

MECS Tanzania eCooking Scale and Support Programme**FINAL PROJECT REPORT**

National eCooking Awareness Campaign — Tanzania

"Pika Smart" — Kwa Afya Bora | Cook Smart for Better Health**Organisation Name:** Fern Marketing Company Ltd**Produced by:** Fern Marketing Company Ltd**For:** FCDO and Loughborough University (MECS Programme)**Date:** - January 2026**Country:** Tanzania

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1. Executive Summary

The Pika Smart (“Cook Smart”) campaign is the flagship consumer awareness initiative under the MECS Tanzania eCooking Scale and Support Programme, designed and implemented by Fern Marketing Company Ltd in collaboration with the Ministry of Energy. The campaign was developed and implemented between March 2025 and January 2026.

While the original objective was to reach at least 10% of the Tanzanian population with an eCooking awareness message, this target was later revised during the project to align with the National Clean Cooking Strategy (2024–2034), which aims to achieve 80% clean cooking adoption nationally by 2034. The campaign therefore set a communications objective of achieving 80% awareness of eCooking among urban and peri-urban Tanzanians in age bracket 18-45 yrs.

The campaign was grounded in a structured market study conducted between March and April 2025, which assessed consumer perceptions, awareness levels, affordability concerns, appliance preferences, behavioural barriers, and key decision-making drivers related to eCooking adoption. The research covered 500 households across six regions and provided an evidence base that shaped the campaign’s strategic design.

The outputs included:

- Audience segmentation profiles
- Insights on myths and misconceptions about eCooking
- Price sensitivity and appliance financing considerations
- Trusted communication channels and influencers
- Key behavioural triggers for transition from charcoal and LPG to electricity

These findings directly informed the campaign strategy — shaping the Pika Smart brand positioning, messaging hierarchy, tone of voice, media channel selection, demonstration formats, and supplier engagement strategy. As a result, the campaign narrative was evidence-led rather than assumption-driven.

Between April and May 2025, the campaign underwent a structured design and co-creation process involving concept development, brand identity creation, messaging framework development, stakeholder validation workshops, and iterative feedback sessions with MECS, the Ministry of Energy and development partners. This process ensured that the campaign messaging was culturally resonant, aligned with national policy priorities, and responsive to consumer affordability concerns.

The campaign brand, “Pika Smart”, was developed to be aspirational, accessible, and culturally resonant. The tagline “Okoa Maisha, Okoa Muda” (Save Life, Save Time) anchors the campaign’s consumer messaging in the benefits of improved health and time savings while positioning eCooking as a modern, smart and status-enhancing choice for Tanzanian households.

The official launch on 13th June 2025 marked the transition from campaign design to national implementation. The half-day launch event, held at the St. Laurent Diabetes Centre in Dar es Salaam, brought together senior government officials, development partners, appliance suppliers, media representatives, and civil society stakeholders. Key highlights included participation from the Commissioner for Energy and New and Renewable Resources and representation from UK International Development through the UK High Commissioner to Tanzania. The launch generated extensive media coverage across national television, radio, print and digital platforms and positioned Pika Smart as the national face of Tanzania’s transition to electric cooking.

Following the launch, the campaign was implemented between June 2025 and January 2026 through a multi-channel communications strategy combining national ATL media, regional roadshows, community demonstrations, Vikoba savings group engagement, influencer partnerships, and a multi-city PR programme.

On ATL media, the campaign delivered significant national exposure through television, radio and outdoor advertising placements. Media monitoring data indicates that the campaign generated daily audience impressions ranging from approximately 16.7 million in July to a peak of 39.5 million in August, following the addition of Clouds FM and ITV. Broadcast modelling indicates that the campaign reached approximately 6.46 million individuals within the core target demographic, while broader national exposure across all audiences is estimated at approximately 14.6 million people, representing 44.3% of the relevant population base exposed to broadcast media.

The roadshow programme ran from 30 June to 9 September 2025, covering six regions across 47 activation days: Dar es Salaam, Tanga, Kilimanjaro, Arusha, Mwanza and Dodoma. Through live demonstrations, public engagement sessions and supplier exhibitions, the roadshows directly engaged 3,780 participants, with additional exposure generated through surrounding community audiences at activation sites. Demonstrations consistently proved to be the most effective tool for changing perceptions about electricity consumption, appliance safety and cooking performance.

The Vikoba engagement programme, piloted in Mwanza and Dodoma, demonstrated strong potential for community-based financing models. Five savings group sessions engaged 125

participants, recruited 10 grassroots agents, and generated appliance sales through group demonstrations. This model showed strong promise for supporting future market expansion through trusted local networks, particularly among women who are the primary household cooking decision-makers.

The campaign also generated substantial media visibility. PR coverage expanded from Dar es Salaam to Arusha, Mwanza and Dodoma, generating more than 75 earned media pieces across television, radio, print and digital platforms, including an international broadcast milestone through a DW Focus documentary. 3 social media influencers produced sustained content promoting electric cooking appliances and reinforcing campaign messaging within online communities.

When considering the combined reach and repeated exposure across both media and on-ground activities, campaign monitoring indicates that the objective of achieving 80% awareness of eCooking among urban and peri-urban Tanzanians aged 25-45 years was achieved during the campaign period.

Beyond awareness generation, the campaign produced a rich and actionable evidence base for the future development of Tanzania's clean cooking market. Consistent findings across all regions confirmed that live demonstrations are the single most effective persuasion tool, while price sensitivity remains the dominant barrier to adoption, particularly in lower-income areas. Access to credit and installment purchasing mechanisms emerged as a widely expected but currently under-supplied solution. Electricity reliability concerns and the TSh 329,000 TANESCO connection fee were repeatedly cited as structural barriers to adoption. At the same time, engagement through women's groups and community savings networks demonstrated strong potential for accelerating adoption through trusted peer networks.

Overall, the Pika Smart campaign successfully established a strong national platform for promoting electric cooking in Tanzania, significantly expanding public awareness while generating valuable insights to inform the next phase of eCooking scale-up in Tanzania.

The campaign's effectiveness was further validated through a dedicated post-campaign qualitative evaluation conducted with key ecosystem stakeholders, including the Ministry of Energy, development partners (WFP), and campaign and supply partners. Stakeholders affirmed strong alignment between the Pika Smart campaign and Tanzania's National Clean Cooking Strategy, highlighted live cooking demonstrations as the most powerful behavior-change mechanism, and confirmed broadly positive public reception. Affordability constraints, behavioral norms, and the need for deeper stakeholder involvement during implementation

were identified as priority areas for future phases. The qualitative findings are presented in full in Section 4.9 of this report and inform the recommendations in Section 14.

2. Introduction

2.1 Aims and Objectives

The National eCooking Awareness Campaign — Pika Smart — was designed to achieve the following overarching aims:

- Conduct comprehensive market research to inform the campaign strategy
- Raise widespread awareness among Tanzanian households of the health, economic, and environmental benefits of electric cooking.
- Shift consumer attitudes and social norms towards electric cooking appliances as modern, affordable, and culturally appropriate alternatives to biomass.
- Support appliance suppliers and retailers to reach a broader consumer base.
- Demonstrate government commitment to the National Clean Cooking Strategy 2024–2034.
- Generate momentum for subsequent phases of the MECS eCooking Scale and Support Programme.

Specific campaign objectives included:

1. Achieve 80% awareness of eCooking among urban and peri-urban Tanzanians within the 25–45-year age bracket by November 2025.
2. Generate positive earned media coverage across TV, radio, print, and digital channels.
3. Engage government, private sector, and other stakeholders at the national launch event.
4. Demonstrate eCooking appliances in action through live exhibition booths.
5. Lay the foundation for a sustained national communications and behaviour-change campaign.

Target Demographic Focus

While the overarching objective was to achieve 80% awareness of eCooking among urban and peri-urban Tanzanians by November 2025, the campaign strategically prioritised electricity-connected, adoption-ready households within middle- and lower-middle-income segments.

Insights from the market study (March–April 2025) identified that households with reliable grid access, rising charcoal/LPG expenditure pressures, and demonstrated openness to modern appliances represented the most viable early adopters. Within this group, primary household cooking decision-

makers — predominantly women aged 25–55 — were identified as the key behavioural influence segment.

The campaign therefore tailored messaging, demonstrations, and media placement toward:

- Urban and peri-urban, grid-connected households
- Cost-conscious families currently using charcoal or LPG
- Women as primary cooking and purchasing decision-makers
- Younger, tech-comfortable households open to modern solutions

Secondary audiences included appliance retailers, financial institutions, policymakers, and media stakeholders to create an enabling ecosystem for adoption.

This targeted approach ensured that awareness efforts were not diffuse but concentrated on segments with the highest short-to-medium-term conversion potential, in alignment with the National Clean Cooking Strategy 2024–2034.

2.2 Background and Rationale

Tanzania, like much of Sub-Saharan Africa, remains heavily dependent on biomass, predominantly charcoal and firewood, for household cooking. This dependence carries significant human, economic, and environmental costs: indoor air pollution from biomass combustion is a leading cause of respiratory illness and premature death, particularly among women and children; deforestation driven by charcoal production threatens Tanzania's forests and contributes to carbon emissions; and household expenditure on fuel represents a significant and often rising burden on family incomes.

The transition to modern electric cooking (eCooking) offers a compelling alternative. As Tanzania's national electricity grid continues to expand, driven by major hydroelectric investments and rural electrification programmes, an increasing proportion of households can access grid electricity. Electric pressure cookers, induction hobs, air fryers and similar appliances offer faster, cleaner, and ultimately more cost-effective cooking than other paid-for fuels, particularly when used in conjunction with grid-connected electricity tariffs.

Despite these advantages, consumer uptake of eCooking appliances has been limited. Market research conducted as part of the MECS Tanzania programme identified key barriers, including low consumer awareness of eCooking appliances and their benefits; persistent concerns about the cost of electricity and perceived affordability of appliances; cultural attachment to familiar cooking methods and flavours; and limited availability and after-sales support for eCooking appliances in local markets.

The Pika Smart campaign was designed explicitly to address awareness and attitude barriers, creating the consumer demand environment that is a necessary precondition for market growth and broader adoption.

2.3 National Context — Tanzania's Clean Cooking Strategy

Tanzania's National Clean Cooking Strategy 2024–2034 sets an ambitious target: 80% clean-cooking adoption by 2034. The Strategy identifies electric cooking as one of the primary pathways to achieve this target, alongside improved biomass cookstoves. It calls for coordinated action across government, the private sector, development partners, and civil society — including consumer awareness campaigns of exactly the nature delivered by Pika Smart.

The MECS Tanzania eCooking Scale and Support Programme, funded by UKAid and managed through Loughborough University, represents one of the most significant technical and financial investments in support of this Strategy. The Programme encompasses market research, business development support for appliance suppliers, consumer finance facilitation, and — through the Pika Smart campaign — the largest consumer awareness initiative yet undertaken in Tanzania's clean cooking sector.

3. Background — The MECS Programme in Tanzania

The Modern Energy Cooking Services (MECS) programme is a UKAid-funded initiative managed by Loughborough University. MECS works globally to support the transition from traditional biomass cooking to modern, clean energy alternatives, including electricity and gas. The programme combines research, market development, and policy engagement to create enabling conditions for clean cooking transitions at scale.

In Tanzania, MECS has supported a range of activities under the eCooking Scale and Support Programme, including:

- Consumer market research to understand attitudes, behaviours, and barriers to eCooking adoption.
- Supplier engagement and business development support to strengthen the eCooking appliance supply chain.
- Stakeholder engagement with the Government of Tanzania, particularly the Ministry of Energy and the Presidential Adviser on Clean Cooking.
- Development of the national communications and behaviour-change campaign — Pika Smart.
- Working with TANESCO to pilot innovative financing mechanisms to reduce the upfront cost barrier to adoption.
- Development of national standards with TBS to address quality and energy efficiency.
- Transitioning schools to eCooking.
- Strengthening the repair and maintenance capability within the country.

The Pika Smart campaign was developed in close partnership with Fern Marketing Company Ltd, a Dar es Salaam-based marketing agency with extensive experience in consumer campaigns, and with active support and endorsement from the Ministry of Energy.

4. Market Research

4.1 Methodology

Before campaign design, Fern Marketing conducted comprehensive, evidence-led consumer market research across 500 households in six regions of Tanzania (Dar es Salaam, Arusha, Mwanza, Tanga, Kilimanjaro, and Dodoma) between March and April 2025.

The study adopted a mixed-methods approach, combining quantitative and qualitative research to generate actionable insights for campaign development.

Quantitative Component

A total of 500 structured household interviews were conducted using Computer-Assisted Personal Interviewing (CAPI) deployed via the Survey-To-Go platform. The sample intentionally focused on electricity-connected, adoption-ready households, including:

- Urban households connected to the national grid
- Peri-urban/rural households recently connected to the grid
- Sub-segments including white-collar workers, students, and working women

Within each household, interviews targeted both the primary cook (often women aged 25–55) and the main household decision-maker, where these differed, to capture both behavioural and economic decision dynamics.

Due to the targeted sampling criteria, it should be noted that results are not nationally representative and relate only to the sample surveyed.

Qualitative Component

The qualitative research comprised:

- **8 Focus Group Discussions (FGDs)** spanning urban and peri-urban/rural households, white-collar workers, students, working women, and informal food vendors (mama lishe), to explore cooking behaviours, perceptions, cultural influences, and messaging resonance.
- **10 In-depth Interviews (IDIs)** conducted with key ecosystem actors, including leading eCooking appliance suppliers and distributors (SESCOM, UPEnergy, SmartPika, Jicho Chanya), sector experts from TaTEDO-SESO, and a UNCDF-supported consultant working with the Ministry of Energy on the National Clean Cooking Communications Strategy, aligned to the broader National Clean Cooking Strategy 2024–2034.

Research Purpose

The research was explicitly designed to inform campaign strategy by:

- Assessing awareness, perceptions, and misconceptions around eCooking
- Identifying barriers (cost, reliability, cultural resistance) and motivators (health, cost savings, convenience)
- Determining preferred communication channels (TV, radio, social media, influencers)
- Understanding household decision-making and gender dynamics
- Identifying supply-side and ecosystem constraints

Insights from the study directly informed the Pika Smart campaign positioning, messaging architecture, media mix, demonstration approach, and stakeholder engagement strategy, ensuring that the campaign was evidence-driven, segmented, and aligned with national policy priorities.

4.2 Summary of Results

Current Cooking Landscape

The research found that Tanzania's household cooking landscape is characterised by multi-fuel usage. LPG was the primary cooking fuel for 60% of households surveyed, followed by charcoal (27%) and electricity (42% using it in some capacity). However, usage of modern eCooking appliances remained low, with only 30% owning any of the new generation of energy-efficient appliances, and 30% of respondents reported using none of the listed eCooking appliances at all. The most commonly owned appliances were kettles (32%) and electric water heaters (18%), with newer generation appliances like rice cookers and electric pressure cookers showing lower but growing usage rates.

The average monthly spend on cooking fuel varied significantly by fuel type. Electricity users spend the least, approximately TZS 12,158 per month, compared to TZS 23,829 for LPG users and higher amounts for charcoal and firewood users when time and health costs are factored in. This cost differential is a key underexploited messaging opportunity: most non-adopters are unaware that electricity is actually the cheapest cooking fuel on a per-meal basis.

Awareness, Perceptions, and Attitudes

Awareness of eCooking in a general sense, such that it is possible to cook with electricity, was high: 91% of surveyed participants were already aware of eCooking, consistent across urban (93%) and peri-urban/rural (89%) segments. However, awareness of the newer generation of energy-efficient appliances, which use significantly less electricity than traditional hotplates, was lower at 65%. This gap between general awareness and awareness of modern, efficient appliances defined the campaign's core communication challenge: the task was not to introduce a concept, but to shift perceptions from old, high-consuming electric appliances to the new, efficient generation.

Of those aware of eCooking benefits, 94% recognized faster cooking and time savings as the primary advantage. A further 76% were aware of the benefits broadly. 51% of respondents were confident that

electric cooking can produce the same taste and quality as traditional methods, which is encouraging, however 28% remained skeptical, representing a significant segment requiring persuasion, particularly for culturally important dishes like pilau, ugali and rice. Television (64%) and social media (59%) were the most frequently cited sources of eCooking awareness, with word-of-mouth from friends and family also significant.

Barriers to Adoption

The research identified a clear hierarchy of barriers preventing non-adopters from switching to eCooking:

Rank	Barrier	% Citing / Detail
1	High cost of eCooking appliances	83% the dominant barrier across all demographics and locations
2	High electricity tariffs	56% partly driven by misconceptions about the consumption of modern, efficient appliances
3	Unreliable electricity supply	31% overall consider it an important factor; peri-urban and rural areas especially affected (13% face daily outages vs 6% in urban settings)
4	Cultural attachment to traditional methods	37% to 54% rate traditional cooking as 'very important'; taste concerns are particularly acute for ugali and rice
5	Safety concerns	Significant minority — fear of electric shocks, fires, explosions; especially high among those with no prior experience of electric appliances
6	Lack of after-sales support	Notable — concerns about repair access, spare parts, and supplier reliability after purchase

Motivators for Adoption

The research identified equally clear motivators that, when activated, shift intent towards eCooking adoption:

Rank	Motivator	% Citing / Detail
1	Lower appliance costs	75% the single most cited motivator for adoption

2	Lower electricity tariffs	60% closely linked to the cost barrier; cost comparisons with charcoal are a powerful conversion tool
3	Time savings and convenience	Strong across all segments — 92% believe eCooking would reduce cooking time; top messaging appeal at 46%
4	Health benefits	86% expect improved household health from eCooking; reduction in indoor smoke is a primary driver
5	Payment plans and financing	69% are willing to use installment plans or loans; 90% express willingness to purchase if price is right
6	Modernisation and social status	Significant — especially among urban youth; "The smart way to cook" most appealing phrase overall (33%)

Communication Channels and Key Messages

The research provided clear directions on which channels and messages would be most effective for the campaign.

Television was the dominant channel trusted by 74% of respondents for new product information, with 72% of those accessing it daily. Evening prime time (49%) and morning (32%) were peak viewing slots. Social media was the second channel, 59% using it daily, with Instagram, Facebook, and TikTok most prominent among younger and urban audiences. Radio reached 40% of respondents daily and was identified as the most effective channel for rural and older demographics. The most trusted messengers were government officials (25%), followed by healthcare workers (20%) and celebrities/influencers — directly informing the campaign's strategy of securing senior government endorsement at launch.

When asked to rank persuasive campaign messages, “save time and cook faster” emerged as the most appealing emotional benefit, (46% top appeal) reflecting the everyday convenience valued by busy households. This was followed by health and safety benefits, and long-term cost savings versus charcoal. However, when respondents were asked what information they most wanted before purchasing an eCooking appliance, cost comparisons with existing fuels (such as charcoal or LPG) ranked highest at 68% (followed by how to use appliances correctly (55%) and safety features (44%)). This difference reflects a common behavioural dynamic: emotional benefits capture attention, while practical cost information supports purchase decision-making. The campaign therefore combined both approaches, using time-saving messaging to attract interest while demonstrating real cost savings during live demonstrations.

The phrase "The smart way to cook" had the highest overall recall and appeal at 33%, directly informing the Pika Smart brand name.

Willingness to Pay and Financial Indicators

Despite high price sensitivity, the research revealed strong latent demand. Overall willingness to purchase was 90%, however, willingness to pay data showed the significance of the upfront cost barrier. There was an average willingness to pay TZS 57,362, with significant variation: urban respondents were willing to pay considerably more than rural respondents. 45% of respondents were willing to pay less than TZS 25,000, and a further 37% up to TZS 50,000. This is a key challenge for eCooking adoption as acceptable quality EPCs, induction hobs, rice cookers and air fryers cost (in some cases significantly) more than this.

69% expressed willingness to use payment plans or loans, with 76% interested in eCooking even at higher upfront costs if long-term savings were demonstrated. The Electric Pressure Cooker (EPC) was the most preferred appliance for adoption (43%), followed by induction hobs and air fryers — directly shaping the appliance focus of the roadshow programme.

4.8 Adoption Likelihood and Future Intentions

The research revealed a strong foundation of intent to act. 60% of respondents reported being very likely to adopt eCooking within the next 12 months, and a further 30% were somewhat likely, giving a combined 90% adoption likelihood. Urban respondents showed higher intent than peri-urban/rural, and younger respondents (18–34) showed stronger inclination than older groups. This high baseline intent, combined with the clearly identified barriers above, confirmed that the campaign's role was not to create demand from scratch, but to remove the friction that was preventing already-motivated consumers from converting their intent into action.

5. Campaign Design

5.1 Brand Identity — Pika Smart

The Pika Smart brand was developed to be bold, modern, and accessible. Key brand decisions included:

- Name: 'Pika Smart' combines the Swahili word for 'cook' (pika) with the universal 'smart' signaling modernity, intelligence, and aspiration. The name is easy to remember and works across Swahili and English-language media.
- Tagline: 'Okoa Maisha, Okoa Muda' 'Save life, Save time' directly addresses the primary consumer motivation of saving time identified in market research, and aligns with the National Clean Cooking Communication Strategy.
- Visual identity: Bold green and orange colours associated with health, energy, and African vibrancy, anchored by a distinctive logo combining a cooking pot motif with a smart/technology element.
- Tone of voice: Warm, aspirational, and empowering, speaking to community as smart decision-makers who choose what is best for their families.

5.2 Channel Mix

Based on market research findings, the Pika Smart campaign was designed around a multi-channel media mix:

Channel	Rationale and Approach
Television	Broad national reach and high trust levels. Campaign news coverage plus paid broadcast slots on ITV and Azam TV. Spots aired on launch day and the following days to maximise visibility and reinforce government endorsement.
Radio	Leveraged Wasafi FM and Clouds Radio, two of Tanzania's most listened-to stations. Broadcast campaign audio spots and facilitated live interviews with campaign spokespersons to reach urban and peri-urban audiences, including commuters and informal workers.
Online News Platforms	Press releases and feature stories disseminated to 40+ online outlets in both English and Swahili, generating extensive earned media coverage and digital visibility.
Print Newspapers	Coverage in Daily News, The Guardian, HabariLeo, and Nipashe to reach policy stakeholders, institutional audiences, and traditional media consumers.
Social Media	Used to engage urban and younger demographics with campaign visuals, explainer content, and event highlights. Amplified awareness through sharable video content and educational posts clarifying misconceptions about electricity consumption and appliance efficiency.
Billboards (Outdoor Advertising)	Strategic placement in high-traffic urban and peri-urban areas to reinforce campaign branding ("Pika Smart") and create repeated visual exposure, building recall and legitimacy.
Roadshows & Community Activation	On-ground activations in urban and peri-urban centres featuring appliance demonstrations, direct consumer engagement, Q&A sessions, and promotional education. Designed to move audiences from awareness to consideration and trial.
Live Demonstrations (Launch & Exhibitions)	Supplier exhibition booths enabled attendees to see, touch, and interact with eCooking appliances. Live cooking demonstrations addressed taste concerns and built product familiarity and trust.

VICOBA Engagement (Savings Groups)	Targeted engagement with VICOBA (Village Community Banks) and savings groups to address affordability barriers. Sessions focused on cost-benefit education, group financing possibilities, and practical pathways to appliance ownership.
Influencers & Community Leaders	Engagement of trusted community voices to align messaging with cultural norms. Influencers and local leaders helped reinforce credibility, encourage household discussions, and reduce skepticism around reliability and taste.

5.3 Coordination with National Clean Cooking Communications Strategy

The design of the Pika Smart campaign was undertaken in parallel with the development of the Government of Tanzania's National Clean Cooking Communications Strategy. This created both opportunities and challenges: the MECS team worked closely with the Ministry of Energy to ensure that Pika Smart's messaging and visual identity were aligned with and were informed by the emerging national strategy. The parallel development process required flexibility and iterative design work but ultimately resulted in a campaign whose assets are positioned to serve as reference materials for the broader national strategy.

6. Campaign Launch — Event Report (13 June 2025)

6.1 Overview

The official launch of the Pika Smart campaign took place on Friday, 13 June 2025, at St. Laurent Diabetes Centre, Kawe, Dar es Salaam. The half-day event was organised by Fern Marketing Company Ltd on behalf of the MECS Tanzania programme, with logistical support from MECS and the Ministry of Energy.

Detail	Information
Date	Friday, 13 June 2025
Venue	St. Laurent Diabetes Centre, Kawe, Dar es Salaam
Format	Half-day ceremonial launch with stakeholder exhibition, live cooking demonstrations, speeches, and formal unveiling of campaign creative materials

6.2 Attendance and Stakeholders

The launch event attracted a diverse and high-profile audience representing key segments of the eCooking ecosystem:

- Government: Eng. Innocent Luoga, Commissioner for Energy and New and Renewable Resources, Ministry of Energy; representatives from other relevant ministries.
- Development partners: UK High Commissioner to Tanzania, H.E. Marianne Young (speaking on behalf of UK International Development); MECS Programme representatives.
- Private sector: eCooking appliance suppliers showcasing products at dedicated exhibition booths.
- NGOs: Representatives from organisations working on clean energy.
- Media: Journalists from national television stations (ITV, TBC, Azam), radio stations (Wasafi FM, TBC Radio), and print and online news outlets.

6.3 Programme of Events

The event followed a structured programme designed to maximise both ceremony and substance:

1. Arrival of guests, with guided tours of supplier exhibition booths.
2. Welcome address by the MECS Tanzania Partnership Liaison Lead.
3. Keynote address by the Commissioner for Energy and New and Renewable Resources, Ministry of Energy, Innocent Luoga, formally inaugurating the campaign.
4. Address by UK High Commissioner H.E. Marianne Young, on behalf of UK International Development.
5. Formal unveiling of Pika Smart campaign creative materials (two large campaign posters) on stage, with confetti and applause.
6. Group photographs of VIP guests on stage.
7. Media interviews with key speakers.
8. Continued networking and exhibition tour.

6.4 Key Messages Delivered

Speakers at the launch conveyed several consistent and complementary messages:

Commissioner Innocent Luoga (Ministry of Energy) emphasised the Tanzanian government's commitment to the National Clean Cooking Strategy 2024–2034 and welcomed the Pika Smart campaign as a key tool in accelerating progress towards the 2034 target of 80% clean cooking adoption. He highlighted the economic and environmental benefits of eCooking and encouraged Tanzanians to embrace the transition.

UK High Commissioner H.E. Marianne Young, speaking on behalf of UK International Development, underscored the UK's commitment to supporting Tanzania's sustainable development. She noted that clean cooking is key to broader development objectives and invited all stakeholders, communities, media, and partners to join in spreading awareness and supporting the positive transition.

6.5 Supplier Exhibition

A key feature of the launch event was the supplier exhibition area, comprising multiple branded booths operated by eCooking appliance suppliers. Exhibitors showcased a range of products, including electric pressure cookers, induction hobs, and air fryer, enabling attendees to see, touch, and in some cases taste food cooked using the appliances.

The exhibition served multiple purposes: it demonstrated the vibrancy of the eCooking appliance market in Tanzania; it gave suppliers a platform to showcase their products to government officials, development partners, and media; and it provided a tangible, experiential anchor to the launch event's messages about the availability, affordability, and practicality of eCooking.

7. Campaign Strategy

7.1 Strategic Rationale

The Pika Smart campaign was designed in direct response to the research findings outlined in Section 4. The data revealed a critical conversion gap rather than an awareness deficit.

While general awareness of eCooking — the understanding that it is possible to cook with electricity — was high at 91%, awareness of modern, energy-efficient eCooking appliances was significantly lower at 65%. This 26-percentage-point gap indicated that a substantial portion of the population continued to associate electric cooking with older, high-consumption hotplates rather than the newer, efficient generation of appliances.

At the same time, stated intent to adopt was strong: 90% of respondents reported being likely to adopt eCooking within 12 months. Yet actual adoption remained low. The primary barriers were practical rather than informational — high upfront appliance costs (83%), electricity cost concerns (56%), perceived reliability issues (particularly in peri-urban/rural areas), limited access to credit, after-sales uncertainty, and lingering cultural taste concerns.

The strategic implication was clear: the campaign's role was not to create awareness, but to reduce friction between intent and action.

The strategy therefore focused on three core priorities:

1. **Reframing perceptions** — shifting understanding from outdated, energy-intensive electric cooking to modern, efficient appliances through mass ATL and BTL visibility.
2. **Reducing practical barriers** — addressing cost, reliability, and taste concerns through live demonstrations, roadshows, and VICOBA-based financial engagement.
3. **Building trusted credibility** — leveraging PR, high-level government endorsement, and community champions. Research confirmed that government officials (25% trust rating), healthcare workers (20%), and respected community figures were the most trusted messengers, validating the decision to anchor the campaign with Ministry of Energy endorsement at launch and community-level mobilisation thereafter.

In essence, Pika Smart was designed as a confidence-building and barrier-reduction campaign — converting strong stated interest into practical adoption pathways.

7.2 Campaign Objectives

- **Drive mass awareness** of Pika Smart and modern, energy-efficient eCooking among urban and peri-urban Tanzanians aged 25–45, working toward an 80% awareness target by November 2025.
- **Reposition eCooking as time-saving, efficient, and practical**, leveraging the 94% recognition of faster cooking as a key benefit to strengthen behavioural appeal and everyday relevance.
- **Shift perceptions** of eCooking from expensive and unreliable to accessible, practical, and economically rational — directly addressing the 83% who cite appliance cost as the primary barrier and 56% who express concern about electricity costs.
- **Build consumer confidence in taste and reliability**, particularly for culturally significant foods such as pilau, rice, and ugali, through live demonstrations and peer validation.
- **Generate earned media coverage and community engagement** through a multi-channel approach combining ATL broadcast, PR, billboards, roadshows, live demonstrations, VICOPA sessions, and influencer content.
- **Surface and document real-world consumer barriers and market intelligence** to inform supplier strategy, government policy refinement, and development finance interventions under the National Clean Cooking Strategy.

7.3 Channel Strategy

Channel selection was grounded directly in research data. Television (74% trust, 72% daily access) and social media (59% daily access) were confirmed as primary channels. Radio (40% daily listeners) was identified as the most cost-effective channel for regional reach, particularly among older and rural demographics. Live demonstrations were singled out by research as among the most effective tools for overcoming skepticism, confirmed emphatically by roadshow outcomes across all six regions. The Vikoba savings group channel was added as a new initiative to reach women in trusted peer settings, building on the research finding that 43% of respondents said they make cooking appliance purchasing decisions themselves, and that women are the dominant household cooking decision-makers.

The research also confirmed the campaign time slot strategy. Television viewing peaked in evenings (49%) and mornings (32%), while radio had strong morning drive and lunchtime consumption, directly validating the 06:30–09:00, 12:00–13:00, and 17:00–19:00 broadcast priority slots used across all ATL placements.

8. ATL Media Campaign

8.1 Overview

The ATL media campaign ran continuously from July to September 2025, delivering paid broadcast coverage across national radio, national television, six regional radio stations, and out-of-home billboards in four cities. The campaign was anchored by Wasafi FM and Azam TV as the consistent national broadcast spine, augmented by Clouds FM and ITV in August to achieve peak Q3 reach. All media placements targeted the 25–45 years demographic in Swahili and regional dialects, with 4 spots and 4 mentions per day per regional station, 2 spots and 1 mention per day on national radio, and one television episode per month.

8.2 Media Placements

Zone	Station	Frequency	Engagement
National Radio	Wasafi FM	2 spots + 1 mention/day; monthly interview	High engagement; positive social media mentions
National Radio (Aug only)	Clouds FM	2 spots + 1 mention/day; squeezeback + digital	Positive feedback; digital cross-amplification
National Television	Azam TV — Sinema Zetu	1 episode/month	Positive feedback; strong household reach
National Television (Aug only)	ITV — Primetime 18:00-19:00	1 episode/month	Positive feedback; highest household reach slot
Lake Zone	Jembe FM	4 spots + 4 mentions/day; monthly interview	High engagement; positive listener call-ins
Central Zone	Dodoma FM	4 spots + 4 mentions/day; monthly interview	Strong local engagement
Northern Zone	Radio 5 & Moshi FM	4 spots + 4 mentions/day; monthly interview	Strong youth engagement (Radio 5); practical example requests (Moshi FM)
Coastal Zone	Abood FM & TK FM	4 spots + 4 mentions/day; monthly interview	Appreciation during primetime slots
Out-of-Home (billboards)	DSM x3, Dodoma, Mwanza, Arusha	Full campaign period — 24hr display	Continuous visibility across 4 cities

8.3 Audience Reach

Media monitoring data indicates that the campaign reached 6.46 million individuals within the intended urban 25–45 years target demographic, and 14.6 million across all age ranges. Using an audience base population of 33 million (which estimates that 33 million individuals access radio in Tanzania – data from Ipsos) means that this represents approximately 44.26% of the national population.

The estimate of individuals reached is more challenging than estimating daily impressions – which are not unique individuals but represent the number of people reached through a particular station. Audiences overlap between stations, so it is not possible to add these across stations to get a total number of impressions – which is why the estimate of individuals reached is much lower than the total number of impressions. However, both are useful to understand the depth and breadth reach of the campaign.

Audience reach figures are based on Ipsos Q4 2024 data and represent daily cumulative impressions. The figures demonstrate the scale of reach achieved across the campaign period:

Station	Sample Base	% Reach	Avg. Daily Reach
Clouds FM	32,323,453	25.5%	8,242,480 listeners
Wasafi FM	32,323,435	15.4%	4,977,812 listeners
ITV — Primetime 18:00-19:00	31,823,802	45.7%	14,543,478 viewers
Azam TV — Sinema Zetu	31,823,802	27.2%	8,656,074 viewers
Jembe FM (Lake Zone)	9,406,306	5.83%	548,388 listeners
Dodoma FM (Central Zone)	2,564,017	19.96%	511,778 listeners
Radio 5 (Northern Zone)	3,455,036	9.9%	342,049 listeners
Moshi FM (Northern Zone)	3,455,036	14.4%	497,545 listeners
Abood FM (Coastal Zone)	4,339,617	24.1%	1,045,848 listeners
TK FM (Coastal Zone)	4,339,617	3.0%	130,189 listeners

PEAK DAILY IMPRESSIONS (August)	All 10 stations are active	—	~39,495,621 combined
BASELINE DAILY IMPRESSIONS (Jul/Sep)	8 stations (excl. Clouds FM + ITV)	—	~16,709,683 combined

8.4 Campaign Compliance

The following table presents the cumulative compliance data for July to September 2025 across all stations. The overall picture shows strong nationwide delivery, with most stations meeting or exceeding contracted volumes. Only Radio 5 recorded a material shortfall, addressed through a contracted make-good arrangement.

Station	Contracted Spots	Delivered Spots	Spots %	Contracted Mentions	Delivered Mentions	Mentions %	Assessment
Clouds FM	88	94	107%	44	46	105%	+7% spots / +5% mentions
Wasafi FM	84	84	100%	42	42	100%	Perfect compliance
Abood FM	276	337	122%	276	309	112%	+22% spots / +12% mentions — top over-performer
TK FM	276	326	118%	276	311	113%	+18% spots / +13% mentions
Jembe FM	276	295	107%	276	293	106%	+7% spots / +6% mentions
Dodoma FM	276	277	100%	276	277	100%	Perfect compliance
Moshi FM	276	281	102%	276	273	99%	+2% spots; minor shortfall on mentions

Radio 5	276	258	93%	230	226	98%	-7% shortfall — make-good applied
ITV	6	6	100%	—	—	—	Perfect compliance
Azam TV	6	6	100%	—	—	—	Perfect compliance

8.5 Key Messages and Listener Feedback

Core messages aired across all stations throughout the campaign: promotion of Pika Smart values; encouragement of community participation; reinforcement of health, safety, saving money and saving time benefits; and a clear call to action for adopting eCooking. These messages directly aligned with the research-validated top motivators: timesaving (46% found most appealing), health and safety, and long-term cost savings, and with the most resonant campaign phrase identified pre-campaign: "The smart way to cook" (highest overall phrase appeal at 33%).

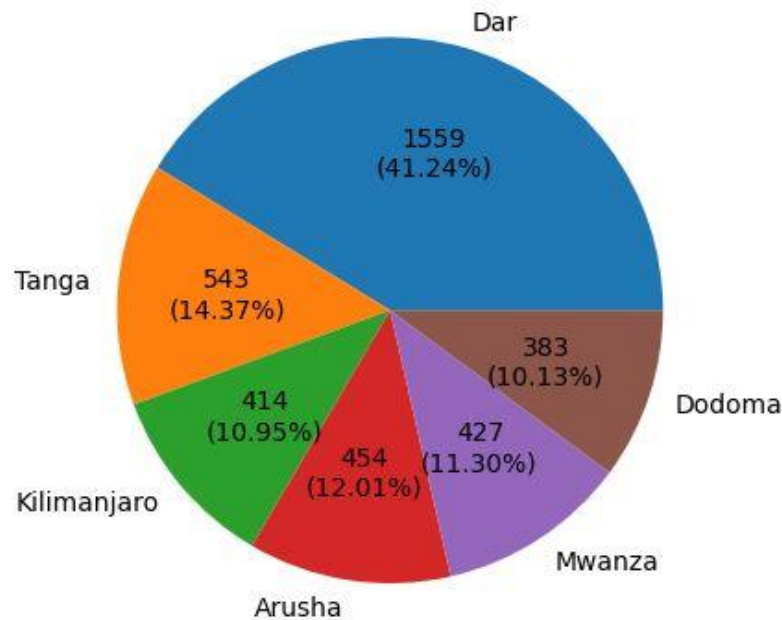
Strong brand recall was consistently reported among women aged 25–45, particularly in Dar es Salaam and Coastal zones. Listener calls and SMS increased during jingle airings with call-to-action elements. Peak engagement time slots — morning drive (06:30–09:00), midday (12:00–13:00), and evening (17:00–19:00) are aligned precisely with the research-identified media consumption windows.

9. Roadshows and Community Activations

9.1 Overview

The roadshow programme ran from 30 June to 9 September 2025, reaching 3,780 people across six regions for 47 activation days. Figure 1 shows the breakdown of the reach of the roadshows by region. Each day involved the mobile campaign visiting multiple community locations before converging on a main stop for structured live appliance demonstrations. Suppliers participating across the programme included: UpEnergy, SmartPika, Jiko Janja/Positive Cooker, ECOA (Burn Manufacturing), SESCO, FixChap, and Rasasa.

Roadshows Engagement by Region (Total = 3,780)



The roadshow design directly applied research findings: the pre-campaign study identified community events and direct demonstrations as among the most effective channels for eCooking promotion and confirmed that 68% of respondents were interested in participating in cooking demonstrations. The live format proved to be the single most powerful perception-shift tool in the campaign; participants consistently arrived skeptical and left with changed views after watching appliances in use.

Figure 1: Pie chart showing breakdown of the direct reach of the roadshows by region.

9.2 Dar es Salaam — Regional Summary

Coverage period: 30 June – 22 July 2025. Districts covered: Ilala, Ubungo, Kinondoni, Temeke, and Kigamboni (all five districts).

Metric	Detail
Activation days	20 days across all 5 districts
Engagement range (main stops)	60–120 participants per main stop; peak at Mabibo Sokoni (120), Tabata Kimanga (110), Gongo la Mboto (100)
Units sold	~15 units (air fryers, induction cookers, pressure cookers, sufuria sets)
Pricing acceptance	60–80% found prices reasonable in middle-income areas; 38–50% in lower-income areas (Temeke)
Most popular appliances	Air fryers, heating blenders (cook-and-blend function), induction cookers, pressure cookers
Key barrier identified	Compatible pots for induction cookers flagged as unbudgeted additional cost; inter-supplier price inconsistency (air fryers: TSh 150,000 SmartPika vs TSh 250,000 SESCO; induction cookers: TSh 99,000 Positive vs TSh 185,000 ECOA)
Key positive finding	Live demos consistently changed perceptions on electricity consumption; ~4:10 participants interested-to-not-yet-purchasing ratio; Swahili manuals praised

9.3 Tanga Region — Regional Summary

Coverage period: 24–31 July 2025. Areas covered: Tanga Mjini, Muheza, Korogwe.

Metric	Detail
Activation days	7 days across Tanga Mjini, Muheza, Korogwe
Total participants	543 participants across all stops
Units sold	12 units (primarily UpEnergy pressure cookers); strongest day at Viwandani/Amboni (5 units in one day)

Pricing acceptance	Strong acceptance for pressure cookers; broader affordability concerns particularly in lower-income areas
Notable finding	Strong male engagement in Tanga — men cited time-saving and modern lifestyle benefits; pressure cooker and induction cooker most popular
Key barriers identified	Credit/loan requests — comparable credit offered by competitor (Indian-owned) suppliers not matched by campaign suppliers; demo stock ran out on 28–29 July forcing reliance on brochures; solar compatibility questions in Korogwe/Mombo unanswered by suppliers

9.4 Arusha — Regional Summary

Coverage period: 9–15 August 2025. Districts covered: Arusha (6 activation days across Kikatiti, USA River, Kijenge, Mushono, Stand Ndogo, Unga Limited, Lemala, Ngaramtoni, Nanenane, Mianzini, Kaloleni, Sanawari, and surrounding areas).

Metric	Detail
Activation days	6 days
Engagement range (main stops)	60–89 participants per main stop; peak at Mushono (89)
Units sold	None on-site; multiple credit registrations and contact collections for future purchase
Pricing acceptance	58–92% found prices too expensive, the highest price resistance of any region in the campaign
Distinctive competitive challenge	MANJI GAS model: provides LPG stoves free to consumers with refills at TSh 20,000 vs standard TSh 25,000 — directly undercuts eCooking on upfront cost and accessibility
Key positive findings	Swahili-labelled pressure cooker buttons (at TSh 160k) drew strong interest vs TSh 380k competitor equivalent; UpEnergy auto-shutoff safety feature praised; customer database follow-up model (UpEnergy & Positive Cooker) built measurable trust
Key barriers	LPG deeply entrenched; electricity reliability concern dominant; mama lishe and market traders specifically cited inability to afford on a cash-

	purchase basis; community expects government tax exemptions given campaign's perceived government association
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9.5 Mwanza — Regional Summary

Coverage period: 19–25 August 2025. Districts covered: Nyamagana and Illemela (6 activation days across Busweru, Kahama, Nyamadole, Mecco, National, Kitangiri, Kirumba Mwaloni, Sokoni, Pasiansi, Alliance, Igoma, Nyamongolo, Machinjioni, and surrounding areas).

Metric	Detail
Activation days	6 days
Engagement range (main stops)	55–88 participants per main stop; peak at Nyamongolo (84) and Machinjioni (88)
Units sold	None on-site; credit deposits registered by multiple suppliers
Pricing acceptance	Wide variance: 55–96% found prices reasonable depending on area; business areas showed the highest acceptance (National main stop, 20 Aug: 96% reasonable)
Notable finding	Strong male engagement at main stops; men actively engaged with appliance demonstrations; the air fryer generated high curiosity among health-conscious participants
Cultural adaptation challenge	Sukuma community questions about whether electric cooking can replicate the traditional taste of ugali, a deeply culturally significant dish for this community
Supplier issue identified	ECO A mandatory pot bundle policy (cooker + pots must be purchased together) and credit limited to induction hob only — both discouraged prospective buyers from other appliance categories

9.6 Dodoma — Regional Summary

Coverage period: 1–9 September 2025. District covered: Dodoma (7 activation days across Kizota, Mwanga, Majengo Sokoni, Jamhuri, Makole, Sabasaba, Nara, 4ways Area, Mnada Mpya, Royal, Mwatano, Mipango, Soko la Machinga, Changombe, Msalato, Mnadani, Chamwino, Ihumwa and surrounding areas).

Metric	Detail
Activation days	7 days
Engagement range (main stops)	40–65 participants per main stop; highest at Mnada Mpya (65) and Sabasaba (54)
Units sold	None on-site; strong interest and contact collections recorded
Pricing acceptance	5–59% found prices reasonable depending on area; exception: Jamhuri/Makole/Sabasaba business area (2 Sept: 94% reasonable) — attributed to higher economic activity and reliable electricity access
Key structural barrier identified	TANESCO electricity connection fee of TSh 329,000 (vs former TSh 27,000) is repeatedly cited as preventing low-income households from accessing grid electricity, making eCooking adoption impossible regardless of appliance affordability
Notable positive conversion	Cost comparison demonstrations (charcoal daily cost vs eCooking cost) convincingly shifted perceptions for participants who engaged with the full demonstration
Other barriers noted	Renters face landlord restrictions on appliance use; the campaign is perceived as politically motivated by some. Silver Crest and Kenwood brands are cited as low-quality market entrants, damaging trust in electric appliances generally

9.7 Vikoba (Savings Group) Engagements

A new community engagement channel was piloted from August, bringing the campaign directly into Vikoba (community savings group) sessions in Mwanza and Dodoma. This channel proved highly effective in trusted group settings, combined with live cooking demonstrations and group purchase pricing, generated the strongest direct purchase conversion of any roadshow format.

Date	Location	Group	Participants	New Agents	Sales
22 Aug	Ilemela, Mwanza	JADER Market Chain Partner & General Supply	20 (M:3, F:17)	2	2× pressure cookers

24 Aug	Nyamagana, Mwanza	Light Mama Group	25 (F:25)	4	None
25 Aug	Nyamagana, Mwanza	Smart Group	15 (F:15)	2	None
6 Sept	Mipango, Dodoma	Amani Mihuji Group	30 (M:10, F:20)	1	None
7 Sept	Area A, Dodoma	Furaha Group	35 (F:35)	1	None
TOTAL	5 sessions	—	125 participants	10 new agents	2 units

Key Vikoba findings: Group discount pricing (TSh 130,000 per pressure cooker for group vs TSh 150,000 individual) was enthusiastically received. Live cooking demonstrations (pilau, rice) within trusted group settings generated conviction far beyond roadshow main stop presentations. Sessions were predominantly female — reflecting the research finding that women are primary cooking decision-makers in most Tanzanian households. Ten new grassroots sales agents were recruited, creating a community distribution channel with significant growth potential.

10. PR and Influencer Activity

10.1 Launch Phase — National PR (June 2025)

The national launch on 13 June 2025 generated immediate and extensive earned media coverage, validating the campaign's strategy of anchoring the Pika Smart launch with a high-profile event with senior government and development partner participation. Within 48 hours, more than 40 online news platforms published coverage in both English and Swahili. Key coverage included: The Guardian Tanzania, Mwananchi Online, IPP Media/Nipashe, Native Media Africa, Habarileo, Maarifa Online Media, Global Publishers, BizLens, Thebizlens.co.tz, and 30+ additional digital platforms. Five national print newspapers carried pictorials and articles. Four television stations broadcast reports, and 2 radio stations conducted interviews.

10.2 Dar es Salaam — Digital, Print, and Radio Coverage

Ongoing digital media coverage in Dar es Salaam throughout the campaign included: Jamhuri TV, Bongo 5, IPP Media (The Guardian and Nipashe), Maarifa Online, Swahili Times (Facebook, Instagram, and

Twitter/X), Full Shangwe, Torch Media, Kiss FM Digital, and Global TV (two separate interview features). Print coverage included pictorials in Habari Leo, The Guardian, Daily News, and Nipashe. Radio coverage included Uhuru FM (interview) and Kiss FM (interview and news). Selected digital links are documented in Appendix C.

10.3 Arusha — PR Coverage

Digital and social media: Swahili Times (Facebook, Instagram, X), Jamhuri Media, Global Publishers, IPP Media (Nipashe and The Guardian), Wasafi Digital, Clouds Digital, Uhuru Digital, Mnews, Maarifa Media, Torch Media, EFM Digital, The Respondent, Kiss FM Digital, Full Shangwe, Inland FM Digital. Radio: Kiss FM (news), Magic FM (news), Sunrise FM (documentary), Uhuru FM (news), Arusha One (news and interview).

10.4 Mwanza — PR Coverage

Digital, blogs and vlogs: Yuhoma TV, BMGTV, Sayari TV, IPP Media (Nipashe), Bongo FM and Digital, Times Majira, Nyamate Digital TV, Jembe FM, Wananchi TV — plus community testimonial videos recorded with participants. Radio: RFA (news), Jembe FM (interview), Sauti FM (interview), Inland FM (news and interview). Print: Uhuru Newspaper.

10.5 Dodoma — PR Coverage

Digital: Matukio Daima, AFM Digital (interview). Radio: TBC FM (documentary), AFM (interview). Television: Dodoma TV and Radio (documentary), TBC TV, DW Focus Documentary — an international media milestone marking Pika Smart's first feature in international broadcast media, demonstrating the global significance of Tanzania's clean cooking transition story.

10.6 Key Public Sentiments

- Mama Ntilie (food vendors) called for larger eCooking appliances better suited to commercial volumes — directly echoing the research finding that 83% cited high appliance costs and the need for commercial-scale solutions.
- High costs remain the most cited barrier to clean cooking access across all cities and regions.
- Communities value the outreach and education but request stronger localized and follow-up sensitisation — a clear mandate for sustained campaign presence.
- Rising charcoal prices are creating financial pressure for food vendors, making eCooking both timely and increasingly economically relevant.
- The public broadly acknowledges the health risks of charcoal and firewood cooking, aligning with the research finding that 86% of respondents expected eCooking to improve their household's health.

10.7 Influencer Programme

Three influencers were engaged throughout Q3, producing content that extended campaign reach into peer-level social communities beyond formal broadcast channels. The research confirmed that word-of-mouth and influencer marketing were among the most trusted persuasion channels, with 59% of respondents using social media daily — validating the influencer strategy as a high-frequency touchpoint.

Influencer	Niche	Campaign Contribution
Esha Buheti	Lifestyle & awareness	Pika Smart brand awareness content plus sustained posts across Q3; lifestyle framing of eCooking as modern and aspirational
Malkia Food	Food content & cooking	Cooking demonstration and recipe content showcasing appliance versatility for Tanzanian cuisine; strong appeal to health-conscious food audiences
George Kitchen	Cooking demos & reviews	Hands-on appliance review and live cooking content; peer endorsement reaching audiences who respond to practical demonstration over formal advertising

11. Overall Campaign Performance

11.1 ATL Media Performance

Broadcast media alone reached an estimated 14.6 million individuals nationally, with additional awareness generated through 75+ earned media pieces, influencer content, and community savings group engagement.

Metric	Result	Notes
Campaign period (ATL)	July–September 2025	3 full months of broadcast coverage

National stations active	4 stations	Wasafi FM, Clouds FM (Aug), Azam TV, ITV (Aug)
Regional stations active	6 stations	Jembe FM, Dodoma FM, Radio 5, Moshi FM, Abood FM, TK FM
OOH billboard sites	6 sites	DSM x3, Dodoma, Mwanza, Arusha – 3 months
Peak daily impressions (August)	~39,495,621	All 10 stations active; +136% vs July/September baseline
Baseline daily impressions (Jul + Sep)	~16,709,683	8 stations (without Clouds FM and ITV)
Q3 compliance — top over-performers	Abood FM +22%, TK FM +18%	Plus Jembe FM +7%, Clouds FM +7%; all voluntary over-delivery
Q3 compliance — perfect compliance	Wasafi FM, Dodoma FM, ITV, Azam TV	All at 100%
Q3 compliance — shortfall	Radio 5 (–7%)	Make-good applied and confirmed

11.2 Roadshow Programme Performance

Metric	Result	Notes
Campaign period (roadshows)	30 Jun – 9 Sep 2025	72 days spanning 6 regions
Regions covered	6 regions	Dar es Salaam, Tanga, Arusha, Mwanza, Dodoma, Korogwe/Muheza
Activation days	~47 days	DSM 20, Tanga 7, Arusha 6, Mwanza 6, Dodoma 7, Vikoba 5 sessions
Total direct participants (main stops)	3780	Plus, thousands more reached in satellite community visits

Appliance units sold (on-site)	~29 units	DSM ~15, Tanga ~12, Mwanza Vikoba 2; additional credit registrations pipeline
Vikoba sessions	5 sessions	125 participants; 10 new agents recruited
Highest pricing acceptance	Tanga (strong)	Tanga showed the best purchase conversion; Dodoma business area 94% reasonable on 2 Sept
Most popular appliance (consistent)	Electric Pressure Cooker	Aligned with pre-campaign research: EPC most preferred by 43% of respondents

11.3 PR and Earned Media Performance

Channel	Volume	Notes
Launch PR (June)	40+ pieces	Digital, print, TV, radio; national reach
July earned PR	21 pieces	Digital, print, radio, TV in DSM
August earned PR	35+ pieces	Expanded to Arusha, Mwanza, and Dodoma; DW Focus international milestone
Cities with dedicated PR coverage	4 cities	Dar es Salaam, Arusha, Mwanza, Dodoma
International coverage	1 milestone	DW Focus Documentary — Dodoma campaign coverage on international broadcast
Influencers active	3	Esha Buheti, Malkia Food, George Kitchen — sustained content throughout Q3
TOTAL EARNED PR PIECES (Q3)	75+ pieces	Across digital, print, radio, TV, and social media; 4 cities; 3 influencers

11.4 Performance Against Research Baseline

The pre-campaign research provides a baseline against which campaign impact can be assessed. The research found that while 91% of Tanzanians were already broadly aware of eCooking, only 65% were aware of the newer generation of energy-efficient appliances, and actual adoption remained low. The

campaign was designed to close the gap between awareness and adoption intent, targeting the specific barriers the research identified.

Research Baseline Finding	Campaign Response	Observed Campaign Outcome
83% cited high appliance cost as a barrier to adoption	Live demos showing actual electricity cost savings; cost comparison vs charcoal	During demonstrations in Dar es Salaam, approximately 4 out of every 10 participants who expressed interest in the appliances indicated serious purchase consideration , although many were unable to buy immediately due to the upfront cost barrier.
69% willing to use payment plans/loans	Supplier credit facilities highlighted; Vikoba group discount model introduced	Credit requests are consistent across all regions; Vikoba model validated with group discounts, driving 2 direct sales and 10 agent recruits
Electric Pressure Cooker preferred by 43% of respondents	Pressure cooker featured as hero appliance across all roadshow activations	Pressure cookers consistently the most popular appliance across all 6 regions; strongest sales driver
Government officials trusted the most messengers (25%)	Senior government and UK development partner participation at launch	Launch generated 40+ media pieces in 48 hours; the government association consistently raised community expectations and lent credibility
TV primary channel (74% trust); radio 40% daily reach	National TV (Azam + ITV) and radio (Wasafi + Clouds + 6 regional) at core of ATL	~39.5M peak daily impressions; strong brand recall among women 25–45 in target zones
54% value traditional cooking highly; ugali taste concerns widespread	Live cooking demonstrations of traditional dishes; Swahili manuals provided	Demonstrations of ugali and rice cooking in Vikoba sessions generated the strongest trust and purchase intent; Swahili manuals were praised across all regions

12. Post-Campaign Stakeholder Evaluation — Qualitative Findings

A post-campaign qualitative evaluation was conducted with key stakeholders involved in or observing the Pika Smart campaign. This component sought to capture how government actors, development partners, and campaign and supply partners perceived the campaign's alignment with national priorities, its effectiveness, the barriers to eCooking adoption it encountered, and the lessons most relevant for future scale-up.

12.1 Methodology

A qualitative, stakeholder-based approach was adopted, using in-depth interviews guided by a structured discussion guide. Interviews were conducted in Kiswahili, audio-recorded, and transcribed. Analysis followed a thematic framework aligned to the discussion guide, with findings synthesised across stakeholder groups and supported by illustrative verbatim quotes. The following stakeholders were interviewed:

- Ministry of Energy (policy and clean cooking unit)
- Development partners — WFP
- Campaign and supply partners: large supplier (SESCOM — commercial lens); small supplier (Jicho Chanya — SME/last-mile lens); and implementing partner (FIXCHAP)

12.2 Key Findings Across Stakeholders

Awareness and Understanding of the Campaign

Across all stakeholders, Pika Smart was clearly understood as a clean cooking behavior-change campaign with a strong emphasis on awareness creation and practical demonstration. Awareness objectives were viewed as largely achieved; understanding was practical rather than technical, driven by seeing and tasting rather than abstract messaging. Recall was strongest in areas where live cooking demonstrations took place. SESCO confirmed that customers frequently referenced campaign materials — posters, demonstrations, and branded content — when making product enquiries.

“People used to believe food cooked with charcoal tastes better. When they saw and tasted food cooked using electricity, they realised there is no difference.” [WFP]

Alignment with National Policy and Development Goals

The Ministry of Energy strongly affirmed that Pika Smart aligned with the National Clean Cooking Strategy and broader energy goals, including universal electrification and reduced reliance on biomass fuels. Development partners similarly viewed the campaign as aligned with health, environmental, and livelihood outcomes.

“By promoting electric cooking, the campaign was implementing one component of the national clean cooking strategy.” [Ministry of Energy]

Stakeholder Roles and Engagement

Government actors played a guidance and legitimacy role, particularly in messaging, tone, and policy alignment. Development partners were involved mainly at the design and launch stages, with more limited involvement during implementation. While stakeholders appreciated being consulted, several

noted that deeper engagement throughout implementation — rather than primarily at design and launch — would have strengthened feedback loops and broadened ownership of the campaign.

Messaging and Communication Effectiveness

Core messages emphasising convenience, time savings, cost savings, health, and safety were viewed as effective and culturally appropriate. However, stakeholders cautioned that when messages are not harmonised across all campaign actors, there is a risk of confusing end users — a finding that underscores the importance of centralised message governance in future phases.

Perceived Outcomes and Reception

Although formal post-campaign impact data was limited at the time of interviews, stakeholders consistently reported positive public reception, high engagement during demonstrations, and strong interest in eCooking appliances. The Ministry of Energy noted that supplier capacity was overwhelmed in some areas, with products selling out during demonstrations — a positive signal of demand generation. Development partners observed genuine enthusiasm at campaign events, while noting that their limited involvement during implementation constrained their ability to assess longer-term outcomes.

Barriers to Adoption — Stakeholder Perspectives

Stakeholder perspectives on barriers are closely aligned with the pre-campaign quantitative research, providing external validation of the barrier hierarchy identified before the campaign launched:

- **Affordability:** High upfront costs of eCooking appliances were cited as the most significant barrier, particularly for low-income households. This mirrors the quantitative finding that 83% of surveyed households cited high appliance cost as the dominant barrier.
- **Behavioral and cultural norms:** Long-standing cooking practices — including the perception that charcoal-cooked food tastes better — continued to slow adoption, particularly for culturally significant dishes.
- **Energy reliability perceptions:** Concerns about electricity reliability led many households to continue using multiple fuels as a hedge, reducing the depth of commitment to eCooking.
- **After-sales support and trust:** Lingering concerns about warranty, repairs, and past experiences with inefficient electric appliances required active trust-building through quality demonstration and warranty messaging.

Inclusivity, Equity, and Creative Execution

Stakeholders viewed the campaign as broadly inclusive, citing the use of simple Kiswahili language, the visible participation of women, and the accessible demonstration format. Live demonstrations were universally cited as the strongest campaign element. Visual materials were generally well received, though feedback noted that all creative content should remain tightly focused on cooking-related behaviors to avoid distraction from the core message.

“Women were visible, and the language used was easy to understand.” [WFP]

4.9.3 Stakeholder Conclusions

Overall, stakeholders viewed Pika Smart as a well-designed and relevant campaign that effectively supported Tanzania’s clean cooking agenda. The campaign’s strengths lay in its alignment with national

policy, use of live demonstrations, respectful and accessible messaging, and strong public engagement. Affordability constraints, limited stakeholder involvement during implementation, and persistent behavioral norms remain key challenges to sustained adoption — challenges that should directly shape the design of Phase 2.

13. Lessons Learned

13.1 What Worked Well — Launch Event (June)

- The St. Laurent Diabetes Centre venue was ideal: spacious outdoor grounds comfortably accommodated the ceremony tent, supplier booths, and media interview areas.
- The supplier exhibition gave the event commercial credibility, demonstrating market depth and enabling attendees to see and interact with eCooking appliances.
- The formal poster unveiling with a curtain and confetti provided a memorable visual centrepiece for media photography and video.
- High-level government and UK development partner participation drove significant media interest.
- Bold Pika Smart branding photographed exceptionally well across all media formats.
- Multi-channel media management was effective: same-day and next-day coverage was broad and positive.

13.2 What Worked Well — July ATL Campaign

- The national and regional radio mix achieved approximately 16.7 million combined daily impressions, validating radio as the primary reach channel for the campaign's target demographic.
- Azam TV placement on the Sinema Zetu slot reached a large household audience with positive feedback.
- The multi-zone radio strategy with localised station placements delivered a credible regional presence.
- OOH billboard placement in four cities maintained 24-hour brand visibility throughout the month.
- Peak engagement time slots (morning drive, midday, evening) were confirmed through listener feedback, enabling optimised future scheduling.

13.3 What Worked Well — July Roadshows

- Live appliance demonstrations were the single most powerful tool for shifting consumer perceptions about eCooking cost and electricity consumption.

- While the EPC was the most purchased appliance through the roadshows, the air fryer and heated blender consistently attracted significant attention, opening conversations about eCooking versatility and modernity.
- Swahili-language appliance manuals significantly increased participant confidence and were actively praised.
- Safety messaging (no explosion risk, timer functions, automated shutoff) resonated particularly well with families with young children.
- Tanga Region activations generated stronger purchasing conversion than Dar es Salaam, with 12 units sold across 7 days.

13.4 Challenges and Areas for Improvement

Pricing and Affordability

- Price sensitivity was the dominant barrier, particularly in lower-income areas (Temeke, parts of Tanga). The cost of compatible pots for induction cookers was consistently flagged as an unbudgeted additional expense.
- Inter-supplier price inconsistency for identical products created confusion and eroded trust. Air fryers ranged from TSh 150,000-250,000; induction cookers from TSh 99,000-185,000 across different suppliers at the same activation event.
- Credit/instalment terms attracted interest but also concern some participants noted that credit prices (e.g., TSh 120,000 for a TSh 95,000 cash item) added material cost without a transparent explanation. The concept that extending credit creates additional cost was not well understood.

Supply Chain and Access

- Demo appliance stock ran out in Tanga (28-29 July), forcing reliance on brochures and significantly weakening engagement quality. Stock replenishment must be a logistics priority.
- Limited supplier branch presence outside Dar es Salaam created genuine after-sales anxiety. Participants worry about repair and product access once the roadshow moves on.
- Commercial-scale appliances were unavailable at activation sites, limiting engagement with food vendors (mama lishe) who represent a significant potential market.

Consumer Knowledge Gaps

- Many participants still believed eCooking uses prohibitively high electricity — demonstrating the opposite was consistently one of the most impactful moments of each activation.
- Solar-power compatibility questions arose frequently in Korogwe and Mombo — a technical gap that suppliers were unable to address clearly and that requires a definitive campaign position.
- Fake/low-quality appliances in local markets had generated skepticism that required active trust-building through quality demonstration and warranty messaging.

Electricity Reliability and Structural Access Barriers

- Perceived and actual electricity reliability remains a concern, particularly in peri-urban and newly electrified areas. More fundamentally, the TSh 329,000 TANESCO connection fee represents a systemic barrier for non-connected households, limiting the addressable market and slowing adoption at scale.

Operational Recommendations

The challenges identified through campaign implementation are independently corroborated by the post-campaign stakeholder evaluation (see Section 12). Stakeholders from the Ministry of Energy, WFP, and supply partners identified the same cluster of barriers — affordability, behavioral norms, energy reliability, and after-sales trust — providing external validation that these are structural constraints requiring sustained, multi-actor responses rather than campaign-level messaging alone. In addition, development partners explicitly noted that their limited involvement during implementation constrained coordination and feedback; deeper engagement from government and partners throughout Phase 2 implementation is therefore a priority recommendation from the qualitative evaluation.

- Continue to explore financing mechanisms to reduce upfront cost barrier and include entry-level appliance + compatible pot bundle packages to address the additional cookware cost barrier.
- Standardise supplier pricing (or communicate pricing differences transparently) to build trust.
- Expand fair instalment/credit options with transparent total cost disclosure and explanation that there is a cost for extending credit.
- Maintain adequate demo stock throughout roadshows; never allow brochure-only stops.
- Implement advanced community notification before each main stop to enable participants to plan attendance and prepare funds.
- Develop clear, tested solar-compatibility guidance for all promoted appliances.
- Extend roadshow stops beyond main town centres to serve peri-urban and outlying communities.

14. Conclusion

The Pika Smart national eCooking awareness campaign completed its first full quarter of operations — June to September 2025, establishing itself as Tanzania's most prominent and far-reaching clean cooking awareness initiative. The campaign combined national ATL media at scale, six-region community roadshows, Vikoba savings group engagement, and a multi-city earned PR programme to build awareness and shift consumer perceptions of electric cooking across the country.

On ATL media, the campaign delivered a cumulative quarterly reach of approximately 16.7 million daily impressions in July, peaking at 39.5 million in August with the addition of Clouds FM and ITV, before consolidating back to 16.7 million in September. All regional stations delivered at or above contracted volumes, and the Q3 compliance report confirms strong partner station performance across the board, with only Radio 5 recording a shortfall addressed through make-goods. Six OOH billboards maintained continuous 24-hour visibility across Dar es Salaam, Dodoma, Mwanza, and Arusha for the full quarter.

The roadshow programme covered 6 regions across 47 activation days between 30 June and 9 September: Dar es Salaam, Tanga, Arusha, Mwanza, Dodoma, and the Korogwe/Muheza corridor. Over 3,780 participants were directly engaged at main stops, with thousands more being reached in satellite community visits. Approximately 29 appliance units were sold on-site, with additional credit registrations indicating a larger pipeline of prospective purchasers. The Vikoba programme, piloted in August and September, recruited 10 new grassroots agents across Mwanza and Dodoma, creating a community distribution channel with strong growth potential. PR coverage expanded from Dar es Salaam to Arusha, Mwanza, and Dodoma, generating 75+ earned pieces, including a DW Focus international documentary milestone. Three influencers produced sustained social content throughout the quarter.

The campaign has simultaneously generated a rich and actionable evidence base. Consistent findings across all regions confirm that: live demonstrations are the single most effective persuasion tool; price sensitivity is universal but varies sharply by income area and product type; credit and installment access is widely expected and currently undersupplied; electricity reliability — including the structural barrier of the TSh 329,000 TANESCO connection fee — is the deepest systemic constraint on adoption; and the Vikoba and women's group channels offer disproportionate conversion potential relative to mass roadshow activation. These findings should directly inform the design of Phase 2 and guide advocacy with government and development finance partners.

15. Next Steps and Recommendations

15.1 Immediate Priorities (Month 1- 3)

- Launch Phase 2 ATL planning: develop a refreshed media strategy building on Q3 learnings, with Clouds FM, ITV, and all regional stations maintained, and increased frequency in the highest-conversion zones (Dar es Salaam Coastal, Mwanza business districts, Dodoma central).
- Commission and distribute a solar-compatibility technical guidance document for all Pika Smart appliances, directly addressing the recurring question raised in Tanga, Korogwe, and Dodoma.
- Convene a supplier coordination workshop to align on: standardised pricing across roadshow activations; expanded credit and installment options; after-sales service commitments; and compatibility pot bundle packages.
- Formally submit evidence on the TANESCO electricity connection fee (TSh 329,000 vs former TSh 27,000) to the Ministry of Energy, with a request for policy review as a structural barrier to clean cooking adoption.
- Conduct the Q3 midpoint consumer awareness survey to measure progress against the 80% urban/peri-urban awareness target.

15.2 Medium-term Priorities (Month 3- 4)

- Deepen engagement with women's groups, mama lishe associations, and Vikoba networks as sustained campaign amplifiers and community distribution channels.
- Design and launch Phase 2 roadshows with improved operational standards: advance community notification in all areas; guaranteed live cooking demonstrations at every stop; adequate demo stock maintained throughout; and expanded geographic reach into peri-urban and outlying communities underserved in Q3.
- Explore development finance partnerships to offer structured consumer credit for eCooking appliances, building on the strong and consistent demand for installment purchasing documented across all roadshow regions.

15.3 Strategic Recommendations

- Sustain media presence: Behaviour change at scale requires repeated exposure. Maintaining consistent ATL presence through November 2025 is essential to convert awareness into lasting attitude and purchasing change.
- Escalate infrastructure barriers to government: Recurrent electricity reliability concerns raised by participants across multiple areas should be formally shared with the Ministry of Energy as evidence of the grid improvement needs that accompany the clean cooking transition.
- Leverage roadshow intelligence: Consumer insights from roadshow daily reports represent a valuable real-time market intelligence asset. Findings should be shared with suppliers to inform product selection, pricing, and after-sales investment decisions.

- Document and share learnings: Pika Smart has the potential to serve as a model for eCooking awareness campaigns across MECS programme countries. Systematic documentation and dissemination of lessons should be prioritised.
- Plan for Phase 2: Based on Phase 1 performance and learnings, develop a costed Phase 2 campaign proposal extending into 2026, building on Pika Smart's brand equity and deepening geographic and socioeconomic reach.

15. Appendices

Appendix A — Launch Event Image Gallery

Full gallery of high-resolution launch event images available at:

<https://ubunix.client-gallery.com/gallery/pika-smart>

Appendix B — June 2025 Media Coverage Links (Launch)

- <https://www.mwananchi.co.tz/mw/habari/kitaifa/tanzania-kuharakisha-matumizi-nishati-ya-kupikia-5080996>
- <https://www.nativemedia.africa/blog/discover-africa-2/tanzanias-223-billion-tzs-clean-cooking-initiative>
- <https://www.ippmedia.com/the-guardian/news/local-news/read/tanzania-accelerates-2034-clean-cooking-goals>
- <https://habarileo.co.tz/mabadiliko-ya-suluhisho-nishati-safi-kupikia-yapamba-moto-tanzania/>
- <https://www.youtube.com/live/qxwxLrj0Wz0>
- <https://thebizlens.co.tz/2025/06/13/tanzania-backs-clean-cooking-with-pika-smart-campaign/>

(Full list of 40+ links available as a separate annex.)

Appendix C — July 2025 Media Coverage Links

- <https://ippmedia.com/the-guardian/news/local-news/read/residents-continue-to-be-sensitized-on-electric-cooking-solutions-2025-07-09-134238>
- <https://www.ippmedia.com/nipashe/biashara/read/wananchi-waendelea-kuhamasishwa-kuhusu-upishi-wa-kutumia-umeme-2025-07-09-131113>
- <https://maarifaonlinemedia.co.tz/residents-continue-to-be-sensitized-on-electric-cooking-solutions/>
- <https://fullshangweblog.co.tz/2025/07/10/nishati-safi-ya-kupikia-yaendelea-kutiliwa-mkazo-na-wadau/>
- <https://www.torchmedia.co.tz/2025/07/kampeni-pikasmati-yawafikia-watanzania.html>
- <https://www.youtube.com/watch?v=1Vp5aBWNpSA> (Global TV Interview 01)
- https://www.youtube.com/watch?v=OE8JpV_4DZM (Global TV Interview 02)
- <https://www.youtube.com/live/ZIK3HHKbpcc> (Kiss FM Interview)
- <https://www.instagram.com/reel/DMxr9Hzs1Qz/> (Influencer Reel)

Appendix C2 — August 2025 PR Coverage (Selected Outlets)

Arusha PR: Swahili Times (FB/IG/X), Jamhuri Media, Global Publishers, IPP Media (Nipashe & Guardian), Wasafi Digital, Clouds Digital, Uhuru Digital, Mnews, Maarifa Media, Torch Media, EFM Digital, The Respondent, Kiss FM Digital, Full Shangwe, Inland FM Digital; Radio — Kiss FM, Magic FM, Sunrise FM (documentary), Uhuru FM, Arusha One.

Mwanza PR: Yuhoma TV, BMGTV, Sayari TV, IPP Media (Nipashe), Bongo FM & Digital, Times Majira, Nyamate Digital TV, Jembe FM, Wananchi TV; Radio — RFA, Jembe FM (interview), Sauti FM (interview), Inland FM; Print — Uhuru Newspaper.

Dodoma PR: Matukio Daima, AFM Digital (interview); Radio — TBC FM (documentary), AFM (interview); TV — Dodoma TV & Radio (documentary), TBC TV, DW Focus Documentary (international media milestone).

Appendix D — List of Accompanying Documents

- Pika Smart Campaign Market Research Report (MECS Tanzania, 2024/2025)
- Pika Smart Campaign — Post-Campaign Qualitative Evaluation Report: Stakeholder Interviews (February 2026)
- Pika Smart Campaign Creative Brief and Design Rationale
- National eCooking Awareness Campaign Launch Report — Fern Marketing Company Ltd, June 2025
- National eCooking Awareness Campaign Monthly Report — July 2025
- National eCooking Awareness Campaign Monthly Report — August 2025
- National eCooking Awareness Campaign Quarterly Report — July to September 2025
- National Clean Cooking Communications Strategy (Government of Tanzania, in development)
- MECS Tanzania eCooking Scale and Support Programme — Programme Overview

Appendix E — Campaign Contacts

MECS Tanzania Lead Researcher: Dr Anna Clements, Loughborough University

Campaign Manager: Caroline Mula, Fern Marketing Company Ltd

Ministry of Energy Focal Point: Commissioner Innocent Luoga, Energy and New and Renewable Resources

Presidential Adviser: Angellah Kairuki, Clean Cooking and Community Development

UK International Development: Marianne Young, UK High Commissioner to Tanzania

— End of Report —

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