

Parents and caregivers play an essential role in setting up learning routines and learning environments at home. They struggle though with engaging in learning at home due to a lack of confidence, outdated education and lack of resources and support.

With this in mind, how do we support parents and caregivers with the information and resources they need to support learning at home and still adhere to these campaign objectives:



Challenge

- 1** Set clear expectations for parents and caregivers of what learning at home should look like
- 2** Provide parents with access to digital and non-digital resources to support those learning experiences.

Objectives

A 2-minute commercial promoting learning at home and informing parents of resources in a memorable way.

TV Solution



42,250,000

TV Impressions between the 15th and 28th November 2021



14,065

SMS' received in response to the ad



1,079

Total number responses to Call to Action



921

CTA responses generated by Akili Kids



158

CTA responses generated from Door to Door Campaign

Reach & Impact



These are some of the sentiments that Akili Network received while running the Keep Kenya Learning commercial with the objective of getting parents and caregivers to learn and use learning at home resources through SMS.

"This has been my go to method of teaching my kids. I have downloaded Akili Kids! videos and I'm now using them to teach my kids."

Mother of Child aged 10 years

"KKL has taught me how to use mobile platforms."

Caregiver of Child aged 14

Sentiment

Akili TV + Great Content = Measurable Impact!