

# Maharagwe Bingwa Campaign

August Report  
*TZ CH 6 (First ASHC Issue)*



*Objective: Shujaaz will use mass circulation comics, Cloud FM radio and social media to target younger members of the farming families with inspirational ideas on new varieties and good agricultural practices. Comics will be published in August and September issues.*

Channels	No. of campaigns	Campaign Strategy	Achieved by August
Comic (monthly print run of 202,500)	2 stories in August and September comic issues	Issue 1 Storyline: Featuring a bean farmer, infographics on role of beans in soil fertility, importance of bean growing  Issue 2 storyline: interviewing an agro-dealer, infographics on best practices in bean growing (varieties, fertilizer)	1 comic story with a distribution of 200,000
Facebook (fan base of 24,000)	At least 5 posts every month	Featuring the bean farmer as in the comic	23 posts
Radio	2 radio shows to run in August and September	1 <sup>st</sup> show: Featuring the bean farmer as in the comic, including radio inserts for more information  2 <sup>nd</sup> show: Featuring the agro-dealer as in the comic, including radio inserts for more information	1 radio show and 1 video

## Objective of this report

This report summarizes Facebook and SMS fan feedback analysis from the Maharagwe Bingwa campaign for the month of August 2015.

## Methodology

- Content analysis was used to interpret/describe feedback from our fans on our SMS and Facebook platforms . It was also used to find out the links between our media content and the size of feedback from our fans.

# Campaign in the Comic



## SMS Call-Out in the Comic:

You have heard about Liberati Mushi's Hustle; If you would like to know more about Maharagwe Bingwa, send us an SMS.

## Notes

- = The objective of the comic campaign was for fans to use the comic as a guide to their farming practise and be able to share the same information with others. It was also aimed at promoting the use of phosphoric fertilizers as well as the use of high yielding bean varieties. Additionally, we aimed to promote better understanding of the importance of beans to soil fertility.
- = We received 192 messages on our SMS platform as response to this campaign.
- = The recurring conversations were about:
  - Questions on suitable soil.
  - Questions on suitable climate.
  - Questions on which season is best for growing these beans.
  - Questions on which are the best varieties to grow.
  - Complimenting Liberati mushi (our featured bean farmer)

*"I am Edson, I am in Mwanza I like your beans hustle and would like to get more knowledge about it."*

*"I am Ambakisye from Mbeya I would like to know which whether is suitable for yellow beans?"*

*"I would like to know which is the perfect season for beans farming"*

*"How can I know If my farm is suitable for beans farming."*

*"How long does it take for beans to be ready for harvest in Rombo?"*

*"I am Lameck, I would like to know where I can get fertilizer with Phosphorous in my village and would like to get a good adviser like Mushi"*

# Campaign on Facebook



DJ Tee

Published by Timamu Brightson [?] · July 27 · 🌐

Hustlas tunashauriwa kabla ya kufanya kilimo na biashara ya maharagwe tunatakiwa kujua wanunuzi sokoni wanataka maharagwe aina gani ili tuuze kwa urahisi.



DJ Tee

Published by Buffer [?] · August 24 at 7:15pm · Edited · 🌐

Unataka kilimo cha Maharagwe kikulipe? Piga stori na wakulima wazoefu kabla hujaanza kulima, msimu mzuri ni mwezi March lakini unaweza kujipanga na ukalima mwaka mzima. msikilize Maharagwe bingwa hapa >> <http://hu.lk/p2qjby332gow>



## Notes

- = The strategy is to share tips and create conversation on beans business and agriculture in general.
- = We posted 23 posts on our Facebook pages and these generated a total of 195 comments, 2997 likes and 34 shares.
- = The recurring conversations were similar to those on SMS and were about:
  - Questions on suitable soil.
  - Questions on suitable climate.
  - Questions on which season is best for growing these beans.
  - Questions on which are the best varieties to grow.
  - Complimenting Liberati mushi (our featured bean farmer)

*"Mr Liberati, a farmer from Chekereni Himo. I really appreciate your hustle it's a good education." Kituye*

*"In Dar es salaam, other beans like Soya koku, Soya, are good deal in Rozi koku in Arusha njugu and Tabora black beans are both selling better." Hamza*

*"I would like to get into beans farming but I want to have the knowledge first on how to start." Pelagya*

*"Not Only beans but all leguminous plants has the characteristics of storing bacteria known as (Nitrogen fixing bacteria ) that changes nitrogen to from the air and make it usable in plant's growing process. I believe other experts can add in to this." Mangala*



# Most popular Facebook Posts

**DJ Tee**  
Published by Buffer [?] · August 24 at 7:15pm · Edited ·

Unataka kilimo cha Maharagwe kikulipe? Piga stori na wakulima wazoefu kabla hujaanza kullima, msimu mzuri ni mwezi March lakini unaweza kujipanga na ukalima mwaka mzima. msikilize Maharagwe bingwa hapa >> <http://hu.lk/p2qjby332gow>

20,744 People Reached

931 Likes, Comments & Shares

878 Likes	860 On Post	18 On Shares
46 Comments	46 On Post	0 On Shares
7 Shares	2 On Post	5 On Shares

1,430 Post Clicks

1,193 Photo Views	25 Link Clicks	212 Other Clicks
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#### NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

### Post:

If you want to benefit from beans farming, you must talk to other farmers before you start, also note the good season is in March, although you can plant through the year if you plan well.

Likes: 878  
Comments: 46  
Shares: 7

### Post

We are advised to find out what types of beans sell the most in the market before you decide which variety you wish to plant.

Likes: 896  
Comments: 23  
Shares: 2

**DJ Tee**  
Published by Timamu Brighton [?] · July 27 ·

Hustlas tunashauriwa kabla ya kufanya kilimo na biashara ya maharagwe tunatakiwa kujua wanunuzi sokoni wanataka maharagwe aina gani ili tuuze kwa urahisi.



15,594 People Reached

921 Likes, Comments & Shares

896 Likes	877 On Post	19 On Shares
23 Comments	23 On Post	0 On Shares
2 Shares	1 On Post	1 On Shares

348 Post Clicks

257 Photo Views	0 Link Clicks	91 Other Clicks
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#### NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

# Campaign on Radio and Video



Kutana na 'Maharage Bingwa' mkali Liberati Mushi kutoka kule pesa ilikozaliwa!

By DJTee255 uploaded 1 month ago

256 kbps 419 0 0 4



Write a comment at 00:00



Plays: 419  
Downloads: 4  
Link: <http://bit.ly/1gRtRHI>



DJTee 255



Kutana na Maharage Bingwa, bwana Liberati Mushi.

Created: Aug 31, 2015 • Duration: 3:49 • Privacy setting: Public • Lifetime views: 13

VIDEO

Lifetime (Aug 31, 2015 – Sep 8, 2015)

Views: 13  
Link: <http://bit.ly/1EvGmne>

## Notes

- = The strategy was to feature the bean farmer in the comic, on radio and video as well.
- = For radio, radio inserts were included for more information

## Performance



VIEWS  
13 ●



ESTIMATED MINUTES WATCHED  
19 ●



AVERAGE VIEW DURATION  
1:27 ●

