



EcoStufa: Creative Brief

CLIENT: EcoStufa	PROJECT: Enterprise Marketing Fund Grant
BRAND:	Ecostufa
BRAND ESCENCE / VALUES:	Social, Ecological, International
BRAND PERSONALITY / TONE:	Accessible, Makes Life Easy, Healthy

Objective of Enterprise Marketing Fund Activities:

To introduce Ecostufas into the Guatemalan market and begin to generate direct sales.

What exactly are we trying to accomplish?

Sell Ecostufas through distributors, banks/remittances and to church-based or social projects. Ecostufa has tried selling to the government in Guatemala as they do in Mexico, but without success. They must sell to end users directly or through distributors.

Key Performance Indicators

Managing to create alliances with regional distributors, banks or church groups so they become the distribution channels of the product, and managing to create a communication channel through them. Generate sales through these channels.

Target Audience

- People that do not have option to bank credit and that acquire products through foundations or distributors with in house credit.
- They value being trusted, therefore they have a greater commitment to pay.

Current knowledge, attitudes, practices

Being able to buy a stove, take it home (portability) and assemble it and immediately improve their quality of life is worthwhile and they value that.

What is our competitive advantage?

- Ecostufa is very practical and easy to transport due to its low weight, which is also an advantage if they need to move it if they must change homes.

Key Campaign Message:

Ecostufa is portable, easy to assemble and easy to use.

How can we get the end user believe in it?

Demonstrate Ecostufa's portability and durability (made of the same metal used in vehicle manufacturing).