Kenya quantitative research (April to June, 2012)

* 47k interviews completed in all 47 counties of Kenya
  + interviews conducted in person by a team of 234 BDi trained interviewers at respondents’ homes
* Survey explored political views, including economic management of current government, actions by the ICC, trust in various political leaders (Uhuru Kenyatta, in particular), voting intention

Qual:

* target groups were identified using quantitative findings and respondents who belong to those groups were identified and interviewed
* 325 in-depth interviews (IDIs) carried out
* Average interview was 45 minutes
* 10 different groups were identified based on their support (or potential to support) Kenyatta; insights were used to produce messaging to appeal to target groups
* Issue hierarchies and propensity to change vote scores were produced for each group
* Influencers, reward structures and motivations for each group were also identified
* IDIs were also helpful to identify phrases, language and thought processes of different groups of voters

Deliverables:

* Research was used to produce a raft of creative materials, from t-shirts, to bill boards, multi-media advertising, slogans, flyers, and an entire campaign theme built around an inspirational message (the “I Believe” campaign) – examples available
* Research was also used to develop a manifesto and policies to appeal to target groups
* PR, media advice and strategy, org chart for responsibilities pertaining to all campaign communications, speech writing, opinion pieces
* SCL also designed and setup a campaign/party website, established a database of voters, mobile site, introduction of campaign software and training
* SCL conducted and assessment and undertook to improve the organization and management of the campaign team, including implementing a task matrix for workers/volunteers
* Campaign events
* Monthly polling