



EcoComal: Creative Brief

CLIENT: EcoComal	PROJECT: Enterprise Marketing Fund Grant
BRAND:	EcoComal
BRAND ESCENCE / VALUES:	Social, Humanitarian, Responsible
BRAND PERSONALITY / TONE:	Accessible, Sturdy, Transcendent

Objective of Enterprise Marketing Fund Activities:

EcoComal needs to increase its sales in 40% over the next year and a half, especially focusing on end user sales (75%) and NGO (25%).

What exactly are we trying to accomplish?

EcoComal is recognized by NGOs, but has never communicated directly with consumers. Currently, only people involved in projects are benefited with stoves. There is a need to generate communication and ties with end users.

Key Performance Indicators

Increase target audience's motivation to purchase an EcoComal stove when they see it in use.

How can we measure success?

- By calls requesting EcoComal stoves
- By sales numbers

Target Audience

- Individuals that live in the departments of Sacatepéquez, Escuintla and Chimaltenango, that cook with open fires.
- They are people that are part of the informal economy or live from agriculture, some may poses small food businesses.
- They do not have credit or bank accounts.
- They are thankful of those that trust them and those who take them into consideration.
- Purchasing a home improvement appliance represents an investment and an inheritable item, they want the best and that it be long lasting.

Current knowledge, attitudes, and practices:

- They cook with open fires and are unaware of the negative health, economic and environmental effects this has.
- Some cook with LPG but refills are not readily available.
- Some do not know what an improved cookstove is or have not seen one.



What is our competitive advantage?

- Have been in the market since 2007 with more than 3300 stoves sold per year to NGOs that demand high quality at the best price.
- Experience

Key Campaign Message

EcoComal is the improved cookstove for their home because it is fairly priced and last longer than others. It adapts to the real cooking habits of the people.

How can we get the end user believe in it?

- By seeing the stoves in use or seeing it displayed.
- Stove “tours” in market places to get closer to the end users and the market diners.
- Payment plans to help purchase stoves.
- Use and maintenance instructions.

Are there any legal or mandatory aspects?

1 year guarantee in manufacturing and 5 years in use, as long as they are used according to manufacturer’s recommendations of use and maintenance.