is judged in real-time. The Those entering the debate are held to account for their point of view in ways they haven't been previously, and those who are avoiding it are under unprecedented pressure to join.

Brands and businesses that have so far remained silent are now being called out, with clear expectations that they act. And whilst taking a political stance might be out of the question, it's true that there are truly many things businesses can do to support the public.

In such uncharted territory, what should your brand do?



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Why is this time different?

Untried and untested

Kenyan protests have never been this way before. They're co-ordinated and holistic, on the street, across social, and everyone is considered fair game.

As the conversation moves everywhere, the risk / reward of action is even higher than normal.

No natural meeting point

Protestors and authority figures don't talk the same language, they don't have their conversations in the same places.

Figures in authority have been forced to be responsive rather than proactive. As they respond there is no natural meeting point for de-escalation and resolution.

No predictable end point

Protestors do not trust the responses they are receiving and are quick to react through social media channels, whilst authority continues to make decisions behind closed doors.

It's hard to stay up-to-date with what is happening right now, let alone what happens next.



What should you do immediately?

Even as the situation continues to evolve, there are actions you can take to ensure your brand is operating safely:

- If you sell essential, day-to-day products do not plan to take your brand 'off-air', but carefully consider scheduling to as far as possible avoid advertising during moments of protest
- If you sell more expensive or aspirational items, strongly consider pausing your activity until the situation becomes more stable
- If you have new product launches or significant new campaign launches, pause them until the situation becomes more stable
- Think through the appropriateness of your messaging at a time when many are experiencing pain and hardship
- If your media mix includes program or media sponsorships, consider the appropriateness of them alongside the likely news cycle
- Pause influencer and personality-led communication
- Avoid trying to penetrate the PR news cycle with all but essential communication
- Create or revisit crisis communication plans to ensure you are prepared for any risks around brand activity and that all teams have appropriate messaging in place
- Ensure your social and community management teams are resourced adequately to respond to any activity on your social channels, doing the same for customer service and other entry points to the brand



What we know about the dynamics so far

Protestors are focused on galvanising and educating...

WHAT DOES RACHEL RUTO'S KES 696 MILLION BUDGET MEAN FOR KENYAN TAXPAYERS?

- At least 13 new level 3 hospitals (KES 500 M)
- Each facility can be built from scratch at a cost of KES 50 Million
- 8.7 Million Packets of Pads (65% of women in Kenya lack access to pads. The total cost is 4.35 million women with pads for an entire cycle)
- At least 360 KM road upgrades (KES 500 M)
- The county government of Nyeri has asked KES 450 M for the upgrade of at least 250 kilometres of roads spanning across 30 wards
- 6,960 C-Section Procedures (The average C-Section at a public hospital costs KES 100,000. Under SHIF the govt will only pay for Sh22,800 for a C-Section)
- At least 38.4 Million Diapers (KES 1.1 Bn)
- 15,818 children would have diapers for an year (Kenya records over 1 million births annually. However many parents age in rural areas are unable to afford)
- 530 surgical stents per 100 births (Kenya's maternal mortality rate is 1,000 per 100,000 live births)

WE DON'T HAVE A PROBLEM PAYING TAXES. WE HAVE A PROBLEM WITH HOW OUR TAXES ARE BEING SPENT

WHAT TO DO WHEN EXPOSED TO TEAR GAS

HOW MANY CLASSROOMS AND HOSPITALS CAN BE BUILT USING KSH 1.1 BILLION?

CLASSROOMS
Assuming an average class of 40 students with an area of 48 sqm
KSH 1.1 BILLION would build approximately **1,146** PUBLIC SCHOOL CLASSROOMS

HOSPITALS
Assuming an average dispensary has a bed capacity of 50 beds at 6 sqm per bed
KSH 1.1 BILLION FOR PRESIDENT'S ADVISORS?

WHAT DOES MURKOMEN'S KSH 3,489,048 ROLEX YACHT MASTER WATCH MEAN FOR A KENYAN TAXPAYER?

- PROVIDE CLEAN WATER**
KES 3.5 million could fund the installation of approximately 7 boreholes in rural areas, assuming an average cost of KES 500,000 per borehole.
- SANITARY TOWELS**
4,487 girls could receive sanitary towels for a year, at a cost of KES 65 per girl per month.
- SUPPORT DISABLED INDIVIDUALS**
Imagine the impact! KES 3.5 million could provide 140 wheelchairs at an average cost of KES 25,000 each, greatly enhancing mobility and independence for many disabled individuals.
- JSS TEACHERS**
This amount could fund the salaries of 100 Junior Secondary School (JSS) teachers for a month, each earning KES 35,000. This would help alleviate teacher shortages and improve education quality for students.

A LUXURY WATCH ON ONE WRIST VERSUS ESSENTIAL SERVICES FOR THOUSANDS OF KENYANS

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PROCESS OF RECALLING AN MP

Under Kenyan law, an MP can be recalled on the following grounds:

- Gross Violation of Chapter Six of the Constitution. This includes corruption, abuse of office, or other serious legal breaches.
- Mismanagement of Public Resources
- Conviction of an Offense under the Elections Act

CHALLENGES OF RECALLING AN MP

The 2002 draft of the Constitution Review Commission suggested MPs could be recalled for serious health issues or bad behavior. But things changed, and now it's tougher to give an MP the boot. Here's why:

- You can only start a recall if the High Court says the MP has violated Chapter Six of the Constitution, messed up public resources, or committed a crime under the Elections Act.
- The law gives Parliament more control, making it tricky for voters to successfully recall an MP.

So, while you can still try to recall an MP, the rules make it a bit of a challenge!

...whilst Government response is by its nature fragmented and divided.

THE GEN ZS PROTESTING USE IPHONES, ARRIVE IN UBERS FOR THE PROTESTS AND GO TO KFC AFTERWARDS TO EAT CHICKEN
KIMANI ICHUNG'WAH

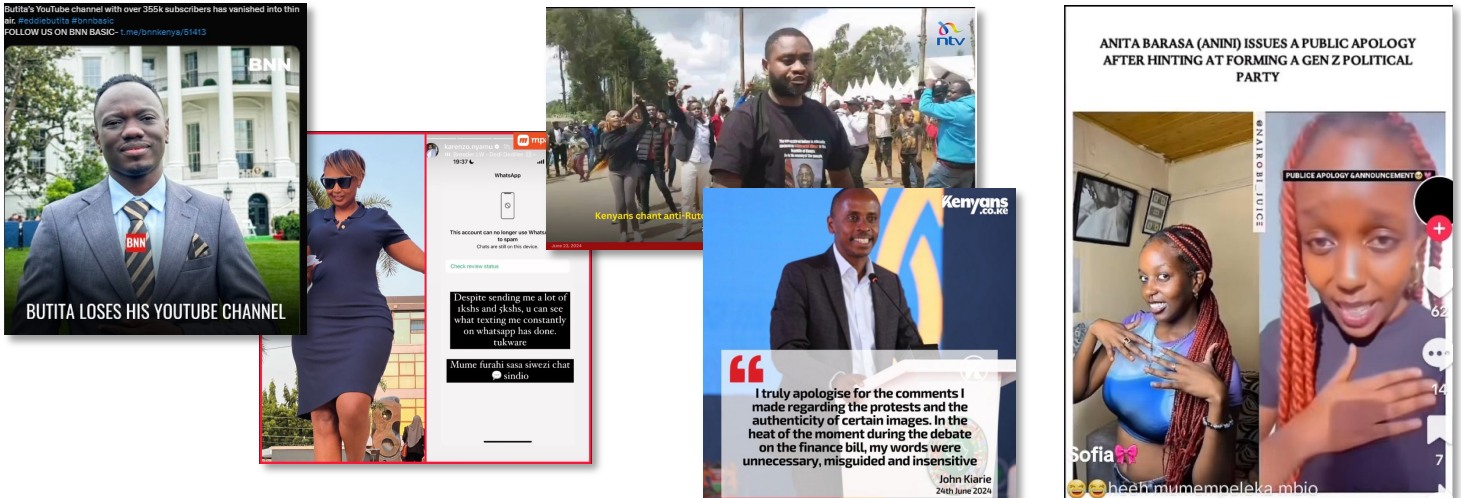
Kimani Ichung'wah @KIMANIICHUNGWAH
The emergence of Gen Z as a force in advocacy and governance has shown a remarkable shift towards unity and inclusivity, transcending ethnic and tribal barriers that have long divided us. This new generation exemplifies a forward-thinking approach, prioritizing common goals and shared values over narrow, divisive identities. It is disappointing to witness some national leaders clinging to outdated notions of tribalism and ethnic division. Our Gen Z clearly demonstrates a more progressive vision for our nation's future, setting an example that all leaders should aspire to follow.

DP Rigathi Gachagua claims NIS failed to brief the president promptly on public sentiment regarding Finance Bill 2024, calls for Director Noordijn Haji's resignation.

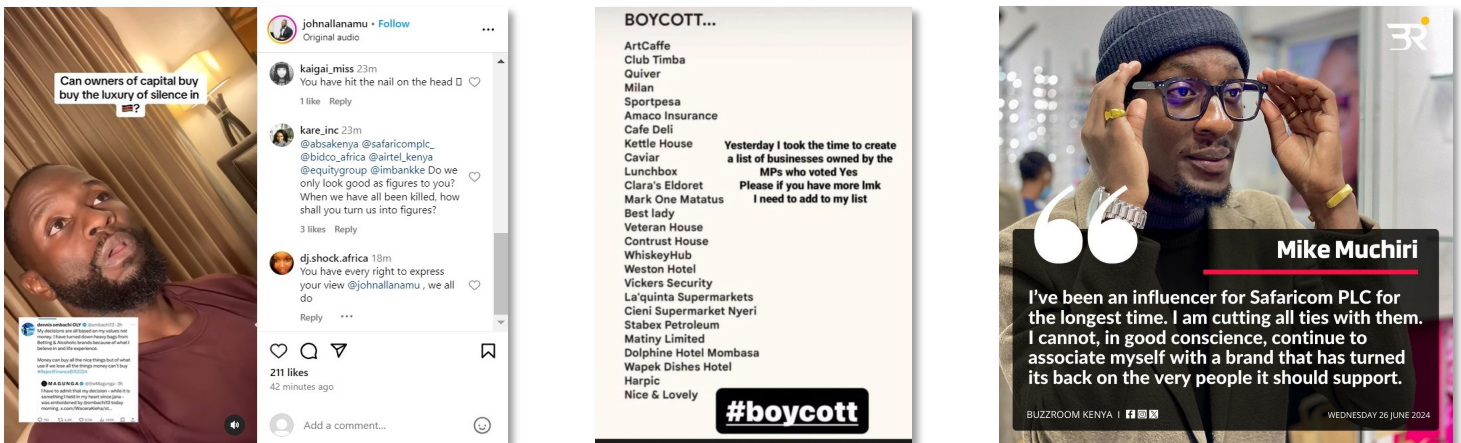
George Koimuri, MP
“We were offered money. Money was being carried in sacks. We were told that for every Yes vote, an MP would receive KSh2 million. I refused to sell the people who elected me. That's why I voted No to reject that Bill which I believe will harm Kenyans.”

What we know about the dynamics so far ...contd

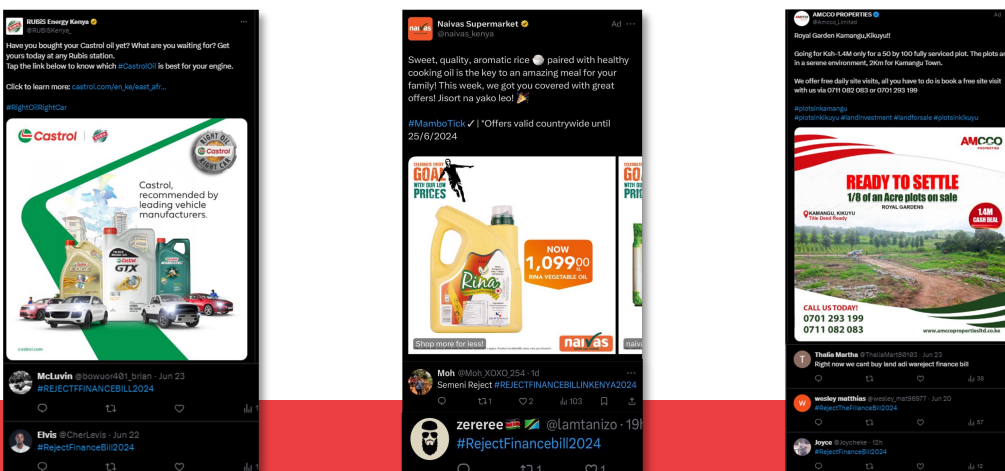
Protestors are actively pulling everyone into the debate



They expect brands to play a role



And those brands seen as behaving crassly are getting pushed out



What should you do next?

This is not a moment for any brand to take a political stance. At this point, just as in the early days of Covid, brands acting with humanity are the ones to receive praise, build trust and deepen relationships.

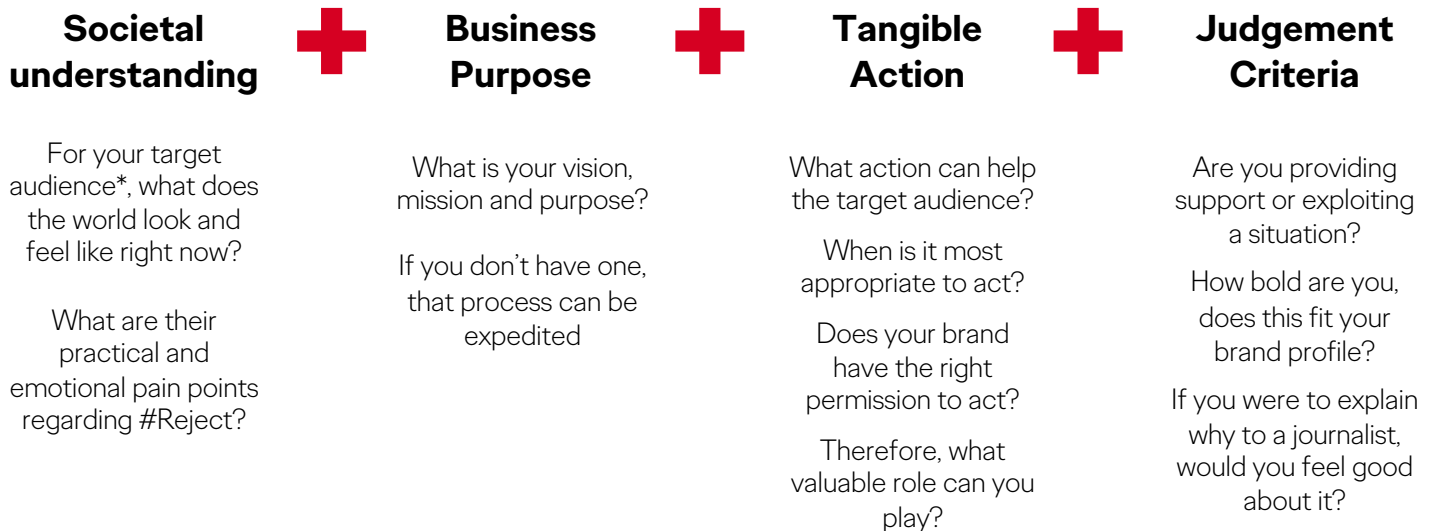
Although it is too soon to tangibly match your commercial objectives to the social landscape, the time will come when you can align commercial ambitions with the needs of your target audience, it is a matter of timing and good judgement.

How?



How to make the right judgement calls

Exercising judgement is a delicate but logical balance of factors, from facing up to everything you know about the real lives of your customers, to honest conversations about your brand purpose and permission to act.



**Not anyone and everyone, the people you think about when you're doing your annual planning*

Deciding when to act is about understanding the role your brand can play, when that will be most needed and appreciated by your audience.

IN-THE-MOMENT OF PROTESTS

PROTECT AND REASSURE

BY:

Express solidarity for people, not political ideology

Personify a partner by supporting people in the moment of acute need

AFTER OR AROUND THE MOMENTS

BUILD HOPE

BY:

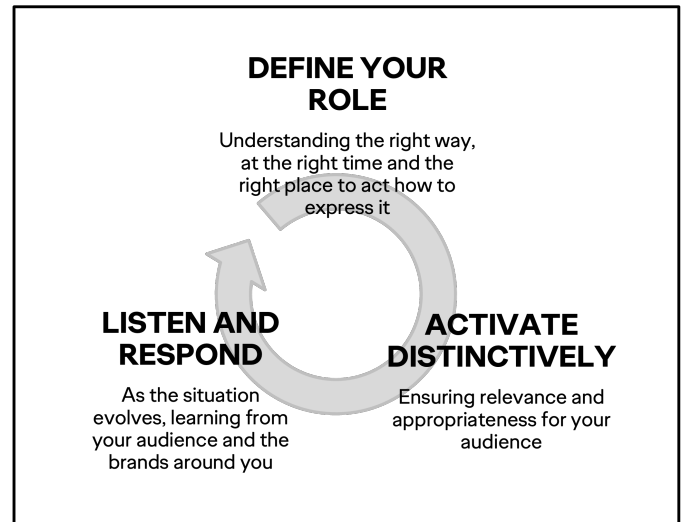
Innovate in your product or how it is delivered for the current reality, e.g. if movement is restricted

Demonstrate how you are helping people cope with or move on from the moment

Thinking through activation

Taking action involves taking risk. This is true at any time, but particularly when the environment is fast-moving and highly charged. Yet now is the time when public expectations that you will act are at their highest.

- Develop plans that are agile enough to respond to a fast-changing situation
- Ensure that your action is designed to earn trust and the right to play a role in this moment for your target audience
- Play your part in actively building hope or providing relief
- Be prepared to listen to feedback, adjust your response and have open conversations about what people think



The success of the action you take depends on it coming from an authentic desire to contribute, but beyond being humane in a moment of crisis, successful activation depends on being clear about the brand outcome you are seeking.

CONTRIBUTE:

Take actions which make a positive difference to the wellbeing and recovery of the community and wider society

CONNECT:

Build and reinforce your brands relationship with audiences and stakeholders, through valuable actions which contribute, and reinforcing your purpose and values

CONVINCE:

Connecting your brands products and services with the wider values and needs of the audience, reflecting their needs and priorities

COMMERCIALISE:

Prompts and calls to action which drive sales, with relevant and appropriate messages

Engage employees and your supply chain to identify what is possible and desirable

Explain transparently why you have decided to help the audience

UNDERPINNED BY A CONSISTENT BRAND VOICE, EMPATHETIC TO MOOD AND CONTEXT

Summary

- Our country has never seen social action of this type
- It has the potential to live on over time, with an expectation that everyone from people on the street to people in the boardroom will get involved
- There are immediate actions that you should take to ensure your brand behaves appropriately at this time
- But there is also expectation that your brand will act, that having benefitted from Kenyans it should also give back
- You can apply logical processes to think through how and when your brand can act, looking within your business to understand the contributions you can make
- You can equally use this action to deepen the relationships you have with the public, as long as you activate in ways that are well thought through and transparent to everyone

If you would like to talk more about how your brand can take action at this time, contact info@ogilvy.africa



THANK YOU

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