

REPORT OF THE AWARENESS RAISING CAMPAIGN



Mbrojtësit e Konsumatorëve Kosovo Consumer Watchdog



ABOUT KCW

Kosovo Consumer Watchdog was created with the aim of raising awareness of the citizens towards consumer rights, reporting cases of violations and increasing the responsibility of businesses and institutions for the safety and quality of products and services in Kosovo.

The platform aims to build a community of vigilant consumers and an informative platform, exchange of experiences and initiation of complaints. It is built by a professional team and it is dedicated to advancing consumer rights in Kosovo.

On the platform you will find information about your rights as a consumer, relevant responsible institutions and you will hear and read the experiences of others in the realization of their rights as a consumer. Eventually, the purpose of this site will be to raise awareness of consumer's about their rights and improve the quality and safety of products and services in Kosovo.



CAMPAIGN STRATEGY AND IDENTITY

Kosovo Consumer Watchdog Mbrojtësit e Konsumatorëve

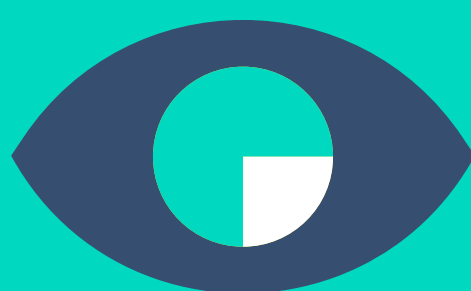
Kosovo Consumer Watchdog intends to raise awareness of consumer's rights, enhance institution's responsibilities for consumer protection and increase the attention towards potential violations of customer rights in the Republic of Kosovo.

Having these objectives in mind we divided the campaign in three parts:

- Education
- Awareness raising
- Reporting



Mëso



Vetëdijësohu



Zbato



Rockefeller Brothers Fund
Philanthropy for an Interdependent World

1.

Educational Posts - The citizens will learn about their basic consumer rights and how to apply this knowledge in everyday life

2.

Awareness Posts - Statistics - facts will build trust and make the citizens take action

3.

Reports - Real citizens/consumer cases will be published. These posts will create engagement and will motivate citizens/consumers to take action.



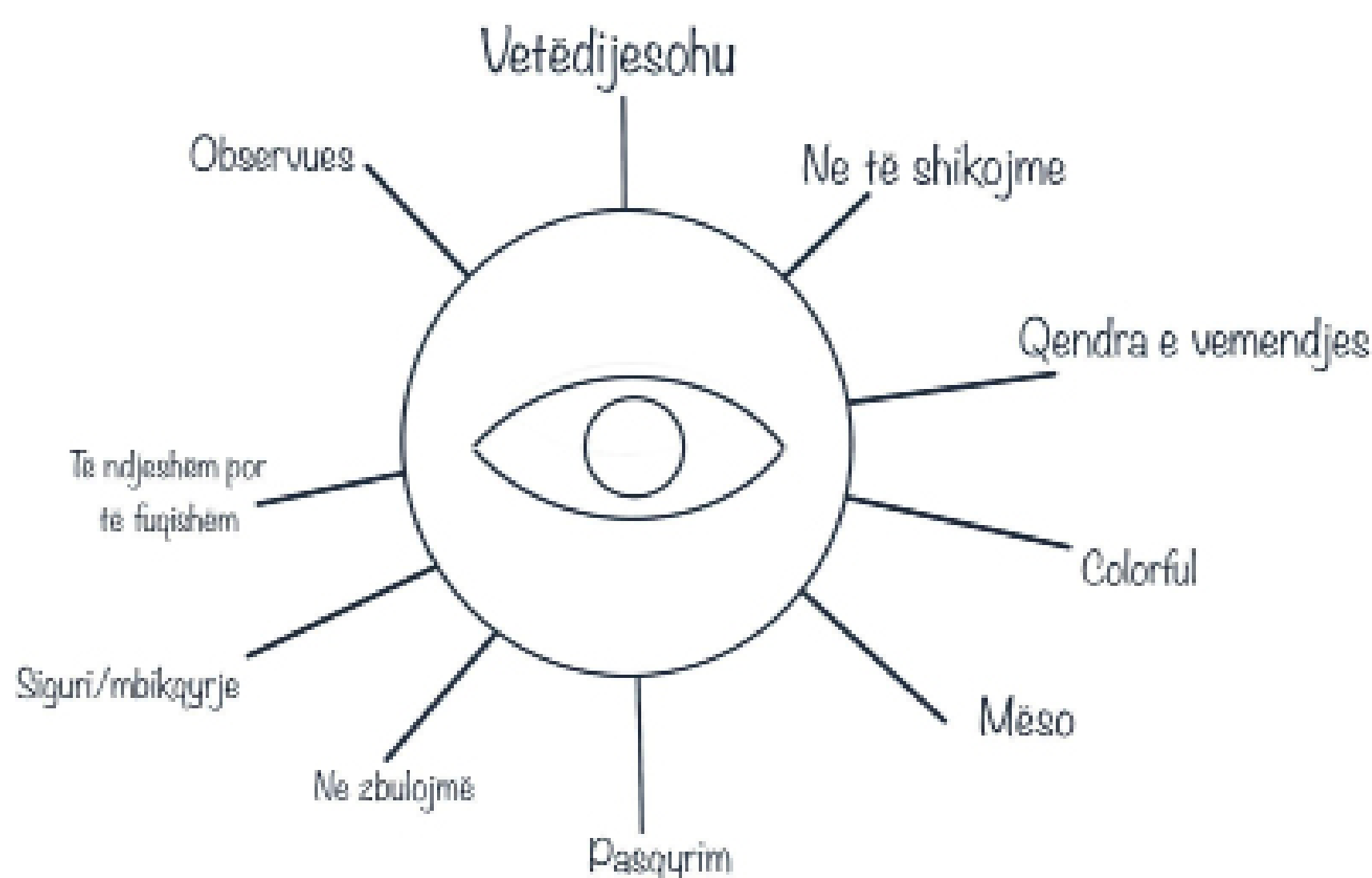
WORK PROCESS

Every thing starts with a sketch:



We started experimenting with symbols that represent vigilance, security, education, research.

We also knew that the usage of a bright and colorful palette would give the right attention to the campaign.



FINAL LOGO-SYMBOL



Mbrojtësit e Konsumatorëve

#qelisytë

The final logosymbol was the eye with a magnifier tool, inspired by the albanian proverb “qeli sytë” which literally means “open your eyes” in case of being vigilant, and “qelisytë” became the slogan of the campaign and the main hashtag that we used in every social media post.



SOCIAL MEDIA

Each social media content was designed in a form of presentation, or in social media terms known as “carousel post” which presents each fact on 1 slide.



SOCIAL MEDIA

Each post in the last slide had a call to action related to the department that the problem should be addressed.

European Union Kosovo

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**MANIPULIMET
ME ÇMIM TË
NAFTËS**

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Kosovo Consumer Watchdog

#qelisyte

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European Union Kosovo

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**Përpos kërkesës së
konsumatorëve për cilësi
të lartë të naftës, ajo
është e përcaktuar
edhe nga
ligjet në fuqi**

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Kosovo Consumer Watchdog

#qelisyte

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**KUJDESU QË
të pranosh sasinë e
saktë të naftës për aq sa
ke paguar**

**Kupon Fiskal
OIL SH.P.K**
SASIA
20.02L
TOTALI
22.00€

20.00€ 20.02L
ÇMIMI LITRA

Mbrojtësit e Konsumatorëve
Kosovo Consumer Watchdog

#qelisyte

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Nëse tregtari:

1. Nuk të ofron sasinë e plotë të produktit
2. Manipulon me çmime
3. Nuk të bën zbritje siç ka proklamuar

ankohu në Departamentin për
Mbrojtjen e Konsumatorit
0800 11 000

NAFTË

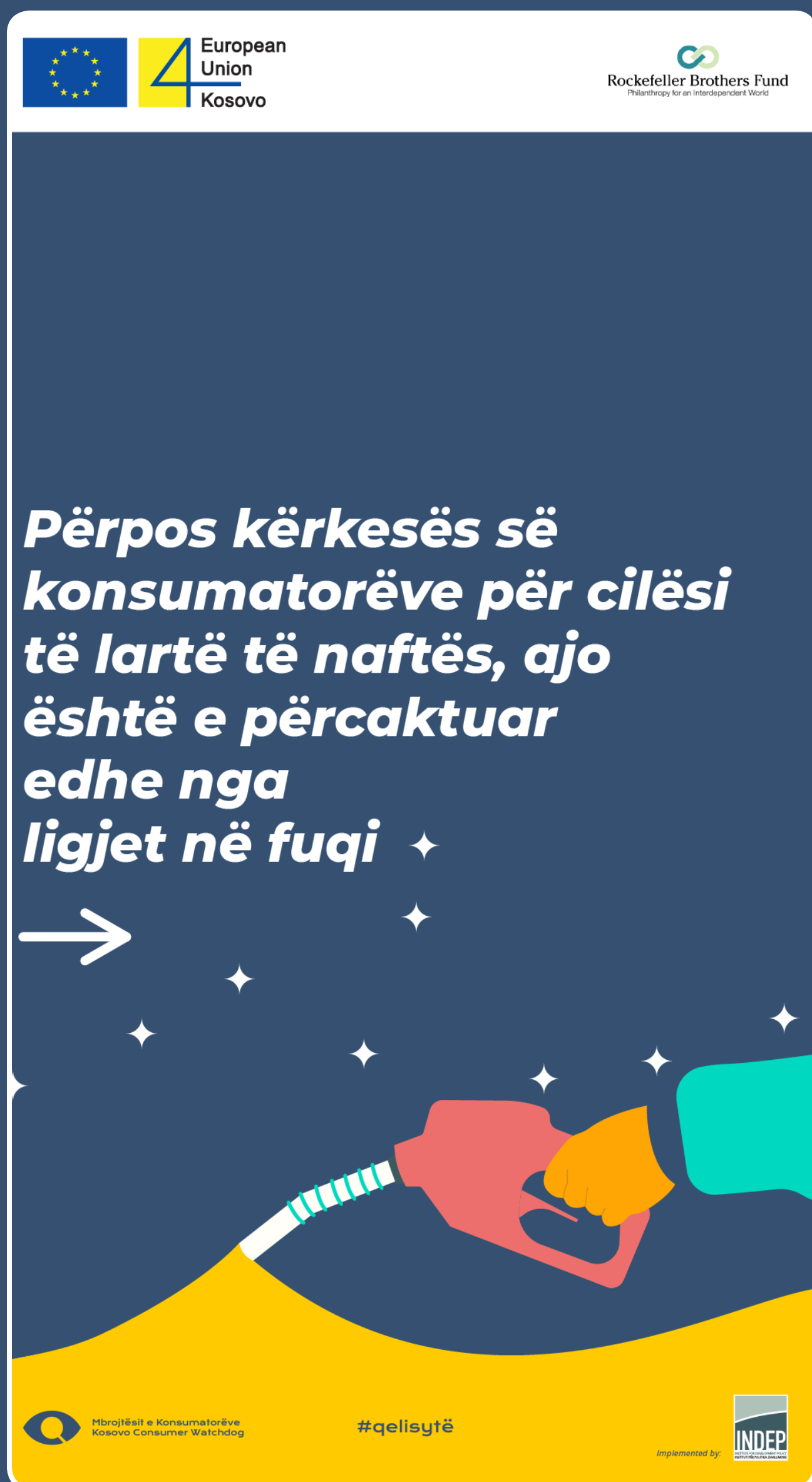
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#qelisyte

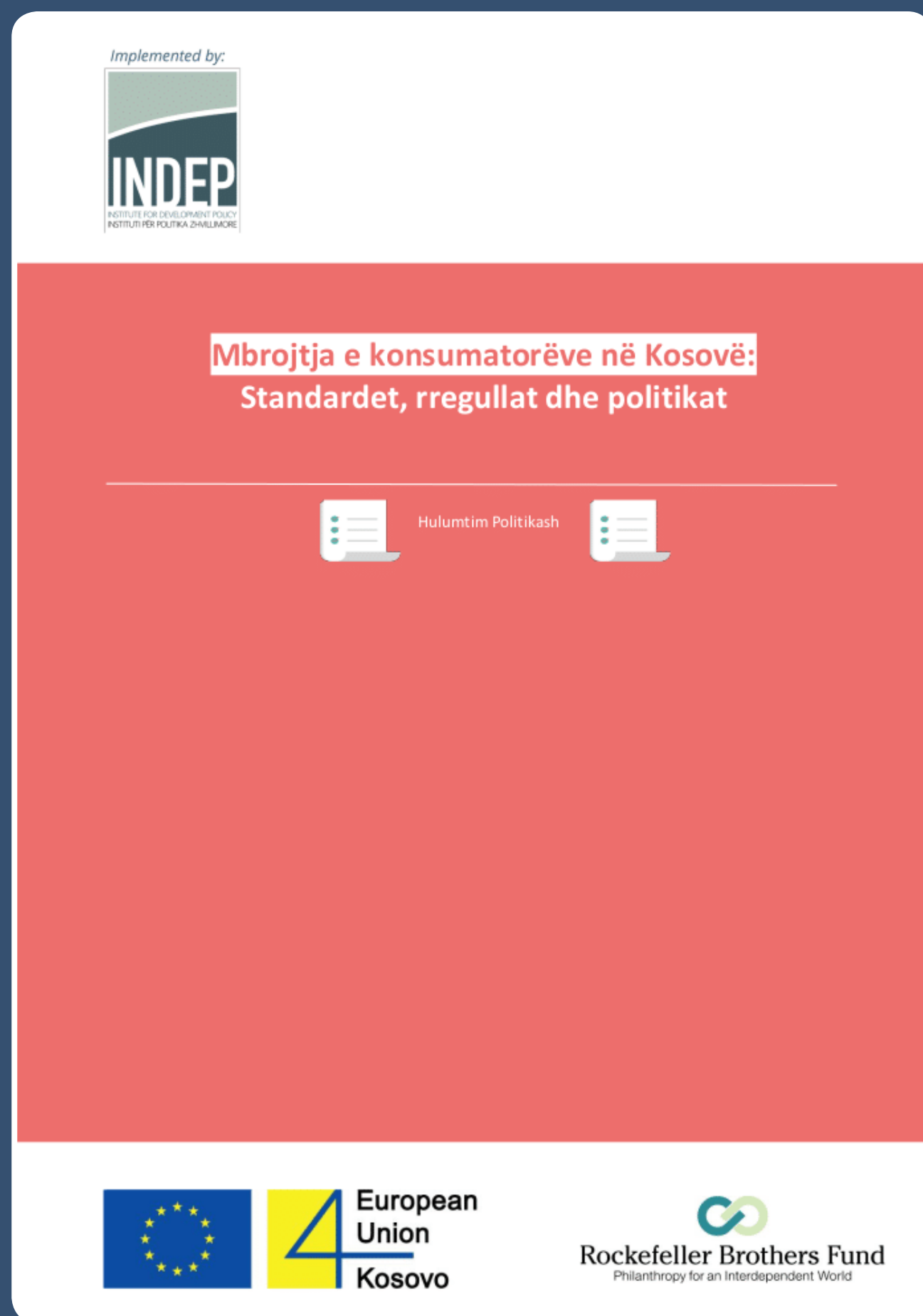
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SOCIAL MEDIA

Posts were created to adapt different social media formats



Story format



Publication report



Page likes



Event cover

CONTENT WRITING

Each post had a clear and simple description. The use of emojis made the content more interesting and easy to relate to. In every post description there was a call to action to the related department of consumer protection. The description of each post was in Albanian and English.



FACEBOOK SOCIAL MEDIA STATISTICS

Timeline

July 1 - December 20, 2020

+8.2K

Page likes

+2.6K

Post likes, comments,
shares and mentions

+45

Posts

+35

Educational
infographics

+3

Online events

+100

Direct support of
consumers through
FB and IG messages

+507K

Impressions

+326K

Reach



INSTAGRAM SOCIAL MEDIA STATISTICS

Timeline

July 1 - December 20, 2020

+500

Page followers

+3.3K

Likes, comments,
saves and shares

+232K

Impressions

+176K

Reach

+35

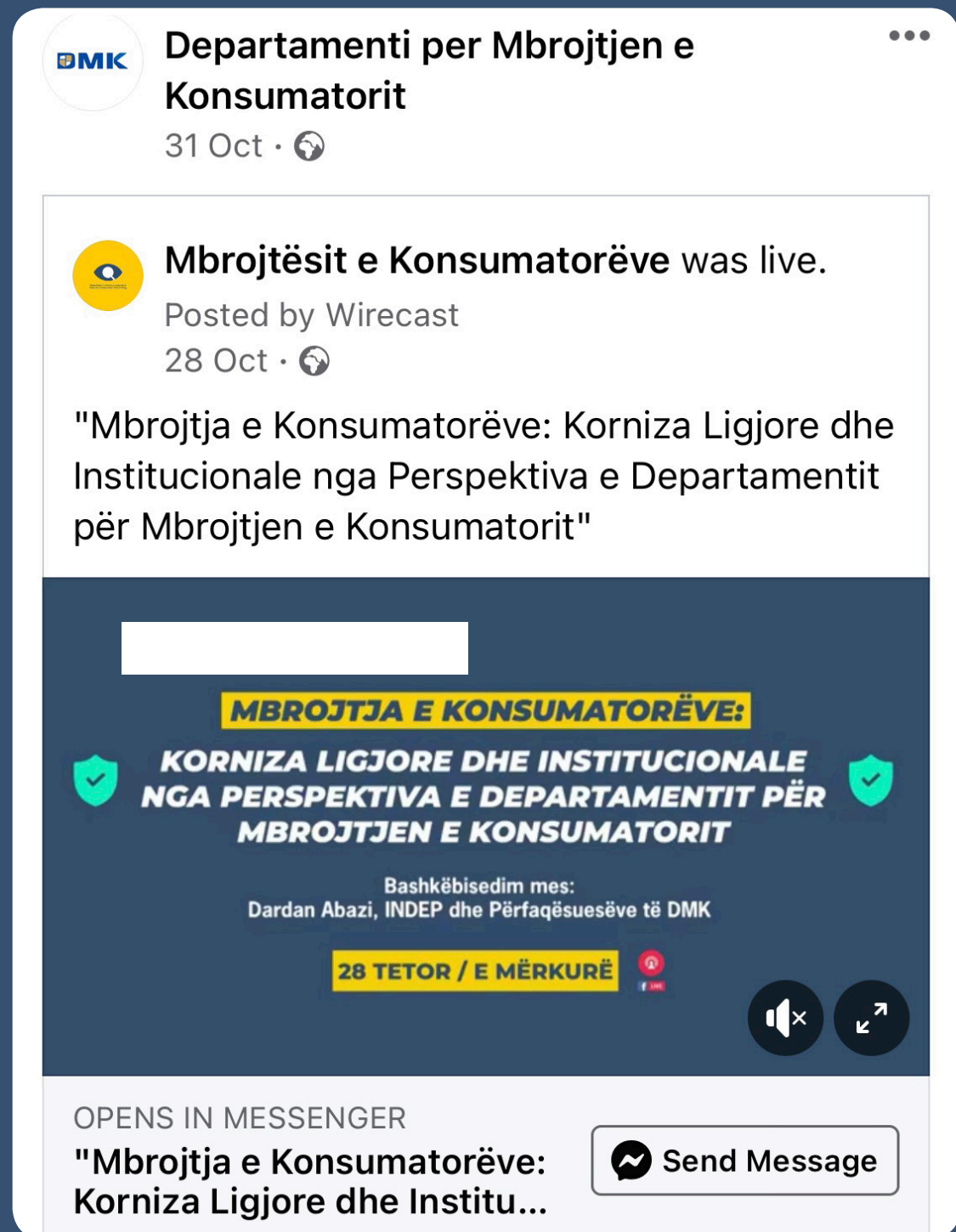
Posts

+117

Instagram stories



ENGAGEMENT



Consumer Protection Department



Magazine 4U-Kfor



Interview at KTV




ENGAGEMENT

Sep 1 · 🌐

Departamenti per Mbrojtjen e Konsumatorit, Konsumatori, Organizata KONSUMATORI, Mbrojtësit e Konsumatorëve

Ky është Burimi arkëtar në dyçanin "Malvesa-Gjithçka 1€ euro" në Dardani, te sheshi Bill Klintoni Prishtinë. Para se të hyni në këtë dyqan, duhet me krah... See More



1 Like 1 Share

4w Like Reply 41

Gjakova Sot Replied · 33 Replies

Top Fan

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4w Like Reply

Comodita Home 5d · 🌐



Like Comment Share

227

5 Shares

Most Relevant

Nuk e di kur pat 70% zbritje, leni keto genjeshtra, prej qe e keni hape Komoditen gjithmone i keni pase produktet ne zbritje. Ani tash 70% ku ku diqka qe e keni pase 100€ i bjen me marre me 30€ po s'po di cka eshte ajo se hala nuk e gjeta. A i mbrone kush konsumatorët, a i hulumton kush keto mashtrime. Mbrojtësit e Konsumatorëve a jeni gjalle.

4d Like Reply 24

Sep 2 · 🌐

Per krejt ata qe s'dijne kah mu anku 😊 Mbrojtësit e Konsumatorëve

Mbrojtësit e Konsumatorëve
Posted by Dardan Abazi
Sep 2 · 🌐

Të dashur konsumatorë,

Ofertat dhe çmimet e paraqitura në raft t... See More



THANK YOU

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