


WE

**KNOW**

**A F R I C A**

CONSUMER  INSIGHT

**We understand Africa's  
consumers, we know  
their likes and dislikes  
and we offer you the key  
to their loyalty.**

## **WHO WE ARE**



Africa has the potential to build global brands, but it falls short because it fails to lay the right foundation for growth – that foundation is research. Consumer Insight exists to research on the continent's consumers to help companies such as yours improve their brand value.

**Research is the lifeline  
of every company.**

## **WHAT WE BELIEVE**



From inception to product development, launch to growth and expansion, companies need to constantly stay in touch with their consumers' needs, aspirations and perceptions to navigate the evolving market. If you really want African consumers to own your brand you need to know Africa. And to know Africa means you need to do your research well. As a company, you research or you die. It really is that simple.

**Africa is home, it's where we were born, raised and reside, we understand the market nuances and dynamism that others would overlook or undervalue.**

## WHERE WE ARE



Those nuances are what feed into building your unique brands to suit the needs of the growing African consumer. We operate throughout the continent with offices in Kenya, Tanzania and Uganda.

**We guarantee accurate  
and incontestable  
research**

# OUR WARRANTY



Consumer Insight exists to provide indisputable, factual, scientifically sound research collated using the highest forms of tech-based research methodology. We ensure that the research data is accurate, reliable, practical and irreproachable.

That's why we employ numerous quality assurance measures to ensure unequivocal accuracy in our findings.

**We are Tech-savvy**

# HOW WE MAKE IT HAPPEN



CATI – Computer Aided Telephone Interviews

CAWI – Computer Aided Web Interviews

MAPI – Mobile Aided Personal Interviews

CAPI – Computer Aided Personal Interviews

VoicesAfrica Online Panel - We have a rich database of over 250,000 panelists across all demographics in Ghana, Kenya, Nigeria and South Africa.

These technologies allow us to retrieve accurate, reliable and actionable data, more affordably and faster.

**We deliver  
user-friendly reports**

## **HOW WE PACKAGE IT**

It's one thing to get all the exciting data, it's another to understand what to do with it. Consumer Insight ensures that all the research conducted is presented to you in an actionable format. We ensure that as soon as you get the data, you can go straight to the market to execute it.





**We uncover the  
deepness and magnitude  
of the linkage between  
your brand and market**

## **WHAT WE DELIVER**

Our quantitative and qualitative research will ensure you know the extent and depth of consumers' connection to your brands.



**We have several  
off-the-shelf proprietary  
research studies to offer  
you insights on African  
consumers**

## **WHAT'S IN STORE FOR YOU**

### **WAKENYA | WATZ | MUNAUG**

East Africans are a peculiar people with equally unusual consumption habits. You can now turn those peculiarities into a winning brand with Wakenya, WaTZ and MunaUG.

Wakenya, WaTZ and MunaUG are country specific studies on Kenya, Tanzania and Ugandan consumers respectively. These studies will give you all you need to know about East African consumer DNA by gender, age, socio-economic grouping, income, brand usage and more. This information has the power to catapult or sustain your brand in the top league.





This is how you know why you are the punch line of every joke from your target consumer. Just because you love the advertising campaign doesn't necessarily mean your consumer relates to it. If you want to be 'with it' and have your consumers fall in love with your brands all over again, Adtrack's got your back.

We work with you to produce post advertising quantitative research to help you fully understand what it takes to run an effective advertising campaign on TV.



## dama

Beyoncé asked and answered, "Who runs the world? Girls!" The female consumer is one you can never underestimate, she is the judge, jury and executioner of brands in the home, if you want to maintain your brand in her good books, Dama is the report you need.

Dama is a dedicated report on the East African woman's social and economic inclinations. Dama is your cheat sheet into the heart, mind and wallet of the East African woman.

# HOLLA

They are young, thirsty, a surging demographic and out to take over the continent. African youth are taking over and are turning the continent in to an innovative and economic powerhouse.

Holla gives you insights of this youthful economic group in Kenya, Tanzania and Uganda. You will learn more about their social habits, income and expenditure, social media consumption patterns and compare current trends with previous years'. All the information you need to give your brands the evolutionary staying power to fulfill the demands of this East African demographic, up to 30 years of age, are available in Holla.



You can walk around inspecting shoppers' baskets or you could let us do that for you. Reja takes the time to show and explain what makes shoppers tick. Reja takes you from the supermarket trolley to the online trolley. You will learn what it takes to move your brand from an untouchable to a must-have for your shoppers.





So what do Africans want? Maisha will tell you, with this accurate online study. You will uncover the diverse, socio-economic grouping needs and other intricate details of your African target consumer. Maisha allows you to compare the different consumer needs and habits across countries. And with this, you get the winning ticket in to the wallets, hearts, minds and aspirations of your African consumer.



CONSUMER INSIGHT



SIX-COURSE RESEARCH WORKSHOP

Like any great dining experience, we believe research should be exciting and wholesome and that's why Consumer Insight created Six-course.

Six-course is an exciting workshop that fuses fun and facts together. Six-course connects marketers with expert panelists and professional presenters to reveal latest research findings.

**“ The surveys were conducted professionally and within agreed timelines.”**

First Community Bank

**“ We have partnered with Consumer Insight since 2002 to run numerous research across our vast region.**

The Coca-Cola Company

## WHAT OUR CLIENTS SAY

**“ Consumer Insight is one of our valued research partners.”**

Nation Media Group

**“ We would highly recommend Consumer Insight to any organization seeking excellent and relevant research services.”**

Acorn Group



# EXPERIENCE TAKES TIME



For more details please reach us at:

**KENYA**

3rd Floor, Riara Corporate Suites, Nairobi

Tel +254 (0) 20 214 6540, +254 (0) 722 202 313, +254 (0) 733 638 001

**TANZANIA**

2nd Floor, Ubungo Plaza, Morogoro Road

Tel: +255 (0) 733 627 291

**UGANDA**

2nd Floor, The Guardian House, Spring Road, Plot 67 Bugolobi, Kampala

Tel +256 (0) 414 234195, +256 (0) 755 897 649

[info@ciafrica.com](mailto:info@ciafrica.com) | [www.ciafrica.com](http://www.ciafrica.com)

Twitter: @\_CIAfrica

LinkedIn: Consumer Insight

CONSUMER  INSIGHT