Ni Nyampinga is reaching mass scale across Rwanda, expanding both its rural and urban reach, catalysing social change

Ni Nyampinga is reaching mass scale across Rwanda, expanding both its rural and urban reach, catalysing social change

A high proportion of people are regularly consuming Ni Nyampinga. This regular engagement is unlocking meaningful change

Ni Nyampinga is unlocking sustainable and impactful change by appealing to boys, while continuing to build its core girl audience

Source: Nationally representative household survey of 5681 girls, boys and adults, carried out in November 2016
Ni Nyampinga has a positive impact on girls’ confidence in themselves

Compared to girls unaware of Ni Nyampinga, multi-regular consumers have a 60% higher probability of having high levels of self-confidence.

+ 60%

higher probability of having high levels of self-confidence

Ni Nyampinga has a positive impact on girls speaking to others about important issues in their lives

Compared to girls unaware of Ni Nyampinga, multi-regular consumers have a higher probability to discuss important issues in their lives.

+44%

Free time

+43%

Friendship

+27%

Future goals

Ni Nyampinga positively influences the attitudes of girls, and boys and adults, towards gender equality

Compared to all those unaware of Ni Nyampinga, multi-regular consumers have a 67% higher probability of having positive attitudes towards gender equality.

+67%
in leadership and voice

Our Audience survey investigated the change that Ni Nyampinga is having on its audience to understand the impact of Ni Nyampinga. We found that Ni Nyampinga is creating positive change among girls at an individual level, in particular when there is multi-regular consumption (i.e. consuming 2+ products regularly), as well as shifting the attitudes of boys and adults around her.

Impact: For the 3 outcomes (self confidence, speaking to others about important issues & attitudes towards gender equality), there is a statistically significant difference in the probabilities produced by the regression models between those unaware and multi-regular consumers.