Hello. We’re Media 365
What We Do

• Brand Strategy & Strategic Communications
• Research & Insights
• Product & Service Innovation/Design
• Content & Creative Development (incl. audio-visual production)
Media 365’s 3iE® Workflow

Our Process

- **Ideation**: Design prototypes based on audience analysis, rapidly test and iterate solutions.
- **Evaluation**: Project is measured and evaluated against objectives, feedback is used to inform future activities.
- **Implementation**: Final concepts are implemented.
- **Immersion**: Research, collection of data, understanding target audience, existing behaviour, needs, wants.
Our Clients

Chemonics
Cavmont Bank
fsdZambia
IFC
JOHNS HOPKINS Center for Communication Programs
JTI
Java Foods
MAC
MTV
NWK
PeP ZAMBIA
Susang Komen
PACRA
Samsung
Supa Cereal
SFH Zambie
UN CDF
MM4P
UNICEF
UNDP
WSUP

Other clients:
Lusaka Water & Sewerage, Ministry of Justice - Governance Secretariat
The Savings Group Formation Kit (SGFK)

• Interactive video training system on how to setup and run a Savings Group

• Focused on training of trainers as well as group members

• Open-source kit that can easily be adapted to various markets

• Enables creation of high quality groups and independent ‘fee-for-service’ trainers

• Based on Financial Sector Deepening Zambia approved manual
The Format

- The Principle
- The Theme
- The Practice
What is the role of video?

• A trainer alone and a video alone cannot train a group effectively

• A trainer plus a video will do a better job

• People assimilate messages better when they receive them from multiple sources, which is why trainer + video is more impactful than either alone

• Late entrants, absentees, slow learners and replicated groups can catch up using videos
What is the role of video?

• Videos can help new members assimilate basic Savings Group principles

• Viral replication at no cost

• Reminding the trainers themselves of the correct messages
Social learning through mobile device optimized video.
Easy to share
Easy to use
Easy ‘on-the-go’ reference
Results

90 savings groups with 1,882 members facilitated to date

82% group quality

4% groups formed by village agents

24% membership growth rate

K842.89 (USD$ 82.63) cost per member
What we learnt

• **Learning Through Reinforcement** – harnessing the “patience” of video for zero message drop-off in SGs

• **Observational Learning** – showing not telling. Making SG behavior “real”.

• **Building Consistent Diffusion Chains** – group memory and easy onboarding for “critical messages” that make SGs successful (and sustainable)
Testimonials

“It’s practical. The videos show real people and tell stories that help you remember the right behavior.”

– Comfort

“We see people similar to us and think, “We could do the same.”

– Apo

“This makes life easy for trainers like me. It helps me illustrate what I’m teaching and helps students remember.”

– Pamela
Work With Us!

Our system is proven and ready for adaption to your local market

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