

Deepening Financial Inclusion for Women through Social Communications

Cathleen Tobin – April 18, 2018 - SBCC



Women's World Banking

Who We Are



Global Non-profit



Nearly 40 years of experience



Diverse Partners

Why Women?



1 Majority of poor & unbanked worldwide

2 Advancement of families & societies



3 Sustained economic growth

NAWIRI DADA

SAVE
GRO

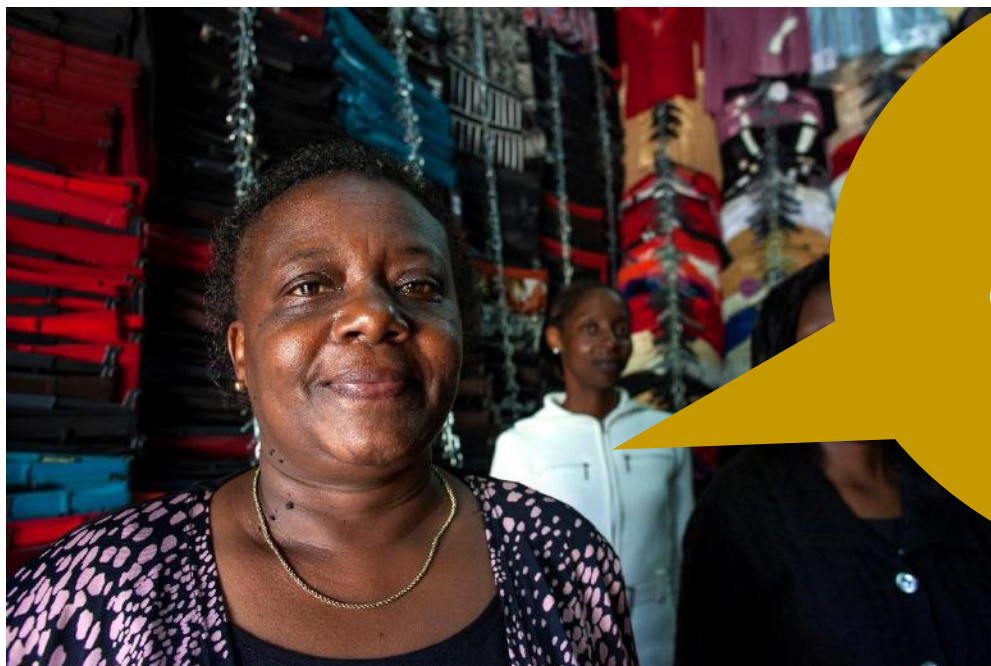
**NAWIRI DADA
CAMPAIGN IN KENYA**



OBJECTIVE

**Encourage women
to open and use
bank accounts**

SOCIAL NORMS



“Banks
are not for
me”

PSYCHOLOGICAL BARRIERS

- **Affordability**
- **Value**
- **Literacy & Familiarity**

APPROACH

**Popular TV show +
bank partnerships
+ media campaign**

1 Makutano Junction



① Makutano Junction



2 Bank partnerships



NAWIRI DADA
Beginning 19th January 2013

Open your bank account today

KWFT has them all!

- KWFT Cash/Save Account
- KWFT Mobile Banking
- KWFT Salary Account
- KWFT Pension Account
- KWFT Gold Account
- KWFT Fixed Deposit
- KWFT Tuition/College Account
- KWFT Joint Account

Mention Makutano Junction

KWFT Microfinance: A safe place to save and grow!

NAWIRI DADA
Beginning 19th January 2013

Open your bank account today

MAKUTANO JUNCTION

Winning together!

Mention Makutano Junction

NAWIRI DADA
Beginning 19th January 2013

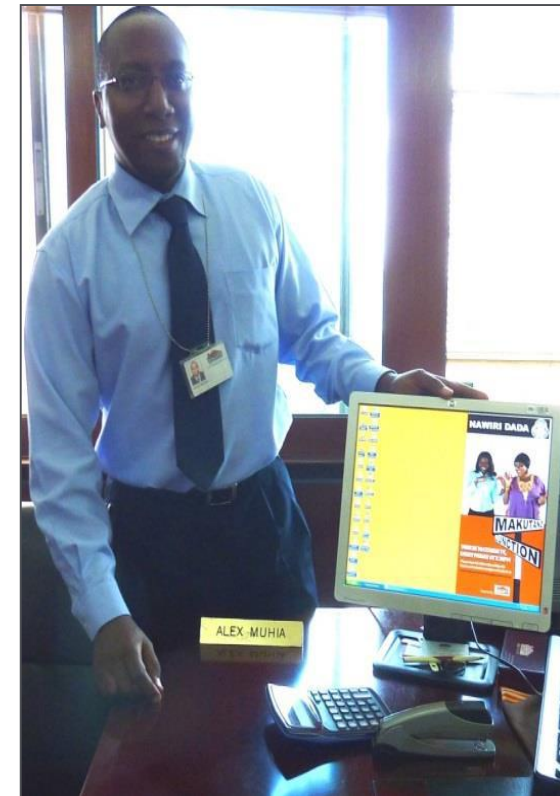
Open your bank account today

MAKUTANO JUNCTION

Growing together in trust

Mention Makutano Junction

② Bank partnerships



③ Media campaign

✓ **Print**

✓ **Broadcast
channels**

MEASUREMENT

Overall Campaign

- Account tracking through partner banks: # of accounts opened or reactivated
- Telephone survey of women who opened an account as a result of the campaign to gauge most effective elements

TV Show

- Pre- and post-survey to gauge impact of show on knowledge, attitudes, and reported financial practice
- Focus groups among Makutano Junction viewers
- Telephone survey of women who requested leaflets

RESULTS

**9% increase in
account ownership
among SEC C2&D
women viewers**

ALSO...

Viewer Feedback

Unbanked women said TV is a useful way to learn about banking

- “Real situations”, with pros and cons, and no “hard sell”
- Friends and family offer incomplete information

Highest recall:

- Everyone is eligible to open a bank account
- Banks are the safest place to keep money
- No fee to open or maintain (surprise!)

Banking Partners

- For one partner, campaign contributed 14% of accounts opened (women asking for the “Nawiri Dada” account)
- Increased requests for ATM cards, mobile banking, other services

WHAT WORKED?

- ✓ **Right mix of partners**
- ✓ **Relevant messages & delivery**
- ✓ **Delivery on the promise**



Thank you!



Women's World Banking