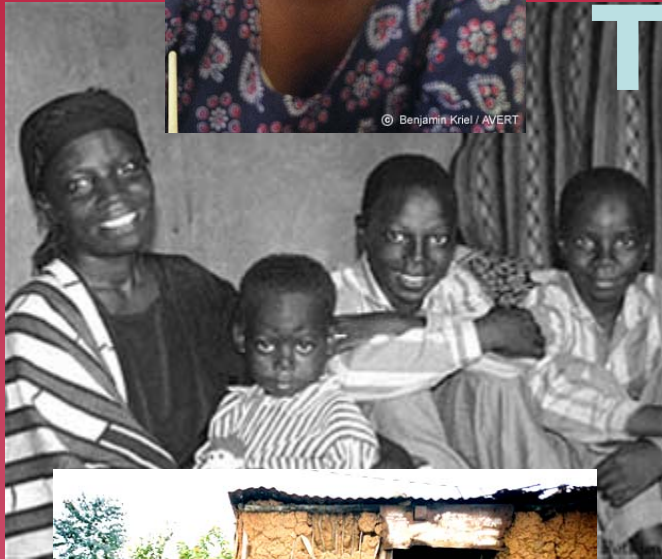




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The Micro Finance Industry Communication Plan

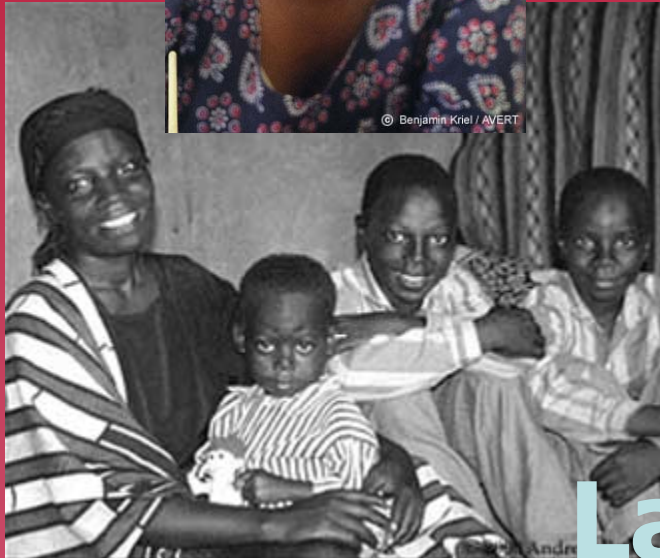


To Be Achieved Brand Building

Communication Strategy

Launch of The MF CS

A Year Plan



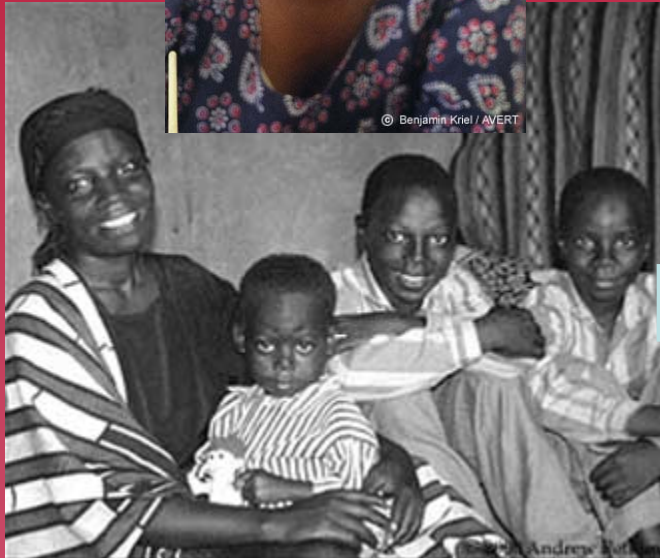
Elements

IEC/BCC

Brand Positioning

Target Audiences

Media: Above/Below



IEC/BCC

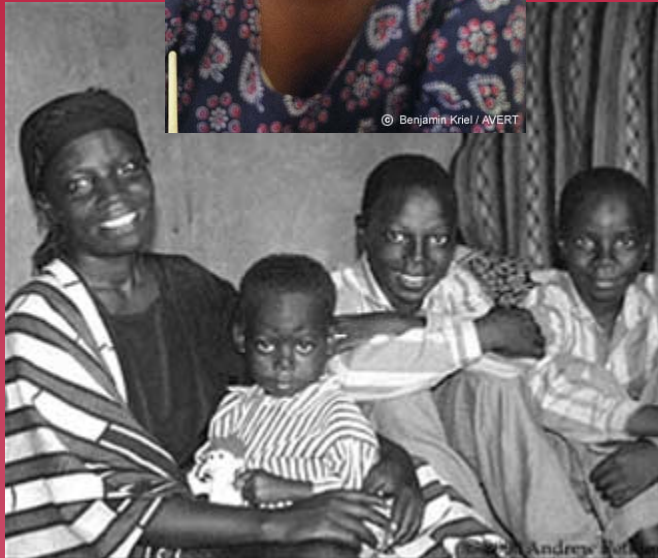
Needs Assessment

Learning

Empowering

Modification

Change



Target Audiences Stakeholders

The Media
Consumers
MFI Operators
Bankers

Policy Makers
Local Government

Members of Parliament



Campaign

Audience Analysis

Brand Positioning

Materials – Above/Below

SSRM[®]

Quarterly Reviews

M & E



SSRM[®]

Strategic Stakeholder Relationship Management



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Andrey



Year Plan

Audience Analysis
Communication Strategy
Quarterly Review
Stakeholder Workshops
Donor Workshops
MF Sector
Documentaries
Best Practices Material





Thank You

