



EastCoastRadio

Summer OF POP



Mediamark



THE HOURLY POP ANTHEM

What is it?

Once an hour, at half past the hour, we will play a **Pop Anthem**.

It can be anything from the 90s (Britney, Destiny's Child, Backstreet Boys)

00s (Justin Timberlake, Chris Brown, Katy Perry)

10s (Bruno Mars, Maroon 5, Miley Cyrus)

Elements

- ★ Produced branding before and after the song with the client's payoff line or messaging
- ★ 30s generic or live read in the next ad-break (pref)
- ★ Website and Social Media branding

Optional

- ★ Run a competition where listeners are encouraged to collect any 3 of the anthems' titles and the artists' names for a chance to win with the sponsor at the end of the day

"Every generation has the responsibility to make a fresh set of choices, some informed by the past, some doomed (or blessed!) to repeat it. A song might speak to a specific generation, but it could also reflect a single moment, or an important movement, or a group that feels marginalized, or a sports team, or youth itself, or some combination of the above. The only prerequisite of an anthem, is that it speaks for someone."

Value	Cost	Saving
R626 400	R485 890	R140 510

POP NEWS

When you want the latest news on Taylor really Swift...

When you need to know why everyone is going Gaga over Lady Gaga again...

Pop News features daily gossip updates of what pop stars got up to in the past 24 hours. Breaking up, making up, eloping or just popping to the shops - whatever the **celebrities** are doing, you'll find all the **news**, pictures and videos here.

ELEMENTS

- ★ Produced branding before and after the feature with the client's payoff line and/or messaging
- ★ 30s generic or live read following the bulletin
- ★ Website and Social Media branding

COSTS

Value	Cost	Saving
R306 638	R205 256	R101 382

PARTY PLANNER

If actions speak louder than words, then let us give you the words in this Daily or Weekly party guide so you can put it all into action and enjoy an incredible summer in KZN..

This could include info on club gigs, outdoor events, music concerts, plays, special menus at restaurants, walks, runs or anything else that people might want to do in order to have an epic summer!

Elements

- ★ Produced branding before and after the feature with the client's payoff line and/or messaging
- ★ 30s generic or live read following the feature
- ★ Website and Social Media branding

Value	Cost	Saving
R700 015	R436 519	R263 496

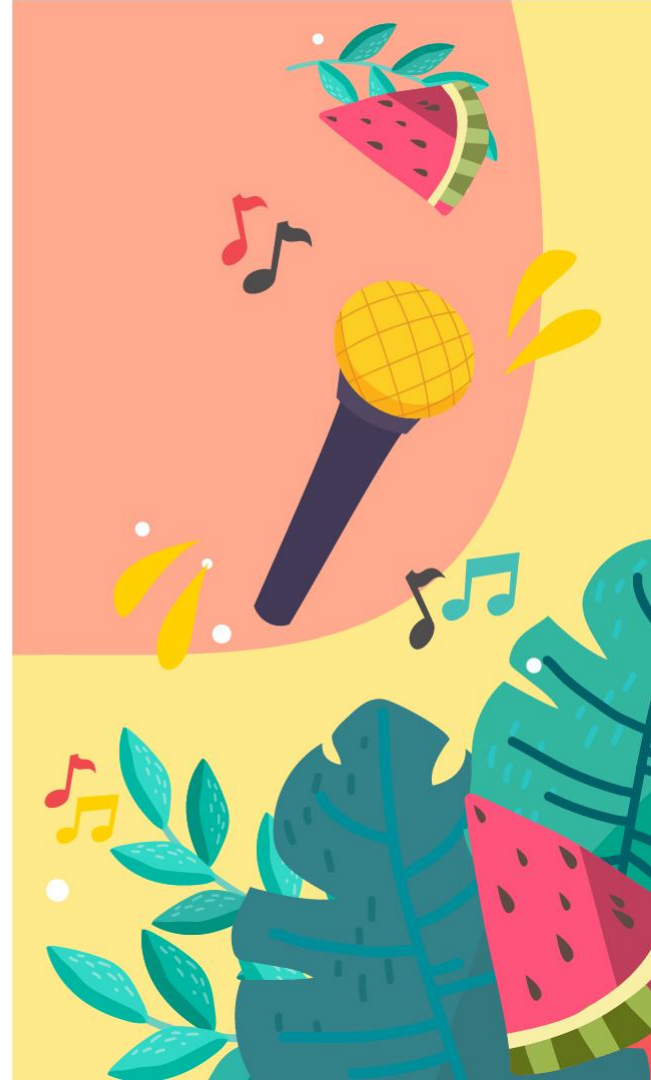
POP QUIZ

So many questions, so little time... Such rewarding sponsorship opportunity! Daily pop culture quiz - posed on-air in Breakfast and again in Drive and answered online. The previous day's winning entry will be announced daily before new questions are asked!

Elements

- ★ Produced branding before and after the feature with the client's payoff line and/or messaging
- ★ 30s generic or live read following the feature
- ★ Website and Social Media branding

VALUE	Cost	Saving
R606 220	R408 201	198 019



30 MINS NON-STOP POP

Once on each of the daytime shows (09:00-12:00 and 12:00-16:00) a pop-music-only 30 minutes of music is played! A great opportunity for a potential sponsor to just “pop” into the listeners’ minds while they’re enjoying the best the world of pop has to offer.

ELEMENTS

- ★ Produced branding before and after the feature with the client’s payoff line and/or messaging
- ★ 4 x 5s recorded stings during the 30 min feature
- ★ a generic advertisement or live read following the feature
- ★ Website and Social Media branding

COSTS

VALUE	Cost	Saving
R495 565	R366 600	R128 965

POP UP CHARTS

What is it?

These can happen anywhere and at any time.

Typically, Top 3's or Top 5's.

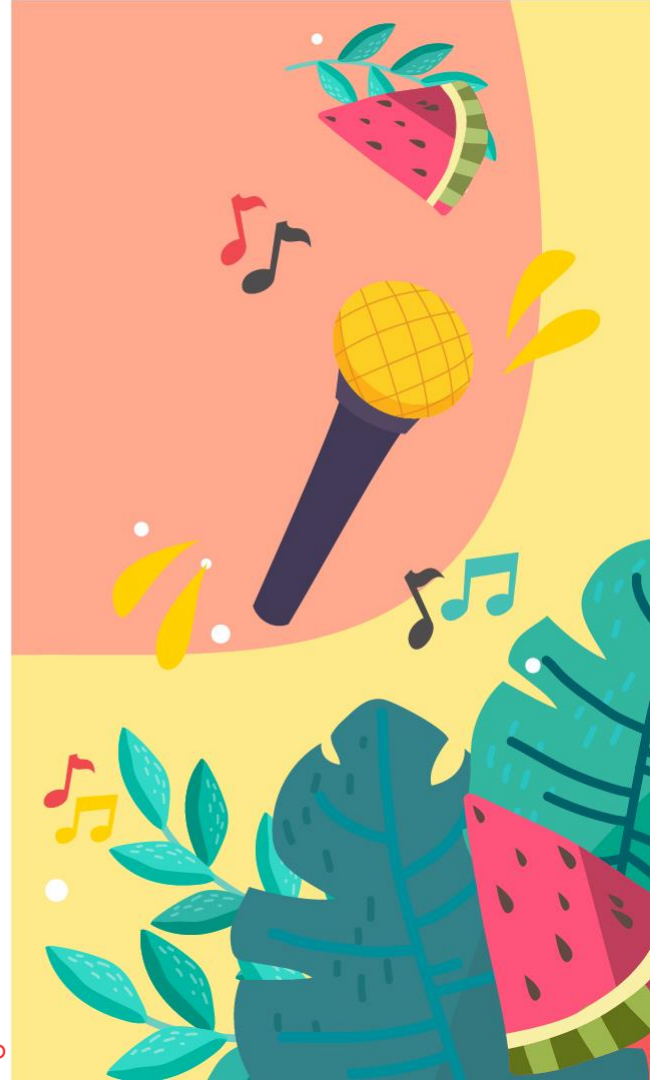
It could be era, genre, artist or theme based.

Take a musical journey with the sponsor of this feature through a mini concert of sorts. The opportunity also exists for the sponsor to position their own Top 3 or Top 5 reasons to try them out.

Elements

- ★ Produced branding before and after the feature with the client's payoff line and/or messaging
- ★ 30s generic or live read following the feature
- ★ Website and Social Media branding

Value	Cost	Saving
R729 449	R455 802	R273 647



100 BEST POP OF ALL TIME

Who will come out tops? Michael Jackson? Roxette? Pet Shop Boys? Miley Cyrus? Wrong. The sponsor will come out tops. Through recorded promos, live liners and social media, listeners can vote online and listen from 8am to 5pm on 31 December as we count down the 100 Biggest Pop Songs of All Time., thanks to the sponsor.

Elements

- ★ Produced branding before and after the feature with the client's payoff line and/or messaging
- ★ 30s generic or live read following the feature
- ★ Website and Social Media branding

Costs

Value	Cost	Saving
R520 124	R352 665	R167 459

POPSICLE POP UP

On really hot days in Durban, who would not like a pop-up ice cream giveaway to happen at the beach, a mall, the promenade, etc? The perfect opportunity for listeners to interact with your brand while cooling down with an ice-cream.

Elements

- ★ Produced branding before and after the feature with the client's payoff line and/or messaging
- ★ 30s generic or live read following the feature //
- ★ Website and Social Media branding

Costs

Value	Cost	Saving
R877 352	R482 083	R395 269

POP-UP PARTY

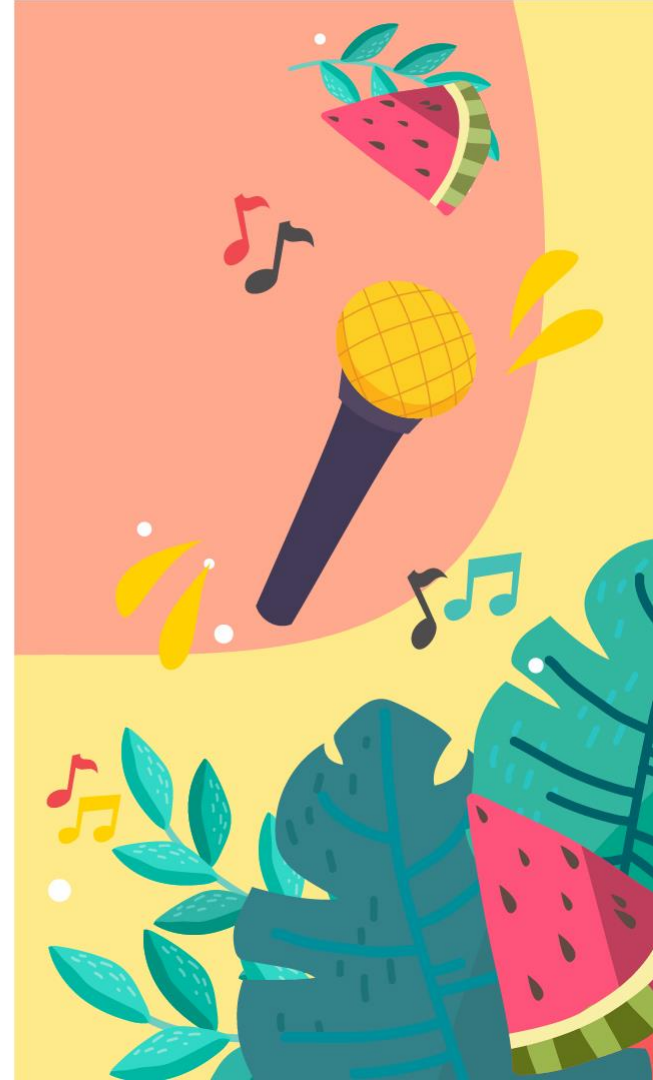
Put on your party shoes for a 1-hour party with an ECR DJ playing music and promoting your brand while doing giveaways... could also be an OB for 3 hours – ideal for a sponsor that wants to activate (can be at a market, in a mall, a hot new place around KZN)

Elements

- ★ Produced branding before and after the feature with the client's payoff line and/or messaging
- ★ 30s generic or live read following the feature
- ★ Website and Social Media branding

Value	Cost	Saving
R314 380	R202 296	R112 084

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POP UP SHOP UP



You want an ECR presenters, backed by a team of promoters, to drive people to your store or to engage with your brand? With this campaign, they'll arrive at a store (clothing, supermarket, hardware, electronics) and call the station to say that for the next 60 minutes they will be handing out discount vouchers to shoppers

Elements

- ★ Produced branding before and after the feature with the client's payoff line and/or messaging
- ★ 30s generic or live read following the feature
- ★ Website and Social Media branding

Value	Cost	Saving
R308 950	R243 348	R65 602

POP-UP FASHION SHOW

What is it?

Let your brand strut its stuff through a pop-up fashion show... there'll be a catwalk, music, models, the latest summer fashions (can be on the beach, promenade, mall) and an audience ready to be seen wearing your clothing... ideal for clothing retailer

Elements

- ★ Produced branding before and after the feature with the client's payoff line and/or messaging
- ★ 30s generic or live read following the feature
- ★ Website and Social Media branding

Value	Cost	Saving
R364 200	R249 826	R114 374



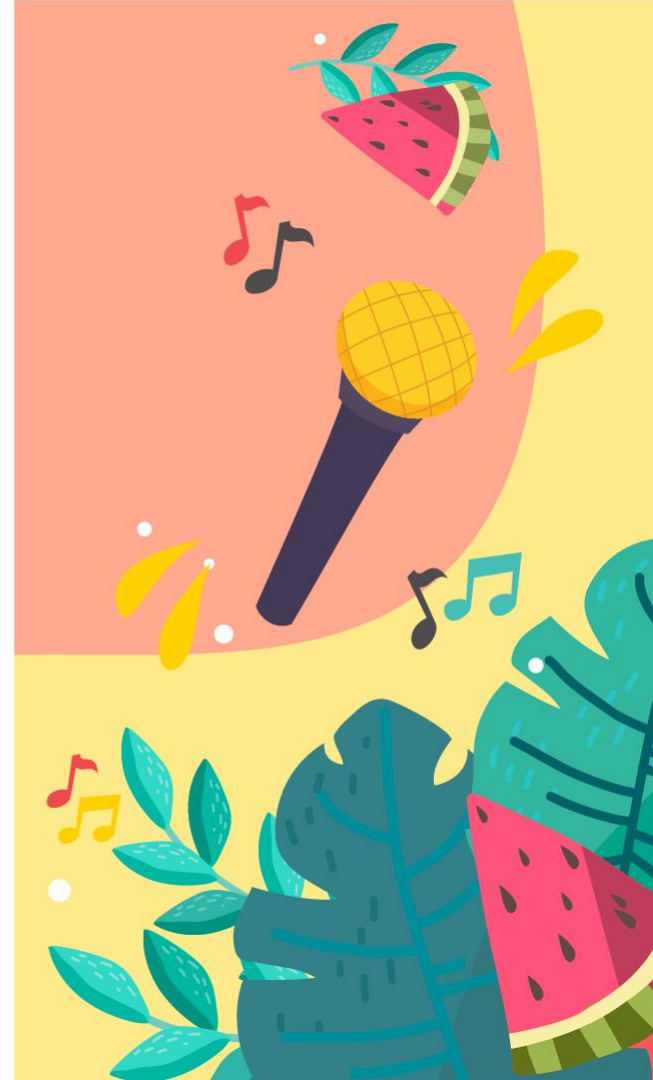
POP-UP WORKOUT

Finally, an idea that's fit for any health, exercise or fitness brand out there. A 30 minute free workout with a fitness expert (can be at the beach, on the promenade, in a park, anywhere that outdoor fitness happens) with the sponsor's brand front and centre.

Elements

- ★ Produced branding before and after the feature with the client's payoff line and/or messaging
- ★ 30s generic or live read following the feature
- ★ Website and Social Media branding

VALUE	Cost	Saving
R362 075	R225 254	R136 821



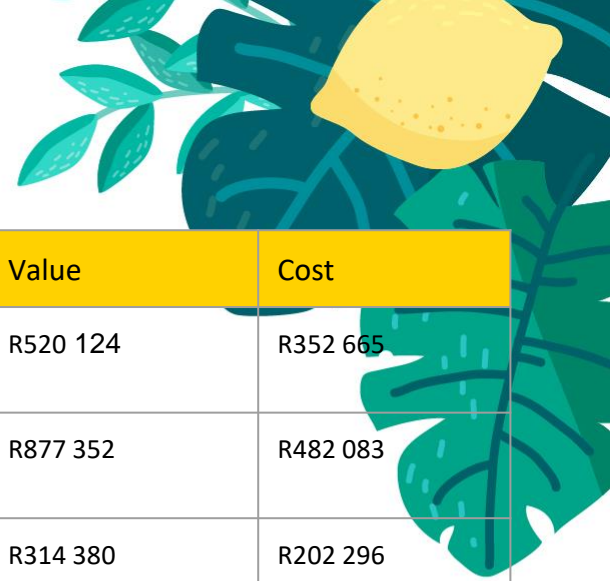
SUMMARY

Summary



Opportunity	Elements	Duration	Value	Cost
The hourly pop anthem	Promos, Feature Sponsorship, website & Social media	1 Week	R626 400	R485 890
Pop news	Promos, Feature Sponsorship, website & Social media	1 Week	R306 638	R205 256
PARTY PLANNER	Promos, Feature Sponsorship, website & Social media	4 Weeks	R700 015	R436 519
POP QUIZ	Promos, Feature Sponsorship, LR Winner Announcement, website & Social media	1 Week	R606 22	R408 201
30 MINS NON-STOP POP	Promos, Feature Sponsorship & Social media	1 Week	R495 565	R366 600
POP UP CHARTS	Promos, Feature Sponsorship, website & Social media	4 Weeks	R729 449	R455 802

Summary



Opportunity	Elements	Duration	Value	Cost
100 BEST POP OF ALL TIME	Promos, Feature Sponsorship, Live Liners, website & Social media	1 Week	R520 124	R352 665
POPSICLE POP UP	Promos, feature sponsorship, activation liners, activation crossing & social media	4 Weeks	R877 352	R482 083
POP-UP PARTY	Generics, Promos, Outside Broadcast, website & Social media	1 week	R314 380	R202 296
POP UP SHOP UP	Tagged Generics, Appearance Crossings, Website & Social Media	1 Week	R308 950	R243 348
POP-UP FASHION SHOW	Generics, Promos, Outside Broadcast, Website, Social media & Video	1 Week	R364 200	R249 826
POP-UP WORKOUT	Generics, Promos, Live Liners, Feature Sponsorship, Social & Video	1 Week	R362 075	R225 254



THANK YOU

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