



ABAVUBI FISHER MOBILE APP. (AFMA) MARKETING REPORT



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I hereby acknowledge that the report was prepared by Mardin Marketing consultants and submitted to the Federation of Fisheries Organizations Uganda (Client).

Prepared and submitted by Mardin Marketing Consultant

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Signature

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Date

Submitted to Federation of Fisheries Organizations Uganda

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Signature

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Date

1.0 CHAPTER ONE

1.1 Introduction

1.1.1 Background of the assignment

The Federation of Fisheries Organizations Uganda (FFOU) with support from GIZ-Responsible Fisheries Business Chains Project (RFBCP) developed a mobile application for fisheries business management with a focus area on Lake Victoria. The application allows for easy and secure collection, storage and analysis of fisheries related data, online marketing of fish and fisheries related products, weather forecasts and navigation on water. The app is aimed at building stronger fisheries businesses and strengthening the role of fishing communities in co-management.

By end of July 2020, the Application was fully developed and functional on google play store downloaded as **“ABAVUBI FISHER”** with over 1050 downloads and has 287 active users. The app is designed with key modules of personal accountant, marketplace, safety and navigation enabling users upload fish products and effectively make transactions between the fishers and their customers and other benefits like visibility of location at a glance, insight on fish breeding sites, and safety tips. Consumer acceptance tests at 3 landing sites were successfully carried out in Katosi, Kasenyi and Buvuma; Kasaali B reaching out to a total of 67 participants (14 females and 53 Males). 3 Information technology administrators (ITA) trainings were successfully carried out in the East, west and Central regions around L.Victoria reaching out to a total of 117 ITAs (22 Female and 95 Males). FFOU implemented 62 rollout capacity building trainings where a total of 1,129 (300 females and 819 males) have received the training on Abavubi Fisher Mobile Application. Upon that background, GIZ-RFBCP and FFOU found it prudent and organized a multi stakeholder workshop in November 2020 with GIZ partner institutions and other stakeholders within the fisheries value chain. A marketing strategy was developed here attached as annex 1 to guide the adoption of marketing approaches for the App.

1.2 Contextual analysis

The Global village is undergoing rapid social and economic changes as a result of the confluence of mobile and Internet technologies, with the potential to contribute to employment and economic growth. Though broadband impact studies vary on the exact contribution that increases in broadband penetration make to economic growth, there is enough evidence that once it reaches a critical mass of about 20 percent, it correlates with increases in Gross Domestic Product, job creation, the broadening of educational opportunities, enhancing public service delivery and rural development. Digital Uganda Vision (DUV) provides government's integrated policy and strategic framework of how ICT shall support the delivery of the national Vision 2040. ICT is key in empowering citizens and achieving the goals of universal inclusion, sustainable development, economic progress and poverty eradication through digital innovation. The DUV aims to use ICTs to deliver various government and private services, including but not limited to education, health, agriculture, social security, banking, justice and communications. ICT-enabled services have been identified by the Government of Uganda as being crucial to transforming its economy and people's lives through job creation, accelerated economic growth and increased productivity. Vision 2040 clearly stipulates that there is potential to improve the availability of digital content and e-products; to provide automated government processes and inter-agency connectivity; to bridge the gap between industry and academia; and to enhance the commercialization of research and development. In a bid to improve ICT skills, digital literacy and knowledge, the Government has committed to develop, improve and retool its ICT knowledge base; build robust ultra-high-speed, pervasive, and intelligent ICT infrastructure all over the country, in line with changing technologies; foster and support businesses process outsourcing (BPO) business activities; and encourage innovation to harness the full potential of the digital economy and technological innovation. In addition to the policies and strategies outlined above, other ICT policies and strategies in place and operational include the e-Governance Framework Policy, the National Information Security Framework, spectrum policy, e-Waste Management Policy.

Evidence from the nationally representative surveys conducted across 20 countries (including Uganda) in 2017-2018 shows that mobile phone penetration and Internet use systematically correlate with Gross National Income (GNI) per capita. South Africa is the only African country in the survey with a similar GNI per capita to the wealthier Latin American countries, at USD 11 923. **(THE STATE OF ICT IN UGANDA, May-2019).**

1.3 Problem statement

Despite the various trainings carried out by FFOU during Abavubi app capacity building programs in the rollout, Abavubi Fisher Mobile App marketing gap was realized during implementation. After the various phases of development and training of fisher communities, it was deemed important to reach out to the general communities who are potential consumers of fish.

1.4 Significance

Having fully developed the app and initiated capacity building trainings, various fishers were empowered on how to upload fish on the app. The marketing of the app will therefore increase awareness among the communities in Uganda on existence of Abavubi App and its benefits on adopting the software. This will increase app downloads, usages and adoption by both fisher communities and general public.

1.5 Objectives of the marketing

The general objective is to increase Abavubi Fisher Mobile Application awareness among fishing communities and general public.

1.5.1 Specific objectives

- To increase on the app downloads by 75% in three month
- To increase number of registrants and active users on Abavubi fisher mobile app
- To carry out market research on the up take of the application

1.6 Expected output

- Increased number of downloads by 75%
- Increased app registrants and active users
- Findings on market behaviour and performance of the app

1.7 Scope

1.7.1 Technical

Tasks of the Consultant/ Agency included but not limited to the following:

- Supported the planning, communications and results reporting Unit in strategic online communications and processes that contributed to AFMA's mission.
- Increasing public awareness of the App and strengthen the visibility of the app around L.Victoria.
- Supported the management of AFMA's online presence on social media including regular updates and campaigns;
- Monitored and analysed online conversations around central development issues and identified opportunities for FFOU to engage in these conversations;
- Prepared analytics reports on a regular and ad-hoc basis that synthesized digital impact and suggested adjustments of outreach initiatives based on data;
- Produced and supported the production of communication products and materials (e.g. infographics, videos, audios, etc.);
- Collected information and prepared content for the website;
- Analysed complex information, including statistics, financial information and other numerical, qualitative and quantitative data, to extract key messages and presented them in visual form, including images and infographics;
- Contributed to visual and digital communications, including photo gathering and editing, graphic creation and presentation, and other multi-media editing, including video and audio;
- Ensured AFMA branding standards were applied consistently across all communication supports and platforms.

1.7.2 Time

The marketing strategies were implemented for 3 month starting on the 3rd of May 2021 to the

2nd of August 2021. For activities that could not be implemented once i.e social media marketing, this is expected to run for 12 month from day program commencement. The online marketing is anticipated to end in 31st December 2021 upon renewal of contract proceeding the first closing contract closed on 2nd of August 2021.

1.7.3 Geographical

The activities were carried out within areas around Lake Victoria. This included but not limited to Landing sites, and key markets. Activities with unrestricted media awareness like social media, and radio talk show adverts did not have specific target areas however looked at entire population on the social media fraternity.

2.0

CHAPTER 2; ACTIVITIES

The chapter describes the key activities of implementation that were carried out in order to optimize results through a mix of marketing activities. There are endless possibilities out there and the sky is the limit when it comes to what you can do to promote your app, get it discovered, downloaded, and used repeatedly. This helped get the marketing goals served (e.g., awareness vs. user acquisition).

The activities implemented included; -

Content production, Radio and television advertisement, development of promotional/ branding materials, outdoor advertising, social media management and retention campaigns (USER acquisition).

2.1 Content development and production

In preparation for the marketing strategy implementation, there was an initial development and design of all promotional material. This involved script development/ write up for radio and Tv adverts, art work, attached as **annex 1**, development of promotional items designs (**annex 2**), the designs included banners (press banner, tear drops, single face pull up, and roadside).

Three (3) radio advert scripts were developed in English and translated into local languages of Luganda and Lusoga. The languages were targeting key regions of Western, central and Eastern where the two local languages are the most profound means of communication. The advert scripts were designed as 35 seconds test scripts.

Two (2) Television advert scripts in each approximately 35 seconds text were composed in two key languages of English and Luganda.

Cooperate and official branding/art work was carried out for the following promotional items as follows;

A3 Posters, T-shirts (both polo and round neck), fliers, eplones and banners. The items were used to aid the marketing and creation of a product brand for Abavubi fisher mobile application. The items were intended for distribution to fishing communities and fish market areas.

All the above activities were carried out for a period of 2 weeks starting 3rd to 14th May 2021

Door to door delivery campaign awareness was carried out to demonstrate of how the application works, however delivery of the campaigns was sabotaged by the national emergency status of Covid-19 pandemic were some activities went to a standstill. The reach out involved distribution and installation of billboards, banners and A3 posters, T-shirts, flyers and Eplones. The activity was carried out commencing from June to July 2021.

The items were distributed in Mayuge district (Bugoto fish landing site), Busia (Majanji market), Kampala district (Bwaise, Kalerwe, Seguku, Ntinda, Kibuye, Bukoto, Ntinda, Nakasero, Kasubi, Ndeeba, Kyaliwajala, Nabugabo and Mulungu) fish markets, Buvuma district (Kasaali A and B landing sites), Masaka district (Nyendo fish, and Dimo landing site, and Masaka fish market).

2.2 Radio and Television advertisement

As a massive outreach strategy, the advertisements were adopted to reach out to various communities and the general public. However, only the radio adverts were successfully implemented for a period of 2 month in June and July 2021. The adverts were run on five radio stations namely; CBS FM, BUDDU FM, KABOOZI FM, RADIO ONE and CAPITAL FM where three ads a day were run and 2 DJ mentions made during the presentation of the radio programs.

A total of 450 ads were made across all radio stations. The radio and Tv adverts are here attached in soft copy format on a CD drive. Talk shows were targeting a total of 2500 people reached out to and informed on the existence and use of Abavubi fisher mobile application

Message was explaining how the Abavubi Fishers Mobile Application is an important tool improving Fisheries Business Management on Lake Victoria through buying and selling fisheries products.

Explained fully how the App can be downloaded to access information on the fisheries business in Uganda.

The TV video scripts and adverts were developed and adopted for social media (Facebook and YouTube) advertisement given that television telecasting was dropped.

In the central region, 1403 people were reached out to contributing 56.1% of the target, Eastern region coverage reached out to 393 people constituting 15.7% of the target population whereas Western region coverage reach out constituted 28.2% comprised of 705 people of the target population. See fig 1 below

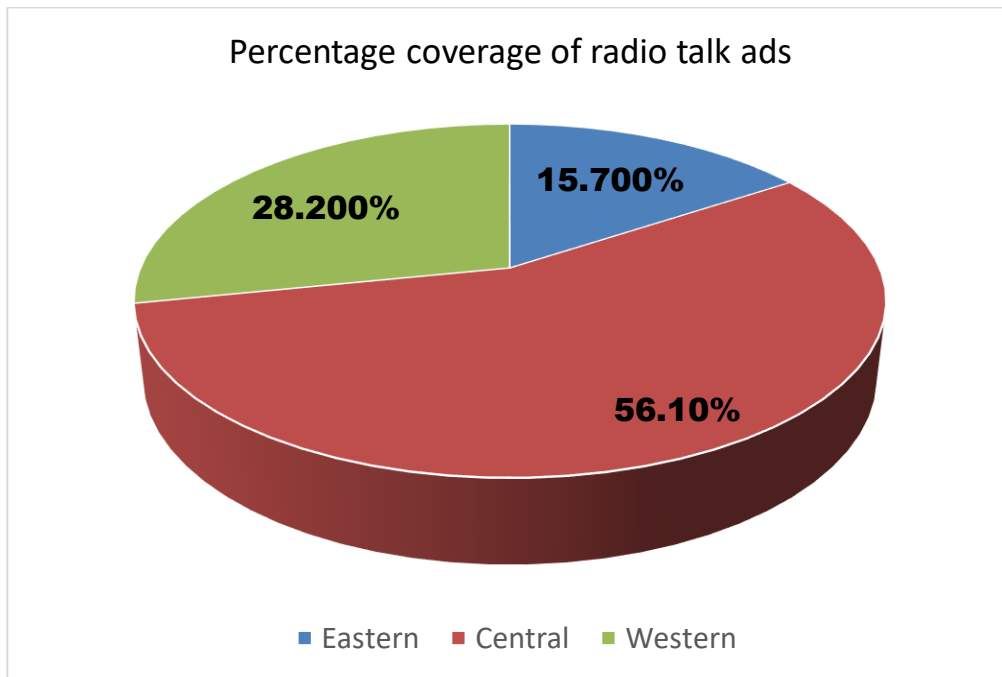


Figure 1; Graphical representation of radio talk shows coverage reach out per region of the target population (2500)

2.3 Promotional Material production

The items were produced following the designed artwork as reflected in section 2.1 above. The items produced were as shown in table 1.

SN	ITEM	DESCRIPTION	NO.
1	Banner	Press banner	1
		Single face pull up	2
		Tear drops	4
		Roadside banners	40
2	T-Shirts	Branded polo	100
		Round neck	500
3	Posters	A3 posters	1,000
4	Fliers		5,000
5	Eplones	Branded	200

Table 1; table of promotional material items produced

2.4 Outdoor marketing

This involved distribution of billboards in districts of Rakai, Mukono, Masaka, Kampala, Mayuge and Mpigi. The billboards were placed at rented billboard stands at a monthly rate. The boards were raised for a period of 3 month in the stated districts. For some areas, boards were raised for one month and shifted to another district.

See annexure 3 for the raised billboards.

We jointly Identified suitable sites where to install the billboards (Kampala and up country) where most impact of the App was achieved. We coordinated the installation of the bill boards and its estimated that about 1123 people received Abavubi app information daily through information dissemination on the installed billboards.

2.5 Social Media Marketing Management

2.5.1 Network Conversations and Content Marketing

This mainly involved how to spread the story and messages about Abavubi Fisher Mobile app through blogs, and online discussion forums, talk-backs or any other platform that is free to actively participate in. The platforms were used to push messages, without being too obvious or intrusive. The tools helped increase awareness and establish brand identity.

Impact of the network conversations and reach out was measured using content traffic (Clicks), the tactic is very challenging to use but this tactic is an established, efficient awareness creation tool for both B2C and B2B apps (depending on the selected channels). Abavubi fisher mobile application link was embed to the app system within the content, and then used to track and measure the traffic (clicks) coming directly from that link (<https://play.google.com/store/apps/details?id=com.abavubi.fisher&hl=en>).

2.5.2 Social Media

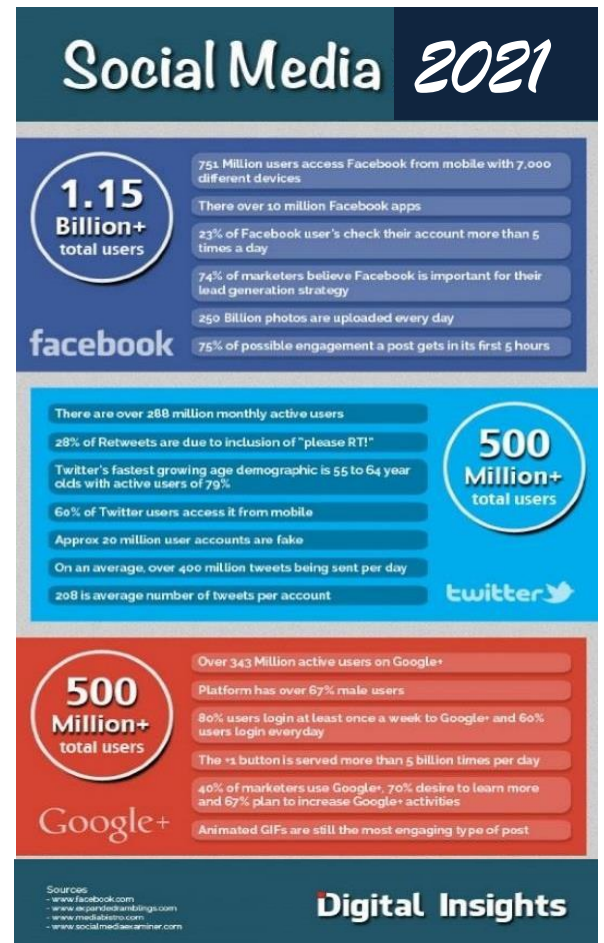
Social media involves public relations (PR) and represents a huge set of tools. The tool is broad and is regarded as an entirely separate category.

The strategy was vital for the success of Abavubi app promotion given the enormous outreach and numbers of social media numbers.

During planning the target audience was defined as the general public, thus considering Facebook and YouTube as the key social media platforms to be used

You tube or Facebook are more for a "B2C" approach targeting.

The activity was implemented in June and July of 2021





2.5.2.1 Facebook

Social media usage is one of the most popular online activities. In 2020, over 3.6 billion people were using social media worldwide, a number projected to increase to almost 4.41 billion in 2025.

Social networking is one of the most popular digital activities worldwide and it is no surprise that social networking penetration across all regions is constantly increasing. As of January 2020, the global social media usage rate stood at 49 percent. This figure is anticipated to grow as lesser developed digital markets catch up with other regions when it comes to infrastructure development and the availability of cheap mobile devices. In fact, most of social media's global growth is driven by the increasing usage of mobile devices

Today, having a Facebook page is a basic must-have for any app. The Facebook page (and Facebook communication) was used mainly for awareness creation and engagement booster. Facebook's promoted posts were used to boost downloads, and specific campaigns.

The activity was carried out to increase the fan base and the cost was ~\$1 per like. Also given that organic "likes" are not that easy to monitor when it comes to mobile apps pages. Online promotions were adopted to boost Facebook presence to point people to our direction.

Strategies of "ruffle-style" contests (do this, win that), which were efficient viral tactic for getting "likes", will be published only through a dedicated "Facebook app" (web apps built especially for the Facebook platform). This also involved streaming ads at the bottom and top of Facebook users.

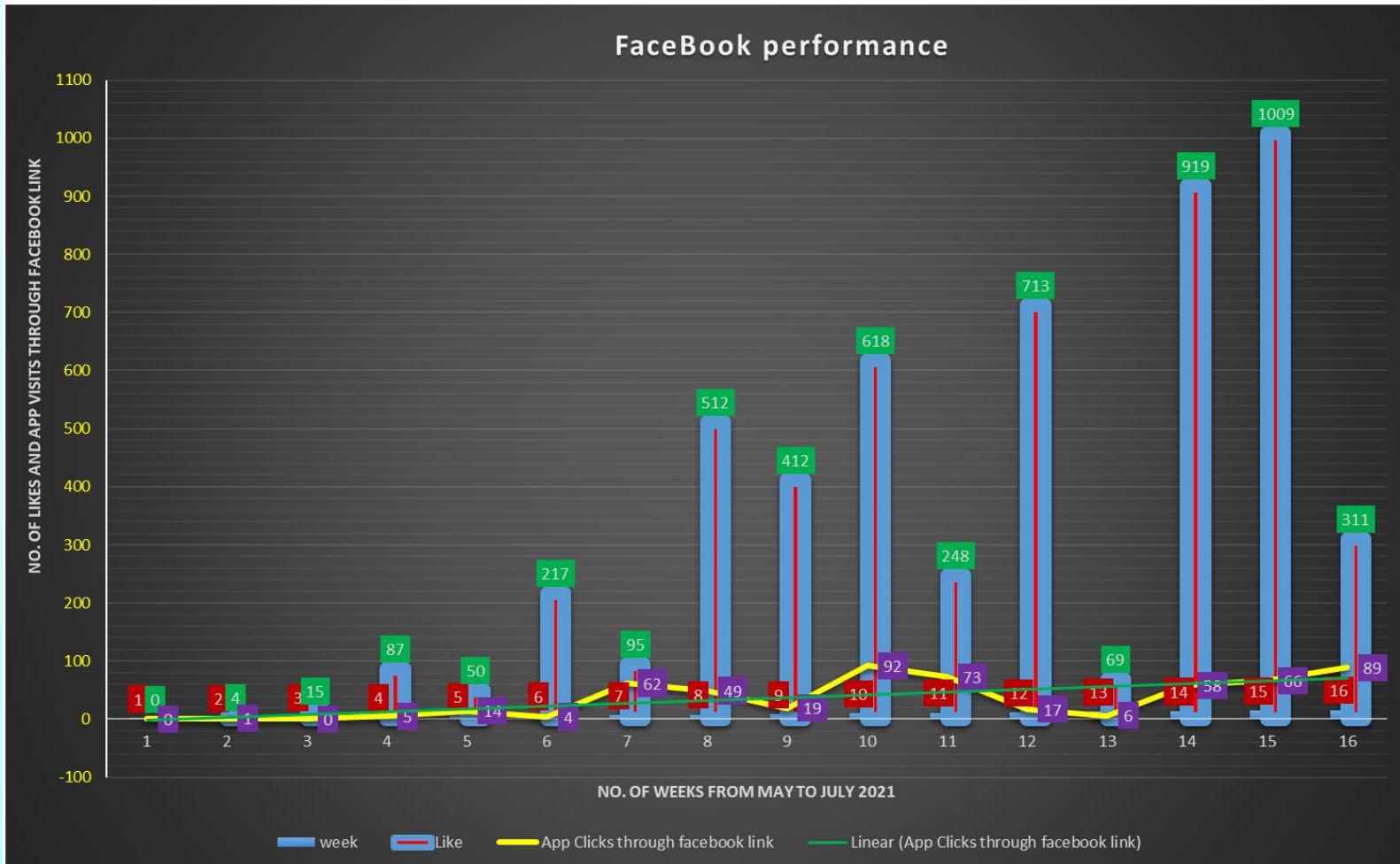


Figure 2; above shown is the performance of the Abavubi marketing

Figure one shows the performance of Abavubi app during the marketing process, a good performance in terms of weekly likes was realized in the 6th, 8th, 10th, 12th and most best in 14th and 15th week. The worst performances were noticed in the first five weeks however this could be attributed to the political interference of internet and restriction on social media.

A significant rise in levels of app access through facebook links was noticed best in 7th week (62 visits), 10th week (92) as highest, 11th week (73), 14th week (58), 15th week (66) and 16 week (89).

A gradually rising linear scale was observed for the app visits through facebook link clicks.

A total of 5279 like were reported throughout the marketing process and 555 app download visits accessed through facebook links availed.

So, in summary, Facebook:

- The tool was relevant for B2C targeting and can also be relevant for B2B sectors, but not as much.
- The tool was important for raising awareness and increasing buzz, in regards to targeting the entire population as end users i.e potential customers.

2.5.2.1 YouTube marketing

This involved creation of a YouTube channel for Abavubi fisher mobile application and recently developed content in article 2.1 was uploaded on to the channel, “**Abavubi Fisher Mobile Application Innovations**”. Key items were monitored on the app performance considering Key performance indicators (KPIs) of; likes and views, comments and numbers, and dislikes from the community.

The comments were used as recommendations that would need consideration for app modification and improvement. Among the key comments was the **1) need for a delivery system of fish** and **2) high quality level assurance given that fish has high perishable rate.**

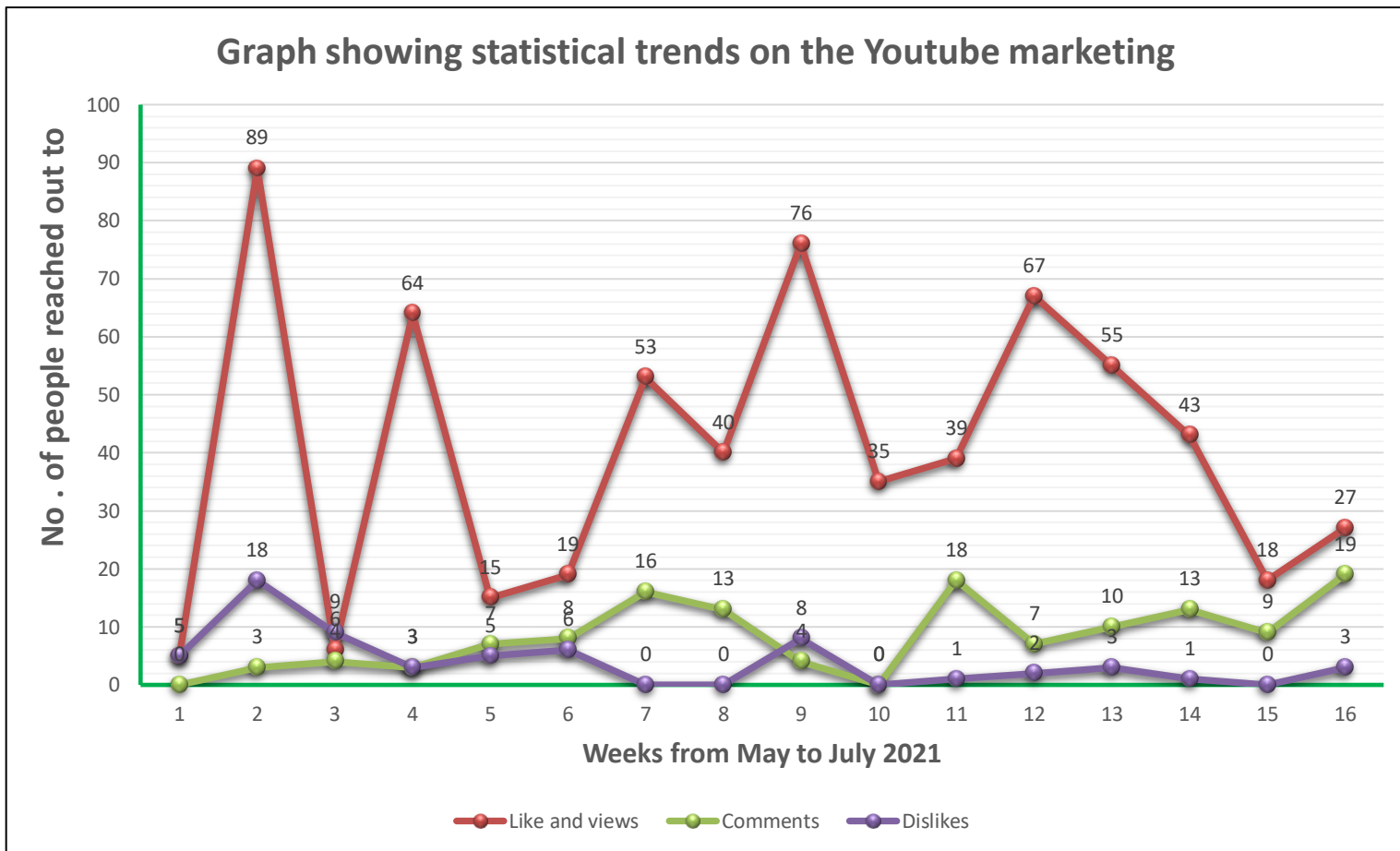


Figure 3: Figure statistical performance of Abavubi fisher YouTube marketing channel

The figure above show the performance for 3 month of the Abavubi you tube marketing channel. Number of like was reported to be high throughout the marketing season (3 months).

Recommendation is required that constant update of the software system is carried out to lure and attract more app users and visits which will cause an increase on app downloads and usage

In summary, activity in social media networks was important as deemed for any app-marketing plan. It is therefore recommended for more social media engagement given that the lower the budget, the heavier the one should rely on social media activities for a wider outreach instead of more expensive tactics. While time management is a challenge, when it comes to social media marketing, the return in terms of awareness, buzz, brand identity and user loyalty makes it all worthwhile.

3.0 CHAPTER 3; METHODS ADOPTED

3.1 Above The Line Advertising (ATL)

This involves the following activities

1. **The context fits.** This involved linking the apps main functionality with offline media i.e. a mobile GPS navigation app which included real-time traffic alerts. This helped in creation of online traffic so as to attract more clicks and likes.
2. **Using QR codes to complete a call for action.** A QR code is a matrix shaped barcode, leading to a specific, pre-defined URL. Once scanned by a QR scanner app, it leads mobile users to a pre-defined URL such as the app download page. The QR code enablesthe “offline call for action.” It also makes offline ads more measurable (which was almost impossible to do before).

3.2 App store optimization (ASO)

App-store optimization (ASO) refers to the specific measures you can take within your app’s page in the store. And it refers to what you can do in order to improve your app’s rank and climb to the highest place possible (in your specific app category and in the general store). It’s the app store’ version of search engine optimization (SEO). Due to the existence of over 2 million app in each store (iTunes or Google play), there was a need to get Abavubi app easily discovered. This helped in increasing the chances of Abavubi fisher app appearing in case of any fish business management app search by a google play store visitor.

In bid to increase app usage, it was important to increase visibility of the app to any search which caused a boost in no. of downloads by 25% within the period of May to July 2021. **ASO** mainly fostered the discoverability by helping us;

- ❖ Get easily discovered on the store (most of the searches for apps are done through the store’ssearch mechanism)
- ❖ **Get Abavubi app to outrank the competition**, as highly as possible
- ❖ Appear in search and be well ranked for relevant keywords.

The system was designed to monitor app performance considering the key parameters through google's algorithms of any abavubi external link (website; www.abavubi@ffou.org), web traffic, google play reviews, and abavubi usage (fetched from Abavubi app dashboard)

Finally, ASO is a user-acquisition tool. The higher you are ranked in the store and the higher you appear following relevant searches, the higher the number of downloads you will enjoy. However, ASO is also helpful in increasing awareness, as the more times your icon and details appear in front of users, the higher brand recognition you achieve.

**4.0 CHAPTER 4; ACHIEVEMENTS,
RECOMMENDATIONS AND CHALLENGES**

4.1 Achievements

- 1) A total of 5279 likes was achieved through social media reach out which contributed to a gain of 555 app downloads for Abavubi fisher mobile application which was 59.68% of the general increase in downloads (65% rise).
- 2) Other marketing methods contributed to 5.32% gain of the total 65% gain in downloads
- 3) The marketing strategy played a key role in boosting the number of downloads by approximately 65% within the period of May to July 2021. The shift was seen from the active users
- 4) An approximation of 1123 people were reached out to through the information dissemination materials like Billboards.
- 5) 100% reach out through radio and Tv adverts was achieved where a total of 2500 people were reached (1403-Central, 393-Eastern, and 705-Western regions of L.Victoria). Central region constituted 56.1%, Eastern region constituted 15.7% while western region constituted 28.2% of the total target.
- 6) A total of 1535 downloads was recorded by end of July 2021, which is a 65% rise as per the 930 downloads reported in June 2021.

4.2 Key challenges

- 1) Unstable internet and national restrictions on population access to social media
- 2) Covid-19 pandemic curfew that made implementation of the planned activities more difficult due to restricted movements and gathering thus slowing down implementation of the activities.

4.3 Key recommendations

- 1) Need for a delivery system of fish
- 2) Need for high quality level assurance by FFOU given that fish has high perishable rate and to

avoid miss use and management of the app.

- 3) Need for regular app updates to suite the ever changing market trends
- 4) Online marketing is a slow however sustainable approach of outreach which would be key in maintaining customer retention and monitoring on their app experiences.
- 5) Develop relationships with relevant bloggers and journalists. Use news wires and additional third party tools.
- 6) Be active in relevant forums and groups
- 7) Attend events, mingle and keep hunting for free speaking opportunities. Try building relationships with relevant associations in your market. These can help bring good opportunities to the table.

4.4 Discussion and Conclusion

The application was well received into the communities following the comments and reviews collected as feedback of the outreach made through social media and radio adverts for the App. However issues were raised that the app only favors android users not considering iPhone operating System users.

Therefore, a need for a version that can support other systems would be important in increasing the uptake and adaptation to the app. It is recognized that iPhone users are to a bigger extent middleclass and upper class income earners who are profound potential investors. A limitation on the systems that access the app will cause a miss out on some potential app users due to app failure on their phones.

A total of 65% rise in downloads was achieved between June and July 2021. However limitations to the 75% target can be attributed to the ever unstable internet and government restrictions on social media specifically Facebook.

Particulars like Television advertisement were later dropped after an analysis on impact creation however the videos produced were adopted for social media (YouTube and WhatsApp).

4.5 Annexures

4.5.1 Annex 1; Radio station advert scripts and Television/Social media advert videos

THE ABAVUBI RADIO ADVERT (ENGLISH SCRIPT)

NAKI are you the one cooking the Nile Perch (Mputa) or it's me smelling the scent.

The man Oh-You have scared me.

Naki Where have you got it (During this Covid – 19 pandemic - lockdown).

Due to the ABAVUBI APP. (An APP which has been given to us to buy and sell fish.) can you lack Fish?

The man WHICH ONE IS THAT

Naki Take a seat so that I tell you more.

FEDERATION OF FISHARIES ORGANISATION UGANDA in support from GERMAN COOPERATION together with the GIZ.

Have made us an APP free of charge and it's Called the "ABAVUBI APP"

This links the fisher man, fish dealer and buyers. To many different markets you can press an order from your home.

For all different types of fish and amount. You restaurant owners, hotels and Fish factories you can get a delivery right where you need it.

All you have to do is so easy,

Go to Google play store download the App called **ABAVUBI**.

REGISTAR

As one of the sellers or the buyer of the fish. This App Also awakens you in the business of fish and earning of more money you get and you can also use it in the accountability of your business.

To know more about it call them on their toll-free number 0800220633 or find them on their website www.abavubi.org.

AKALANGO KA ABAVUBI APPU MU LUGANDA

Okutandika;

Akalango kajja kukolebwa abantu babiri yokuzanyinkilila omusajja atamanyikidwa manya ne omukyala (Naki)

Okunyonyola;

Akalango katambulila kumulamwa, nga omusajja yebuuza ani afuumba empuuta mumugalo guno!

Akalango;

Omusajja: Naki ,gweafuumba empuuta oba nze awunyiliza obuubi? Nkutide wajijewa muguno omugalo gwa covid.

Naki: Kweno appu yabavubi jebatuletede, nga odawo okaaba okulya ku kyenyanja?

Omusajja: Yeriwa eyo?

Naki: Tuula nkunyonyole;

Aba Federation of Fisheries Organisation Uganda nga bayambibwako German Cooperation ne GIZ bakuletede appu eyitibwa **ABAVUBI** eno nga yabwerere eyamba okugata omuvubi kumuguzi oba omuguzi ku muvubi ne kubutale obwenjawulo.

Obera wakawo olwo nogenda ku appu yabavubi notumya ebyenyanja byona byoyagara ate gwe owa restoranti, woteri oba fakitole babikutuusako awo wenyini woba wetaaga. Ekyokola kilikimu; Genda mu simuyo ku gugo play store odawunlodinge appu ABAVUBI wewandise obere omukubaguzi oba abatunzi bebyenyanja.

Appu eno ekubangula nemukudukanya bizinesi yebyenyanja olwo noyongera ne kusente zofuna, osobola no kujikozesa mukubala no kuterekako ebibalobyo ebya bizinesi.

Okumanya ebisingawo bakubire kusimu yabwe etari yakusasulirwa **0800220633** oba basange kuwebsite yabwe www.abavubi.org

THE ABAVUBI RADIO ADVERT (LUSOGA SCRIPT VERSION)

Naki; niwe olikufumba empuuta yendikuwunhiza?

The man Eeeee onkanze, Waligifunhe otya kumwigalo guno ogwa isseseeba!

Naki; Neno APP. Eya abavubi gyebatuleigheire oyinza okweinamira obutalya kukyenandha?

The man; Neliwaku'eyo?

Naki; Tyama nkulombodhere

Aba Federation of Fisheries organizations Uganda (FFOU) nga bavudhirirwa Govument ya German ni GIZ batukolere omuwatwa kumutimbaganano (Abavubi Fisher APP) ate nga gwabwerere ogughaita omuvubi kumusubuzi oba omusubuzi ku muvubi nobutale obwendhawulo . Otyama wakawo wagyakumukutu watumisa omwendo gwoyendha, ate

iwe owawooteli nkani ikolero bakuletera awo woli .

Kyoba okole, gyakumutimbagano gwayintanenti owanule Abavubi App ku isimuyo wewandiise nga obuvubi oba omusubuzi. App eno ekuyamba nokukuguka mubyensubulayo mubyenandha waghziya kubyenfunayo nkani osobola ogikozesa mukubalilira nokuterekaku ebibalo ebigemagana kuntambuza ya bizinensi yo Okumanha ebisinghawo batukiriire ku namba yeisimu etaliyakusasulirwa 0800220633 oba bakyalile kukibandha kyomutimbagano www.abavubi.org

Table 2 ; television advert script for abavubi adverts (english version)

Duration	Video Description	Audio
00.00.00.29 to 00.00.01.00	Fade in from white with text Sliding in From left to right Text blue color Worried About	Scratch effect Worried About
00.00.01.20 to	Chips & Fish on White Plate fish In front to screen Missing (text)	you missing your Favorite Fish Dish. Due to the
00.00.03.28 to 00.00.04.04 to 00.00.04.26.	Covid 19. Lock Down (text graphics (Zoom out)	Covid 19. Lock down (Music Background rock strings)
00.00.05.00 to	Blue color Text (Well) drops in with Zoom effect	well
00.00.06.00 to 00.00.07.00.	Slide in from left of (FFOU Logo). The dip to White effect	Federation of fisheries Organization Uganda.
00.00.08.00 to	Blue Color Text Zoom in (Supported by)	Supported by
00.00.09.00 to 00.00.10.00.	German cooperation Flag Slide in From left. Giz Logo Slide In From left	German cooperation and GIZ
00.00.11.00. to 00.00.12.00.	(Have Got you covered), Blue text Drop in effect	Have got you Covered
00.00.11.00. to 00.00.12.00.	Text Blue (How) Jumps in effect and Fades Out. have you covered (text)	How
00.00.13.00.	You can join (text) blue	You can join the

00.00.13.00. to 00.00.14.00.	The Abavubi App Logo.(Cut in) to Palm Holding White Mobile Phone with Abavubi flash Screen	The Abavubi App.
00.00.15.00.	Palm Holding white Mobile Phone with Google play store Display.(on right Hand a google play store with black template and writing.	Go to google play store
00.00.16.00. to 00.00.17.00.	Palm holding a white mobile phone displaying The installing processes then Download Text in Light Blue color (cuts in)	Download the App
00.00.17.00. to 00.00.19.00.	Text (Install it) register displaying on the right As A palm holding white phone with Displays.	Install it register and become
00.00.20.00. to 00.00.19.00.	Become Part of Selling and Buying of Fish. (Blue Text Graphics) Dissolve in transition	Part of the Selling and Buying of the Fish.
00.00.22.12. to 00.00.25.10.	Indeed (text Blue Graphics)Displays on the Screen	Indeed Abavubi, App Brings the Fish market to your Kitchen.
00.00.22.20. to	Deep to white	
00.00.26.10. 00.00.35.06.	A palm Holding A white Smart Phone On the Left-Hand Side of the fades out. Then Blue Text displaying Balance Books	It's Also A responsible Fishing managing App. Where you Can Balance your books of Accounts recording your Sells Expenses suppliers and so much more
00.00.35.28.	A Palm Holding A Smart White Phone With Displays of Advance your business by Downloading the Abavubi App.(text Blue on screen)	Advance your business by Downloading Abavubi app
00.00.38.19.	Deep to white	Musical sound
00.00.39.14.	Blue Text graphics Display of the (visit our Website	Visit our Website
00.00.41.21. to 00.00.43.27.	Text Display in Blue Color (www.abavubi.org)	Its www dot abavubi.org
00.00.38.19.	Blue Text Graphics Displaying Or Call our toll free number	Or Call our Toll Free number
00.00.45.27. to 00.00.49.12.	Display on the screen numbers 0800220633	Zero Eight hundred two two Zero six three three.
00.00.49.24. to 00.00.50.00.	Abavubi App logo display. Then Enlarges	Disc Scratch.

THE ABAVUBI APP TV ADVERT SCRIPT LUGANDA VERSION

Weralikilide obutafuna Kyenyanja kyo kyosinga okwagala olwo kubanga Lumima mawugwe.(Covid 19).

Federation of fisheries organization Uganda .Nga Ewagidwa

German cooperation Ne Giz

Weyunga Otya Ku Abavubi App

Gendekugugo play Store

Downloeding App

Wewandise Ofuuke Omutunzi oba Omuguzi we Byenyanja

Kituffu Abavubi App.Ekuletede akatale kekyenyanja mufumbiro lyo.

Empedunzo Eno Ekuyambako Kunkola eyo Kukuwasaganya bizinesi yebyobuvubi eyo buvunanyizibwa.

Elina Woyinza okubalancing Ebitatabo byo Kubala nokutereka byotunze oba Byoguze nebirala Bingi

Tumbula Bizinesi Yo nga owanuwanula Abavubi App

Kyalila Omutimbagano gwaffe.

www.abavubi.org Oba kusimu yaffe 0800220633

4.5.2 Annex 2; Printed items and App Marketing Content

Quantity

Press banner

3



Quantity

Polo T-shirts

100



Quantity

Rounded Neck

With one of the App Influencers

500



Quantity

Field Tags

50

FEDERATION OF FISHERIES ORGANISATION OF UGANDA

P.O.BOX 3116 KAMPALA UGANDA
Wabyona Plaza Bweyogerere Opp.Africa Oil
Tel: +256 414 583 081

STAFF IDENTITY
CARD NO.
FFOU 21/03/017



FEDERATION OF FISHERIES
ORGANISATION OF UGANDA



Name : AINEBYOONA YOSAM

Designation : GEARS AND FIELD CORDINATOR

Issue Date : 03 /02/ 2020

Expiry date : 03 /02/ 2022

Holder's Sign:

Issuing Authority:

Stickers

Quantity

20,000

Download

Abavubi

FISHER

App on
Google Play

FISH MARKETS BROUGHT NEAR TO YOU

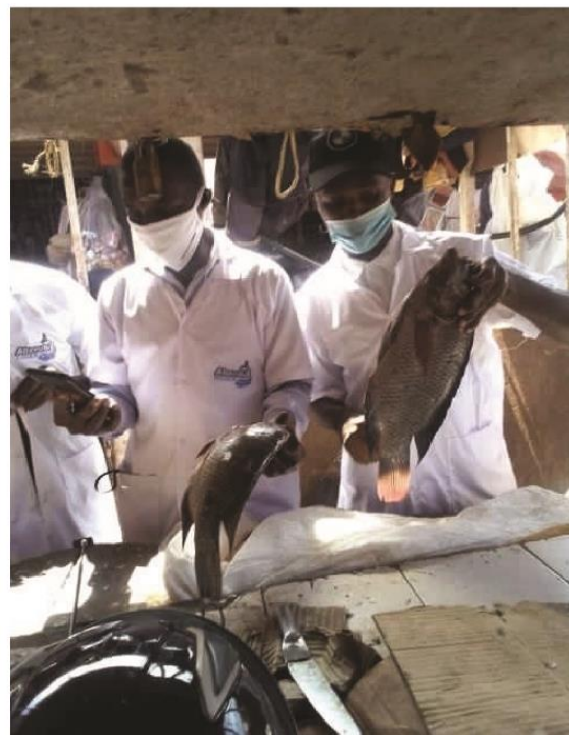
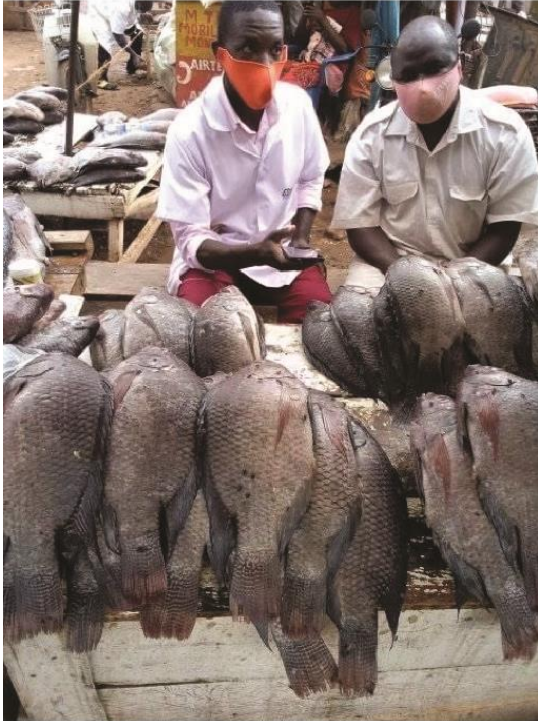
In Partnership With  supported by  Implemented By 

FEDERATION OF FISHERIES ORGANISATIONS UGANDA

Quantity

Field Coats/ Aprons

200



Quantity

Brochures Side A

5000

Contact Us
FEDERATION OF FISHERIES ORGANISATIONS UGANDA
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 +256 414583081
 www.ffou.org
 abavubi@ffou.org
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TOLL FREE
0800220633
 The Abavubi App for Responsible Fisheries Business Management in Uganda

supported by

 Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
 In partnership with



german cooperation
 DEUTSCHE ZUSAMMENARBEIT



The Market Place





Track your Business Performance
 Mobile Infrastructure & USSD Services
 A link to Fish Market & Supplies
 A Mobile Accountant for Fishers & Traders

ABAVUBI FISHER
 MOBILE APPLICATION



ANDROID APP ON 

3. Market Place:
 Transparent product pricing & trends, based on Posts and sales available to fishers and traders.


4. Accounting Module:
 Overview of Income from Fish Sales, Expenses, Assets & Liabilities

SIDE B

2. Creating an Account & Login
 Start by filling the Register Form Below then Login

Use the phone number and password you registered with, to Log In

USSD SERVICES




Welcome to Abavubi Fisher
 1. About Abavubi
 2. SignUp
 3. Marketplace
 4. Sell
 5. Emergence

CANCEL SEND

Our USSD code gives our clients access the Abavubi services on any mobile phone.

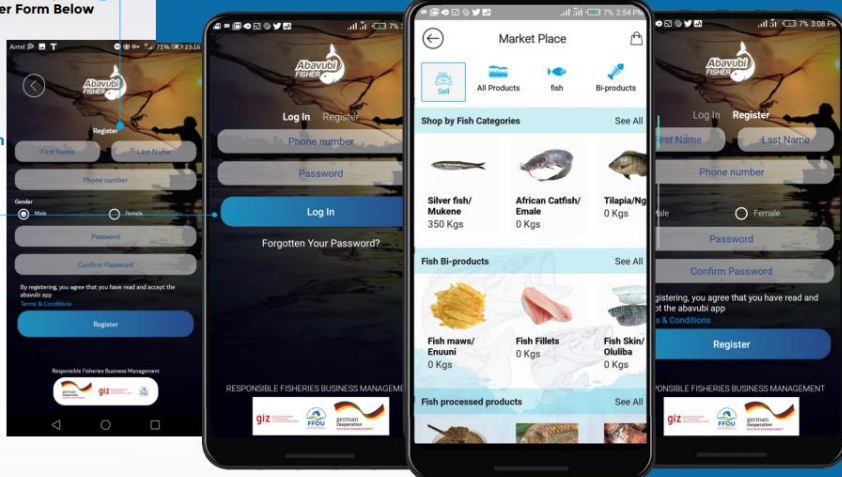
1. How to Download The Abavubi Fisher Mobile App

Search for "ABAVUBI" on the Google Playstore.



The Abavubi Fisher App
 is a Business Data Management tool developed by the Federation of Fisheries organisations Uganda in Partnership with GIZ - RFBCEP.

Purpose of the App
 To Improve Business Development and Management among Fishing Communities



Pull Up Banners

Quantity

50



Quantity

Tear Drops

200



Quantity

Banners, A3

200

DOWNLOAD

Abavubi

FISHER
App on
Google Play

FISH MARKETS BROUGHT NEAR TO YOU

SUPPORTED BY **german cooperation**
DEUTSCHE ZUSAMMENARBEIT

IN PARTERSHIP WITH **giz** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

IMPREMENTED BY **FFOU**

FEDERATION OF FISHERIES ORGANISATION UGANDA

Flyers, A5 Size

Quantity

2000

DOWNLOAD

Abavubi

FISHER

App on
Google Play

FISH MARKETS BROUGHT NEAR TO YOU

SUPPORTED BY  **german cooperation**
DEUTSCHE ZUSAMMENARBEIT

IN PARTERSHIP WITH  **giz** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

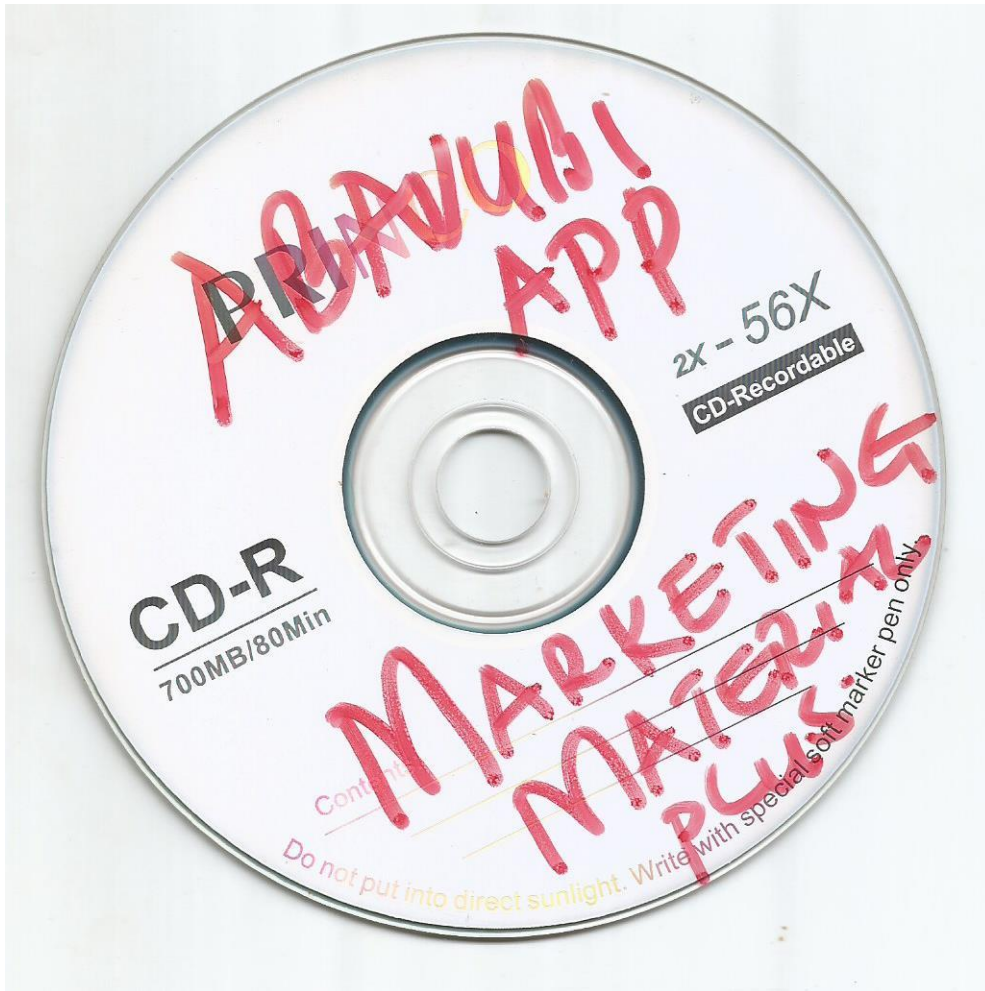
IMPREMENTED BY  **FFOU**

4.5.3 Annex 2; Printed items and App Marketing Content

	Quantity
Billboard	40



Note; Attached disk. All items are attached to the report as a soft copy on the disk drive



4.5.4 Annex 2; Printed items and App Marketing Content

Table 3; Table shows data collected on Facebook performance from week 1 to 16 in period of May June and July 2021

week	No. of Likes	No. App Clicks through Facebook link
1	0	0
2	4	1
3	15	0
4	87	5
5	50	14
6	217	4
7	95	62
8	512	49
9	412	19
10	618	92
11	248	73
12	713	17
13	69	6
14	919	58
15	1009	66
16	311	89
TOTAL	5279	555

Table 4; Table shows data collected on YouTube performance from week 1 to 16 in period of May June and July 2021

week	No. of Likes and views	No. of comments recorded	No. of Dislikes	No. of people
1	5	0	5	1
2	89	3	18	2
3	6	4	9	3
4	64	3	3	4
5	15	7	5	5
6	19	8	6	6
7	53	16	0	7
8	40	13	0	8
9	76	4	8	9
10	35	0	0	10
11	39	18	1	11
12	67	7	2	12
13	55	10	3	13
14	43	13	1	14
15	18	9	0	15
16	27	19	3	16
Total	651	134	64	136