

NREP COOKING COMPETITION REPORT



Capital FM

Platform	No. Of Posts
X	3
Instagram	3
Facebook	3
Tiktok	3
TOTAL	12

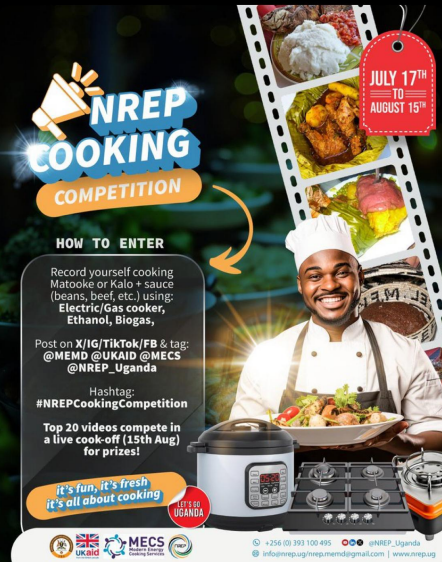
Beat FM

Platform	No. Of Posts
X	3
Instagram	4
Facebook	4
Tiktok	4
TOTAL	15

Capital X

← Post ...

#CleanEnergy #SustainableLiving
#RenewableEnergy #Nrep



11:25 · 7/18/25 · 27K Views

👤 NREP and 3 others

← Post ...

So what are you waiting for? Uganda's next top chef could be YOU!

#CleanEnergy #CookAndWin
#SustainableLiving #Nrep #RenewableEnergy
#UgandaCooksBest



0:27 MECS Energy Services UKAID

© +256 (0) 393 100 495 @NREP_Uganda
info@nrepug.nrep.memd@gmail.com | www.nrepug

Last edited 14:36 · 7/21/25 · 1.7K Views

🗨️ 1 🔄 4 ❤️ 10 📌 1 📤

← Post ...

🚩 Use hashtag: #NREPCookingCompetition

The BEST 20 videos will go head-to-head in a LIVE cook-off on August 15th — and YES, there are amazing prizes up for grabs! 🏆👏

So what are you waiting for? Uganda's next top chef could be YOU!

#CleanEnergy #CookAndWin
#SustainableLiving #Nrep #RenewableEnergy
#UgandaCooksBest



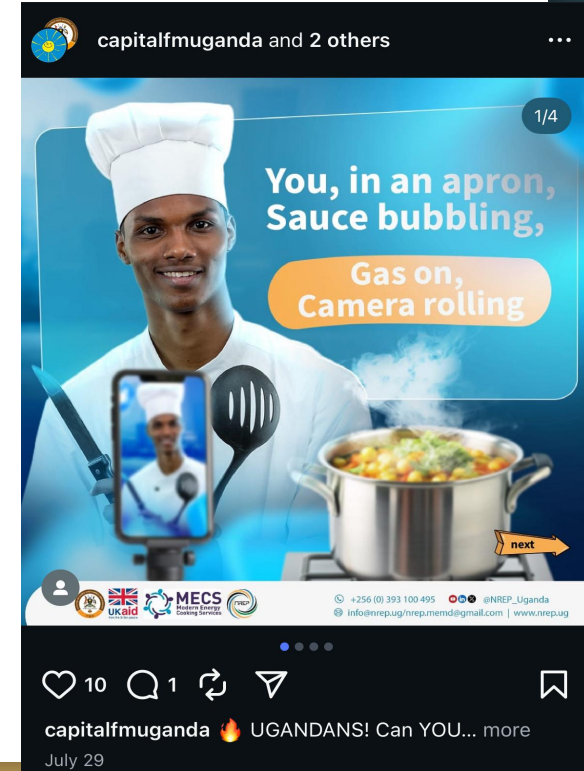
👤 National Renewable Energy Platform... and 3 others

08:51 · 7/29/25 · 1.4K Views

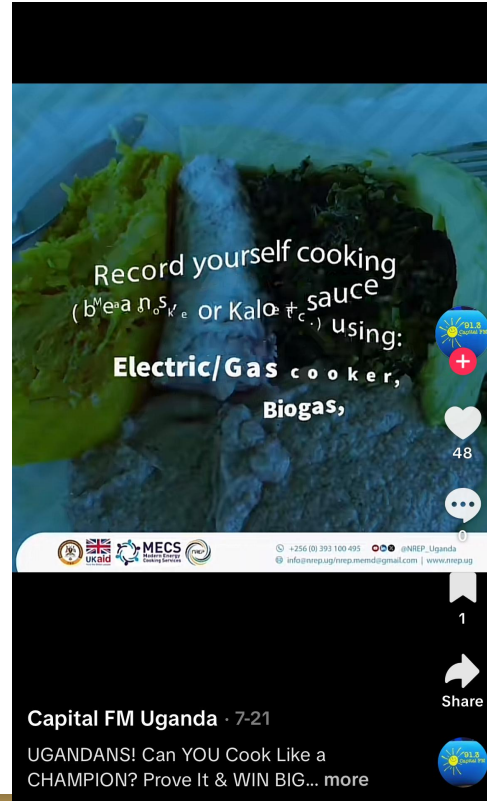
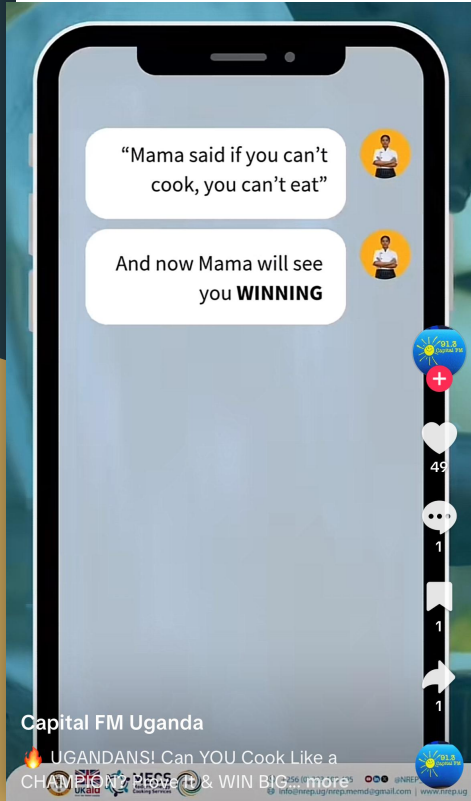
Analytics

Impressions	30.1k views
Likes	40

Capital Instagram



Capital TikTok



Analytics

Impressions	4.1kviews
Likes	124

Beat X

← Post ...

@UKinUganda @MEMD_Uganda @NRepugnatte & @CapitalFM

Empaka Za NREP Ez'okufumba
Zigguse

OKUZETABA MU

Wereza akatambi ng'ofumba amatooke oba akalo nenva ng'ebijanalo oba enyama ng'okozesa cooker ya gas oba amasanyalaze, ennonera y'emere y'omukka oba pressure cooker y'amasanyalaze

Giteke ku mitimbagano X/IG/TikTok/FB ate otaaginge: @MEMD_Uganda @NREP_Uganda

Hashtag: #NREPCookingCompetition

Vidiyo 20 exisinga, bananyini zo b'etabe mu mpaka z'okufumba nga (15th Aug 2025) olw'ebirabot!

Kinyuma, Kipya Kikwata ku Kufumba

UKINUGANDA MEMD MECS

+256 10 393 100-495 @NREP_Uganda info@nrepug.org.uk memd@gmail.com | www.nrepug.org

15:29 · 7/21/25 · 95 Views

↻ 2 ❤️ 3 📌 ⬆

Beat FM Uganda @BeatFMUganda X.com

Empaka Za NREP Ez'okufumba .Zigguse

Wereza akatambi ng'ofumba amatooke oba akalo nenva ng'ebijanalo oba enyama ng'okozesa cooker ya gas oba amasanyalaze, ennonera y'emere y'omukka oba pressure cooker y'amasanyalaze Giteke ku mitimbagano otaaginge: @UKinUganda @MEMD_Uganda @NREP

Camera Nazo zikulaba

Ekinjanjalo kitokota mu pressure cooker

Etooke oliboobaza

mu epuuloni

11:01 · 7/29/25 · 74 Views

↻ 2 ❤️ 2 📌 ⬆

ng'okozesa cooker ya gas oba amasanyalaze, ennonera y'emere y'omukka oba pressure cooker y'amasanyalaze otaaginge: @UKinUganda @MEMD_Uganda @NREP_Uganda & @CapitalFMUganda

0:30 UKINUGANDA MEMD MECS

12:59 · 7/23/25 · 41 Views

↻ 2 ❤️ 📌 ⬆

Analytics

Impressions	212views
Likes	-

Beat Instagram

Akakade
Fumba Okawangule!



Kwata akatambi nga okozesa enfumba enyonjo (Electric Pressure Cooker, Gas cooker, Biogas) ofune omukisa okuwangula. Vidiyo 20 ezisinga, bananyini zo betabe mu mpaka z'okufumba nga (11th Sept 2025) ku Silver Springs Hotel olw'akakade!

Kwata akatambi, kawereze, otaaginge

@MEMD @UKAID @MECS @NREP_Uganda

Hashtag: #NREPCookingCompetition



beat_fm_uganda Kwata akatambi nga ofumba ku nnyonyo (Electric Pressure Cooker, Gas Cooker, oba Biogas), okaweereza – ofune omukisa! Vidiyo 20 ezisinga zijja kutwala bannanyini zo mu mpaka enkulu y'okufumba ku 11th Sept 2025 ku Silver Springs Hotel..

Fumba Owangule
Akakade
Ka SENTE



Kwata akatambi nga okozesa enfumba enyonjo (Electric Pressure Cooker, Gas cooker, Biogas) ofune omukisa okuwangula. Vidiyo 20 ezisinga, bananyini zo betabe mu mpaka z'okufumba nga (22nd Aug 2025) olw'akakade!

Kwata akatambi, kawereze, otaaginge

@MEMD @UKAID @MECS @NREP_Uganda

Hashtag: #NREPCookingCompetition



beat_fm_uganda Fumba bulungi, oweebwe enkisa! Oyinza okuwangula obukadde 1 bwa ssente mu kaasi! #NREPCookingCompetition

RECORD
TAG
POST

WIN
Gwe,
Gwetunonya
Wettabe mumpaka z'okufumba Owangule Ebirabo Ebitali Bimu



beat_fm_uganda Empaka Za NREP Ez'okufumba .Zigguse Wereza akatambi ng'ofumba amatooke oba akalo nenva ng'ebijanjaloba oba enyama ng'okozesa cooker ya gas oba amasanyalaze, ennonera y'emere y'omukka oba pressure cooker y'amasanyalaze Giteke ku mitimbagano X/IG/TIKTOK/FB ate otaaginge: @ukinuganda @memd_uganda @nrepug & @capitalmuganda

beat_fm_uganda
beat_fm_uganda · Original audio

Kinyuma, Kipyaa

beat_fm_uganda Empaka Za NREP Ez'okufumba .Zigguse Wereza akatambi ng'ofumba amatooke oba akalo nenva ng'ebijanjaloba oba enyama ng'okozesa cooker ya gas oba amasanyalaze, ennonera y'emere y'omukka oba pressure cooker y'amasanyalaze Giteke ku mitimbagano X/IG/TIKTOK/FB ate otaaginge: @ukinuganda @memd_uganda @nrepug & @capitalmuganda

Beat Tiktok



He won the money 🤑🤑🤑

Grab a video of you cooking over a wine (Electric Pressure Cooker, Gas Cooker, or Biogas), and serve - get lucky!

Top 20 videos will take your owners to the main

Add comment...



85



1



6



0



BeatFMUganda Photo · 7-29

NREP Cooking Competition Open

NREP Cooking Competition Send videos of cooking potatoes or vegetables such as vegetables or meat using a gas or electric cooker, a steam food processor or an electric pressure cooker... more



BeatFMUganda · 7-23

NREP Cooking Competition Send

videos of cooking potatoes or ... more



BeatFMUganda Photo · 7-21

Empaka Za NREP Ez'okufumba Zigguse

Empaka Za NREP Ez'okufumba Zigguse Wereza akatambi ng'ofumba amatooke oba akalo nenna ng'ebijanjalo oba enyama ng'okozesa cooker ya gas oba amasanyalaze, emponera y'emere y'omukka oba pressure cooker y'amasanyalaze Giteke ku mitimbagano XIGITIKOTIKOTIKO oba otagingwe @MEMD @UKAID @MECS @NREP_Uganda Hashtag: #NREPCookingCompetition Vidiyo zo ezisinga, bananyini zo betabe mu mpaka z'okufumba nga (13th Aug 2023) olw'ebirabo! Kinyuma, Kiyaga kufumba ku kufumba

Analytics

Impressions	18kviews
Likes	319

Executive Summary

Objective: Drive awareness and trial of clean-cooking technologies via a nationwide UGC cooking contest on Capital FM/Beat FM social pages, with NREP sponsorship.

Mechanic: Record a short video cooking with an EPC/gas/biogas device; post/tag for a chance to win UGX 1,000,000.

Distribution: Capital FM, Beat FM, and NREP social handles (X, IG, Threads, TikTok).

Result (high level): Low entry volume (≈ 8). Primary causes: shifting dates, limited paid amplification, minimal human-led content, and a high-effort UGC ask. (Dates/"3rd call" corroborated; human-story insight from NREP demo piece.)

What Worked

- **Clear prize & brief (UGX 1M + simple call to action).**
- **Relevant social mission (clean cooking aligns with health, energy, environment).**
- **Trusted distribution channels (Capital & Beat FM combined audiences).**

Challenges

1. **Inconsistent timeline – shifting dates (“third call” posts) reduced urgency.**
2. **Low human presence – reliance on static/motion graphics, little presenter or influencer content.**
3. **Minimal paid boosting – posts lacked amplification to cut through the noise.**
4. **High-effort entry mechanic – recording a full cooking video discouraged casual participation.**

Recommendations & Next Steps

1. Lock the Timeline & Build Urgency

- **Fixed 14-day entry window.**
- **Countdown posts in Stories.**
- **Announce judging + winner dates in the first post.**

2. Humanize the Campaign

- **8–12 seed videos from presenters & micro-influencers (“Here’s my entry”).**
- **Require face-to-camera intros for all participants.**
- **Daily repost of entries to Stories for recognition.**

3. Simplify Entry Flow

- **Allow WhatsApp/Google Form submissions.**
- **Share a 20-second “sample script” & shot list to reduce friction.**

Links

1st posting

Capital

<https://www.instagram.com/reel/DMXebuQoDzt/?igsh=ams3Z252d3poN3B6>

<https://x.com/capitalfmuganda/status/1946124044194947384?s=46>

<https://www.facebook.com/share/1BDydcjqjH/?mibextid=wwXlfr>

<https://vt.tiktok.com/ZSAvACURL/>

Beat

<https://x.com/beatfmuganda/status/1947272740597031053?s=46>

<https://www.instagram.com/p/DMXm-GWtQvQ/?igsh=MWkwbiJ5diBxbXpidw=>

https://www.facebook.com/share/p/1AT7Yk7KSt/?mibextid=wwXIf_r

<https://vm.tiktok.com/ZMSn4ctaU/>

2nd posting
Capital

https://www.facebook.com/share/v/1B5Y9vTfho/?mibextid=wwXIf_r

<https://www.instagram.com/reel/DMXebuQoDzt/?igsh=ams3Z252d3poN3B6>

<https://x.com/capitalfmuganda/status/1947259493139488875?s=46>

<https://vt.tiktok.com/ZSAvAtn3F/>

Beat

<https://x.com/beatfmuganda/status/1950104500007588088?s=46>

https://www.instagram.com/p/DMryPb4tPV_/?img_index=2&igsh=MTVhcXRiZmQ5ZGk1YQ==

https://m.facebook.com/story.php?story_fbid=pfbid0K2kBq7FCW3h7yinKoBCK7j27BkesTak4J3EKQdzvVDSgqeH7DCLXgHzKVZbnczc7l&id=100064678390686&mibextid=wwXlfr

<https://vm.tiktok.com/ZMS3wjfMp/>

3rd posting

Capital fm

<https://x.com/capitalfmuganda/status/1950071698927092041?s=46>

<https://www.instagram.com/p/DMrjYrQO5BM/?igsh=YWdhY2NnYzdmYTlt>

https://m.facebook.com/story.php?story_fbid=pfbid0iJN4NgG3HqUEQ4b743FSZmEQqbKm6YpwDzELNjEuCLUrAEoEZvBUa1HBT8D6aZynI&id=100064697256268&mibextid=wwXlfr

<https://vm.tiktok.com/ZMS3wFNyr/>

Beat fm

<https://x.com/beatfmuganda/status/1947959861066559946?s=46>

<https://vt.tiktok.com/ZSAvudKaQ/>

<https://www.instagram.com/p/DN7vuBIDBjD/?igsh=MWdkbXhpYzdhMmxpZw==>

Participants links

<https://vm.tiktok.com/ZMAd9ttUR/>

<https://vm.tiktok.com/ZMAdx1joJ/>

<https://vm.tiktok.com/ZMAd9sQ6R/>

https://www.tiktok.com/@caroline_with_fluffy/video/7539140141768576263?_r=1&u_code=dml55j76l470h1&preview_pb=0&sharer_language=en&d=eq241h1bkda02b&share_item_id=7539140141768576263&source=h5_m×tamp=1755417783&utm_source=copy&tt_from=copy&enable_checksum=1&utm_medium=ios&share_link_id=EDD6509E-7397-4F79-80F8-E1FEF7474C3E&user_id=7054821098681172998&sec_user_id=MS4wLjABAAAAAAtsmuei95zQk-L5vkw8NesZt_wlDfasS_-Nbyx2_WY2xUBWq7XgroRS-tn0ai3&social_share_type=0&ug_btm=b6880.b2878&utm_campaign=client_share&link_reflow_popup_iteration_sharer=%7B%22click_empty_to_play%22:1,%22dynamic_cover%22:1,%22follow_to_play_duration%22:-1,%22profile_clickable%22:1%7D&share_app_id=1233

<https://www.instagram.com/reel/DMchrihMM1j/?igsh=MWtzN21vMHh2Mm5uNg==>

https://x.com/amasep_d/status/1957755048806543513?s=46

<https://vm.tiktok.com/ZMA2Y89Nj/>

<https://vm.tiktok.com/ZMA2YYwBD>

THANK YOU

