

Kaelo Engage expands into Kenya, launches Maisha-Bora

Kaelo Engage has expanded into East Africa with the opening of a new division in Nairobi, Kenya and the launch of Maisha-Bora, a multimedia platform showcasing corporate social responsibility projects, modelled on the South African platform, *Kaelo Stories of Hope*.



In Kenya, Kaelo Engage will be a division of TransAfrica Media East Africa, a Pan African communications and sports marketing group. The new Nairobi-based office will open 1 October and will be headed up by Maggie Ireri as Managing Director of the group.

With its expertise in creating socially responsible content, Maisha-Bora will consist of a television series, online and print elements, telling stories about how companies, non-governmental organisation's (NGOs), government and communities are working together to drive social and environmental change in Kenya.

The move to introduce a content platform like Maisha-Bora into Kenya is in direct response to a global and local communications trend where customers want brands to demonstrate the value they are providing as good corporate citizens.

Investing in long-term partnerships

"The Kenyan corporate social responsibility (CSR) landscape is maturing with many corporates progressing from a purely philanthropic approach to linking their core business activities with CSR. Corporates are also investing in long-term partnerships and a recent study showed that companies were specially influenced by the benefits of publicity and public awareness that a sustainable social investment brings to the brand," says Sarah Campbell, Managing Director of Kaelo Engage, South Africa.

"With local and global trends highlighting the importance of communicating about sustainability and social development issues and with consumer trust in brands being challenged, Kaelo has the skills and expertise to assist Kenyan organisations in profiling the good work they are doing both socially and environmentally."

Global research highlights the importance of communication in CSR. According to the Young and Rubicam Brand Asset Valuator research which surveyed consumer populations in 18 countries, 63% of respondents said they make it a point to buy from "companies whose values are similar to their own." And 69% feel "they and their friends can change corporate behaviour by supporting companies who do the right thing."

A recent Accenture study backs this with the following finding that emerging market consumers are seeing a direct link between the products they buy and the quality of their lives and are actively seeking out information on sustainability performance and considering this when making purchasing decisions.

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