Zathu is on a mission to unite girls and boys, to forge a more equal Malawi.

Through the power of music and storytelling Zathu is helping girls to be seen, to be heard, and to achieve. It addresses challenging topics about growing up - from friendships between girls and boys, to harmful stereotypes and sexual reproductive health - and working in partnership with PEPFAR’s DREAMS initiative, Zathu is helping to tackle the spread of HIV among young people.

**ZATHU REACH**
Just 6 months since launch Zathu already has the highest levels of awareness for a youth brand in Malawi

| **6.7 million** | people are aware of Zathu (64% of 10+ population) |
| **4.5 million** | have consumed* Zathu (43% of 10+ population) |
| **2.6 million** | regularly consume** Zathu (25% of 10+ population) |

**ZATHU PRODUCTS**
Music holds a central place in Malawian culture and over half the population have heard Zathu’s music

- **4.4m** have listened to Zathu’s music
- **2.3m** have listened to Zathu on the radio (Pa Wailesi)
- **957k** have watched Zathu’s music videos
- **130k** have used Zathu’s website

“In I love the song Zimatere Zimatere, it makes me be a hard worker like them.”

Girl, aged 12 years

**Who is Zathu for?**
- Primary audience
  - Girls and Boys
  - 12-17
- Secondary audience
  - Men and Women
  - 18+

**What does Zathu do?**
- **music**
- **music video**
- **radio**
- **website**

**Next steps**
The next step for Zathu is to increase the breadth of consumption across different products to increase the overall impact of the brand.

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* “consumers” have listened to Zathu radio, or Zathu music more than once or have visited Zathu’s events or website
** “regular consumers” have listened to Zathu radio at least once a week, or listened to Zathu songs over 5 times

Data sources: Malawi quantitative tracker survey 2017 and TEGA brand monitoring
**UNITY**
People who listen to Zathu identify with our themes of unity and acknowledge Zathu’s influence on their lives

92% agree that:
“Zathu represents unity”

79% agree that:
“Zathu stands for boys and girls coming together”

93% of girl consumers say Zathu has improved their friendships with boys

89% of boy consumers say Zathu has improved their friendships with girls

**EQUALITY**
Zathu brings boys and girls together to improve perceptions and the value of girls and to forge a more equal Malawi

86% of consumers agree that
“Zathu has taught them that females should be treated equally to males”

This increases amongst regular consumers

86% consumers*

94% regular consumers**

96% consumers across more than one product

**CONFIDENCE**
Zathu is strongly perceived as a brand that provides information, new ideas and inspires confidence and self-belief

91% of consumers agree that
“Zathu made me feel more in control of the decisions which affect my life”

All consumers

<table>
<thead>
<tr>
<th>Agree a lot</th>
<th>Agree a bit</th>
</tr>
</thead>
<tbody>
<tr>
<td>68%</td>
<td>23%</td>
</tr>
</tbody>
</table>

12-17 years old

<table>
<thead>
<tr>
<th>Agree a lot</th>
<th>Agree a bit</th>
</tr>
</thead>
<tbody>
<tr>
<td>69%</td>
<td>26%</td>
</tr>
</tbody>
</table>

**Next steps**
Building on Zathu’s impressive reach and consumption figures, achieved in the brand’s first 6 months, the next phase will focus on engaging those consumers to drive behaviour change.

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