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Subject: Ethiopia
Date: December 17, 2014 at 10:34
To: brittany.kaiser@sclgroup.cc



Hi Brittany,

Hope this finds you well. I just wanted to quickly send you some notes on Ethiopia prior to your meeting, which I keep forgetting is Friday or has it been moved to tomorrow?

Anyway, I looked into what we did in Kenya (quick and dirty summary attached), and the good news is it seems like we basically did the entire campaign from extremely comprehensive research on down to campaign t-shirts, so we could definitely provide similar services in Ethiopia. The latter would be much more far-reaching, however, because we would likely suggest conducting similar research and political marketing among the Diaspora community.

Below are just some quick thoughts I had on the sorts of things we could for the Prince from a political marketing perspective, and we can discuss further when you're back in the office.

Speak soon,

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- Election 24 May, 2015
- Campaigning begins Feb 14, ends 21 May and final result will be announced on 22 June

- We could seek endorsements/use in advertising some of the exiled journalists; get them to tell their story, why a free press is important and why the new party will change things

- Party adverts could also feature prominent members of the diaspora, talking about how Ethiopia's voice should be heard more loudly in the world, and how its people should be enjoying more of the benefits of economic growth, and the kind of prosperity they have in America

- SCL could use its research into the population to advise the Prince on the kinds of candidates that would be admired and respected; help him to build a roster of impressive, modern, unifying candidates; he could possibly recruit runner Haile Gebreselassie, who has said he stand as an independent in 2015

- There is definitely an opportunity for the Prince to build a political brand around modernity, positivity, and a more outward-looking Ethiopia, harking back to his grandfather's legendary speech to the League of Nations, but very much a movement for 2014 – preserve the national identity but modernise it

- SCL could undertake research into the public memory/impressions of the last Emperor, and identify elements that could then be incorporated into the brand of the Prince's political party – nostalgia can be very powerful; stock footage/images of the Emperor could be set against present day footage of the Prince bringing health and

welfare to suffering Ethiopians, and talking about his vision for the country's future

- SCL's research could also help inoculate the Prince against any possible weaknesses in his evolving brand, and steer him away from areas with the potential to be problematic



Kenya
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