

Introduction

Objectives

- Introduce Kigali as a trusted partner, guiding and inspiring parents throughout the parenting journey
- Boost user engagement with the brand
- Drive brand recall
- Drive traffic to other platforms (YouTube, website, etc.)

Target Audience

Demographics

- Age group**
 - Parents of young groups of 10 to 18 years of age
 - Parents of 10 to 18 years of age who are active on social media
- Gender**
 - Female (80% of the audience)
 - Male (20% of the audience)
- Location**
 - Urban (80% of the audience)
 - Rural (20% of the audience)

Campaign Objectives

- Target parents for Kigali brand and help challenge the view that there is nothing wrong with screen time. After watching Kigali content, parents should be able to identify the benefits of screen time and how to use it effectively.
- Encourage parents to use Kigali content as a resource for their children's learning and development.
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Social Media Strategy

By offering resources to help parents understand the value of screen time as a tool for learning and development, Kigali aims to be a trusted partner in their parenting journey, offering practical, actionable advice for understanding a life with technology.



Content for Parents

Instagram

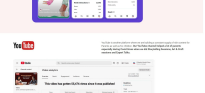
- Instagram is a visual platform where users can share images and videos. It is a popular social media platform for parents to share their children's photos and videos.
- Parents can use Instagram to share their children's photos and videos, and to connect with other parents who are interested in similar content.
- Parents can also use Instagram to share their own experiences and advice, and to connect with other parents who are interested in similar content.



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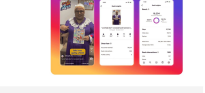
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YouTube

YouTube is a video platform where users can upload and watch videos. It is a popular social media platform for parents to share their children's videos and to connect with other parents who are interested in similar content.



Blogs

Blogs are a popular way for parents to share their thoughts and experiences. It is a popular social media platform for parents to share their children's photos and videos, and to connect with other parents who are interested in similar content.



Collaborations

Collaboration (Parent Post)

Collaboration (Parent Post) - Kigali Parents

The collaboration between Kigali Parents and other parents is a key part of the Kigali Parents strategy. It allows parents to share their experiences and advice, and to connect with other parents who are interested in similar content.



Influencer Marketing

Kigali Parents regularly collaborates with influencers, especially on their Instagram and YouTube channels, to promote the brand and to provide quality family time options.



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Partners to provide screen-free quality family time options



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