

Mjasiriahali

Mission:

To empower youth to thrive in the job market and transform their communities.



The Challenge

Perception of Education

Education in Africa is often viewed by most people primarily as a pathway to formal employment, limiting its broader role in personal and community development. This mindset reduces innovation and practical application of knowledge.

Number of Youth Graduating vs. Employment

While youth graduation rates have increased, the formal sector has not grown enough to absorb these graduates. Youth unemployment remains a challenge, with rates as high as 13.4%, disproportionately affecting young women.

Urban Concentration

Youth migration to urban areas in search of opportunities depletes rural communities of essential human resources. This trend leaves communities without the workforce needed for local transformation.

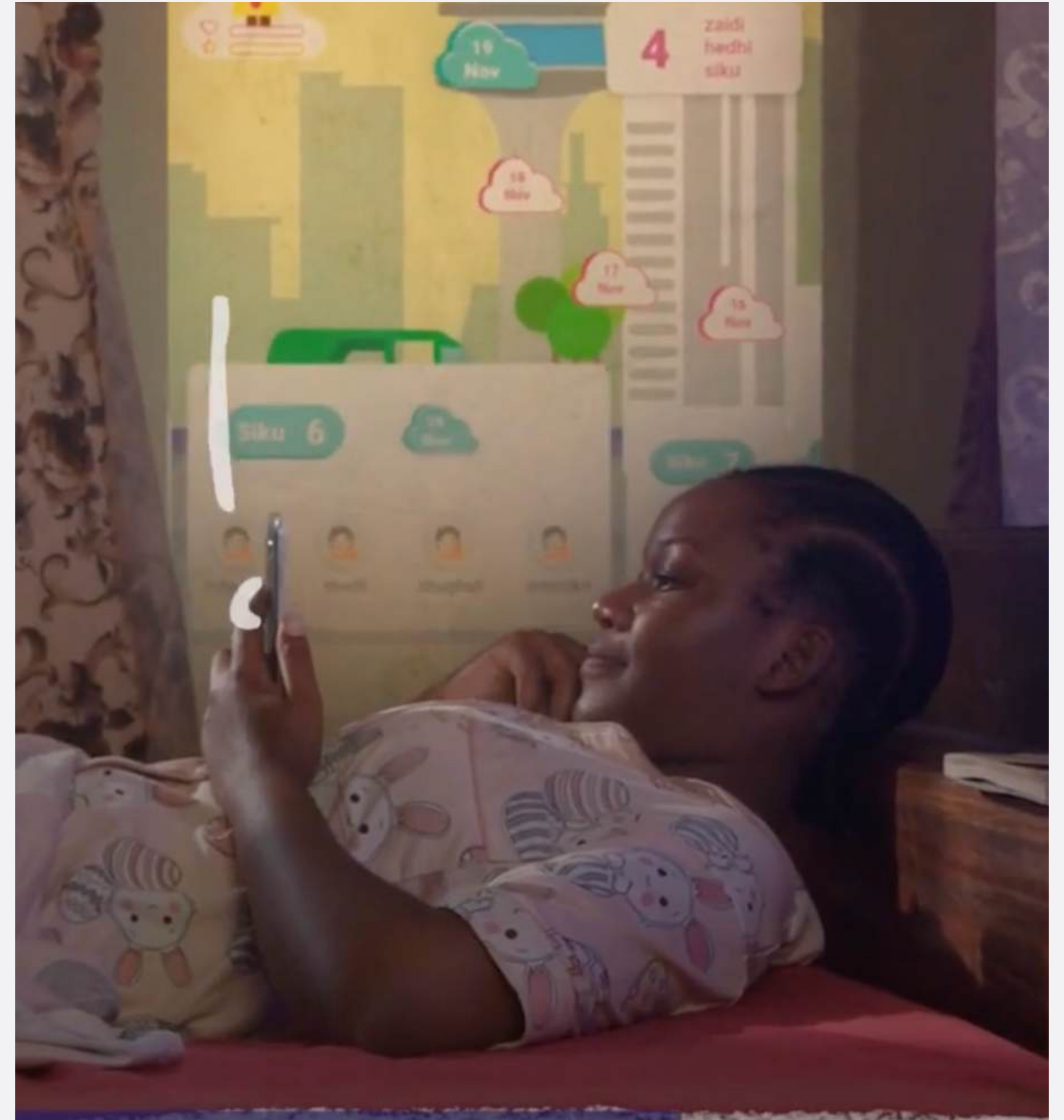
Disconnection from the Community

There is a gap between academic knowledge and its application to community challenges. Many youths remain disconnected from their communities, delaying meaningful contributions until after graduation.

Campaign Objectives

The Mjasiriamali campaign will **create engaging content** to inspire and equip students, graduates, and stakeholders to rethink education, employment, and community impact.

The content will be made available to **like-minded partners** to expand distribution and foster constructive dialogue



Expected Outcomes



Shifting Perceptions of Education –

Education is seen as a catalyst for innovation, problem-solving, and community transformation.



Bridging Graduation & Employment Gaps –

Youth gain market-relevant skills, entrepreneurial knowledge, and a culture of excellence to succeed in any field.



Empowering Local Impact – Young people create opportunities within their communities, and use available resources.



Fostering Proactive Job Search

Strategies – Youth are equipped with tools to position themselves as industry assets and navigate the job market strategically.



Connecting Knowledge to Community

Needs – Education is connected to real-world problem-solving, youth use their knowledge and skills to respond to community aspirations.



Expected Outcomes



Repository

**100+ content
created**



Impact

**20 Million
Youth**



Campaign Pillars



Engaging Content



**Partnership for Community
Engagement and Content
Distribution**



**Co-Creating through
Continuous Feedback**



01

Engaging Content

We will produce thought-provoking, informative, and entertaining content that challenges norms, promotes mindset shifts, and equips youth with practical skills. The content will inspire both young people and stakeholders to rethink how knowledge can drive economic and community transformation—without waiting for graduation.

★ Mini Docs and Explainer videos

★ Drama series

★ Game show & Challenges

★ Interactive Content





Mini Docs

Day in the life of:

A series of mini docs, exposing a wide range of career options through character driven approach, showcasing what they get to do on a day to day base.

18 episodes per season



Mini docs

Trail braizers

This series aims to inspire by showing the journey and pathway to success of some of the most innovative Africans. This is meant to inspire and exposes some of the lessons this mentors learnt along the way.

18 episodes per season





Explainer videos

Leaders to Leaders

A series of Explainer vidoes, covering Industry experts exploring key concepts relevant to our primary audience. Topics such as what do employers look for, the skills and attitude needed in the current market, what does it mean to be educated...

18 episodes per season



Explainer videos

The future of:

This series explores and exposes the new frontieers on various industries, what are the areas that have not been addressed and what are the current objects of learning. This will expose to the students areas that they can choose to contribute to pushing the world forward in Innovation.

18 episodes per season





Challenges / Game show

Solve it

This is a series of competitive videos, where contestants are given a community problem and they have to use their knowledge to solve it, it will foster innovative thinking and application of knowledge to solve everyday challenges.

18 episodes per season



Explainer videos

What it takes

This series will explore what it takes to become a master, the best in various fields. Each episode will feature various professions and career path and dive deep through experts in that field sharing what it takes to shine, the resources you can use, the practice and tips of what can give you a competitive advantage.

18 episodes per season





Drama Series

In their shoes

A series of dramatic skits designed to equip youth with skills, mindsets, and attitudes for personal and professional success. Through relatable stories of real-life challenges, the skits challenge assumptions, build skills, and inspire critical thinking, integrity, and a growth mindset.



Drama Series

Interactive Drama

A dramatic film that gives audience two choices after the inciting incident, the story will flow based on the choice they have made, at the end of 2nd act the story will again give them two more choices. therefore the story will have a total of 4 possible endings, driving home the impact of the choices we make.

2 films



02

Community Engagement and Distribution

Through strategic partnerships, we'll extend the reach of our content beyond digital platforms. By making our resources accessible to partners for traditional media distribution and community-based activities, we aim to foster meaningful dialogue, promote active participation, and engage diverse audiences across communities.



Online Distribution



Youtube

- Long-form content,
- Build a community
- leveraging advanced analytics to track audience reach, engagement, and feedback.



Instagram & TikTok

- promotional tools
- drive engagement through posts
- direct audiences to our YouTube channel.

Partnering with Traditional Media

Recognizing the continued influence of traditional media, we'll extend partnerships to partners who want to revelage the power of traditional media to broaden the campaign's reach. By making our content accessible to partners, we ensure key messages reach diverse demographics, especially in areas with limited digital access, reinforcing campaign visibility and impact.



Partnerships for Community Outreach

We will actively collaborate with like minded stakeholders to conduct outreach activities. Partners will have access to our content and resources, enabling them to integrate our materials into workshops, forums, and local events. This partnership-driven approach ensures deeper, localized engagement and fosters community-driven conversations.



03

Co-Creating Through Continuous Feedback

Co-creation is at the heart of our campaign, starting with the rapid survey and continuing throughout the campaign lifecycle. We will actively gather feedback through monitoring and evaluation to refine our strategies and content, ensuring the campaign stays relevant, impactful, and aligned with the evolving needs of our audience.



Continuous Feedback

Rapid Survey

Before the campaign launch, a rapid survey will gather insights into the target audience's media preferences, engagement habits, and relevant topics. It will also explore preferred timings and media formats. These findings will shape the content and implementation strategies, ensuring a more impactful campaign.

Quarterly M&E

Quarterly evaluations will assess the campaign's reach, impact, and effectiveness. This process will identify what works and what doesn't, highlight any gaps in audience engagement, and ensure necessary adjustments are made to maximize inclusivity and impact.

End-of-Phase M&E

At the end of each phase, a comprehensive evaluation will measure its contribution to behavior change, overall reach, and impact. This final review will provide insights into long-term outcomes and inform strategies for future initiatives.



Ways you can Support



Support Content Creation

Provide resources to create engaging, high-quality content that will drive the campaign's key message



Support Community Outreach and Distribution

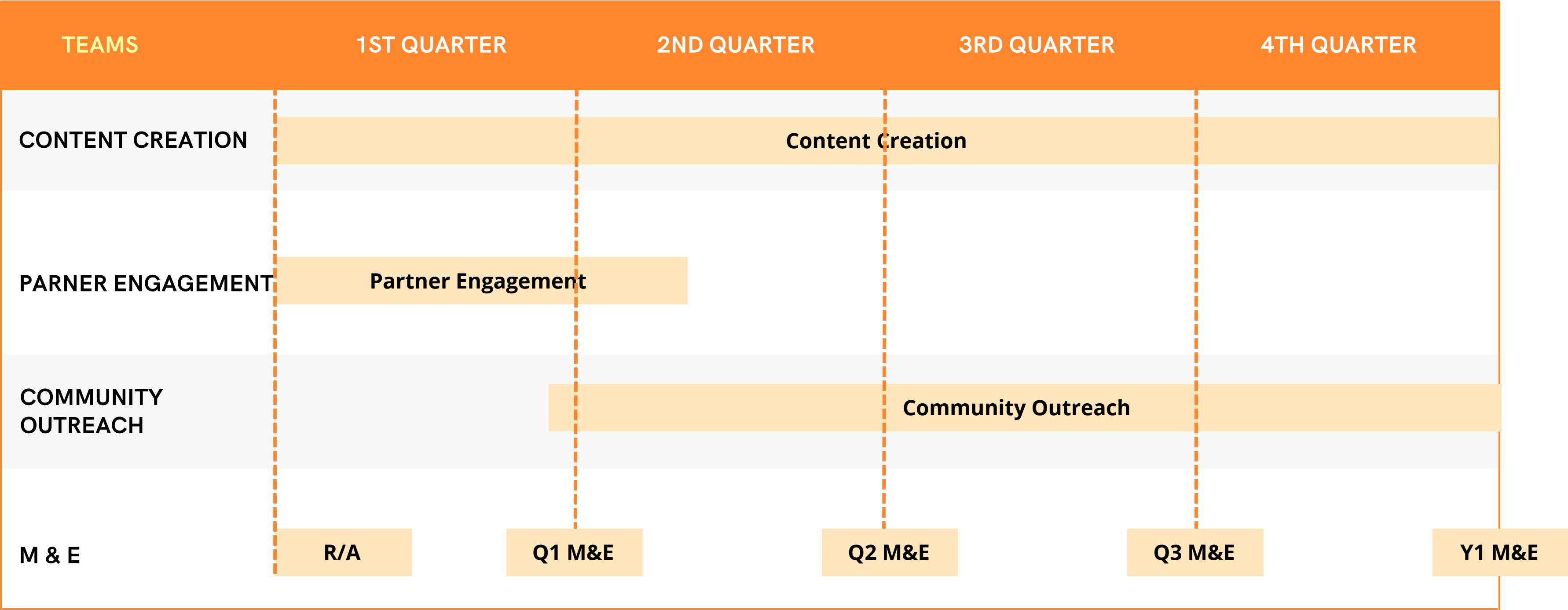
Amplify campaign's reach and impact by Supporting Community Outreach Initiatives



Timeline



Year 1 Timeline (Phase 1)



About Us





Studio 19

“Contributing to Individual and
Community transformation through
Engaging Content”





THIS IS OUR STORY

We are a full-service, creative agency founded in 2015 in Tanzania.

From our beginnings to date, our efforts have always been fueled by three main passions: To **tell good stories**, to **get them to the right people**, and to **transform people's lives**.

We believe in the **transformative power of stories** and we seek to **enlighten**, **entertain** and **inspire**. Our stories challenges assumptions, raise awareness, re-orient people's perspectives and **focus energies towards transformation**.



WHAT WE DO

CREATE

We design and produce campaigns and content aimed at raising awareness about current societal issues and exploring the frontiers we need to address

EMPOWER

We empower individuals and organizations to utilize storytelling for impact by providing them with tools and skills to contribute towards transformation



PARTNERS & CLIENTS

We team up and collaborate with organizations and Individuals who shares the same values and wants to see transformation.

Development Organizations



AGA KHAN FOUNDATION



Education and Research Institutions



Government and its Agencies



Business Community



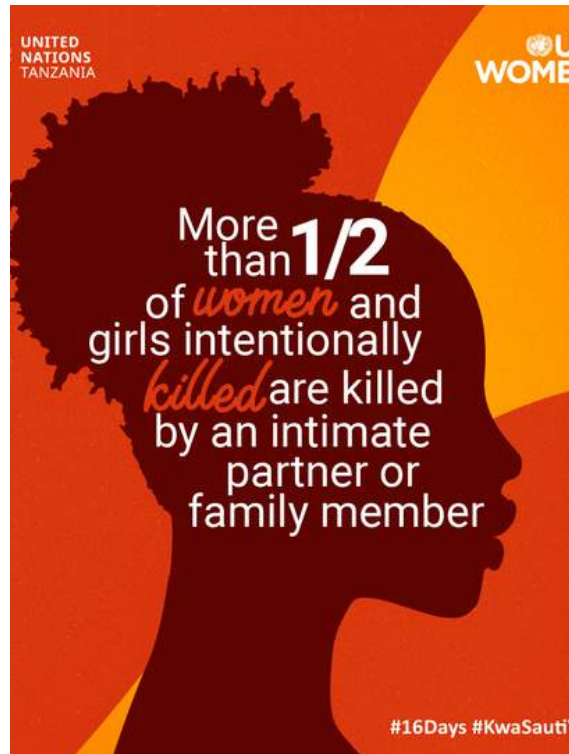
OUR FOOTPRINT



Our Experience



UN WOMEN 16 DAYS OF ACTIVISM



Type: Communication Campaign
Client: UN WOMEN
Contact Person: UN Women Procurement Tanzania
Email Address: unwomen.org

**WATCH
SAMPLE HERE**

Our team worked closely with the client to create a dynamic and detailed social media content calendar for the 16 days of activism to help Un women achieve the objectives of raising awareness, mobilizing support to the end of violence against women and girls, and having it recognized as a human rights violation that has an impact on society as a whole.

By creating rich multimedia content, unique hashtag campaigns, strategic keyword use, sharing and retweeting pertinent news, interacting with and monitoring feedback, and utilizing influencers who will make VAWG a public agenda and increase the reach among the target audience,

OUR ROLE

- We worked to amplify the conversation surrounding violence towards women and girls. While highlighting the effects of it, ways to prevent it and how to get help to the general public.
- These communications were done on social media through static posters, videos, gifs and influencer engagement while interacting and monitoring feedback.

IMPACT

- Increased awareness about the violence that is still happening towards women and girls in Tanzania
- Education on how to get help for victims
- Spark constructive dialogue around VAWG in general
- Lead to follower growth on social media accounts and increased engagement

IBUA 'Youth Financial Inclusion' campaign

The focus of this campaign is on both girls and boys of 16 to 24 years of age. Aimed at

- Assisting the Government and Financial Service Providers to think of this age group as a potential market for various financial services.
- Start a dialogue about what this age group is facing in terms of financial inclusion and what their actual needs are.

Our goal was to make the campaign interesting to youth so that they will want to be part of it, search for it in the various media that it will be aired on, and be impacted by the campaign.

Services

[Drama \(Video & Radio\)](#)

[Comedic Skits \(Video & Audio\)](#)

[Mini Documentaries](#)

[MVU](#)

[Debate](#)

[Story Kijiweni](#)

Impact

Reached 7.7M





SHTUKA CAMPAIGNS



Client: Aghakhan Foundation
Type: Communication Campaign

The AKF Campaign, with creative direction and execution by Studio 19, aimed to drive social behavior change through targeted messaging and engagement strategies.

The campaign focused on raising awareness, fostering community participation, and promoting sustainable practices through multimedia content and interactive activities. Studio 19 played a key role in content production and visual storytelling, ensuring the campaign’s messages were impactful and engaging.

By leveraging d on-ground initiatives, the campaign aims to successfully reach a broad audience and create measurable impact.

Key Activities

- **Community Engagement Programs** – Conducted workshops, training sessions, and public discussions.
- **Content Production** – Created videos, infographics, and written materials to support messaging.
- **Partnership & Collaboration** – Engaged with local organizations and influencers to expand reach.
- **Impact Assessment & Reporting** – Monitored audience engagement and documented outcomes. Content Produced

Content Produced

- **Videos and Radio dramas**– Educational and awareness-driven visual storytelling.
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MOHCDEC & GIRL EFFECT: UJANJA KUCHANJA

Awareness campaign aimed at empowering audiences to take up the vaccine; COVID-19 vaccinations as being a critical way to Protect yourself from getting sick and Protect your loved ones.



UNICEF: BINTI CAMPAIGN



Client: Unicef Tanzania
Type: Communication Campaign

**WATCH
SAMPLE HERE**

Amplify the voices of Tanzania's most prominent activists and leaders shining a light on the journey to end child marriage, and why the future for girls can be bright in Tanzania.

Girls are the future of the nation and the pervasive malpractice of early marriages will diminish their positive contributions to society.

Thus, this campaign aims at eliminating child marriages and pushing for girls' to reach new heights.

OUR ROLE

- We worked to amplify the conversation around child marriages in Tanzania and how it affects the growth, development and future of young girls.
- This was done through reels and posters which were posted on social media while interacting and monitoring feedback.

IMPACT

- Increased awareness about the dangers of child marriages.
- Increased push on eradicating child marriages in Tanzania.
- Sparked constructive dialogue around child marriages and how it affects young girls' futures.

MACHINGA CAMPAIGN



Type: Communication Campaign
Client: FSDT
Contact Person: Victor Kyando
Email Address: victor@fsdt.or.tz

**WATCH
SAMPLE HERE**

Machinga campaign was about amplifying the conversation around machinga, their pain points, showcasing how important they are to the overall economy and raising public interest. The campaign was also to ensure that the Agenda and how well to best serve the machinga was included in the budget reading of 2022/2023.

OUR ROLE

- We worked to amplify the conversation around machinga. Highlight their pain points to the general public.
- These communications were done through static posters, comic strips, videos, gifs and story kijiweni on social media while interacting and monitoring feedback.

TOOLS

- Story Kijiweni
- Comic Strips with Masoud Kipanya

IMPACT

- Increased awareness about who the machinga are and how best to serve them.
- Education on how to deal with challenges
- Spark constructive dialogue around the content
- Lead to follower growth on social media accounts and increased engagement

Let's Partner

We believe in the power of collaboration. Together, we can create real change.
Let's connect and make an impact—we'd love to hear from you.

Email:

service@studio19.co.tz

Website:

www.studio19.co.tz

