

# The Sustainable Lifestyle Influencing Approach (SuLIA) Organic Caravan 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 Organic Caravan Campaign highlighted how creating memorable, fun, and entertaining experiences can help build trust in a brand that promotes a more sustainable lifestyle.

## The Food Caravan Campaign in Kenya

November 2022

The goal of the Organic Caravan Campaign was to organize a vibrant, influencer-led event to promote healthy diets through organic food.

This hip, high-energy event combined consumer education with entertainment—featuring music, singing, dancing, and interactions with local digital creators—was fully successful in showing that organic is not just about chemical-free food but part of a modern, conscious, and healthy lifestyle.

Implemented in the surroundings of Nairobi, the Organic Caravan Campaign brought together farmers, consumers, and influencers. The interactive experiences enabled direct connections, personal storytelling, and on-site product sales, all resulting in good visibility and increased revenues for participating farmers. Social media posts from 5 influencers made the event and its key messages known to an even wider audience online.

## Key campaign outcomes & success factors

The event achieved impressive exposure on social media, reaching over 1 million people and generating widespread visibility for the Kilimohai brand. On the ground, direct sales from farmers to consumers amounted to over 100,000 Kenyan shillings, demonstrating strong consumer interest in organic products.

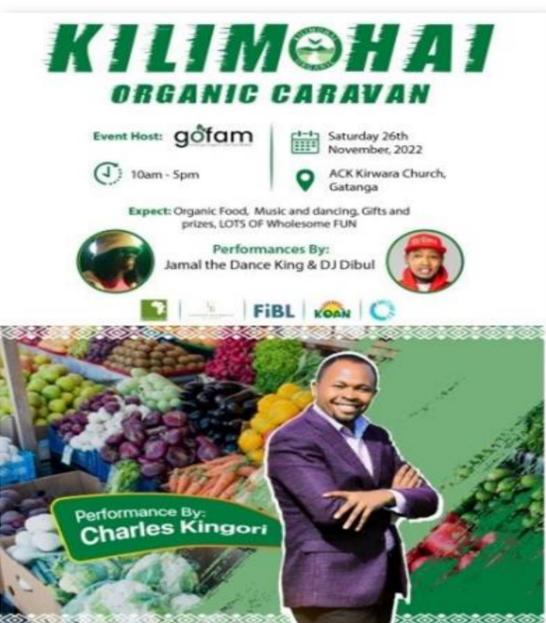
A standout moment was the launch of the Kilimohai Jingle—a catchy, locally inspired tune that energized participants and reinforced the memorability of the Kilimohai brand.

Local influencers played a crucial role in creating a vibrant, young, and joyful atmosphere that attracted enthusiastic participants eager to carry that energy into their everyday lifestyles.

Creating buzz in the lead-up to the event—and keeping the momentum going on social media afterward—was key to its success. To keep the enthusiasm alive and growing, such events should be ideally organized on a recurring basis.



METRIC	IMPACT
Reach	1,340,000
Positive sentiment	95%
Engagement	6%
Sales	102,000 Kenyan Shillings



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