

Kenya launches patriotism communication campaign

Brand Kenya Board, the organisation tasked with marketing Kenya has launched an integrated communications campaign dubbed Nitakuwepo, a Swahili word that means "I will be there". The KSh 76 million campaign is geared at raising awareness of the need for national cohesion, pride and patriotism among Kenyans.

By [Carole Kimutai: @CaroleKimutai](#) 11 Oct 2011

The campaign will start showing on various traditional local broadcast and print media channels this week, and will also be showcased on leading social media channels.

Brand Kenya Board is tasked with the responsibility of identifying and refining the key attributes about Kenya that contribute positively to the image and reputation of the nation.

Speaking during the launch of the Nitakuwepo campaign, CEO of Brand Kenya Board, Mary Kimonye, said national cohesion, pride and patriotism among Kenyans remain the critical ingredients in building a national brand image and reputation.

Campaign urges citizens to "be there" for Kenya

In its visual element, the Nitakuwepo communication campaign will feature three television commercials and print adverts urging Kenyans to "be there" for their country while reiterating the fact that every Kenyan's actions contribute to building the Kenyan brand.

Kimonye said it was important for Kenyan citizens to support the national brand building process and advised against pessimism.

"How can we convince tourists, investors and our neighbours that Kenya is a great place to be if we as citizens do not embrace each other and work together to build the nation?" adding that Kenyans need to display Nitakuwepo ideals at a personal level to support the beloved Kenya brand.

The Nitakuwepo national brand campaign has been strategically designed to celebrate positive values that define Kenya's nationhood making the country stand out locally and internationally.

"This is the first national branding communications initiative that cuts across various segments and showcases our national brand values which we cherish as a nation," Kimonye said.

The branding exercise, said Kimonye, is long-term. "We will not build a brand in one year. It may take up to ten years of sustained promotion to build a formidable Kenyan brand."

The national branding campaign being undertaken by the Brand Kenya Board is further expected to lay the foundation for upcoming marketing campaigns targeting Kenya's international audiences. Kenya's reputation as a notable player in the tourism, horticulture and sports sectors will be employed to promote the country as an ideal place to work live and invest.

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