

## MARKETING, PUBLIC RELATIONS AND COMMUNICATIONS POLICY

REAL PEOPLE KENYA LIMITED

S. No	Version	Revision Date	Author	Areas Revised	Scope	Document Owner
1.	1.0.0	2014	Brenda Jemutai	Initial Draft	GVR	PR & Marketing
2.	1.0.1	9/07/2020	Jackline Owoko	Clause 1 subsection 1.2,1.3 and 1.4 Clause 6 subsection 6.2.1,6.2.2,6.2.3,6.2.4,6.2.5and, 6.2.6 Clause 7 subsection 7.2 up to 7.4.4 subsection 7.5.5,7.6.1 and 7.6.2. Entire Clause 8 Entire clause 9	Real People Kenya Limited	Products & Marketing
3.	1.0.2	14/08/2023	Sophie Tunu	subsection 3.1.5, subsection 5.1.4. Subsection 6.2.8, 6.2.9,6.2.10, 7.2	Real People Kenya Limited	Product Development & Marketing

RPKL – Real People Kenya Limited

CCO – Chief Commercial Officer

CEO – Chief Executive Officer

**1. Policy Statement**

- 1.1 This policy gives a general overview of the functions, scope, procedural outlines and guidelines of the Product Development, Marketing, Public Relations (PR) and Communications.
- 1.2 The policy is designed to achieve brand consistency and positively increase brand visibility of RPKL.
- 1.3 This policy provides a road map aimed at achieving high brand equity/value for RPKL.

**2. Background**

- 2.1 There is a need for the development of a coherent framework within which marketing decisions are made and activities coordinated within the broader goals of the organization.

**3. Objectives of the Policy**

- 3.1 The objectives of this policy are as follows:
  - 3.1.1 To support the development and dissemination of internal and external communications.
  - 3.1.2 To streamline the marketing function by laying out its key functions within the organization.
  - 3.1.3 To provide a road map within which marketing will operate and carry out its core functions.
  - 3.1.4 To outline the marketing role and its contribution towards achieving the general organizational goals and objectives.
  - 3.1.5 To build and maintain relationships with stakeholders, including customers, employees, investors, and the community.

**4. Scope**

- 4.1 The scope of this policy shall be limited to:
  - 4.1.1 Marketing function and its contribution to the organizational objectives in Real People Kenya Limited.
  - 4.1.2 Internal and External Relations and Communication.
  - 4.1.3 Market Research and planning.

**5. Internal Communication**

- 5.1 Internal communication refers to all communication within the organization.
  - 5.1.1 The HODs shall operationally direct all staff communication to keep all personnel informed about operational issues, policies, guidelines, and instructions, it may take the form of memos, notices, emails, meetings, etc.

- 5.1.2 Real People Kenya Limited has adopted a zero tolerance to abusive, derogatory, discriminatory, or false information and statements while communicating internally.
- 5.1.3 All internal communication shall be balanced and not skewed towards any political affiliation.
- 5.1.4 Internal communication may be initiated by any party but guided by the internal communications guidelines.

## **6. External Communication**

- 6.1 External communication refers to all communication sent, distributed, or shared to the public, customers, media, government, or any other stakeholders.
- 6.2 Public Relations
  - 6.2.1 The Product Development and Marketing department is responsible for recommending, organizing, capturing, and directing all Public Relations activities.
  - 6.2.2 The Marketing department serves as a clearing house for information about programs and events to be carried out by Real People Kenya Limited.
  - 6.2.3 Any external media communication should be channeled through the Product Development and Marketing Department for further execution with the approval of the Chief Executive Officer. There can be exceptions where the communication may not pass through Product Development and Marketing Department as guided by the Chief Executive Officer.
  - 6.2.4 All website communications, changes and announcements will be done upon approval by the Chief Executive Officer with the Product Development and Marketing department on copy.
  - 6.2.5 All approval for external media will be given by the Chief Executive Officer. This includes all news as directed by the RPKL CEO in the form of news releases, statements, reports, reaction responses, etc. The Marketing Department will play the moderating role, especially concerning external communication.
  - 6.2.6 All crisis communication will be authorized by the CEO or in his absence, the CCO.
  - 6.2.7 All social media communication will be guided by the social media policy.
  - 6.2.8 All communications to external parties such as customers, auctioneers and any other stakeholders must be done on the RPKL letterhead must only be written and issued by authorized personnel such as Directors, CEO, CCO, Head of Departments.

## **7. Marketing**

- 7.1 Marketing, in this context, refers to communicating or promoting the value of our products or corporate brand to the public for the purposes of selling our products or raising brand



awareness.

- 7.2 Marketing activities shall be guided by a marketing strategy developed by the Product Development and Marketing department in conjunction with all Business functions and approved by the Real People Executive Committee. (EXCO).

7.3 Marketing Operations

- 7.3.1 Marketing Operations will endeavor to increase marketing efficiency and to build a foundation for excellence by reinforcing marketing with processes, technology, metrics, and best practices.

- 7.3.2 Real People Kenya Limited will utilize marketing to promote brand visibility, product positioning and to drive sales.

7.4 Corporate Identity

- 7.4.1 The management of corporate identity aims to:
- 7.4.2 Create a single, consistent, and clear visual identity for Real People Kenya Limited
- 7.4.3 Position Real People Kenya limited as a reliable financial solutions provider.
- 7.4.4 Standardize the organization's visual presentation to the public.

7.5 The corporate identity includes:

- 7.5.1 The Real People logo (a registered trademark).
- 7.5.2 "Responsible Finance, Sustainable Futures" and "Quick Affordable Loans" as the value proposition statement.
- 7.5.3 "Sustainably Improving Lives" as the vision,
- 7.5.4 Corporate colors, typefaces, and other elements of visual identity.
- 7.5.5 The rules governing corporate identity are contained in the Brand Guideline Manual, which is reviewed and updated periodically by the Product Development and Marketing Department.

7.6 Internal and joint venture logos:

- 7.6.1 There is only one Real People Kenya Limited logo and value proposition statement. Other logos or slogans must not be developed or used to represent sections within the organization.
- All formal documents from RPKL must include the RPKL logo.
- 7.6.2 Special logos shall not be developed or used to represent joint ventures. Any exception must be with the written consent of the CEO and Executive Committee.



**8. Advertising:**

- 8.1 Real People Kenya Limited will utilize print, electronic, digital, and interpersonal media as channels of advertising, depending on the message and target audience.
- 8.2 All print and electronic advertising must be approved by the CEO, or in his absence, the CCO.
- 8.3 Real People Kenya Limited adopts a non-partisan approach to any political or religious party.
- 8.4 Real People Kenya Limited's advertising shall comply with the laws and regulations governing broadcast and content distribution in the jurisdictions applicable.
- 8.5 Real People Kenya Limited shall not at any point expressly mention competitors' products or brands in their advertising.

**9. Customer and Stakeholder Feedback**

- 9.1 Multi-lateral communication between the stakeholders (customers, partners, and other parties of interest) and the organization shall be upheld.
- 9.2 Customer feedback and complaints shall be channeled to a single source for compilation and customer engagements.

**10. Market Research**

- 10.1 Marketing will continuously monitor and analyze business performance vis-à-vis business goals (customer awareness, market share, consumer diagnostics, profitability, etc.)
- 10.2 Marketing will collaborate with the research team in developing and executing innovation platform pathways, product innovation and renovation.

**# End #**

**Signed By: Robert Shibutse**

**CEO – Real People Kenya  
Limited**



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**DATE: 27<sup>th</sup> September 2023**