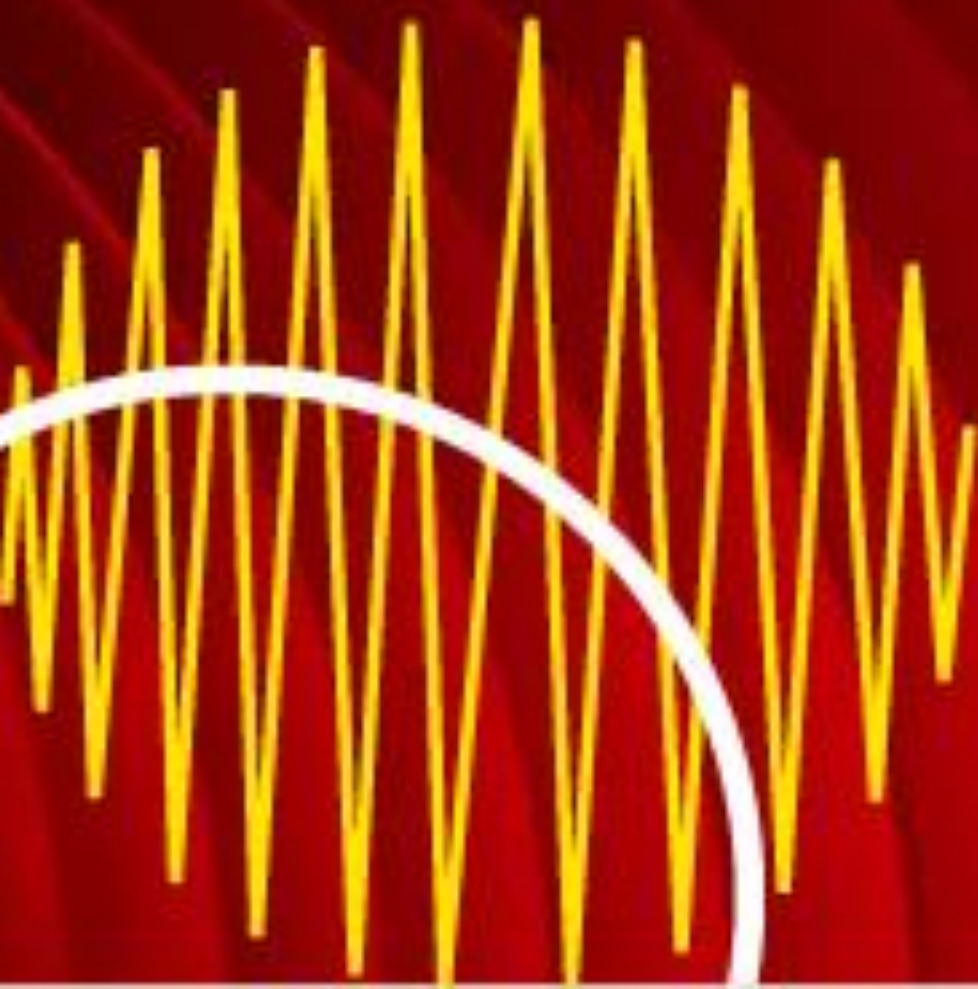




EastCoastRadio

PM GIVEAWAY



Mediamark

STACEY & JSBU

Monday - Friday
16:00 - 19:00



Two of your favourite voices have teamed up to make your drive home better than ever before.

Stacey & JSbu have levelled up and are bringing you some fire content, edgy topics and world class radio listening. Tune in and get to know them better as they get to know each other better.

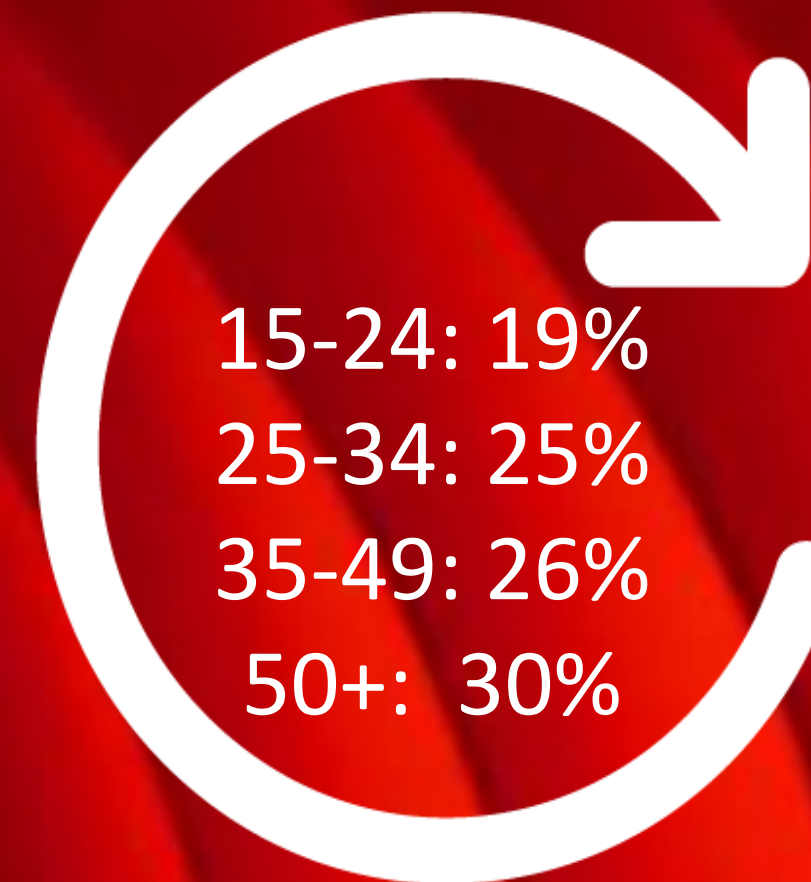
WHO IS LISTENING?



524 000 Listeners



Average HHI: R16 709



Age



58%
SEM 8-10

Source: BRC RAM (Apr 19 - Mar 20)

Mediamark

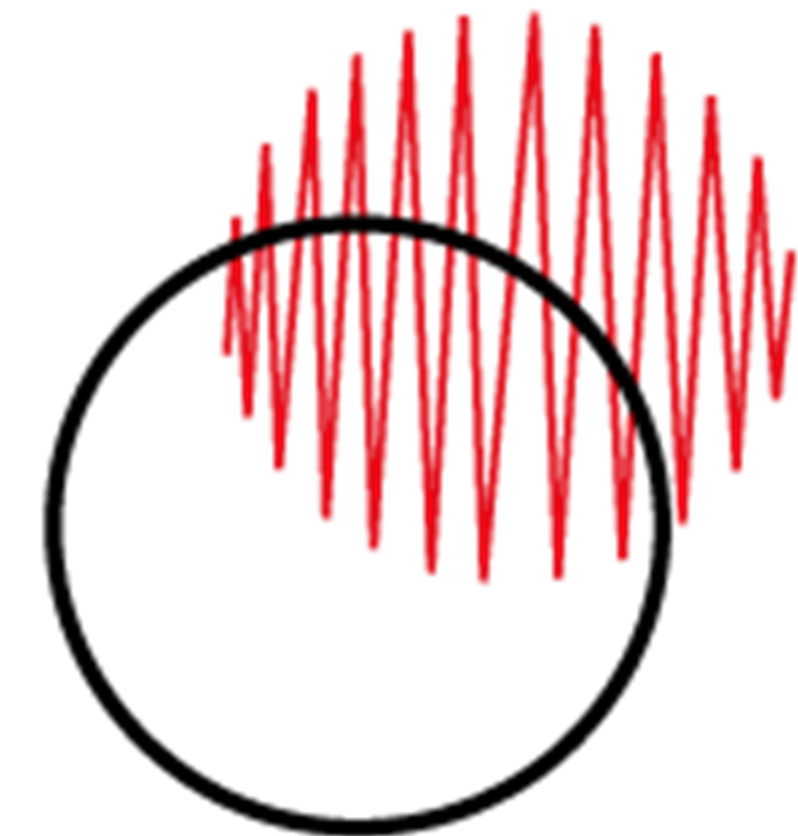
East Coast Radio PM GIVEAWAY

Welcome to ECR PM GIVEAWAY on East Coast Radio, brought to you by CLIENT!

Give a shout out to someone and you could win!

To enter, register online at ecr.co.za, send an SMS to 33116, first word PM GIVEAWAY or give us a call during 4 to 7pm, Monday to Friday.

ECR PM GIVEAWAY is proudly brought to you by CLIENT.

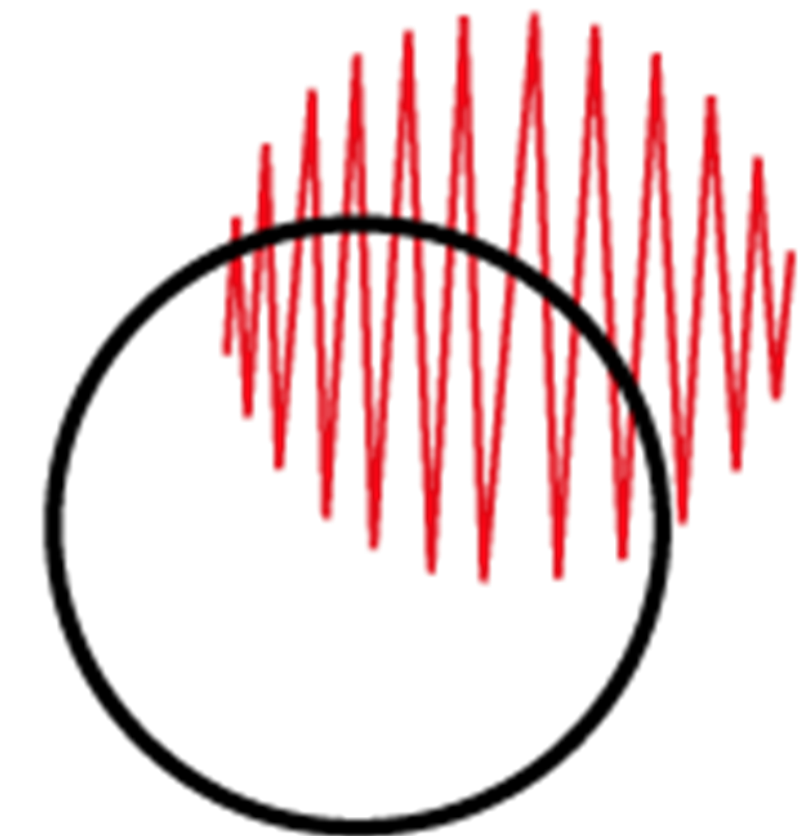


HOW IT WORKS:



East Coast Radio plays KZN's number 1 hits while our listeners rush through the PM traffic. We will select a key song each day and our engaged listeners will be told to SMS the station as soon as they hear it the message can also be communicated online through the presenter or show's social media pages.

As soon as the song has played, one correct listener who SMS-ed is selected and called to award a R3 500 prize. The interaction with the listener also features a prize description from the sponsor and a 45 word live read. The other hours of the show will also carry a 45 word/20 second live read on that week's sponsor.



WHY GIVEAWAYS?

Giveaways offer a way to elevate your brand beyond the standard ad break. Typically, a giveaway requires some sort of interaction between the radio station and its engaged audience in a way that promotes key aspects of your brand. Good Giveaways are the ones that balance an exciting mechanic with a creative concept that reinforces client's communication objectives.

3-way interaction:

- Radio station,
- Sponsoring brand
- & Audience

The giveaway moments will consist of:

- recorded sting
- giveaway feature
- prize description
- Banner
 - Mobi- Site Banner*
- Social Media
 - Twitter &*
 - Facebook*



THANK YOU

Mediamark