

# The Sustainable Lifestyle Influencing Approach (SuLIA) Retailer Campaigns



## About SuLIA

The Sustainable Lifestyle Influencing Approach (SuLIA) promotes the consumption of organic products by combining influencer-led digital campaigns with on-the-ground events. It leverages trusted local figures—such as farmers, chefs, nutritionists, and digital content creators—to build trust, shape social norms, and encourage lasting behavior change. SuLIA works with a “basket” of different campaigns to reach different target audiences and fulfill specific goals.

SuLIA campaigns in Kenya were implemented through the AOMD Project (Accelerating Organic Market Development) and the Influencer Marketing Project, funded by the Leopold Bachmann Foundation, between 2022 and 2025. Campaigns were implemented by KOAN (Kenya Organic Agriculture Network), owner of the organic Kilimohai mark in partnership with WOWZI, a Kenyan influencer marketing agency, with technical backstopping from FiBL.

Among the SuLIA campaigns implemented in Kenya, the Retailer Campaign was a successful example of how strong partnerships, positive messaging, and consistent branding can shape consumer behaviour.

## The Retailer Campaign in Kenya

August to November 2023

The Retailer Campaign in Kenya aimed to boost visibility of the Kilimohai organic mark at online and physical stores while driving overall consumer demand for organic products.

In partnership with local retailers, including Carrefour, Think Organic, Greenspoon, Sylvia's Basket, and several organic markets, the Retailer Campaign introduced a coupon system offering discounts on Kilimohai certified products. This not only incentivized purchases but also enabled sales tracking.

Marketing efforts included in-store and online promotional banners, customer surveys to gather insights into consumer behaviour, and merchandise giveaways to further engage buyers and raise public awareness.

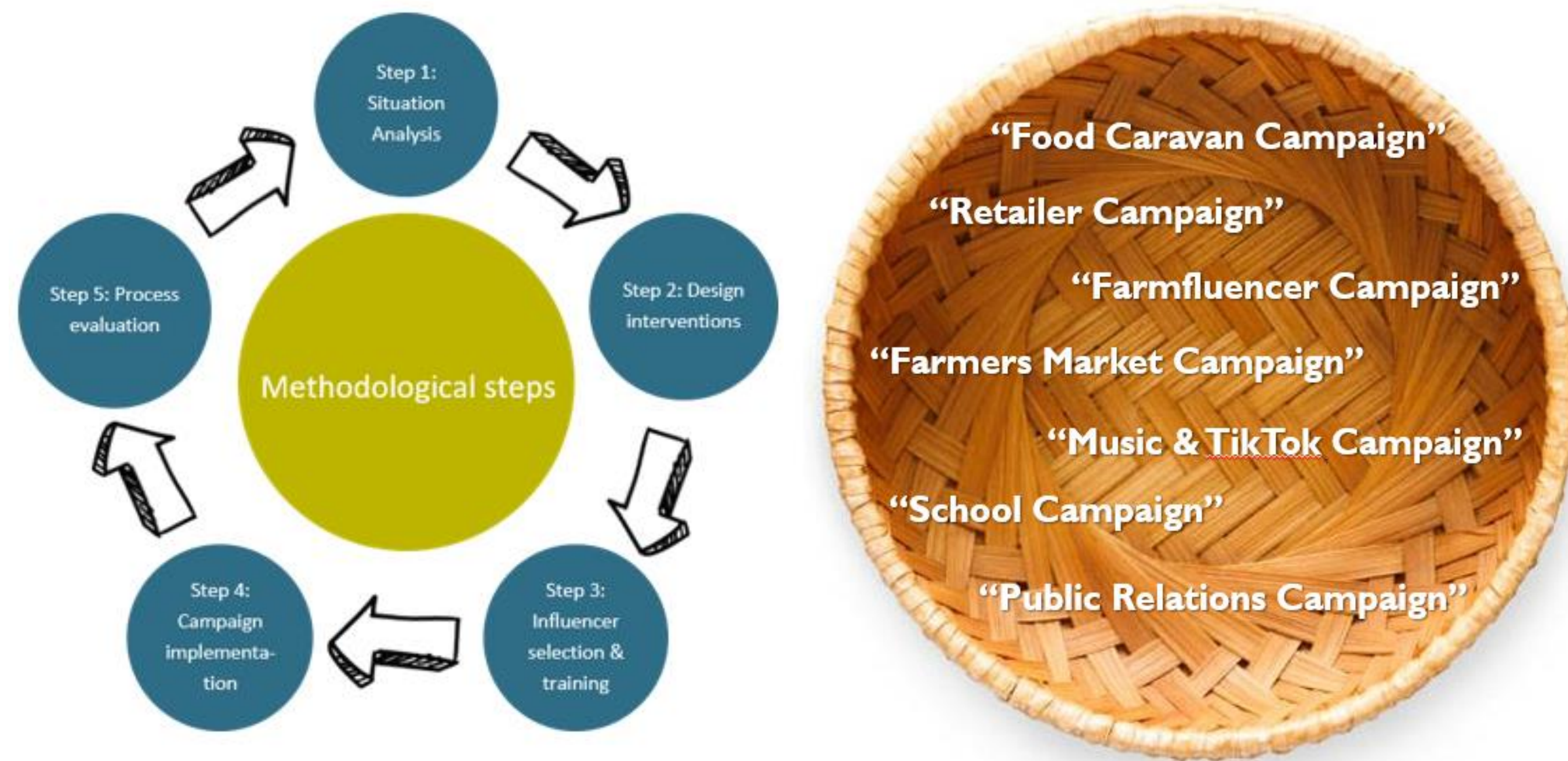
On social media, 16 influencers shared 76 pieces of highly engaging content, primarily focused on purchases and recipes featuring Kilimohai products. The content directly linked to different points of sale, encouraging followers to buy organic.

## Key campaign outcomes & success factors

Strong collaboration with local partners led to impressive results. Revenue from Kilimohai products exceeded expectations as awareness of the Kilimohai mark grew significantly, with 5 million consumers being exposed to the campaign's content. Public response on social media was overwhelmingly positive, with 90% of comments showing support and enthusiasm for organic products.

A key factor in this success was the use of consistent, positive messaging, which reinforced key values such as health, sustainability, and transparency. The campaign could also count on influencers who were genuinely committed to promoting sustainable lifestyles. WOWZI also played a key role in ensuring alignment with campaign goals and optimizing reach, engagement, and impact.

Thanks to the coordinated efforts and the wide involvement of local organic stores, the Retailers Campaign in Kenya laid a strong foundation for the wider recognition of the Kilimohai mark and the continued growth of the organic movement across East Africa.



METRIC	IMPACT
Reach	5,000,000
Positive sentiment	90%
Engagement	4%
Sales	4,755,535 Kenyan Shillings

