



Elewa Hatua

Campaign Brand Book

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Introduction

Above the line
(ATL) marketing
strategy

Below the line
(BTL) marketing
strategy

Brand Identity Story



Across Kenya, people and wildlife meet at the places both depend on: farms, grazing lands, water points, forests and migration corridors. These shared spaces can become places of loss, fear and retaliation—but they can also become places of preparedness, respect and coexistence. The logo tells that bigger story. It does not present people and wildlife as opposing sides; it brings them into one connected landscape, held together by a common future.

The animal silhouettes are simplified representing the key wild animals in the conflict creatively merged into a minimalistic collage, easy for the audience to digest the campaign. The colors are inspired from the national flag, blending in with the government’s branding guidelines. The primary green color represents habitats, renewal and practical coexistence.

The identity is bold enough for a roadside billboard, simple enough for a phone screen and welcoming enough for a community forum. The logo stands for a practical national commitment: protect life, prevent loss, report incidents quickly and respond without retaliation. It turns coexistence from an abstract conservation idea into a shared everyday action.

Artworks



**RIPOTI HARAKA
PATA MSAADA HARAKA**



Ripoti mara moja kila tukio la mgogoro kati ya binadamu na wanyamapori kupitia njia rasmi zisizotozwa ada: tumia msimbo rasmi wa USSD, wasiliana na Chifu wako, au mpigie Afisa wa KWS.

Kila ripoti ni muhimu - na kuripoti ni bure kwa asilimia 100.

#RipotiMigogoro #KWS #KuishiNaWanyamapori




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#RipotiMigogoro #KWS #KuishiNaWanyamapori



Artworks



UMELIONA?
LIRIPOTI - BILA MALIPO



Usichelewe baada ya tukio la wanyamapori. Liripoti mara moja kwa kutumia msimbo wa USSD ulioidhinishwa, Chifu wa eneo lako, au Afisa wa KWS ili hatua stahiki zichukuliwe.
Toa taarifa. Jenga jamii salama. Kuripoti ni bure.

#RipotiKwaUsalama #KuripotiNiBure #IshiSalamaNaWanyamapori




Umeliona?
Liripoti - Bila Malipo



Usichelewe baada ya tukio la wanyamapori. Liripoti mara moja kwa kutumia msimbo wa USSD ulioidhinishwa, Chifu wa eneo lako, au Afisa wa KWS ili hatua stahiki zichukuliwe.
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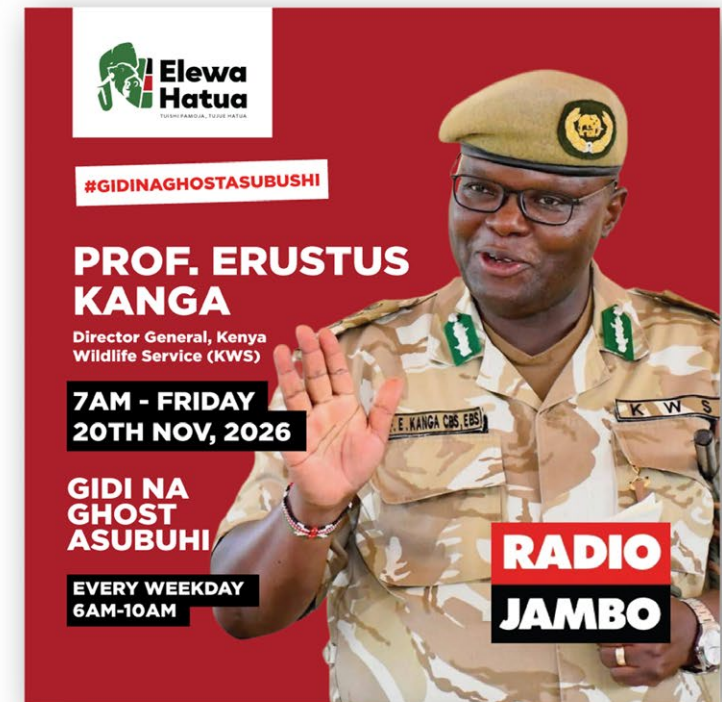


Introduction

Above the line
(ATL) marketing
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Below the line
(BTL) marketing
strategy

Advertisements



Introduction

Above the line
(ATL) marketing
strategy

Below the line
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strategy

Advertisements

JK LIVE

PROF. ERUSTUS KANGA
DIRECTOR GENERAL, KENYA WILDLIFE SERVICE (KWS)

ELEWA HATUA
HUMAN-WILDLIFE COEXISTENCE

Jeff
KOINANGE

Ayub
ABDIKADIR

Wed.
9:00PM

🕒 📅 21/01/2026

CITIZEN
TELEVISION

Introduction

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Below the line
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strategy

Billboards



Introduction

Above the line
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strategy

Below the line
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strategy

Newspaper advertisements



Below the line (BTL) marketing strategy

Newspaper advertisements



Introduction

Above the line
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strategy

Below the line
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strategy

Magazines



Introduction

Above the line
(ATL) marketing
strategy

Below the line
(BTL) marketing
strategy

Wall poster



Introduction

Above the line
(ATL) marketing
strategy

Below the line
(BTL) marketing
strategy

Bus stop branding



Introduction

Above the line
(ATL) marketing
strategy

Below the line
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strategy

Roadside Exhibition (tent)



Introduction

Above the line
(ATL) marketing
strategy

Below the line
(BTL) marketing
strategy

Roadshow Exhibition (truck)



Introduction

Above the line
(ATL) marketing
strategy

Below the line
(BTL) marketing
strategy

Campaign website



Visit website
elewahatua.sohubox.com

Introduction

Above the line (ATL) marketing strategy

Below the line (BTL) marketing strategy

Campaign website



Maisha kwanza, jilinde.

Human life above all else. Move to safety immediately, never confront or provoke wildlife, and treat property as recoverable where life is not.

VISUAL ICON

A simplified silhouette of a person safely entering a secure house

ASSETS DEPLOYED

- Reflective visibility herding vests
- Youth digital safety content
- School safety cards



Ripoti mapema kwa njia rasmi.

Report every incident immediately through approved channels only: USSD shortcodes, your Chief, or a KWS Warden. Reporting is free, and it always will be.

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Campaign website

04 — AUDIENCE ARCHITECTURE

One platform, four conversations

The campaign speaks with a single national voice, segmented so every stakeholder receives the channel, tone and level of technical detail that fits their role in the HWCMS ecosystem.



Affected Communities

Farmers, pastoralists, fisherfolk, rural households

BARRIER

Fear, economic stress, low literacy, exposure to fraudulent claims agents.

MESSAGE FOCUS

The five steps. Reporting is free, and it begins a verification process rather than a payout.



Field Facilitators

Chiefs, assistant chiefs, village elders, KWS wardens

BARRIER

High workloads, frustrated claimants daily, few current technical answers.

MESSAGE FOCUS

You are the community's validated guide. Here is your operational toolkit.



Narrative Shapers

Local journalists, editors, youth creators, schools

BARRIER

Incident-driven coverage and reliance on unverified rumour.

MESSAGE FOCUS

Accurate facts are readily available. Respect victims, and teach families the steps.



Institutional Anchors

County governments, CWCCCs, conservation NGOs

BARRIER

Disconnected local messaging and uneven HWCMS technical awareness.

MESSAGE FOCUS

Your role inside a fair, transparent process under national protocol.

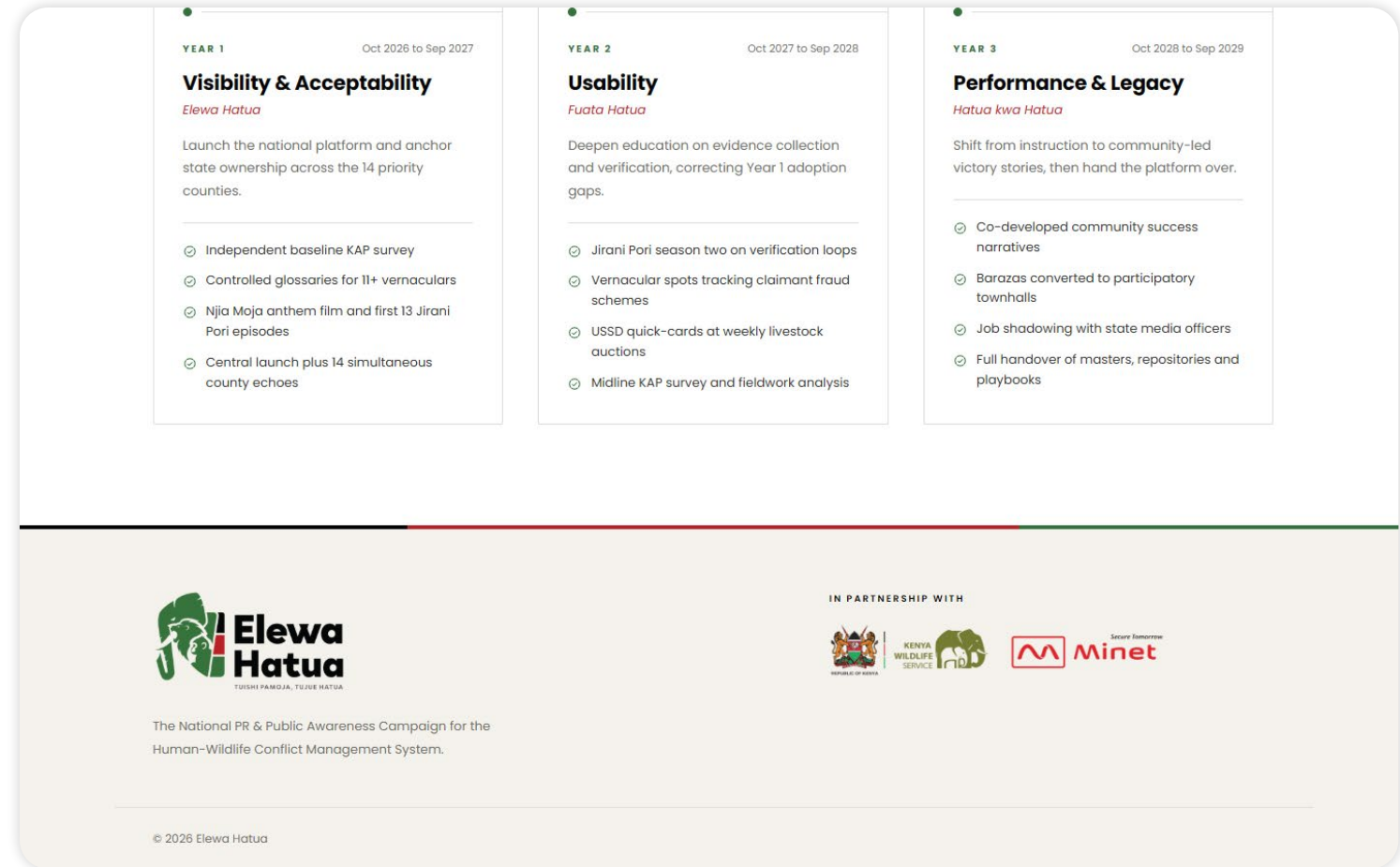
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