



GAGASI FM



Gagasi FM is a contemporary radio station with a strong local identity and is a bilingual regional commercial radio station in KwaZulu-Natal, broadcasting in both English and isiZulu.

We celebrate the KwaZulu-Natal region and serve the listeners' information and educational needs through specialist features and focused events and promotions.

Relevant, intimate and continuously in touch with what matters most to KZN.

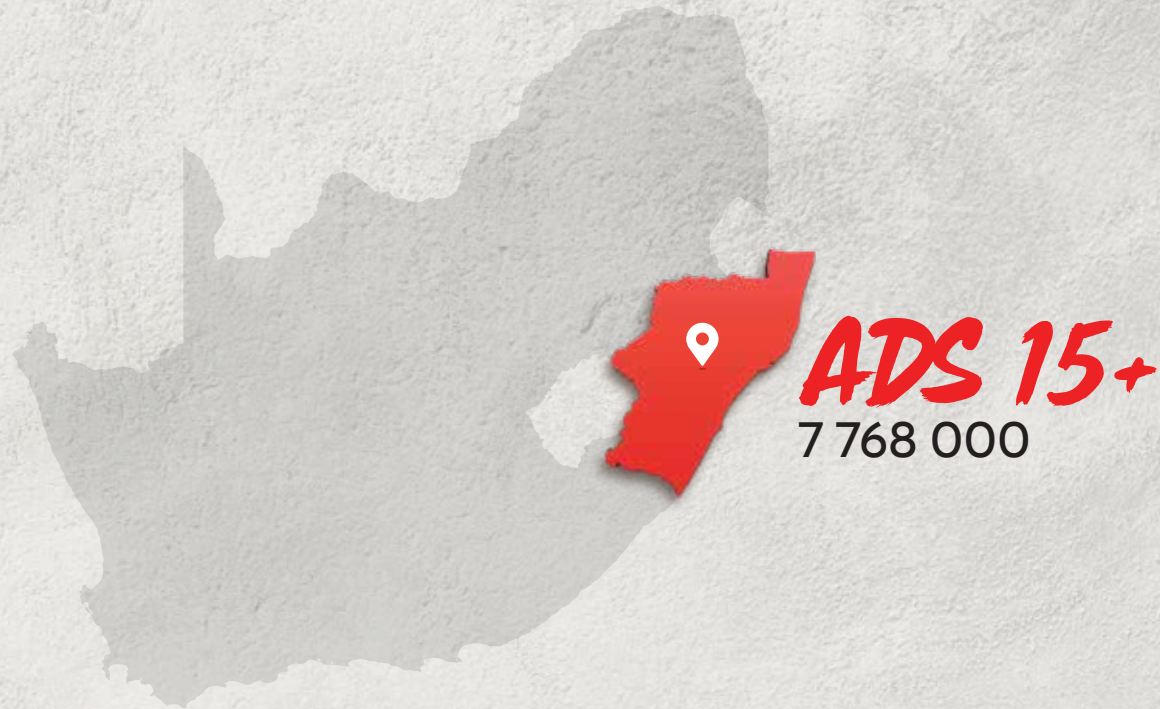
Our content includes lifestyle features and specialist slots including **music, news, sports, traffic reports, competitions and on air features.**



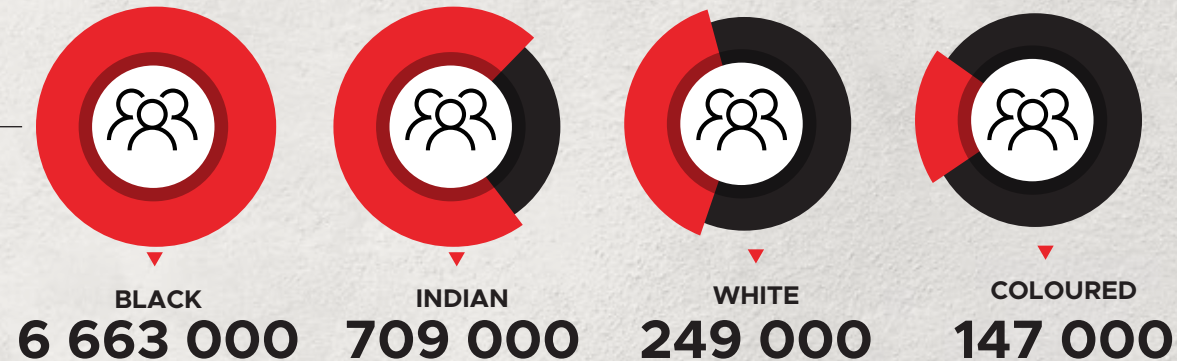
On a bi-weekly basis we conduct research (call outs) to ensure that our listeners only hear what they want to hear.



KZN MARKET

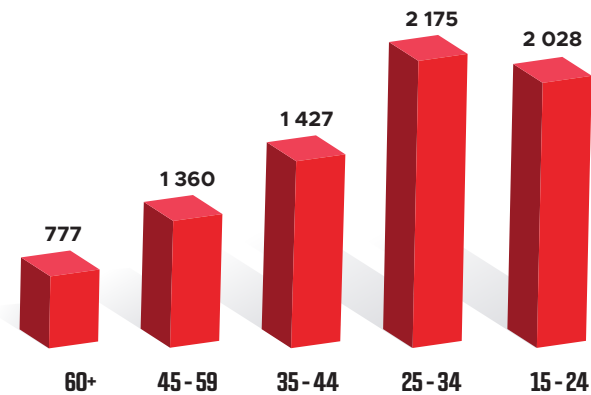


RACE POPULATION



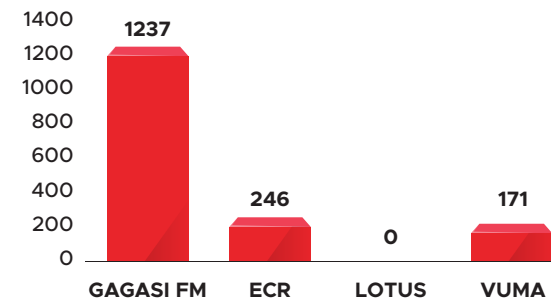
KZN MARKET

AGE BREAKDOWN



REGIONAL STATION LISTENERSHIP

BLACK MARKET

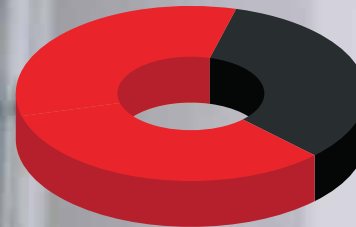


WHO IS GAGASI?

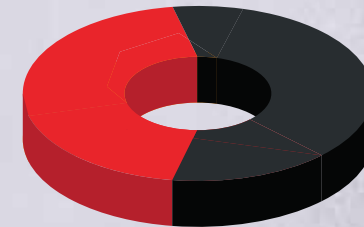
Economic influencers



86%
SHOPPERS



49%
WORKING

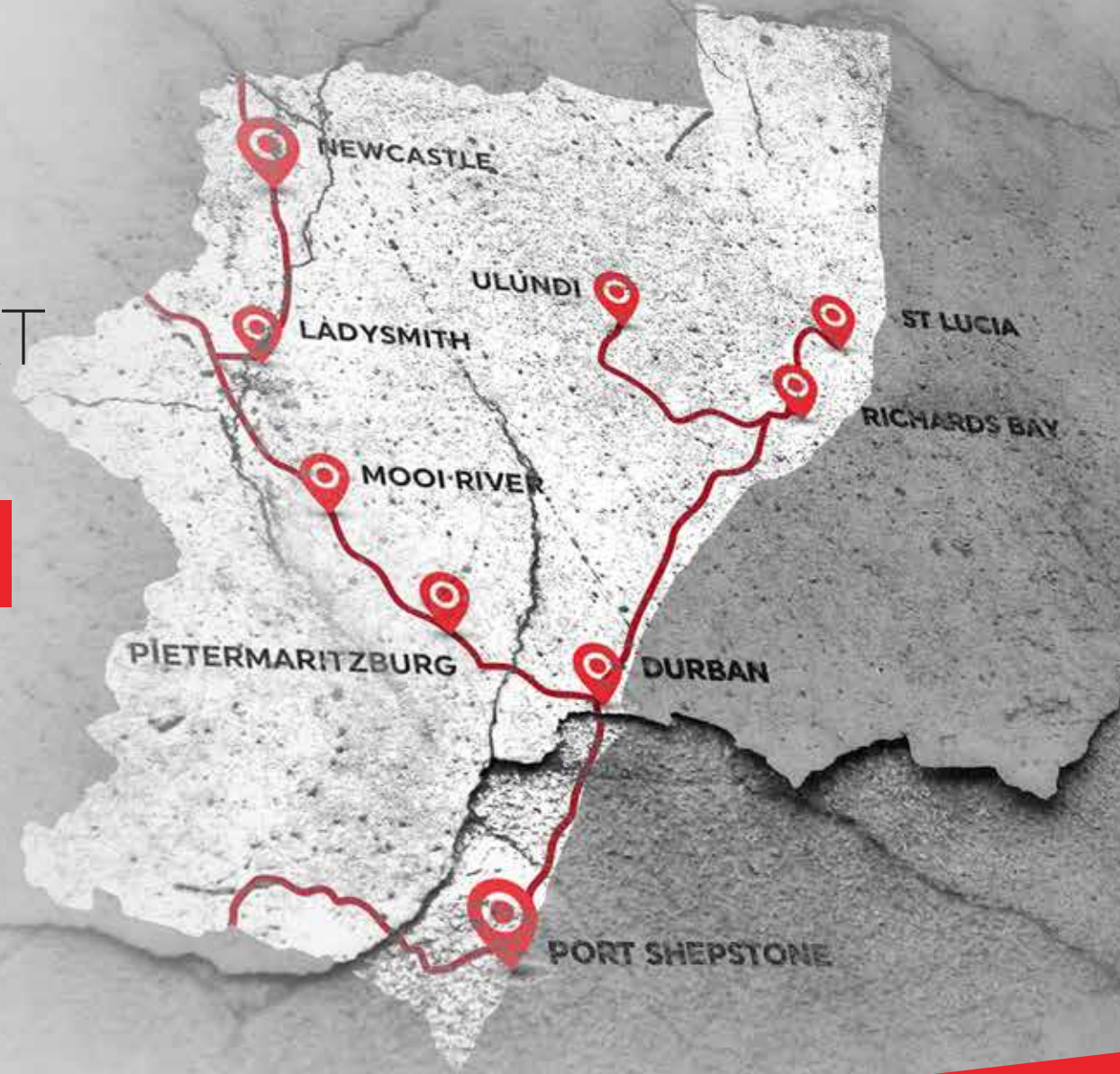


ALL OVER KZN

UNIQUELY KZN
RADIO STATION THAT
CONNECTS WITH

1 279 000 MILLION

URBAN LISTENERS
A WEEK.



WHY GAGASI FM?

SA's No.1
REGIONAL COMMERCIAL STATION

STRONG LOCAL IDENTITY

RELEVANT

CELEBRATE KZN REGION

IN-TOUCH

TRUSTED

INTIMATE

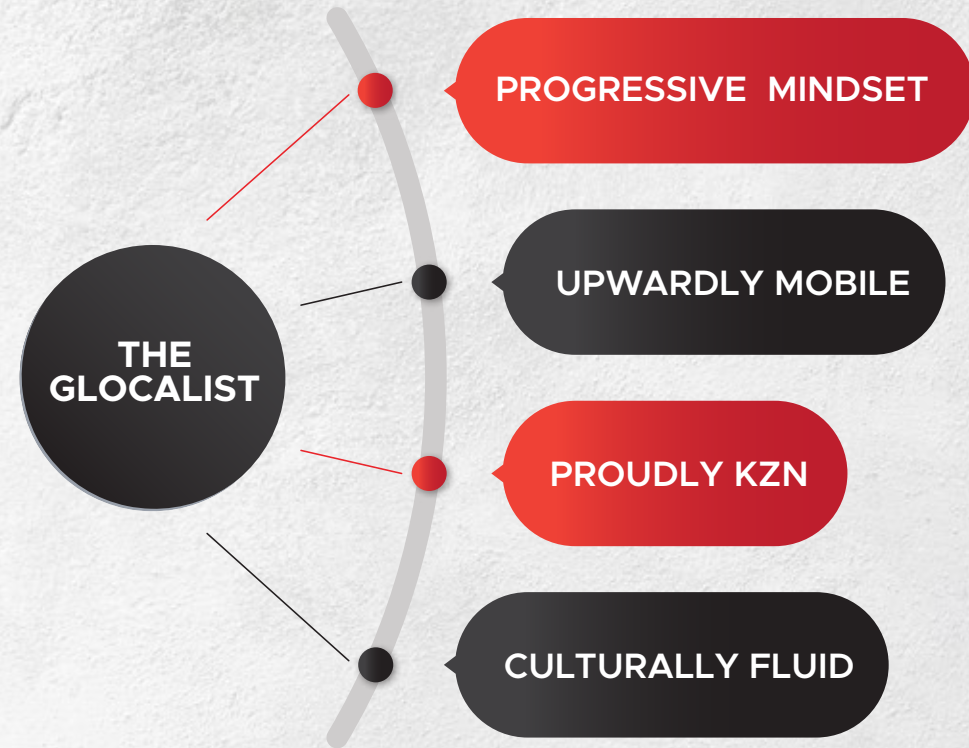


GAGASI FM

BRAND DNA

Whilst the brand will be building credibility in more serious arena there's a certain **"SWAG"** that will always be a part of the core essence of the Gagasi FM identification.

**GLOCAL
ZUNGLISH
STREET
CRED**
WITH A SENSE
OF REFINEMENT



WE GO BEYOND RADIO

WE DON'T JUST LISTEN. **WE HEAR YOU**

WE DON'T SPEAK. **WE ENGAGE**

WE ARE A MEDIA LIFESTYLE BRAND



HOW WE ENGAGE



ENGAGEMENT PLATFORMS



RADIO



DIGITAL



ACTIVATIONS



EVENTS



INFLUENCERS



CSI PROJECTS



PARTNERSHIPS

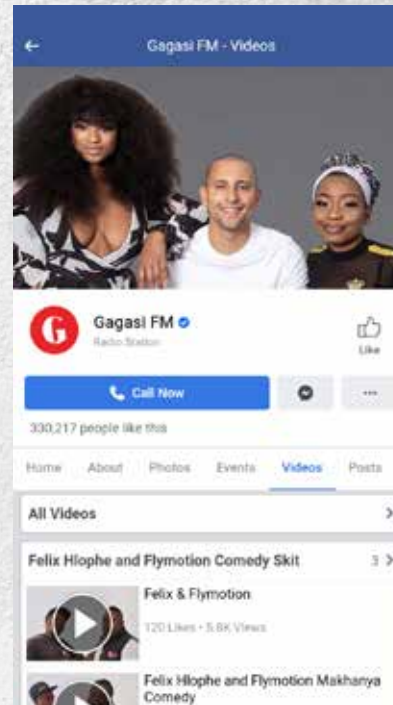
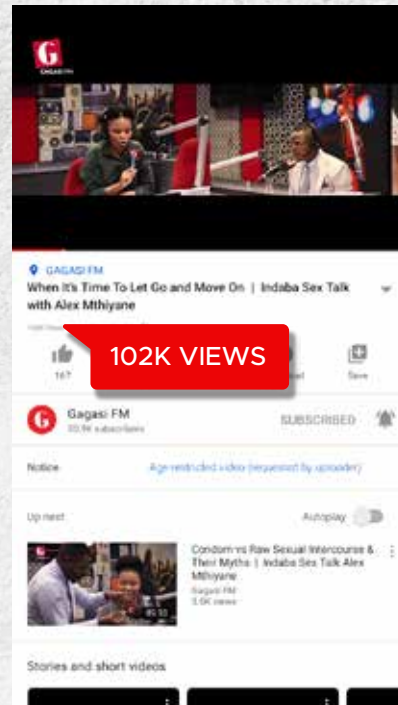
ON AIR



VIDEO



G COMMUNITY



BEYOND FM



VIDEO



G COMMUNITY

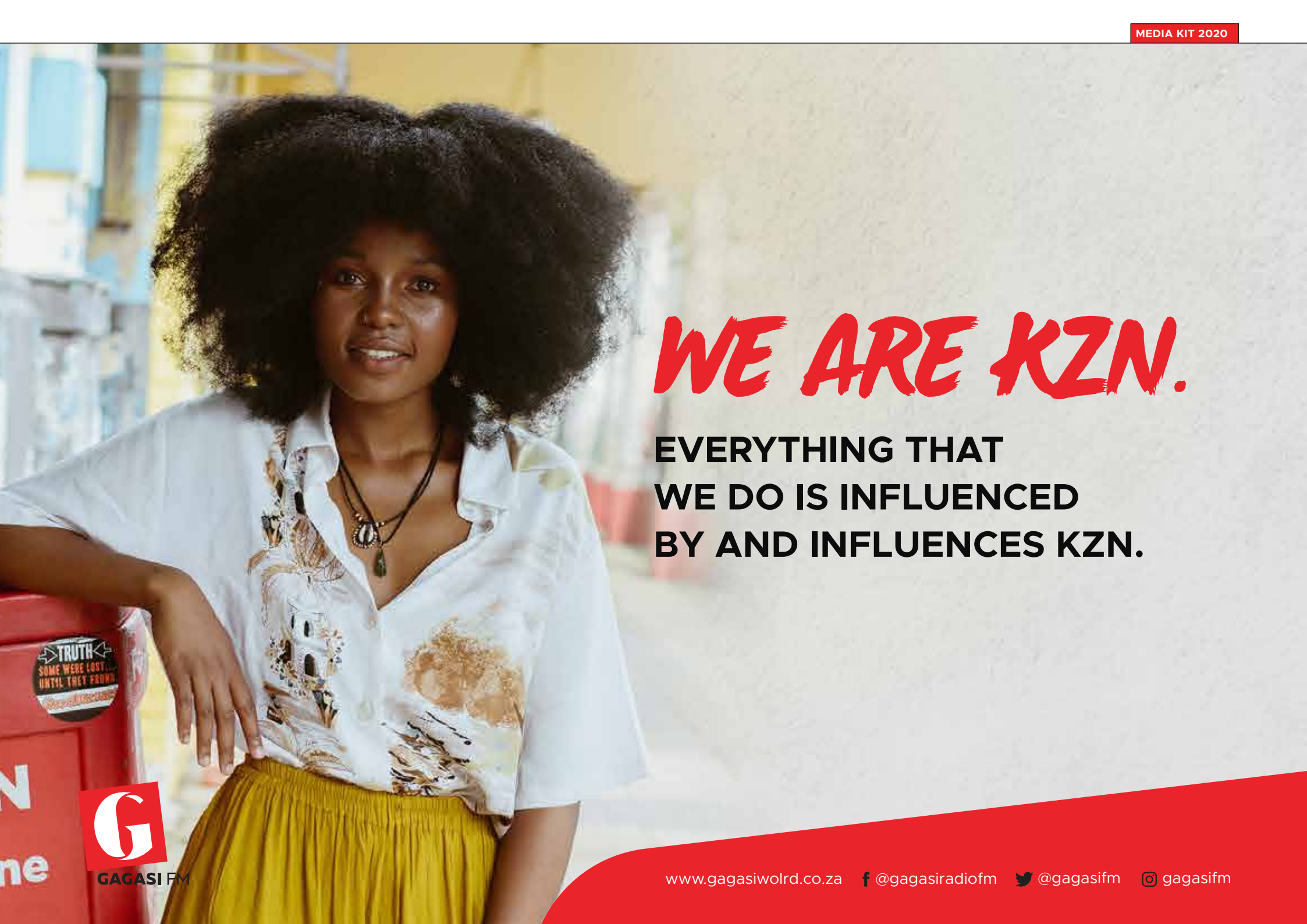
19 228

DEVICE BRANDS

Huawei	676
Samsung	647
Apple	181
Unknown	85
Nokia	63
HiSence	48
Sony	13

78%





WE ARE KZN.

**EVERYTHING THAT
WE DO IS INFLUENCED
BY AND INFLUENCES KZN.**



