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# A Spoonful of Sugar: Promoting WEE Through Edutainment Approaches

September 12, 2018 | 9:00 – 10:00 am EDT



**Sean Southey**  
PCI Media



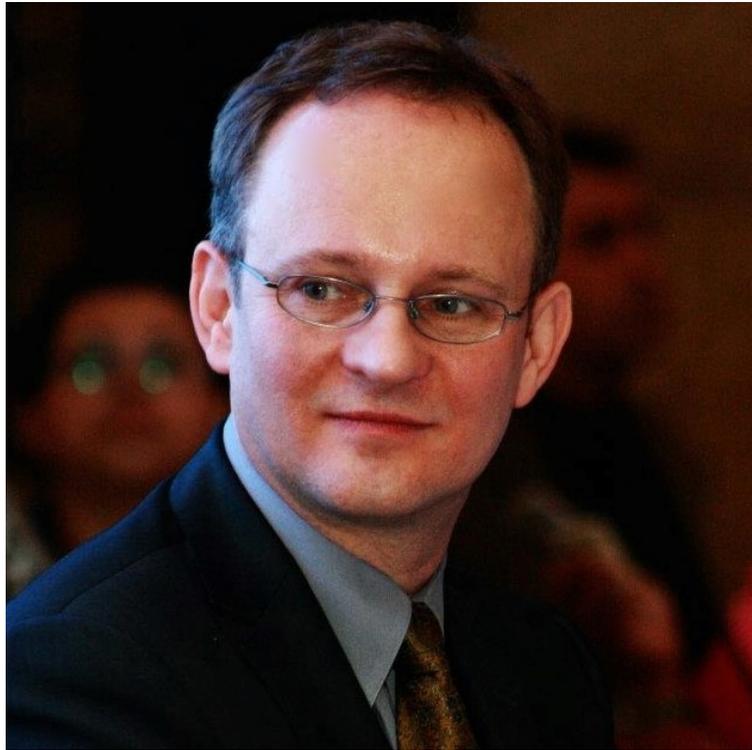
**Roshaneh Zafar**  
Kashf Foundation



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Womanity Foundation



**Sean Southy**

*PCI Media*

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We empower communities worldwide to inspire positive social, health and environmental change through storytelling and creative communications.



# It started with LOVE



# Miquel Sabido “Father of E-E”



# E-E is based on Theory – Social Learning Theory





## How E-E Works:

1. Power of Storytelling
2. Head and Heart
3. Identification with characters
4. Role Modeling
5. Capture Complexity
6. Provokes “safe” conversations



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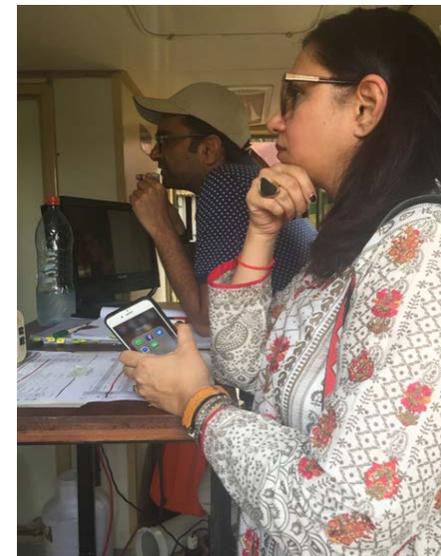
***Kashf has produced 3 main TV dramas namely Rehail, Udaari and Aakhri Station that focus on important social issues, laying great emphasis on Women Economic Empowerment.***

- ▶ **REHAIL:** Rehail was focused on the issue of child marriage and pin point the limitations faced by women from low-income households in Pakistan and emphasized how the economic empowerment of women could be one solution to address women’s marginalization.
- ▶ **UDAARI:** Its main theme was child sexual abuse and highlighted other issues such as economic empowerment of women, social taboos around music and more. Again economic empowerment was the pathway out of the problem highlighted in the series.
- ▶ **AAKHRI STATION:** It is a seven episode mini-series highlighting social issues including acid attacks, forced prostitution, marital rape and more.



- **RESEARCH AND STORY DEVELOPMENT:** Kashf begins with undertaking extensive research on the themes to be highlighted, conducts interviews, discussions with experts and documents real life case stories, followed by a creative workshop and script.
- **LIAISING WITH A TV CHANNEL AND PRODUCTION HOUSE:** Once the script is under process, Kashf approaches suitable production houses to finalize a director and the TV channel where the drama will be aired. Shooting begins in earnest soon after.
- **POST PRODUCTION (20-24 WEEKS):** Once the shoot is complete, editing work begins which can take up to 3 months. Airing of the drama is scheduled.

Kashf's Media team works closely alongside the entire process to ensure quality and integrity to the original concept.



# Challenges

- Kashf's television series have provided a new narrative to society especially in regards to economically empowered women. For Kashf, it was challenging to represent women in working/career oriented roles
- The current media channels in most developing nations also project stereotypes by showing the stigmas that exist in society related to the perceptions of women
- Running social issue based television series often run into resistance from authorities like PEMRA (Pakistan Electronic Media Regulatory Authority)



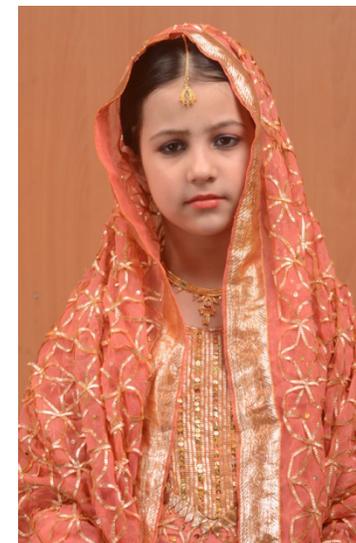
# Challenges

- Independent producers like Kashf often face the issue of budget constraints as most main TV channels produce and air television dramas from their own production houses
- Sometimes women who are physically abused or even raped are ultimately shown to marry their abuser, or often abuse is romanticized. Kashf has challenged this misrepresentation, provided hope and initiated a process in addressing the above gaps which was both challenging but received positive acclaim.



# Recipe for Success

- Kashf Foundation always represents real life stories and narratives which attract the audience.
- Audiences seem to embrace female protagonists that are flawed, scarred and imperfect but their journey of empowerment is invigorating. This connects with the viewers.
- Women's economic empowerment and its positive spillover effects have done well with the audience.
- For the first time ever, Kashf's TV series have shed light upon women's rights, importance of financial independence and rights of marginalized communities.
- The series have presented a way forward for victims of abuse, providing sustainable solutions to empowerment.
- Audiences have loved strong women and supportive characters.
- The scripting, direction, acting, keen research goes a long way and Kashf ensures each aspect is thoughtfully carried out throughout the entire production process.



## **Kashf's TV series had a measurable impact on attitudes towards women especially after Udaari:**

- Udaari was able to convince 47% individuals that women should be economically empowered and should be allowed to work after. (Among 800 respondents, both male and female)
- 59% respondents believed that Udaari taught important lessons on the importance of women's empowerment including the importance of respecting women's economic contributions
- There was a change in social perceptions regarding female protagonists on screen
- All 3 TV series sparked conversations on women's social roles and rights among audiences and made an impact in changing mentalities. Udaari created waves among audiences, generating debate online and won multiple awards.



- Udaari's message on child marriage resonated with the audiences
  - 60% of the respondents noticed a change in perceptions on child abuse on a societal level
  - Policy makers and opinion leaders began to give precedence to the issue of child sexual abuse post Udaari
- Rehaii's issue on child marriage led to a policy change
  - Sindh Child Marriage Act: the age limit was increased to 18 years of age with a proper Identity card for the marriage certificate (Nikkah nama)
- Kashf's drama serials have also paved the way for more socially driven content post Rehaii, Udaari and Aakhri Station
- Several reviews were written by journalists, bloggers and media personnel throughout the airing of the drama serials, changing public opinion on social issues raised
- TRP ratings for Rehaii and Udaari timeslot showed a great appeal for the show; outperforming their competitors.



**Cathleen Tobin**  
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“Banks are  
not for me”

- **Affordability**
- **Value**
- **Literacy & Familiarity**

# Influencing Social Norms Through Popular Media

## Approach: Address the psychological barriers to banking – knowledge, attitudes and perceptions

- Embed financial education messages into a mass media platform with a strong audience among target segment
- Partner with financial institution(s) to promote the campaign on the ground and provide a call to action
- Build additional awareness via media campaign



Develop and air a *telenovela*  
Dominican Republic



Partner with an existing EE show  
Kenya



# Approach #1: Produce a *Telenovela* (DR)

Mini-telenovela

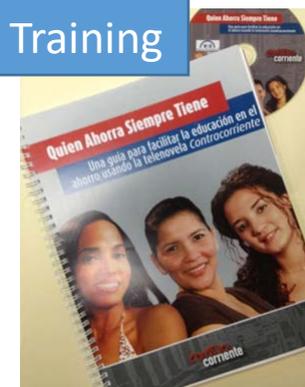
Savings Campaign

Country-Wide Objective:  
mobilize formal savings



In-branch promotion

Financial Education Training



Objective: increase uptake  
and use of savings accounts.

# ContraCorriente: Challenges

New vs. Existing

Campaign cohesiveness

Partnerships

# Approach #2: Partner with an existing, popular EE show & multiple banks (Kenya)

## 1 Popular TV Show



**Objective:** Influence knowledge, attitude, and financial practice

*Makutano Junction* is a weekly TV show. 8 million viewers.

Six episodes featured savings storylines targeting low-income women

**Nawiri Dada**, a campaign to get more women to save in banks, launched on-air and linked to in-branch materials

## 2 Media Promotion



**Objective:** Build awareness and drive viewership

Print ads & weekly promotional spots built awareness

KWFT-sponsored TVC featured cast members & linked to show

A WWB-sponsored TVC ran each week, and promoted the partner banks

## 3 Promotion Through 3 Banks



**Objective:** Drive account openings, reactivations, use

Each partner bank received exclusive access to two cast members to promote savings

Customized posters promoted the Campaign in branches and agents

Customized flyers supported promotion in branch and field



# On-Air Calls to Action

Episode 9

**CAST**

- Louisa Sialo
- Margaret Aketch
- Mbeki Mwalimu
- Justin Muchiri
- Janet Kirina
- Morrison Mwadulo
- Maqbul Mohammed
- Triza Kabue
- Raymond Ofula
- Carol Midimo

**SMS your name and address to 5606 at no extra cost**

**MAKUTANO JUNCTION**

A CAMPAIGN TO GET MORE KENYAN WOMEN TO REALISE HOW USEFUL A BANK ACCOUNT CAN BE AS A TOOL FOR MANAGING MONEY

**QUESTIONS? ASK US ON SMS 5606**

**NAWIRI DADA**

ONE DAY IN MAKUTANO...

SO SORRY SHAKA BUT WE ARE GOING TO ATTEND OUR MONTHLY DRAMA MEETING TODAY

ARE YOU SAYING WE ARE SUPPOSED TO INVESTING IN A CHAMA?

NO WHAT AM SAYING IS THAT THE BANK IS THE MOST SECURE AND CONVENIENT PLACE TO PUT YOUR MONEY.

NEW LADIES, DO YOU HAVE TIME TO COME TO THE BANK TODAY?

YOU ARE STILL BELONGING ON YOUR CHAMA? IT WOULD BE MORE SENSIBLE TO PUT ALL YOUR MONEY IN THE BANK.

WE ARE ALL FRIENDS AND TRUST EACH OTHER. I THINK YOU SHOULD JUST LEAVE US ALONE.

SHAKA, I AM ONLY THINKING OF YOU AND YOUR INTEREST.

SHAKA THINKS HE AND OTHERS FOR NOT INVESTING ALL OUR MONEY IN THE BANK.

WHO DOES HE THINK HE IS EVEN OUR MOTHERS USED CHAMA.

THINK WE SHOULD DO SOMETHING TO TEACH HIM A LESSON.

THE LADIES STORM THE BANK.

HE HAS MORE TO CLOSE OUR ACCOUNTS.

LADIES I DON'T MEAN TO OPEN YOU UP TO SCRY. KEEPING YOUR BANK ACCOUNTS OPEN IS YOUR BEST INTEREST.

THAT'S NOT TRUE. LET ME EXPLAIN.

I THINK IT'S NOT OURS.

SO I MAKE SURE FROM INVESTING IN STOCKS AND TOP STOCK.

MANY PEOPLE HAVE THEIR SAVINGS WIPED OUT BY ANNUAL SCHEMES AND BROUGHT MONEY IN THE BANK IS SAFE AND THE BANK PAYS INTEREST ON SAVINGS ACCOUNTS.

BUT I DON'T WANT MY MONEY TIED UP IN THE BANK. I NEED TO KEEP IT MOVING.

YOU CAN ALWAYS TAKE ALL YOUR MONEY WHEN YOU NEED TO. THE ACCOUNT WILL BE KEPT OPEN FOR YOU.

POTABLE BANK HAS NO FEES. BANKS DO A LOT OF FEES. HARDER WHEN YOU OPEN FOR YOU.

ATM MACHINES AND MOBILE BANKING. WHICH ARE EASY TO USE.

DON'T THINK THESE ACCOUNTS ARE FOR SOME REASONS HOW YOU CAN BENEFIT FROM A BANK ACCOUNT.

EVERYONE CAN BENEFIT FROM BANKING SERVICES. NOT JUST WORKERS WITH SALARIES.

**NAWIRI DADA - HELPING YOU SAVE, GROW AND ACHIEVE**

NAWIRI DADA IS A CAMPAIGN TO ENCOURAGE MORE WOMEN IN KENYA TO BENEFIT FROM BANK ACCOUNTS.

IF YOU DON'T HAVE A BANK ACCOUNT THAT YOU USE, WHY NOT? HERE ARE SOME REASONS HOW YOU CAN BENEFIT FROM A BANK ACCOUNT.

**FOR EVERYONE** - BANK ACCOUNTS ARE EVERYONE. YOU DON'T NEED A REGULAR INCOME TO ENJOY ALL THE BENEFITS. MANY BANKS HAVE ACCOUNTS WHICH ONLY NEED A SMALL DEPOSIT TO OPEN.

**SECURITY** - A BANK ACCOUNT IS THE SAFEST, MOST SECURE PLACE TO KEEP YOUR MONEY AND IF IT'S IN A BANK, YOU'RE LESS LIKELY TO SPEND IT.

**CONVENIENT** - AS WELL AS BANKING AT BANKS, YOU CAN USE ATM MACHINES WHICH MEANS YOU CAN WITHDRAW MONEY 24 HOURS A DAY.

**SAVINGS TOOL** - USING A BANK ACCOUNT CAN HELP YOU SAVE UP FOR A GOAL. YOU CAN SET DIFFERENT GOALS LIKE SAVING FOR SCHOOL FEES AND PUT MONEY ASIDE IN YOUR ACCOUNT. IT'S ALSO USEFUL TO HAVE MONEY FOR AN EMERGENCY.

**DIVERSIFYING ACCOUNTS** - BANKS OFFER A VARIETY OF ACCOUNTS TO SUIT YOUR NEEDS, DEPENDING ON HOW MUCH YOU WANT TO SAVE AND HOW REGULARLY YOU WANT TO ACCESS IT.

**BANKING ON THE MOVE** - MANY BANKS OFFER MOBILE BANKING APPLICATIONS. THESE YOU CAN SEND AND RECEIVE MONEY AND PAY BILLS USING YOUR MOBILE PHONE.

**CLEAR CHARGES** - BANKS ARE VERY CLEAR ABOUT THE CHARGES THAT DIFFERENT ACCOUNTS CARRY, SO YOU'LL BE FULLY INFORMED OF WHAT THEY'RE GOING TO CHARGE AND WHY.

**NEEDLEP STAFF** - BANKS RELY ON CUSTOMERS - THEY'RE HERE TO HELP AND YOU CAN DISCUSS YOUR FINANCIAL NEEDS WITH THEM. ESTABLISHING A RELATIONSHIP WITH A BANK HELPS YOU BUILD A CREDIT HISTORY WITH THEM, AND MEANS THAT THEY'RE MORE LIKELY TO LEND YOU MONEY.

FOR MORE INFORMATION ON **NAWIRI DADA**

VISIT YOUR NEAREST EQUITY BANK BRANCH OR EQUITY HOME BANK. [WWW.EQUITYBANK.COM/KE](http://WWW.EQUITYBANK.COM/KE)

VISIT YOUR NEAREST FAMILY BANK BRANCH OR FAMILY HOME BANK. [WWW.FAMILYBANK.COM/KE](http://WWW.FAMILYBANK.COM/KE)

VISIT YOUR NEAREST KWIFT BRANCH OR KWIFT HOME BANK. [WWW.KWIFT.COM/KE](http://WWW.KWIFT.COM/KE)

**EQUITY**  
Equity Bank Kenya Limited  
100, Kileleshwa Road, Nairobi, Kenya  
Tel: 020 271 2000, 020 271 2001  
www.equitybank.com/kenya

**FamilyBank**  
Family Bank Kenya Limited  
100, Kileleshwa Road, Nairobi, Kenya  
Tel: 020 271 2000, 020 271 2001  
www.familybank.com/kenya

**KWIFT**  
KWIFT Kenya Limited  
100, Kileleshwa Road, Nairobi, Kenya  
Tel: 020 271 2000, 020 271 2001  
www.kwift.com/kenya

[WWW.NAWIRIDADA.COM/KENYA](http://WWW.NAWIRIDADA.COM/KENYA)

THE MEDIA COMPANY

# On The Ground Promotion

**NAWIRI DADA**  
Beginning 19th January 2013

Open your bank account today

**KWFT has them all!**

- Tausi Junior Account
- KWFT M30's Saving
- KWFT Tegezo Account
- KWFT CRU Account
- Rika Pinda Deposit
- KWFT Inaka Account
- KWFT Cash Card
- KWFT Tuage Group Account

Mention Makutano Junction

**KWFT Microfinance: A safe place to save and grow!**

Logos: WVB, THE MEDIA COMPANY, KWFT

**NAWIRI DADA**  
Beginning 19th January 2013

Open your bank account today

**MAKUTANO JUNCTION**

Mention Makutano Junction

**Winning together!**

Logos: WVB, THE MEDIA COMPANY, FamilyBank

**NAWIRI DADA**  
Beginning 19th January 2013

Open your bank account today

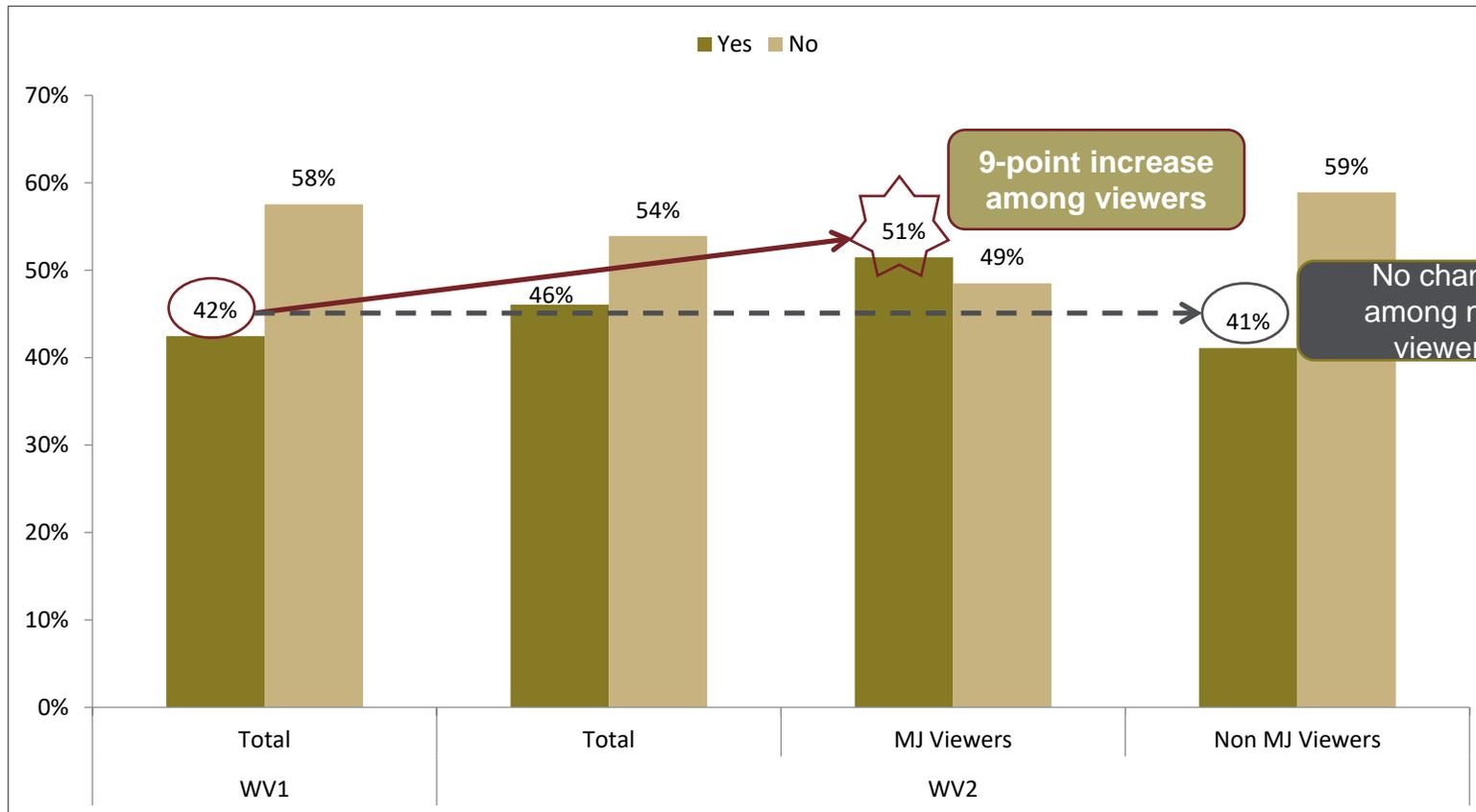
**MAKUTANO JUNCTION**

Mention Makutano Junction

**Growing together in trust**

Logos: WVB, THE MEDIA COMPANY, EQUITY

# Results: 9% increase in reported account ownership among low-income women



## High Recall on key messages

- Everyone is eligible to open a bank account
- Banks are the safest place to keep money
- No fee to open or maintain (surprise!)

## Increase in basic knowledge

- Documentation required to open an account
- Types and features of basic accounts
- Have heard of mobile banking



# What worked?

- ✓ Right mix of partners
- ✓ Relevant messages & delivery
- ✓ Delivery on the promise

# Let's Watch a Clip!



[Play commercial](#)



**Asmaa Guedira**  
*Womanity Foundation*  
[asmaa@womanity.org](mailto:asmaa@womanity.org)



# What is B100 Ragl?

An Edutainment Program  
in Middle East and North Africa  
by the Womanity Foundation

Our program relies on a **fictional animated series** aiming to:

- > **raise awareness,**
- > **encourage debate,**
- > **break down stereotypes,** and
- > encourage **behavioural change**

on the **role of women (and men)** and on **issues women face** in the MENA region

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# The Narrative

The **edutainment series revolves around Noha**, the protagonist of the show who through her work as a journalist, encounters a **wide range of social issues reflecting those commonly faced by women** (and men) throughout the region.

She  **fights prejudice and oppression**, presents **creative solutions** and in turn, becomes a **role model for the whole society**.

The program is built around 2 pillars:

1. Highlight a variety of **topics** including the ones often considered **taboo**, and
2. Offer **platforms for dialogue and solutions**.



# Three Seasons since 2013



- ★ 10+ radio stations
- ★ 10 Arab countries
- ★ 10 public debates
- ★ 6+ listening and debate clubs in 4 countries
- ★ Audience of over 1.5 Million listeners
- ★ 150,000 Facebook fans



- ★ 2 million views online
- ★ Viewers from 15 countries
- ★ 18 live events in
- ★ 12 cities in the MENA region



- ★ Currently distributed on Kharabeesh and Facebook
- ★ Will be airing on OSN and Shahid.net

# From Season I to Season III

See our website [b100ragl.com](http://b100ragl.com)

## Topics:

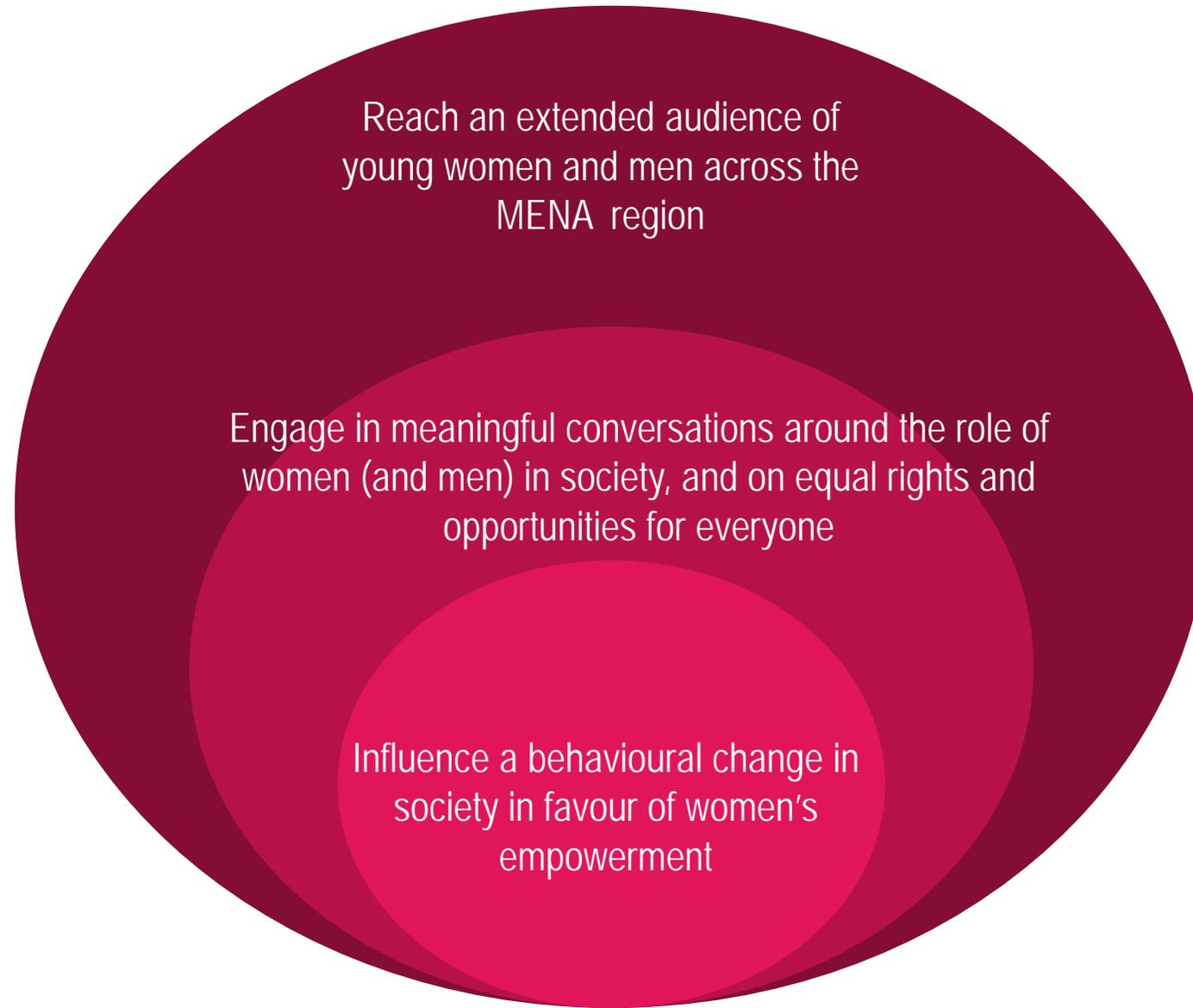
- ★ **Women's leadership;**
- ★ **Women's economic empowerment;**
- ★ Rights of women within the family and in society;
- ★ Violence against women in all its forms (domestic violence, rape, street harassment);
- ★ Sexual education;
- ★ Female Genital Mutilation (FGM);
- ★ **Education;**
- ★ Early marriage;
- ★ **The role of women in media;**
- ★ **Role of men for women's empowerment;**
- ★ **Fatherhood.**

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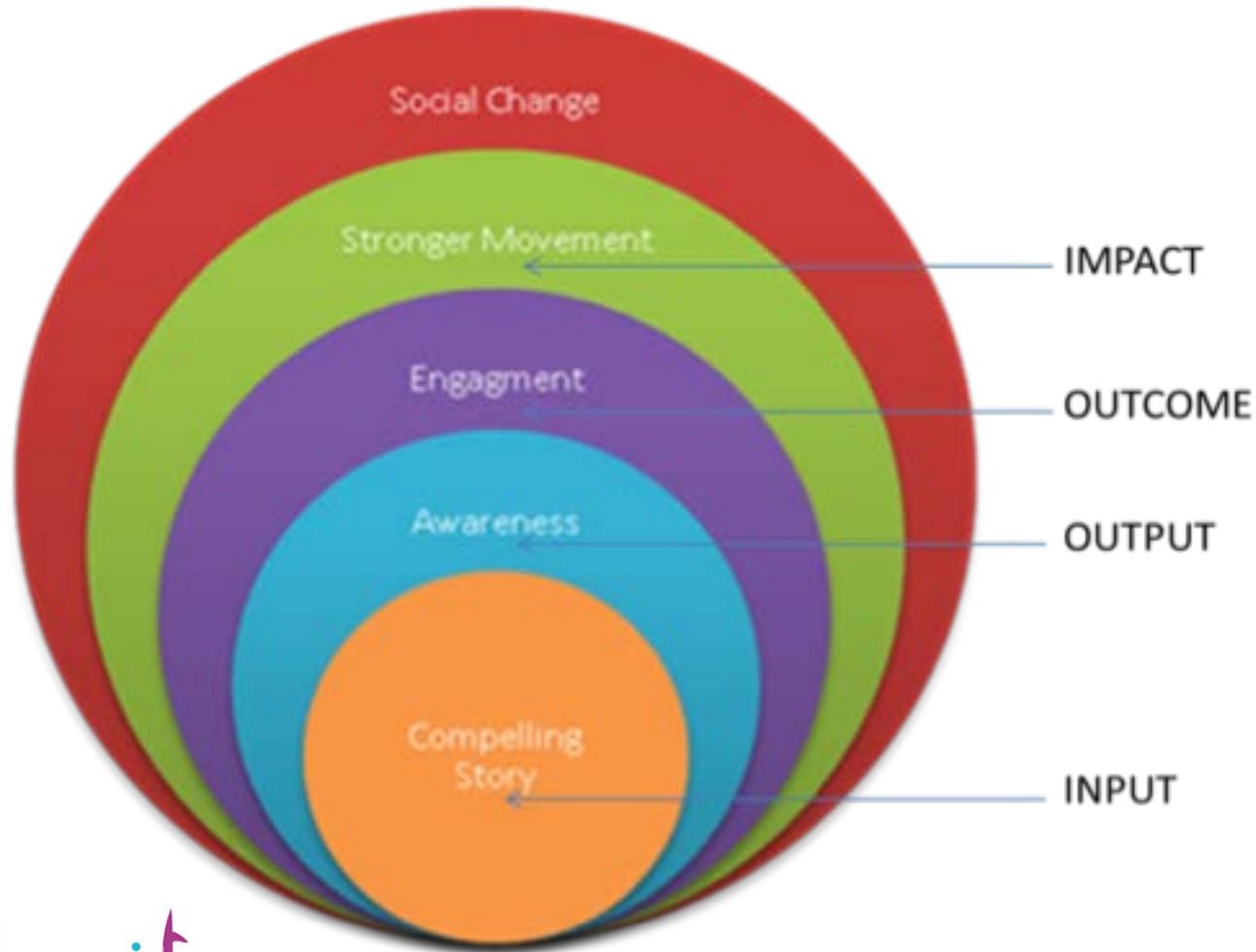
# Video: Season III



# 3 MAIN OBJECTIVES > THEORY OF CHANGE



# HOW DO WE GET THERE



Change: Attitudes towards women become more favourable

Amplify the message via partnerships and ambassadors

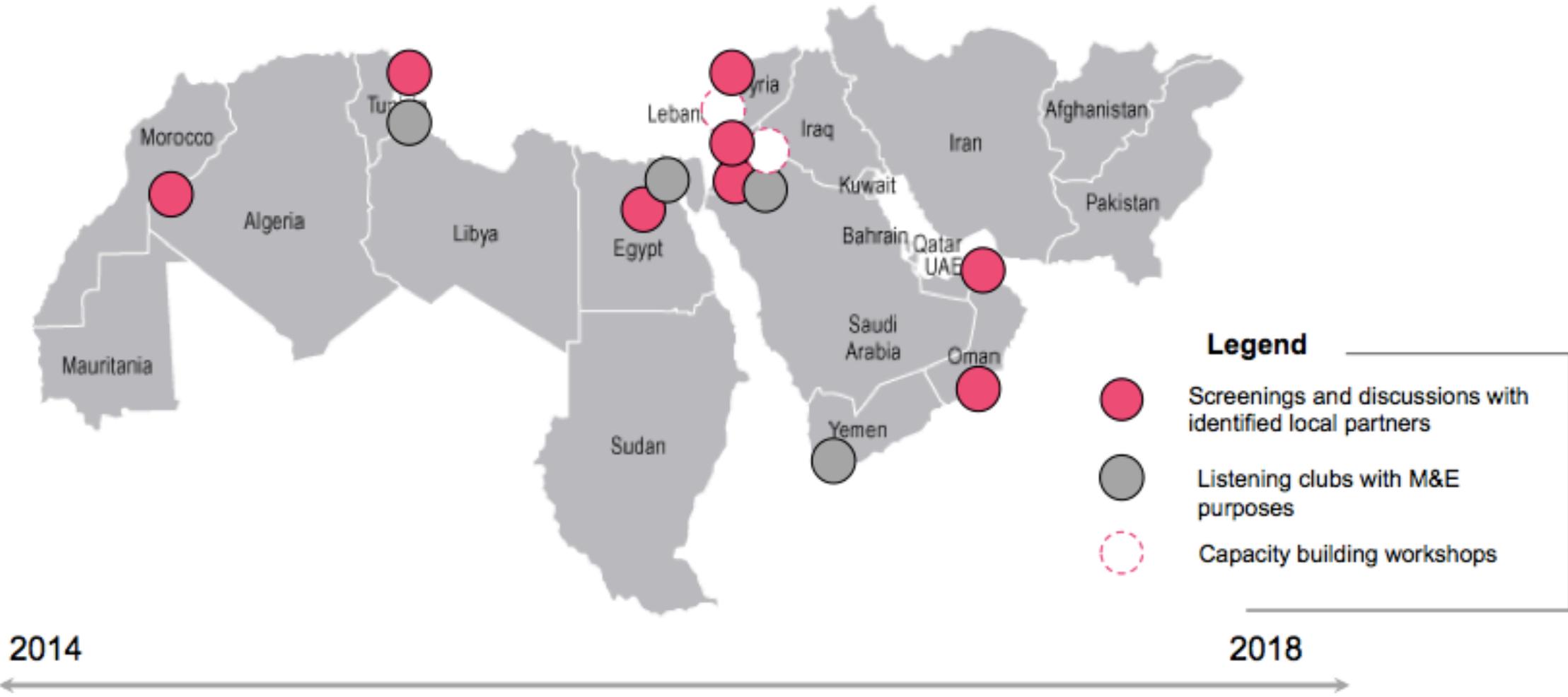
Collaboration and engagement (online and offline)

Exposure + awareness: Wide outreach through a diversified distribution

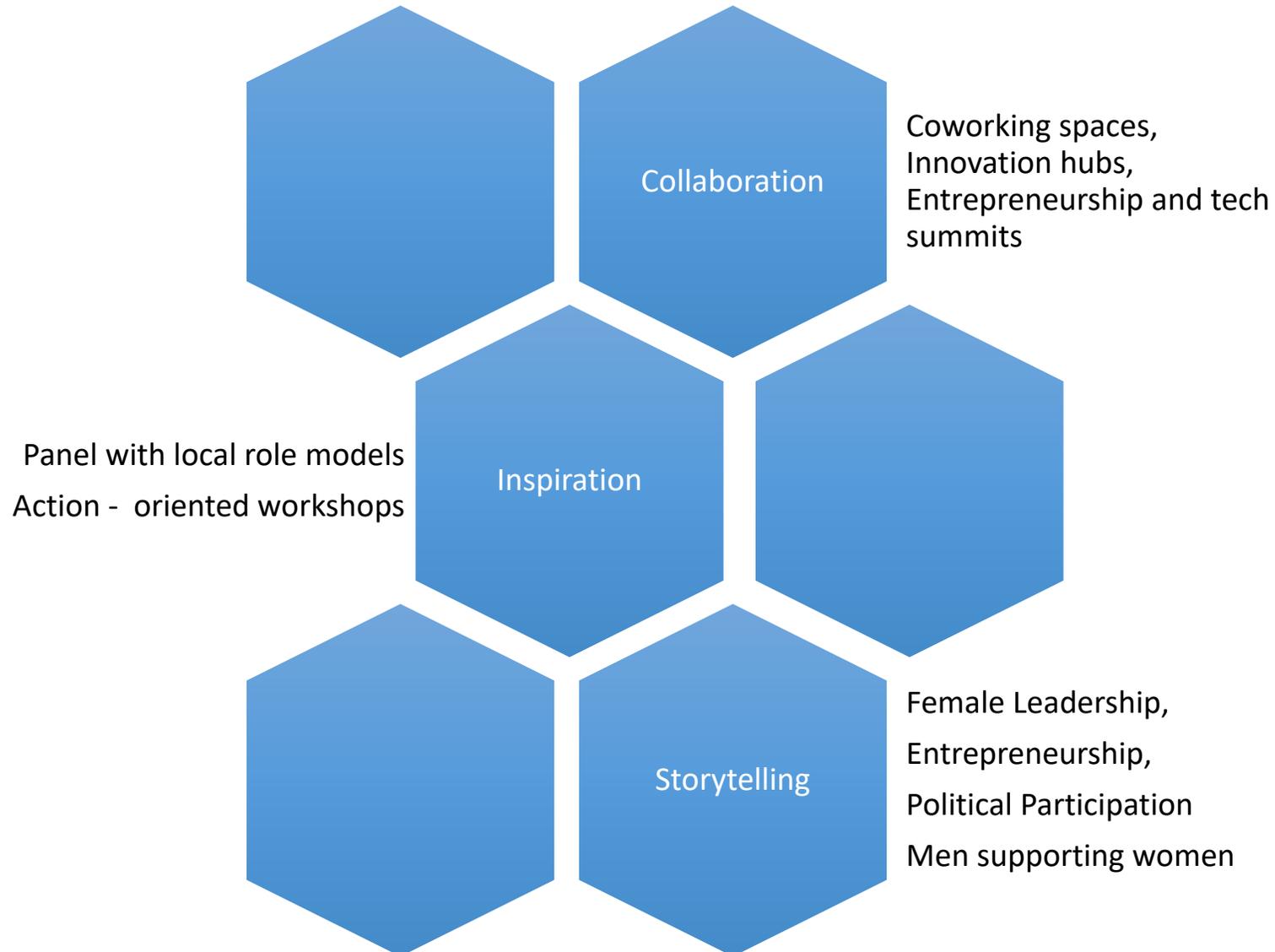
1st level output: The series includes relevant topics, solutions and diversity

Resources (HR), budget and initial partners (production)

# SEASONS I AND II: OVER 1,200 MEN AND WOMEN ATTENDED OUR EVENTS IN ALL MENA



# BECOMING ENGAGED TOWARDS WOMEN EMPOWERMENT IN THEIR COUNTRY









Follow us on our social media!



@B100Ragl\_Official



@B\_100Ragl



/B100Ragl

Post with  
**#B100Ragl**

# Q & A



**Sean Southey**  
PCI Media



**Roshaneh Zafar**  
Kashf Foundation



**Cathleen Tobin**  
Women's World Banking



**Asmaa Guedira**  
Womanity Foundation

# Thank You!



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For more information about SEEP's Women's Economic Empowerment Working Group, contact Lis Meyers: [weewg@seepnetwork.org](mailto:weewg@seepnetwork.org)

[www.seepnetwork.org](http://www.seepnetwork.org)





## FEATURED TRACK: Unleashing the Power of Women and Girls

- Leveling the Regulatory Playing Field for Women's Wage Employment (Nathan Associates)
- Collaborating with the Businesses: Women's ROI in the Workplace (MarketShare Associates)
- Addressing Sex-based Harassment in Workplaces: Unleashing Women's Economic Potential (ICRW)
- Money, Power, and the Risk of Violence (ICRW)
- Progress through Partnerships: Engaging Market Actors for Women's Empowerment (Chemonics)
- Why Can't We Close the Gender Digital Divide? (FHI 360)
- Empowerment for Girls and Youth: What Works, What Doesn't (BRAC USA)

## Call for Experience!

*Collaborating with the Private Sector: The Return on Investment in Women's Access and Agency*



**Deadline for Submission: September 14**

### Questions?

Contact Julia Lipowiecka at

[jlipowiecka@marketshareassociates.com](mailto:jlipowiecka@marketshareassociates.com)