

Roto Tanks' Lesso Lessons wins a Loeries Africa and Middle East Grand Prix, 2 Golds and a Silver

The project dubbed 'Lesso Lessons' uses traditional cloth wraps (called 'lessos') to educate young Kenyan mothers in rural areas on proper postnatal nutritional care.

10th October 2022... Roto Tanks' Lesso Lessons project has bagged a prestigious Loeries Africa and Middle East Grand Prix, 2 Golds and a Silver.

The initiative, which aims to use traditional patterned cloth wraps – 'Lessos' to educate young Kenyan mothers in rural areas on proper postnatal nutritional care, also won a Cannes Gold Lion and a Yellow Pencil at D&AD earlier this year.

Launched in 2022 in partnership with the Ministry of Health Kenya and Ogilvy Africa's Give Program, the project has so far reached 2000 women and aims to reach 1 million by 2030.

"This is recognition of the fact that a simple idea can shape the future of generations to come. Also, a testament to the age-old adage of 'It takes a village to raise a child'. The first 24 months are critical for a child's nutrition and development, and I am grateful that through this campaign, we get to creatively educate mothers by using what they relate with the most, a lesso," said Heril Bangera, CEO -Roto Tanks.

This year, over 2,500 entries were received. 607 brands represented by 262 agencies from 18 countries across Africa and the Middle East.

Speaking after the announcement was made, Yash Deb, former Ogilvy Africa's Executive Creative Director, noted the importance of working with the community for maximum impact in project management.

"It's encouraging that this campaign emerged a winner amongst many other great entries. It goes to show that simplicity does win and having the community at the center of creativity when seeking behavior change is key," said Yash Deb, Co-Founder and Creative Partner, The Bar Africa.

The project was done in partnership with ministry of health and Ogilvy Africa's Give Initiative.

About The Bar:

The Bar Africa is a creative collective with ambitions of raising the bar for creativity in the region; founded by ex-Ogilvy Africa Managing Partner Marls Truter, Executive Creative Director Yash Deb and Group Creative Director Shounak Guhathakurta.

<https://thebar.africa/work>

