

# Thellesi Co.

## Kenya Civil Aviation Authority Media Analysis Report

**From** Thursday, 24<sup>th</sup> February 2017

**To** Sunday, 27<sup>th</sup> February 27<sup>th</sup> 2017

### **Background**

Thellesi is a brand strategy and communications agency, where you will find an inspiring team of design, strategy, and production specialists, working together to create, restore and evolve iconic brands. We're a multidisciplinary creative agency, with a profile for inventive graphic design work and campaigns.

### **Context**

On Thursday, 23<sup>rd</sup> February 2017, Kenya attained Category One – accorded by the US Government – therefore enabling direct flights from the Jomo Kenyatta International Airport to the US. This follows the US Federal Aviation Authority's (FAA) approval of Kenya's application, which has elevated the country's profile as the regional hub.

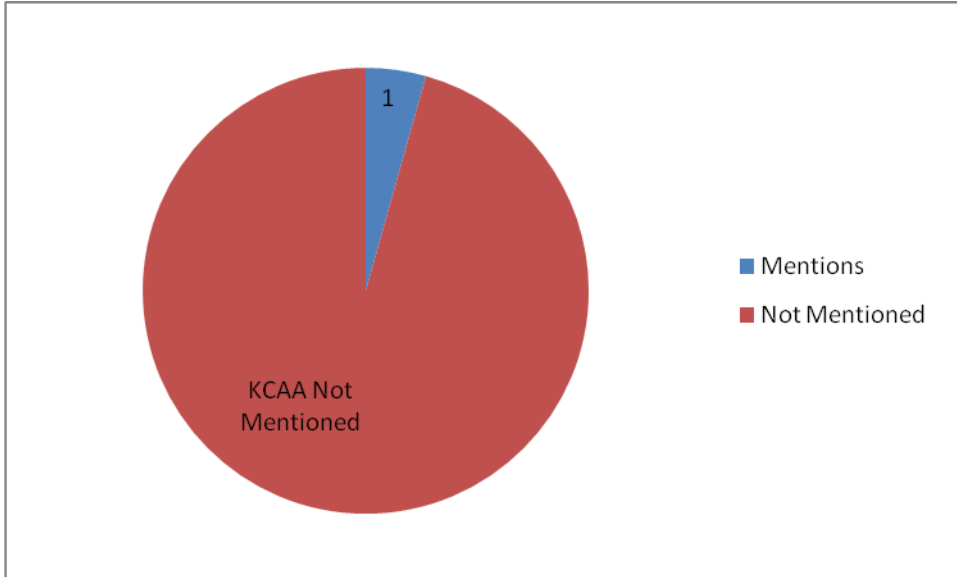
Having come after a long process of negotiation, this development was widely captured by the Kenyan media. The following is a media analysis report looking at the analysis of the content, sentiments, angle and prominence that the stories were given.

The report looks at mainstream media (as well as online media, excluding blogs). The report also gives a number of recommendations for bolstering the brand of KCAA in its engagement with the media.

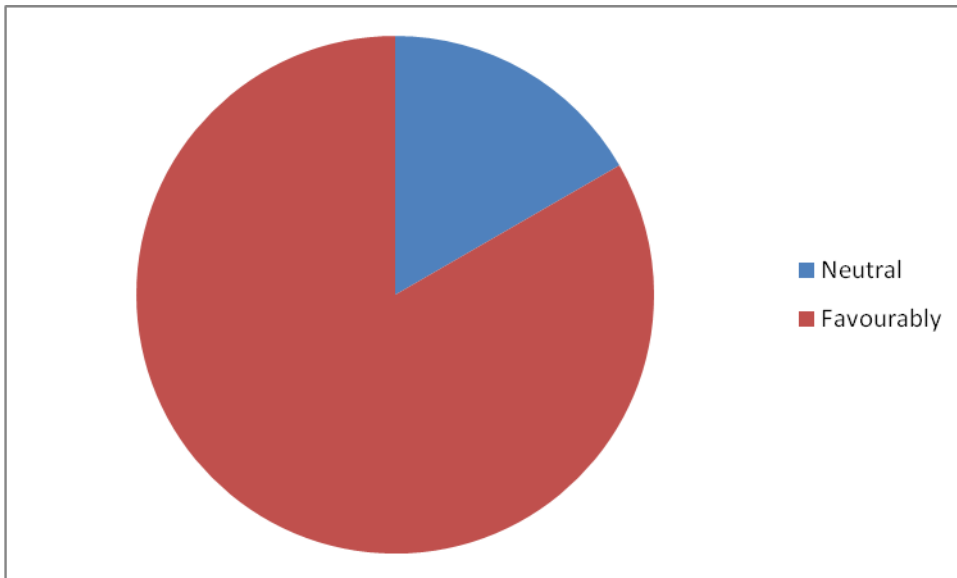
## Coverage Chart

<b>Particulars</b>	<b>Metrics</b>
<b>Print</b>	
Nation	2 ( 1 Editorial)
Standard	1
Star	1
People Daily	1
Business Daily	1
<b>Radio</b>	
Jambo	1
Citizen	1
Kiss	1
KBC	1
Capital(Online)	1*
<b>TV</b>	
KBC	1
NTV	2 ( 1 Editorial)
KTN	3
K24	1
<b>International</b>	
Reuters	1
CNN	1
NY Times	1
Associated Press	1
<b>Favorability of Stories</b>	
Positive	21
Neutral	4
Negative	0

**Mentions Report: Graph showing Instances when KCAA is Mentioned in a Story**



**Favorability Stories ( out of the total)**



## **Recommendations**

- (i) Ensure there is brand association whenever stories from KCAA are shared with the media
- (ii) Grow KCAA brand online – logo, consistency of look and feel, growing of audiences and consistency of updates (controlling the narrative)
- (iii) There is need to clarify what this development means: direct flights, endorsement of safety measures adopted by KCAA? Or realisation of an important threshold towards direct flights to the US (an assessment slated in May 2017).
- (iv) Planning a communications campaign is critical (in future drives)