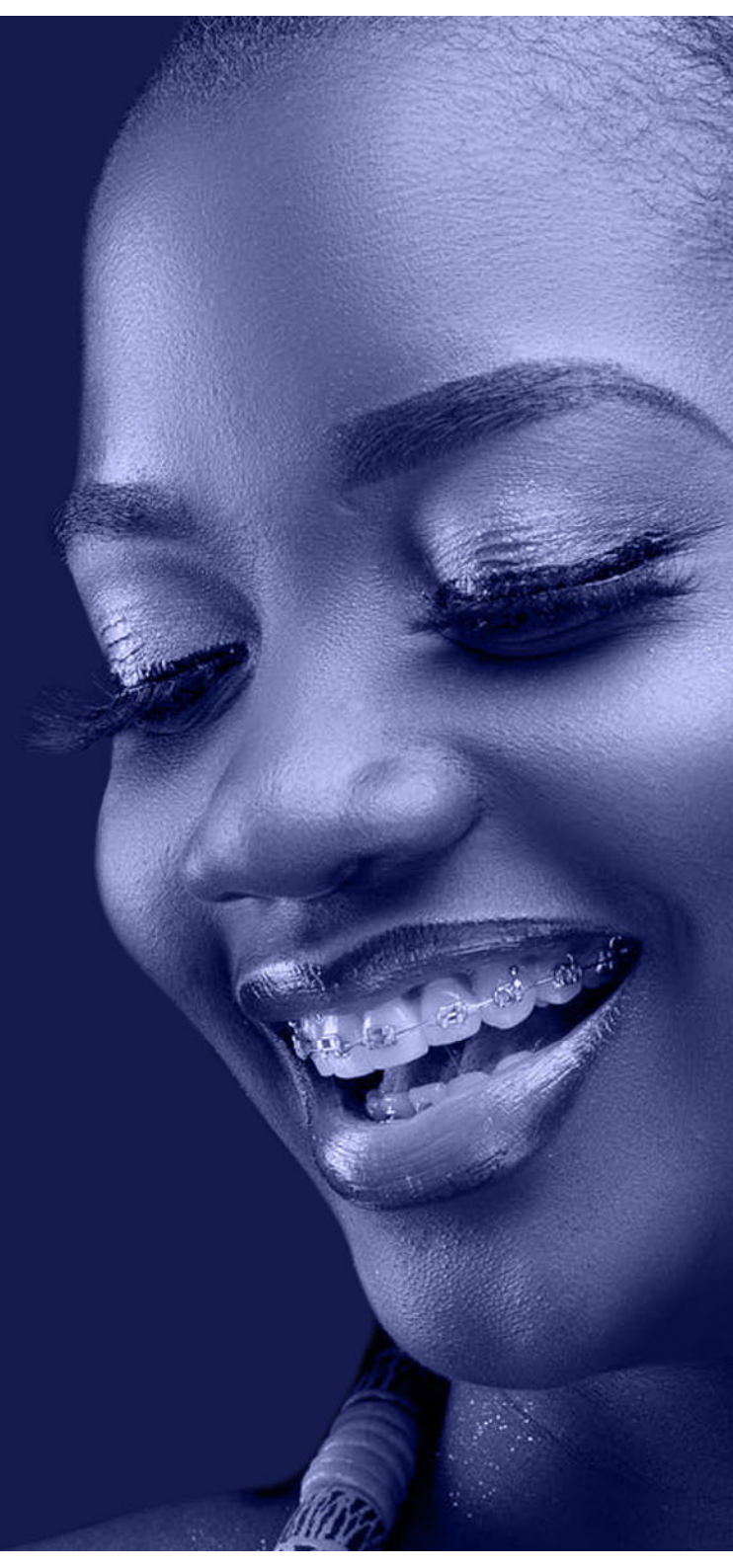




TOP  
100  
MOST LOVED  
**BRANDS BY**  
WOMEN  
I N K E N Y A

[www.Top100Brands.Africa](http://www.Top100Brands.Africa)



# The Scope

## Who is She?

### DEMOGRAPHICS

- Age
- Gender
- SEC
- Region
- Setting – Urban / Rural
- Occupation
- Source of income
- Claimed average income
- Education
- Mother status
- Household size and make up
- Marital status etc.

### PSYCHOGRAPHICS

- Dreams & aspirations
- Achievements
- Worries & fears
- Broad issues affecting them
- Day-to-day challenges
- Perceived level of empowerment - what makes them feel respected, empowered and fulfilled
- What drives her?
- Impact of CV-19 and overall sentiment about the future

### BEHAVIOURAL PROFILE

- Media habits and preferences
- Mobile phone ownership – smartphone (& model) vs. other phones
- Category usage and level of influence of decision-making
- Share of wallet – average monthly spend per category
- Brand preference and perceptions
- Aspirational brands
- Most loved brand and why?



 [info@bsd.co.ke](mailto:info@bsd.co.ke) /  
 [info@ipsos.com/en-ke](mailto:info@ipsos.com/en-ke)  
 [www.top100brands.africa](http://www.top100brands.africa)



# The Methodology

## Quantitative Sample Design

- Nationally representative sample of women in Kenya aged 18 years+
- Weighted to the national population of women

Regions	Setting			Age			
	Sample	Urban	Rural	18-24	25-34	35-44	45+
<b>Coast</b>	101	51	50	36	29	18	18
<b>North Eastern</b>	53	23	30	18	15	11	9
<b>Eastern</b>	135	30	105	45	39	26	25
<b>Central</b>	114	35	79	40	35	19	20
<b>Rift Valley</b>	257	70	187	94	72	44	47
<b>Western</b>	106	36	70	38	30	18	20
<b>Nyanza</b>	130	40	90	47	36	22	25
<b>Nairobi</b>	125	125	0	44	37	21	23
<b>Total</b>	<b>1021</b>	<b>410</b>	<b>611</b>	<b>362</b>	<b>293</b>	<b>179</b>	<b>187</b>



 [info@bsd.co.ke](mailto:info@bsd.co.ke) /  
 [info@ipsos.com/en-ke](mailto:info@ipsos.com/en-ke)  
 [www.top100brands.africa](http://www.top100brands.africa)



# The Methodology

## The Qualitative Research Scope

- Going beyond numbers to add a human dimension to impersonal data, a qualitative methodology allows us to delve deeper into the Kenyan woman's psyche to examine her values, opinions and underlying motivations, with a mix of personal 'day-in-the-life' diaries and ethnographies allowing us to spend time in her space

Provinces(Regions)	Setting		Age				
	Sample	Urban	Rural	18-24	25-34	35-44	45+
Coast	4	2	2	1	1	1	1
North Eastern	3	1	2	1	1		1
Central	3	1	2	1		1	1
Rift Valley	3	2	1		1	1	1
Western	3	1	2	1	1	1	
Nairobi	5	5	0	1	2	1	1
<b>Total</b>	<b>21</b>	<b>12</b>	<b>9</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>5</b>



 [info@bsd.co.ke](mailto:info@bsd.co.ke) /  
 [info@ipsos.com/en-ke](mailto:info@ipsos.com/en-ke)  
 [www.top100brands.africa](http://www.top100brands.africa)



# The Ranking

## Ranking the Top 100 Most Loved Brands

1. The respondent is guided through a series of questions in the quantitative survey, to establish the product and service categories she uses.
2. Determine her favourite brands amongst the categories she uses and eventually ask her to tell us her one most loved brand
3. All brands defined as their most loved brands are tallied up and the data is weighted to reflect the total female population.
4. The most loved brands are ranked based on popularity of mentions.



 [info@bsd.co.ke](mailto:info@bsd.co.ke) /  
 [info@ipsos.com/en-ke](mailto:info@ipsos.com/en-ke)  
 [www.top100brands.africa](http://www.top100brands.africa)



# The Products

## Rate Card

PRODUCTS	KES (excl. taxes)
<b>Platinum</b> – Full Report + Data + Workshop	750,000
<b>Gold</b> – Full Report + Workshop	500,000
<b>Silver</b> – Regional / Demographic / Category Cut-Down + Presentation	250,000
<b>Bronze</b> – Topline Report	150,000
BADGE ENDORSEMENT	KES (excl. taxes)
Full Year Endorsement	100,000
WORKSHOPS	KES (excl. taxes)
Workshop	300,000
Masterclass	300,000



 [info@bsd.co.ke](mailto:info@bsd.co.ke) /  
 [info@ipsos.com/en-ke](mailto:info@ipsos.com/en-ke)  
 [www.top100brands.africa](http://www.top100brands.africa)





TOP  
100  
MOST LOVED  
**BRANDS BY**  
WOMEN  
I N K E N Y A

[www.Top100Brands.Africa](http://www.Top100Brands.Africa)

