

Cookstove Concept Test

Lagos and Abuja

Evaluating Cookstove concept

Concept directions

Jollof Life



Live Modern 1



Live Modern 2



Smarter, Better and Faster 1



Smarter, Better and Faster 1



Smarter, Better and Faster 1



Queen 1



Queen 2



Queen 3



Executive summary

- Consumers want to see user interpretations, people should actually be seen cooking with the gas
- Gas is generally perceived as smarter and cleaner, so many could relate with the text in most of the concepts
- Elements of what gas represent should be reflected in the concept; Clean environment, clean utensils (pots in particular), clean and happy individual, blue flames
- Appreciate the blend of tradition and modernization and like to see it represented clearly in the concept
- Appreciate elements of family, happiness and respect- They want to see a happy home where love and respect for one another thrives.
- The idea of multitasking and saving time in the smarter, better and faster concept was found to be appealing particularly among the female groups

Executive Summary

Jollof life concept

- Preferred by most but meant different things – gas is cleaner, light to carry and gives a clean environment.

Modern concept

- A blend of modern and traditional, old and new depicted a call for progression, innovation and the future. **Modern 1 (village girl with cylinder on her head) resonated with the respondents.** However, a few stated that she shouldn't have carried the cylinder on her head as it depicted slavery. Modern two reminded respondents of a fashion ad, the sunset reminded some of gas flaring and pollution, the few trees in the background reminded them of firewood and lack of gas in the picture completely eradicated the thought of advertising cooking gas.

Executive Summary

Smarter, Better and Faster 1

- Respondents preferred an ad they can relate. Many could relate with the tape concept. It showed they can multitask from the comfort of their homes and shops. The ad should be believable. Hawking and cooking simultaneously doesn't sound believable for most people; however, sewing and cooking are believable and realistic. Therefore, **the tape ad was preferred in the category.** The book ad was considered elitist (carrying books is only for elitist) and tribalistic (she wore a Yoruba attire). However, a few felt, a similar ad could be targeted at the older people averse to cooking gas. In light of that, ad can show someone trading, reading for upcoming exams and also cooking, perhaps in her mother's shop

Queen concept

- Cultural values were strongly expressed by all genders of all age brackets sampled. Therefore, Queen ad (Blue & Orange) showed the woman lacked respect for her husband and was totally frowned upon in all the groups. **The Queen (Purple) was preferred in the category** as it depicted mutual respect, admiration and happiness. However, most concluded that the pot should have been silver and flames should be blue; a group in Abuja, deduced that the woman's choice of attire showed that the product is only for the rich and excludes the poor.

The image appealed to our target consumers mostly driven by its “African” relevance but was interpreted to mean many things and for most a bit confusing



Message clarity

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Appeal

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“The concept is telling us about gas and culture , as in gas should be part of our culture , a lay man would easily understand this”

■ Message was clear for majority, driven largely by the text :

- A call to action to move up to a better life- *“The texts are believable – cooks clean and saves money are believable; can make people switch to the cooking gas”*
- A life of enjoyment and ease – *“The woman is giving the impression that you can easily use gas and save money “*

■ The concept attracted large appeal due to several elements but mostly because of it local/traditional look and feel :

- The ladies attire- *“She is a traditional woman, rich and well dressed, clean environment” LAG Female 25-29 C2*
- Celebration /fun- *“ Celebrating the new arrival that is going to aid her cooking” LAG Male 30-40 D “Happiness, getting married and starting her new home with gas” LAG Male 30-40 D*
- Misconception – *“It is easy to carry and it can be used for an event” “The woman is happy to use the gas and it is easy to carry” LAG Female 18-25 D*
- Understanding of the concept- *“This is wonderful. It depicts gas usage and tries to encourage everyone to use gas whether a modern or traditional woman , and also trying to tell us that gas cooking is faster and neater” “This tell me that with gas, life is easy and better, so a time will come were we can not use wood or stove but only gas, so with gas life is easy”*

Many could relate with the concept due to its local relevance and spirit of celebration in the characters, however her gorgeous dressing sends a signal that gas is for a higher class



Local relevance

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Fit to product

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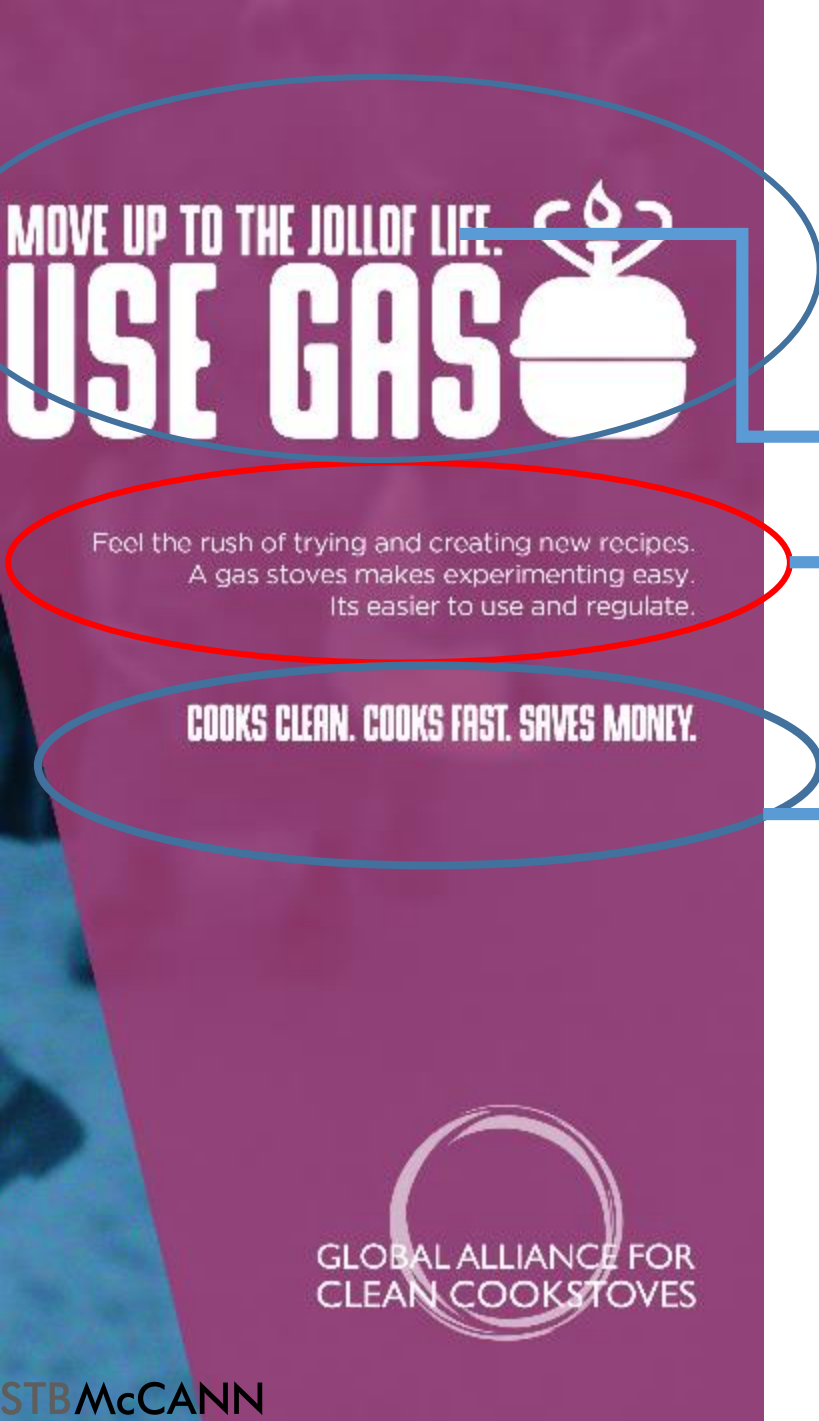
“The woman looked gorgeously dressed, prepared for her husband’s house and will be using a gas cooker in her home” LAG Male 30-45 D

- Consumers identify strongly with the advert as it depicts the traditional Yoruba look and feel :

- Traditional association – “It is telling us that gas can be used by traditional people or women to cook faster than usual and it makes the cooking clean even though she is well dressed” “I think it is attractive, it depicts more of Nigerian culture” “This is a traditional way of advertising to the grass root people, this advert is just a way of creating an awareness to the Yoruba grass root people” ABJ Female 30-45 D

- Portrays the product to majority as one that can be used by all classes of Africans/Nigerians and for some, a product solely for the rich and classy :

- A product for all** – “The gas can be used by any person. It can be as a gift and looks unique, very creative” LAG Female 25-29 C2
- An elitist product** – “She looks rich and well dressed so one might think it is only for rich people” ABJ Female 18-25 D



Overall the text was understood clearly, particularly the highlighted attributes; Cooks clean. Cooks Fast. Saves Money.

- Jollof life was recommended to be termed as “easy life” to avoid confusion – “Some people might think that you can only make jollof rice on it and not other kinds of meals. So “Easy Life” should be used instead of “Jollof life”” LAG Female 18-25 D
 - Picked out the easiness factor from this text, nothing much on experimenting new recipes- “Cooking with gas is way easier, way cheaper, more attractive to me , but the words or letters are not legible to me” ABJ Male 25-29 D
 - A lot of their understanding came from this text-“The concept tells us on how we can save money, and how to keep the environment clean while cooking” LAG Female 18-25D “It makes you to save more money , the ability to cook very fast and the cleanliness”ABJ female 30-45 D

Carrying of the gas cylinder elicited mixed reactions

Positive Reaction

“It is easy to carry and it can be used for an event” LAG Female 18-25 SEC D

“The woman is happy to use the gas and it is easy to carry” LAG Female 18-25 SEC D

“Not scared that the cylinder can stain their clothes because it looks clean” ABJ Female 30-45 SEC D



Negative Reaction

“I don't understand why she is holding the gas cylinder” LAG Female 25-29 SEC D

What worked well

The text (Cooks clean, Cooks Fast , Save money) all three attributes were found appealing by majority.



The joyous feel- Many could sense happiness and joy in the woman and the drummer .

“The picture shows that the woman is happily married with the cap of her husband in her hand telling they are happily married and happy using gas”
ABJ Male 25-29 C2

What did not work well

Carrying the cylinder – “I don't understand why she is holding the gas cylinder” LAG Female 18-25 SEC D

“It is not appropriate, but the idea of gas is cool” ABJ Female 18-25 SEC D

“Doesn't convey the true message to the audience” LAG Female 18-25 SEC D



Absence of a clean pot – “A clean pot should have been placed on a cooking gas somewhere in the picture to further educate illiterates” ABJ Female 30-45 SEC D

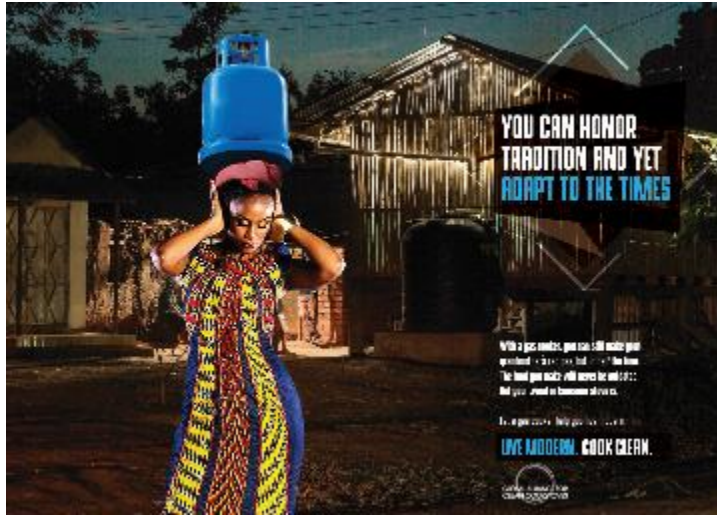
Absence of husband - “Her husband should have been featured in the ad” ABJ Female 30-45 SEC D

Having only the Yoruba tradition represented in the imagery- “It also showed that it is only for Yorubas because of the attire and talking drum. Since the Global Alliance is written on it, there should be different cultural representations at the background” LAG Male 30-45 SEC D



In sum, the concept has potential to endear consumers to the product, as a product for local and modern day people

The message was not simple enough for many to understand and as such it was highly misinterpreted



Message clarity

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Appeal

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- Message was not clear for majority, as it was interpreted in diverse ways :

- Text & Image is a bit confusing- *"It is not passing anything across to me, showing some carrying it on her head maybe for fashion"* LAG 18-25 D *"I think the concept is telling us on how we can use firewood and still adapt to the modern way of life (Gas)"* ABJ Female 18-25 D
- A few got it – *"The advert is making me understand that even people in the village can also use gas, gone are the days where people use firewood, coal and kerosene"* ABJ Female 30-45 D *"I think she is giving an instance that you can also carry gas on your head as firewood"* LAG Female 18-25 D

- The concept was found appealing more for its local relevance and the look and feel but was found unappealing mostly because the cylinder was placed on the characters head :

- The traditional feel – *"Speak more of both modern and rural age is like merging the two together"* LAG Male 30-45 D
- Modern slavery – *"The picture is okay, the lady carrying the cylinder on her head is not normal at all, that needs to be changed"* ABJ Female 30-45 D *"The pictures are good, the quality ok, but carrying the cooker on my head is slavery"* ABJ Female 30-45 D

"She is trying to advertise the gas and she is trying to say gas can be used to cook the traditional food even more faster than local ways" ABJ Female 18-25 D

Many could resonate with the image as it is locally relevant, the image also communicated that the product can be used by every and anyone



Local relevance

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Fit to product

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- The background, her attire and the cloth used in carrying the cylinder (Oshuka) all resonated locally :
 - – “The background is good and beautiful – an infusion of old and modern” ” *LAG Female 18-25 D*
- Portrays the product to majority as one that can be used by all , mostly those in the village :
 - **A product for all** – “They want us to know that gas stove can be used by anybody” *LAG Male 30-45*
 - “It helps us to live modern and gas can be used anywhere anytime” *LAG Female 18-25 D*



Message was a bit confusing for majority, most of their understanding was drawn from the end text; Live Modern. Cook Clean

Highly misunderstood – “I think the concept is telling us on how we can use firewood and still adapt to the modern way of life (Gas)” ABJ Female 18-25 D

Also misunderstood – “Adapt to the time by making your grandmother happy” ABJ Male 25-29 C2

“Moving from the stone age to modern way of cooking” ABJ Female 30-45 D

Carrying of the gas cylinder on her head elicited mixed reactions, mostly negative

Positive Reaction

“The advert shows that she is keeping the tradition by carrying it on her head”
LAG Female 25-29 C2

“She went to buy the gas, without being shy, carrying it on her head . It makes sense”
LAG Female 25-29 C2

“I thought she wanted to go and refill the gas by putting it on her head to make it easier for her to carry”



Negative Reaction

“The picture is not really a picture and it is risky to the woman” LAG
Male 30-45 D

“The lady carrying the gas on her head, this is not ok” LAG
Male 30-45 D

“The picture seems to look funny somehow because modern generation wife cant come as low as doing such” ABJ
Male 25-29 C2

“The lady carrying the gas on her head, this is not ok” LAG
Male 30-45

What worked well

The picture quality



The background- The huts and trees, bring out the locality of the concept

The fact that the model looks young

The text ; Live Modern , Cook clean

What did not work well

Carrying the cylinder on her head

The complexity of the text; you can honor tradition and yet adapt to the times



Many did not find this appealing, most because the image did not pass a clear message



Message clarity

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Appeal

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- Message was not clear for majority, as it was interpreted in diverse ways :

- Image doesn't say much- "My mind does not go to the area of gas at all, but the write up can pass the information" *LAG Female 18-25 D*
- "Its simple and doesn't convey any message to a lay man or an illiterate person " *LAG Female 18-25 D*
- The text helped a little- "This is telling me that even if you are in the village you can still use your gas , but if you cant read. You will not understand what it is about" *ABJ Female 30-45 D*

"An African woman beautifully dressed clean environment, portraying African culture"

- The concept was found appealing more for the beauty of the character, the colours of the picture and the text:

- Appealing colours - "Not preaching or telling me about anything, though the colour blend is cool, there should be a picture of a gas stove and a pot to portray the message" *ABJ Male 25-29 C2*
- Models look – "The picture is really showing an African woman, good" *LAG Male 30-45 D* "She is a beautiful woman, an African woman, a model" *ABJ Female 30-45 D*

The image resonated with the audience as many were quick to mention that she is an African woman



Local relevance

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Fit to product

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- The background and her attire resonated locally

- – “The background is good and beautiful – an infusion of old and modern” ” *LAG Female 18-25 D*

- Portrays the product to majority as one that can be used by all , mostly the lower class :

- **A product for the low class** – .Saying even the poor people can afford gas in the village *LAG Female 25-29 C2*
- “I think its trying to tell me how fast i will be able to cook with a gas and not loose the taste of the food and that everyone can use it” *ABJ Female 18-25 D*
- “This is telling me that even if you are in the village you can still use your gas , but if you cant read. You will not understand what it is about” *ABJ Female 30-45 D*

“She is a beautiful woman, an African woman, a model”

The text conveyed the message to some extent, however for some it wasn't very clear



Comprehended to some extent-“This picture is telling us that modernity is everywhere, behind every woman and good wife there should be a gas cooker to make things good”

“There are telling us that only modern women that are using gas”ABJ Male 25-29 C2

With a gas cooker, you can still make your grandmother's recipes, but in half the time. The food you make will never be outdated. But your wood or kerosene stove is. Let a gas cooker help you live modern.

Highly misunderstood -“The picture and the message differs, with gas will my grandmother come to my house?”
ABJ Female 30-45

LIVE MODERN. COOK CLEAN.

Clarity- “The write up is saying that using gas is clean and it saves time”

The image was generally perceived as boring and didn't pass the necessary message across

Positive Reaction

"She looks young healthy depict an African person" LAG Male 30-45 D

"Modern woman dressed in local attire" LAG Male 30-45 D

"The picture quality is nice, attractive, it shows an African woman, who is looking traditional and the write up shows that the woman who is modern can use gas to cook for favorite grandmothers recipes" ABJ Male 25-29 C2



"The picture depicts more of firewood because of the trees than gas" LAG Male 30-45 D

Negative Reaction

"I thought she is advertising the culture, I mean the dressing" LAG Female 18-25 D

"More like an obituary, a burial picture" LAG Female 18-25 D

"I think the image is telling us that the woman is not modern" ABJ Female 18-25 D

"The picture depicts African and doesn't look modern at all; it's not conveying the message" LAG Male 30-45 D

What worked well

The text; Live Modern. Cook Clean-

“. I agree with it because behind every modern woman is her gas stove. It makes her look very organized and neat, which will even prompt you to eat what she is cooking” ABJ Female 30-45 D

The picture quality- “. The background and the picture work well together”



What did not work well



Absence of a gas cylinder or burner

-“The advert is good but they are not actually showing us the sign of gas, so it might not be easy to know what they are trying to advertise”

The Image – “It is good to use gas because it is economical and fast, but the picture has no message” ABJ Male 25-29 C2

“The picture tells me that there is no difference between using gas and firewood”
ABJ Female 18-25 D

“There is nothing that is modern there
It looks odd
Only the write up can actually pass the message” LAG Female 18-25 D



In Sum, this concept did not do well among majority and might cannot be successful at convincing the target to use the product

The idea of saving time appealed to many, however not many could understand this quickly



Message clarity

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Appeal

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- Message was not really clear as it was misinterpreted by many, however a few got the message :

- Business only- “The woman in the picture is talking about her business , not the stove” LAG Female 25-29 C2
- Total confusion -“I don’t really get what the advert is saying, Just not clear, it doesn’t rime with the gas thing ” LAG Female 25-29 C2 “Career woman without a match stick, how can she put on her stove” LAG Female 18-25 D
- For the few that got – “Having more time for her daily business and cooking” LAG Male 30-45

“Gas cooking saves time, which gives career mothers more time for the business and work”ABJ Female 18-25 D

- The concept was found appealing mostly for the text and for a few the character :
 - The text – “Its telling us that when you cook with gas, it is faster and you go to work early” ABJ female 18-25D “. The advert is good, the major message is that when you use gas, going to your place of work, it gives you more time” ABJ Female 30-45
 - Models look – “She looks old and its okay because it is mostly women in this age that don’t like to use gas” ABJ Female 18-25D

Image sends a signal that LPG is for a certain class of people.



Local relevance

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Fit to product

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■ Her attire resonated locally

- Traditional woman – “Local traditional woman looks more like a teacher but she still meets up with her studies ” *LAG Female 18-25 D*
- “A traditional woman carrying books and it also talks about how to save time” *LAG Female 18-25D*

■ Portrays the product to majority as one that can be used by all , mostly for people in business and the elites :

- Business minded- “It is encouraging me to diversify my attention even if i choose to be doing some other thing” *ABJ Male 25-29 C2*
- “That is, I can equally do two things simultaneously because there is room for that via LPG fastness” *ABJ Male 25-29 C2*
- “It shows that the gas stoves is for the educated” *LAG Male 30-45 D*



Overall the text conveyed the message, many could deduce that using LPG saves them time that can be invested in business

Drove the message home - "Using less time to cook and having more time for your daily activities" ABJ Male 25-29 C2

Made it clearer- "Gas is the best of all because it is smarter, quicker, better than any option" LAG Female 18-25 D

Mixed reaction on the image, some found it appealing and some didn't

Positive Reaction

“Local traditional woman looks more like a teacher but she still meets up with her studies” LAG Female 18-25 D

“The woman looking good and smiling” LAG Male 30-45 D



“It shows that the gas stoves is for the educated” LAG Male 30-45 D

Negative Reaction

“The picture is okay but the woman that is on the photo looks old, so they need to use younger people to advertise” LAG Female 18-25 D

Picture doesn't state her profession clearly – “Is this a business woman or a math's teacher?” LAG Female 18-25 D

“Comments very okay, but I don't understand the woman standing” LAG Female 25-29

What worked well

The text; Move up to a gas cooker –
*“Having more time for her daily
business and cooking” LAG Male 30-45*



What did not work well



The Image- classifies LPG for a certain class of people, the educated



In Sum, the idea of saving time could win people over, however if the unappealing elements are addressed it would do even better

Mostly understood to mean having the ability to multitask and being excellent at it



“Gas is best for those who need time” ABJ Female 18-25

Message clarity

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- Mixed reactions on message clarity, some understood it, and some didn't :

- Multitasking - “Its shows that you can do other things while cooking” LAG Male 30-45 D
- “While working you can also prepare your meals” LAG Female 18-25D
- Initial thoughts-“Seeing the picture at first, I thought it was about a tailor , until I looked at the bottom before I knew” LAG Female 18-25 D

Appeal

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- The concept was found appealing mostly for the text, the picture quality and for a few the character :

- The Image – “I see a tailor who is dedicated to her job but still have time for her home and family” ABJ Female 18-25D
- “That skilled workers can come home and still cook without stress and can be neat” ABJ Female 18-25D
- “I see a career woman pushing her career but is committed to her duties in the home” ABJ Female 18-25D “The colour is clean and attractive” ABJ Female 18-25D

The image resonated and appealed to many



Local relevance



Fit to product



- Her attire resonated locally

- Tape on her neck indicated that she is a tailor “I see a tailor who is dedicated to her job but still have time for her home and family”
ABJ Female 18-25 D
- “The advert made me to understand that you can be doing your tailoring job in your house at the same time cooking using gas”
LAG Female 18-25 D

- Portrays the product to majority as one that can be used by all , mostly for people in business :

- Gas is for everyone – “It is telling us that no matter how busy your schedule could be, no matter how much the targets to be met are, gas is for everyone”
ABJ Female 18-25 D
- “Ok it means you can be smart, clean and coordinated while cooking with gas”
- “It is time conserving, it shows me that cooking cannot meddle with your business when using a gas cooker”
ABJ Male 25-29 C2

“It can help speed up business as a tailor because you don’t have to worry as a tailor to cook your food when having gas cooker”
ABJ Male 25-29 C2



The message was easy to understand by majority

“It makes someone to spend less time in cooking and have much time doing business”
ABJ Male 25-29 C2

Mixed reaction on the image, some found it appealing and some didn't

Positive Reaction

“The woman is good enough in the picture” LAG Male 30-45 D

“I like the background, she appears motivated, her smiley face looks presentable” LAG Male 30-45 D



Negative Reaction

“The tape has nothing to do with the advertisement, so it is completely out of it, we are not talking about fashion” ABJ Male 25-29 C2

“The woman in the picture is trying to tell us that she is a tailor with tape, that she is not ready to cook” LAG 25-29 C2

“Tape rule is not supposed to be there” LAG Female 18-25 D

What worked well

The text; Less time cooking, more time conquering – This many found to be interesting

For majority -The Image – The character demonstrated the text with her smile and pose



What did not work well



For a few-The Image- The character shouldn't have a tape on, it makes the concept confusing (They think the message is about fashion on the immediate)



In sum, this concept emerged as the most compelling of the Smarter, Better and Faster concept

Understood mostly to mean that gas can be used by anyone rich or poor, however some found it unbelievable



Message clarity

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Appeal

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- Mixed reactions on message clarity, some understood it, and some didn't :

- Affordable – “Telling me that even an ordinary Nigerian can afford it” LAG Female 25-29 C2
- Doing more – “She can sell more after fast cooking” LAG Male 30-45 D
- Misunderstanding- “The woman selling orange is telling us that she has time with her business than cooking” LAG Female 25-29 C2
- “Not acceptable , one cannot hawk and cook at the same time” LAG Female 18-25 D
- Don't cook orange with gas cookers, nobody those that” ABJ Male 25-29 C2

- The idea of doing more was appealing for most, however some frowned at the image (hawking):

- “I see a business woman who does her business and still does her cooking without stress” ABJ Female 18-25 D
- “Since a gas cooker is faster, she can have more time for business if she decides to sell until night” ABJ Female 18-25 D
- “The picture depicted that she spent more time in making money and less time in cooking and taking care of her family” LAG Female 25-29 C2

The idea of doing more was quite appealing, however some feel it is not believable, an orange seller cannot afford gas



Local relevance

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Fit to product

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- Hawking resonated locally

- Hawking is one of the commercial ways of selling and this is very common in this market, so many could identify with it- “I think that while hawking or doing business, I can still use gas” LG Female 18-25 D

- Portrays the product to majority as one that can be used by all , mostly for the low class:

- Gas is for everyone – “The gas can be affordable to buy by anyone. The colour is good”LAG Female 25-29 C2

“It is not believable to me, an orange seller cannot afford to use gas because it is expensive” LAG Female 25-29D



The text was very easy to understand by majority

“Gas can make one look smarter and still gives time to work” ABJ Female 18-25 D

“Using gas gives more time to trade” ABJ Female 18-25 D

Mixed reaction on the image, some found it appealing and some didn't

Positive Reaction

“The picture is good and the young lady is making her money”
LAG Male 30-45 D

“I see a business woman who does her business and still does her cooking without stress”ABJ Female 18-25 D



Negative Reaction

“The woman selling orange is telling us that she has time with her business than cooking” LAG Female 25-29 C2

“The advert is not too good. She cant be hawking and be cooking” ” LAG Female 25-29 C2

“The picture is not speaking about the product itself” LAG Male 30-45 D

What worked well

The text; Less time making meals, more time making deals – Many found this interesting

The Image – Communicated that gas is not expensive and even the lowest level of people in the society can afford to use it



What did not work well



The Image- Some people frowned at the idea of showing a lady hawk, others feel it is not believable for a seller of this nature to use gas



In Sum, the idea of doing more is appealing but a few elements, the image to be particular, limits its ability of winning more people over

The message was quite clear and appealing from the text but the image created some confusion in some consumers minds



Message clarity

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Appeal

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- Message on the text was clear for most, the image however caused some confusion :

- Text interpretation - “It shows that cooking is convenient and safe” LAG Female 25-29 C2
- Image Interpretation - “It’s obvious this shows there is financial issue and the man is worried about money wasted and it also shows that the woman is not paying attention because she looks bored” LAG Male 30-45 D
- “The picture is confusing; I don’t know what going on there” ABJ Female 18-25 D

- Considered appealing mostly because of the text and less of the image :

- “The pictures does not depict the message on the advert , they should be in a kitchen” LAG Male 30-45 D
- “Very interesting and shows a happy home cooking with gas” LAG Female 18-25 D
- “This telling us that gas helps us save money, even if you are wealthy person And also you can decide to buy it in whatever measure” ABJ Female 18-25 D
- “The write ups are good but the cooking flame is discouraging, it burns like wood” ABJ Female 30-45 D

The gorgeousness of the model portrayed her as rich individual and as such some felt the product is designed for that class only



Local relevance

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Fit to product

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- Her attire resonated locally
 - Model look- “What I love most on the advert is her make up and costume. she looks so beautiful and can relate it to the gas i.e the advert speaks good about using gas”
- Portrays the product to majority as one that can be used by anyone, particularly among those that want to save time and money mostly upper class people
- *“From the advert, gas is meant to be used by rich people” ABJ Female 30-45 D*
 - *“It is trying to tell us that with little amount , you can afford to use a cooking gas, now what” ABJ Female 30-45 D*

The text was easy to understand, the words “affordable” and “saves” appealed strongly to them. A few also appreciated the word “queen”



“Cleanliness and time consciousness , it is also affordable” LAG Female 18-25 D

“Cooking gas is affordable which help to save money to do other things like to take care of yourself” ABJ Female 18-25 D

It makes me feel like a queen in the house, that i am precious in the house
”LAG Female 25-29 C2

Mixed reaction on the image, some found it appealing and some didn't

Positive Reaction

“Call out from the man saying "OMG my wife is neat and ready to go“
LAG Male 30-45 D

“The picture on the paper with the man and the woman looks interesting. I Like the concept and picture colour” LAG Female 25-29 C2



“I can see a neat family, but the husband seems to be itching his head, maybe she was asking him for something and he does not have it” LAG Female 18-25 D

Negative Reaction

“Please I want them to improve on their method of gas because the gas makes the pot black” ABJ Female 30-45 D

“It is easy for cooking, but it darkens pots” ABJ Female 30-45 D

“I see her as a rich woman well dressed , but her environment is not clean”ABJ Female 18-25 D

What worked well

The text; Affordable and within reach— Appealed to quite a number that gas is affordable, also that they can easily get it when they need it



What did not work well



The Image- for majority this was quite confusing as they kept interpreting the man's hand on his head to mean several things (Mostly that there is an issue in the home) and the wife as someone that didn't care

The Image- The black pot and yellow flames also sent a wrong message, putting LPG in a bad light or same with firewood



In sum, this concept has a lot of unappealing elements limiting it from endearing the target to the product

The ladies facial expression and the black pot was described as unappealing among many



“Everything about the advert is wrong. The picture quality is zero, the lady isn't presentable, the gas is clean, but the pot is dark” ABJ Female 30-35 D

Message clarity

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- Message on the text was clear for most, the image however caused some confusion :

- Text interpretation - “Your cooking would be fast” ABJ Male 25-29 C2
- “Nice concept, makes your cooking faster and gives a clean environment” ABJ Male 25-29 C2
- “It is fast , save and the information can easily be conveyed to an uneducated person” LAG Female 18-25 D

Appeal

- Image Interpretation – “It is confusing, the picture doesn't pass a clear message” ABJ Female 18-25 D

- Considered appealing mostly because of the text and less of the image :

- “I think it is not good because the lady is holding her gele and not cooking” LAG Female 25-29 C2
- “ It looks dull, even smiling does not resolve issues as there is lack of understanding, she need more discipline” LAG Male 30-45 D
- “It shows that the woman isnt concerned about how the gas lights, she is just concerned about wherever she may be going” ABJ Female 18-25 D

Associated as a product for the middle class



Local relevance

+++

Fit to product

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“One can cook and still look good and still have a clean home” ABJ Female 18-25 D

- Her attire resonated locally
 - Many could resonate with the gele head tie as it is commonly used among women in this market
 - The black pot and yellow flames was also something they could resonate with as this is what they currently experience with their current fuel, mostly firewood
- Portrays the product to majority as one that can be used by anyone, particularly among those that belong to the middle class
 - “Gives the impression that it is for the middle class” ABJ Male 25-29 C2
 - “Every woman wants to look good and clean, so with gas you can be clean and neat” ABJ Female 18-25 D

The text was very clear and easy to understand, the key attributes; Cooks clean, cooks fast, saves money were appealing for all



Cooks cleaner and faster

When you cook with gas stoves, you have a cleaner kitchen and home. You also cook faster too.

Move up to gas stoves—cooks clean, cooks fast, saves money.



“The gas is good to cook fast, neat and save time” LAG Female 25-29 C2

“ One can cook and still look good and still have a clean home” ABJ Female 18-25 D

Mixed reaction on the image, some found it appealing and some didn't

Positive Reaction

“With the man smiling, it looked as if the woman had satisfied the man” LAG Males 30-45 D



“It shows that the woman isn't concerned about how the gas lights, she is just concerned about where ever she may be going” ABJ Female 18-25 D

“‘Cook like the queen that you are’ does not show the woman as a queen at all. She looks like she lacked discipline” LAG Males 30-45 D

Negative Reaction

“The picture shows that the woman does not care about her husband” LAG Male 30-45 D

“The woman is really not in the kitchen, when the man was smiling, she was busy doing something else” LAG Male 30-45 D

“The picture is telling me that the woman is not in connection with the cooking gas” ABJ Female 18-25 D

What worked well

The text; Cooks cleaner and faster

– A lot of people agreed with this text but recommended that the image should reflect same



What did not work well



The Image- The woman's facial expression was not clear, also many could not understand why the man was smiling

The black pot/yellow flames – Same reaction as the first



In sum, this concept was the least liked and as such might not be compelling enough for the target

The image was interpreted to mean “Happy home” which many found appealing



“It is telling me that life is beautiful while cooking with gas” LAG Female 18-25 D

Message clarity

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Appeal

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- Message on the text was clear for most, the image however caused some confusion :
- Text interpretation - “It shows that using gas relieves one of stress and the health implications is of major concern. which is good for users” LAG Male 30-45 D
- Image Interpretation - “It is safer and healthier and the picture shows family laughing which signifies that it is very convenient” LAG female 18-25 D
- Considered appealing mostly because of the text and the image :
 - “Cooking with gas looks faster, healthier and stress free” ABJ Female 18-25 D

The smiles on their faces translates to gas usage makes a happy home



Local relevance

+

Fit to product

++ -

- Her attire and gesture resonated locally
 - The head tie 'gele' and blouse resonated locally, considering that it is a way of dressing for some tribes particularly when going for a function
 - Also the fact that both couples are smiling, indicates love and mutual respect, both of which are part of our marital values
- Portrays the product to majority as one that can be used by anyone, particularly among those that belong to the middle class
 - *"This will motivate me to buy it , shows a happy home" LAG Female 25-29 D*
 - *"The picture quality is too blurry and the color purple doesn't fit gas color, I would not think they are advertising gas" ABJ Male 25-29 D*

“One can cook and still look good and still have a clean home” ABJ Female 18-25 D

The words safer and healthier cut their attention
and for most these attributes are highly appealing



It's safer and healthier

Having your meals prepared with gas, reduces the risk of explosion and exposure to harmful fumes. Cooking with gas stoves is not just safe for your home, it is healthier too.

Move up to gas stoves—cooks clean, cooks fast, saves money.



“The write up is much more presentable because of the
key words "Healthier" ABJ Male 25-29 D

Mixed reaction on the image, some found it appealing and some didn't

Positive Reaction

“When I first saw the picture ,
I saw a very happy husband
and wife using gas” LAG
Female 18-25 D

“This is talking about
appreciating the wife” LAG
Female 25-29 C2

“The picture quality is perfect due to the following
reasons, she is presentable, but closing her eyes which
shouldn't be and the cooking pot is dark as if one is using
kerosene” ABJ Female 30-45 D



Negative Reaction

“This woman likes parties
ooo, she doesn't care that
the gas is making her pot
black” ABJ Female 18-25 D

“She looks clean, while the gas
gives her a dirty pot and
kitchen” ABJ Female 18-25 D

“The picture quality is poor, the
concept does not show that the
woman in the picture is not
relating with the gas thing” ABJ
Male 25-29D

What worked well

The text; Safer and healthier – The word healthier cut on some people fancies, they found it impressive



What did not work well



The black pot/yellow flames – Same reaction as the previous



In sum, among the 3 queen concept, this was the most appealing as it has elements happiness, promise of good health and show of love and respect

Thank you