

# **The Eastern Africa Milk Consumption Campaign 2008**

The Eastern Africa Milk Consumption campaign and Milk festival will be an annual event replacing the annual Cheese and wine festival held over the last three years. The climax of the more than a month-long consumption campaign will be the milk festival. The event will include various activities cutting across all age brackets. The various publicity tools including but not limited to mall posters, fliers, T-shirts, caps, wheel caps, bill boards, roadside banners and electronic and print media will be used to mobilize and sensitize the public to attend the festival.

## ***Outline of the major events***

### ***1. CAMPAIGN BREAKFAST LAUNCH; Tuesday, November 4, 2008***

A breakfast launch of the campaign will take place at the Hotel Intercontinental. The Minister of Livestock Dr. Mohammed Kuti will officially launch the month-long milk consumption campaign. This is to sensitize the general public of the activities lined for the whole month.

Kenya Dairy Board will also launch their service charter and the ISO certificate as well as mark their centenary celebrations. Media houses will be invited to cover the launch. The promotion programme will be unveiled which include radio and TV campaign, retail outlets promotion among other activities.

This is an ideal opportunity for the sponsors as they will be allowed to brand the breakfast venue and the platinum sponsor will make a 5-minute speech.

### ***2. SCHOOL MILK DAY; Friday, November 21, 2008***

Prior to this day, the organizing committee will have arranged for various contests featuring school going kids e.g. white moustache contests, paintings among other contests. On the day various activities for the kids of various ages will be arranged. This will include games, dances and above all milk sampling.

The Ministry of education and the ministry of livestock will be the host. School from the larger Nairobi and some major towns will be treated to a milk fete at the Nairobi Railways Club during the school milk day. The kids will be ferried from their schools and their parent will be encouraged to accompany them.

The venue is ideal for the sponsors to brand. The platinum sponsor will be allowed to brand the major areas including the perimeter wall which border Haille Sellasie Avenue, Uhuru Highway and Uhuru Park. Media will be covering the events which will be greatly promoted in all the publicity tools.

### **3. STAKEHOLDERS' COCKTAIL; December 4, 2008**

The cocktail aims at bringing together players as well as those who supported the month-long campaign. It will also be an opportunity to update the exhibitors and other stakeholders on the planned activities for the three days long milk festival. The ministry of livestock and the Kenya Dairy Board will be the host.

This will offer sponsors another opportunity to interact with the dairy industry players. Branding of the cocktail venue by the sponsors is encouraged. Media will be covering the cocktail and the platinum sponsor will be allowed 5 minutes to address the stakeholders. Over 100 delegates expected at the cocktail.

### **4. "Body by Milk" BASKETBALL-Friday, December 5<sup>th</sup> and 6<sup>th</sup>, 2008**

Traditionally basketball is played more by high school kids though the concentration is more within the A-B segment. This segment is mostly concentrated within the up market areas of Nairobi such as Kileleshwa, Hurlingham, Westlands, Runda, Karen and such areas. You will also find basketball within the C1 group- one that is found in areas such as Donholm, Buru Buru, South C/B, Parklands, and Langata areas.

The idea here is to have a one-day basketball event that will attract teams from these areas and neighborhoods. Since the timings indicate that schools will have closed, we shall have a tournament targeting teams to participate [Friday, December 5, 2008 preliminaries and semi-finals and finals on Saturday, December 6, 2008]. The event will take place at the Nairobi Railways Sports Club.

The event will be supplemented by music and live entertainments intertwined with dairy and sponsors moments. In addition, an interactive radio programme with a radio station that targets this group will be involved. This station will be our conduit to communicate with teams from this age group. Exhibition tents will be constructed around the pitch (where dairy breaks will be taking place) for the stakeholders to showcase their products and services. The teams will also be corporate sponsored.

This is an ideal opportunity to target the current and future consumers. Ground breaking publicity strategy to ensure that the tournament receives large turnout has been developed. Sponsors and exhibitors will be able to interact with this consumer segment and make sales.

**5. "Body by Milk" FOOTBALL-Saturday, December 6, 2008**

Available trends indicate that social football is increasingly becoming the in-thing in Kenya today. A 7-a-side football tournament that will target ages 25-35 [C1-C2] will be organized. It will be a one-day event that will be held at the Nairobi Railways Club.

It is another ideal opportunity for the stakeholders (sponsors and exhibitors) to interact one-on-one with consumers of their products. It is expected that the target group will carry along their family and there will be other activities for younger consumers. The basketball semi-finals and finals will take place on this day and therefore it will be a sporting event for the whole family. The platinum sponsors again will other prominence in branding the venue.

**6. The Milk Family Fun Day Featuring CHEESE & WINE FESTIVAL-Sunday, December 7, 2008**

The event will be held on Sunday, December 7, 2008, the day after the football and basketball finals. The event will take place at the Nairobi Railways Club.

This is a family fun day whereby various activities are lined up for all whole family. A major attraction will be the cheese and wine festival. The idea is to create "milk occasions" i.e. paring of milk and milk products with other foods. Attractions across the social and economic segments are lined up. A lot of sampling and sales will take place.

This is another ideal publicity platform for sponsors.