



CORPORATE SCENE



From left-Emperor Motors directors Bob Muritu, John Maingi and Hino Motors Japan general manager for Europe and Africa Shuichi Kaneko, Toyota Kenya chairman Dennis Awori and Toyota Kenya managing director Sachio Yotsukura unveil a plaque during the launch of Emperor as a Hino trucks and buses dealer. COURTESY

From left-Corporate governance consultant Madrine Oluoch, Ernst & Young partner, advisory services leader Celestine Munda and Unclaimed Assets Financial Services CEO Kellen Kariuki during a panel discussion organised by the Institute of Directors Kenya to commemorate the International Women's Day. SALATON NJAU



Australian High Commissioner John Feakes signs a visitors book at the Australian Higher Education Fair at the Southern Sun Mayfair Hotel. He was received by Geet Chana (left) and Mahul Shah (right), both directors of Australian Education Consultants (AEC). COURTESY

Dr Wale Akinyemi (centre) with Longhorn chairman F. T. Nyamu (right) and former Internal Security CS Joseph Ole Lenku when they announced a deal that will see Longhorn acquire the rights to print, distribute and sell seven motivational titles from the Akinyemi's Power Talks series. COURTESY



Nestlé brews art contest

PLAN While the winner will get a paid internship, the firm is set to benefit from customer feedback

BY QUEEN MUNGUTI

Nestlé, through its Swedish coffee brand-Zoegas, last month unveiled a contest that will see the winning design of a female art student from the University of Nairobi used in packaging of the coffee brand and the winner get a fully paid internship at Ogilvy & Mather advertising agency in Nairobi, in a marketing strategy known as contest marketing.

The strategy sees brands engage their target audience by inviting them to compete for prizes that will require them to accomplish a skilled task. It is this strategy that Nestlé has seen fit to employ in a bid to market their international products locally.

The Zoegas brand is not sold in Kenya, but it uses Kenyan coffee beans, which has been the reason for running the contest in Kenya.

"At Nestlé, we are committed to empowering the communities in which we operate in a sustainable manner," said Christine Masta, public affairs manager of the Nestlé Equatorial African region. "This competition represents a great opportunity for us to use our international brands to support local development and skills transfer."

According to Dan Ariely, a psychology professor and behavioural economics at Duke University, contest marketing, has been a success because something of perceived value is being given for free

by a brand. "Free gives us such an emotional charge that we perceive what is being offered as immensely more valuable than it really is."

Brands use this hook to play with their audience's emotions, be it of happiness, or a love of competing. When the consumer decides to take part in the contest, they already fantasise about using or experiencing the prize, generating an emotional pay off even without having won. For this reason, brands usually choose a prize that relates to their target market in a bid to increase engagement and attract loyal consumers.

For instance Walkers, a crisps company in the UK launched a contest in 2008 dubbed 'Do Us A Flavour', where it invited consumers to come up with new flavours of crisps and the winner would be offered a £50,000 prize along with one per cent of all future sales of their flavour.

Over the contest period the company outperformed category year-on-year sales growth by 68 per cent. Over one million flavour suggestions were received, which was three times the original forecast, while over a million votes were cast by the time the winner was announced.

Analytical tools

And there were 4.3 million visits to their website with an average four to nine minutes spent on the site. The company also attracted 27,000 fans to



A shopper stands next to a supermarket shelf stocked with Nestlé products. AFP

Centum-backed Akiira to spend Sh13

BY NEVILLE OTUKI

The Centum-backed geothermal power project will spend a Sh138 million grant from the African Union Commission to fund further drilling of its wells after initial exploration yielded less steam than projected.

Akiira Geothermal, the company developing the project, said the extension period for wells drilling makes it impossible to meet earlier target of injecting 70 megawatts (MW) of geothermal electricity to the national grid by December.

The project, whose exploration drilling started last August, is based in Akiira Valley in Naivasha steam fields, and is partly owned by investment firm Centum.

"The grant (\$1.37 million) will enable further drilling and testing of wells," Akiira chief executive Robert Bunyi said on Friday. "Tests from initial exploration



Kenya Power managing director Ben Chumo, Akiira Geothermal director Jensen and David Simbiki during the signing of a 70MW power purchase agreement.

indicate steam levels that fail to meet our expectations in terms of presence, temperature and strength.

This means we will not meet the December target," he added, declining to

give a new timeline for the company, which is part of President Barack Obama's initiative, last August, to purchase agreements