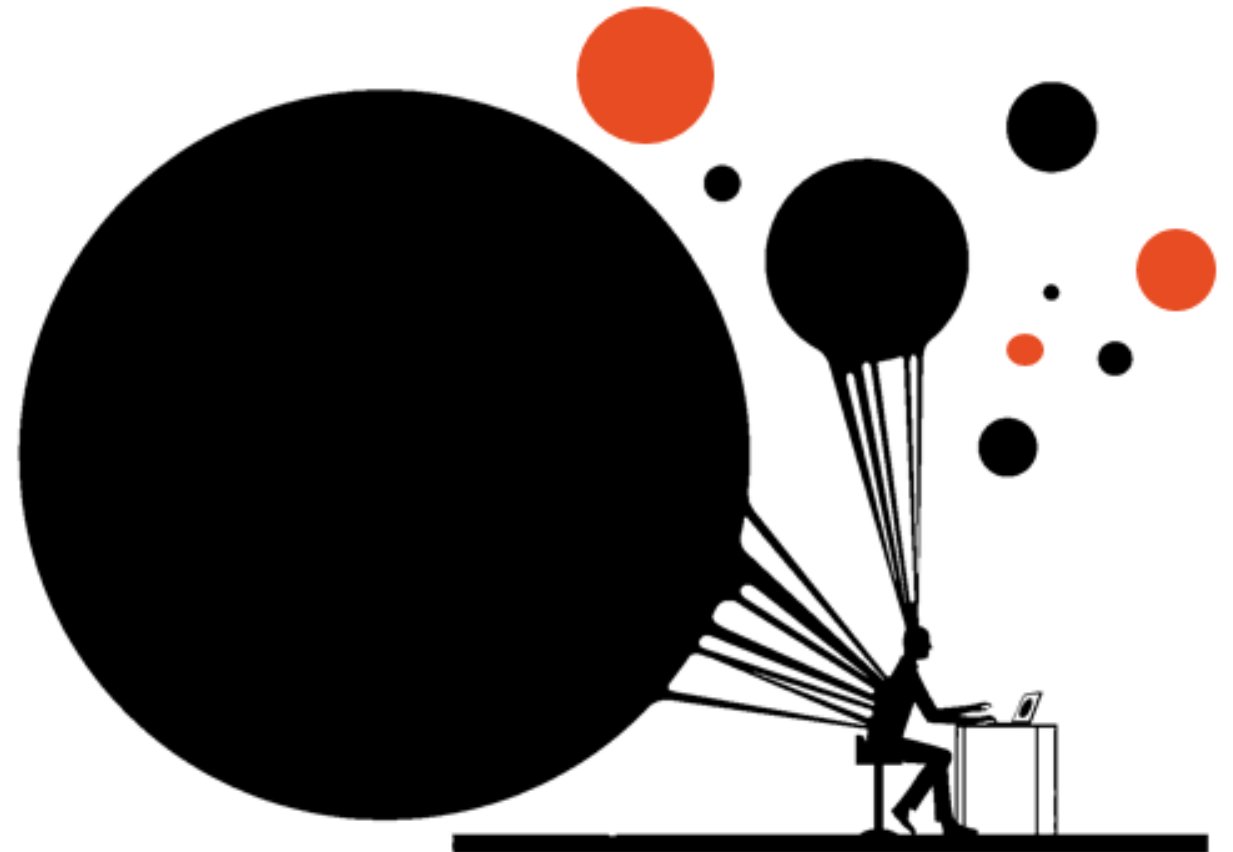


FIRST PARTY DATA SURVEY PRODUCTS



FIRST PARTY DATA SURVEY PRODUCTS

- Reach 2 700 000 consumers through our platforms
- Tailormade Data products for any Brand looking for insights, using customised questions.
- Surveys are done utilising an extensive database.
- Incentive to participate.

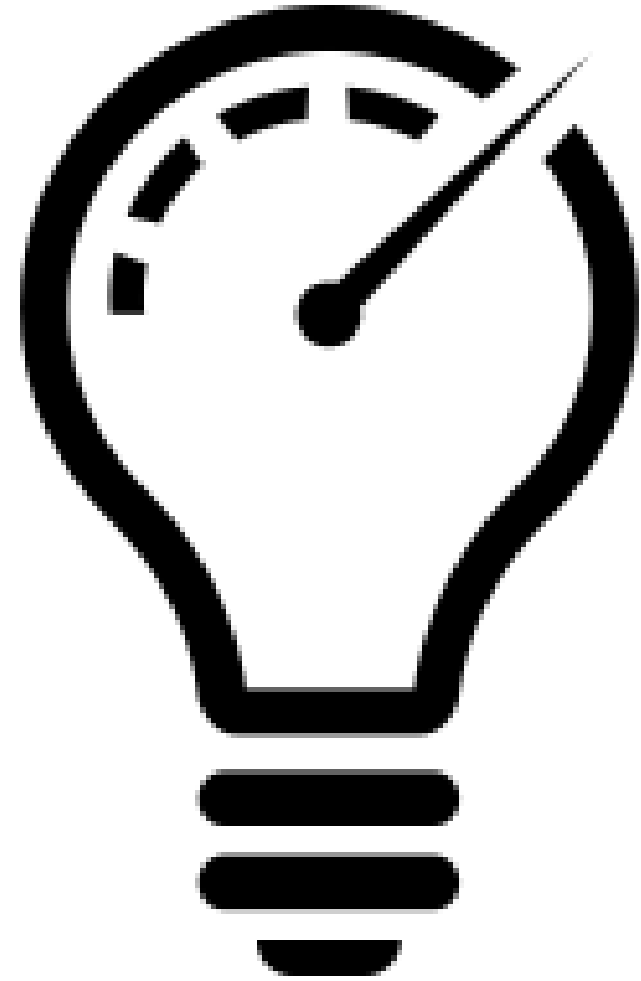


FIRST PARTY DATA SURVEYS

Our packages range from
R20K to R140K

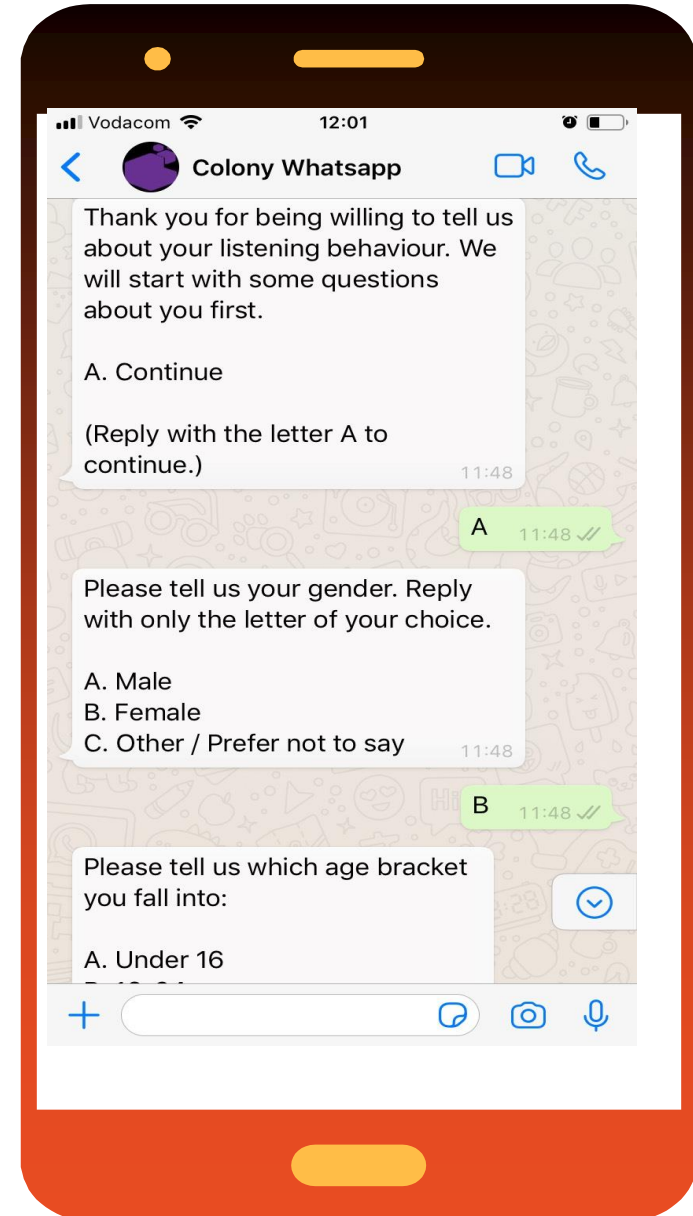
And a guaranteed number of respondents
per survey of
350

You will receive an
Insights Presentation &
Raw Data



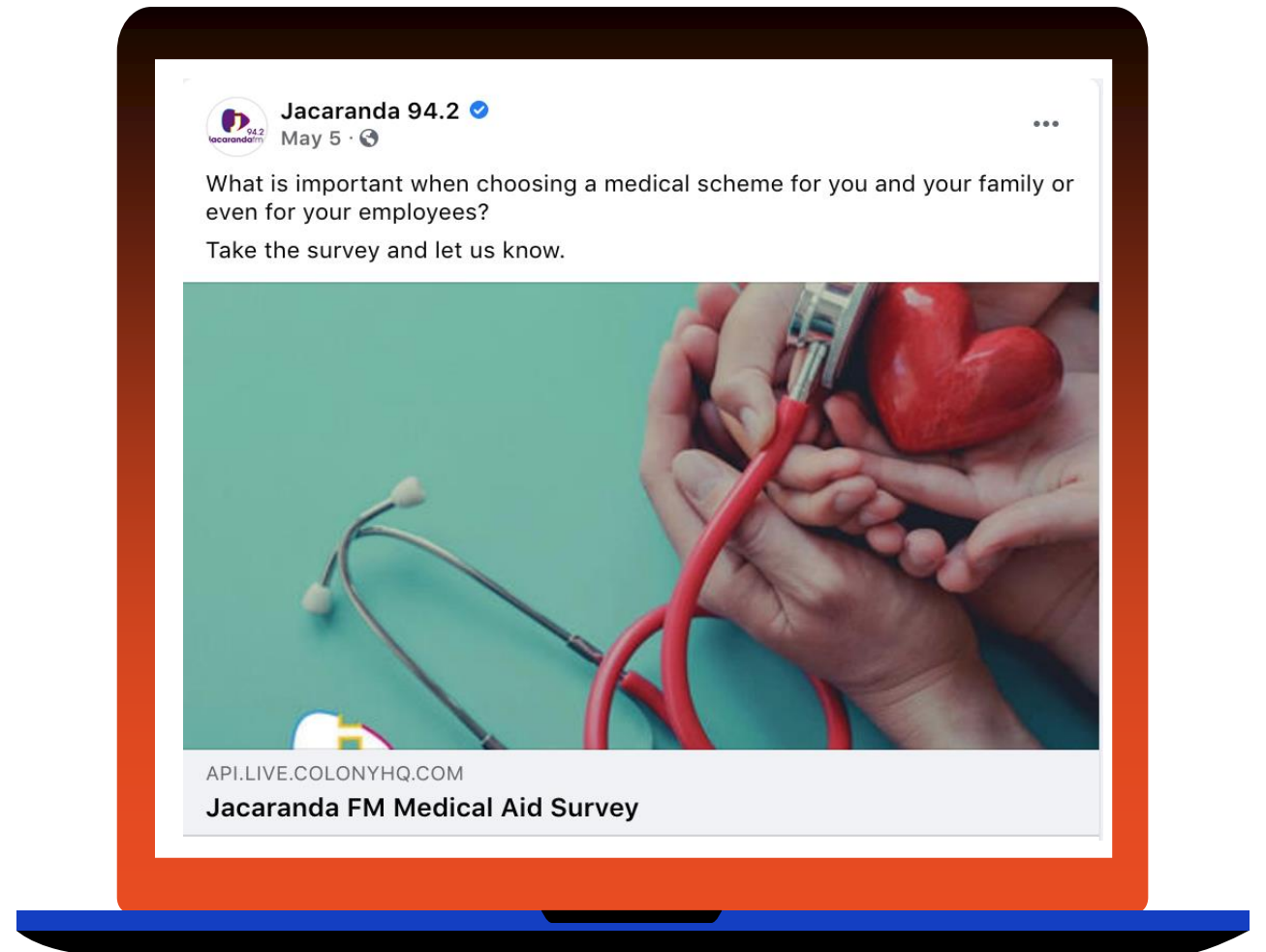
WHATSAPP BOT

- A companion 2-3 question survey that can be added to the following:
 - Competitions
 - Pop up activations
 - Donations or CSI campaigns
- A direct response to the station as an extension of a campaign
- Works for Lead Generation and Direct Digital Marketing
- Good for topline insights as supposed to detailed research
- Incentive to participate
- Sample size is dependent on campaign



STANDARD SURVEY (EXCL DMP)

- 10 customised questions supplied by client, with workshop in conjunction with the Market Engagement Manager and Mediamark Marketing Intelligence included
- Lead generation with opt in – the list of opted in responses shared with client
- Minimum sample size of 350
- Social Media Promotion
- Incentive to participate
- Optional on-air promotion can be included at an additional cost



PINPOLL SURVEY (INCL. DMP)

10 customised questions supplied by client, with workshop in conjunction with the Market Engagement Manager and Mediamark Marketing Intelligence included
Survey contextualised with related content on our website, or available across the site

Perfectly tailored survey with client corporate branding, inclusive of client advert within the survey, with link to client landing page

Minimum sample size of 350

Lead generation opt in database

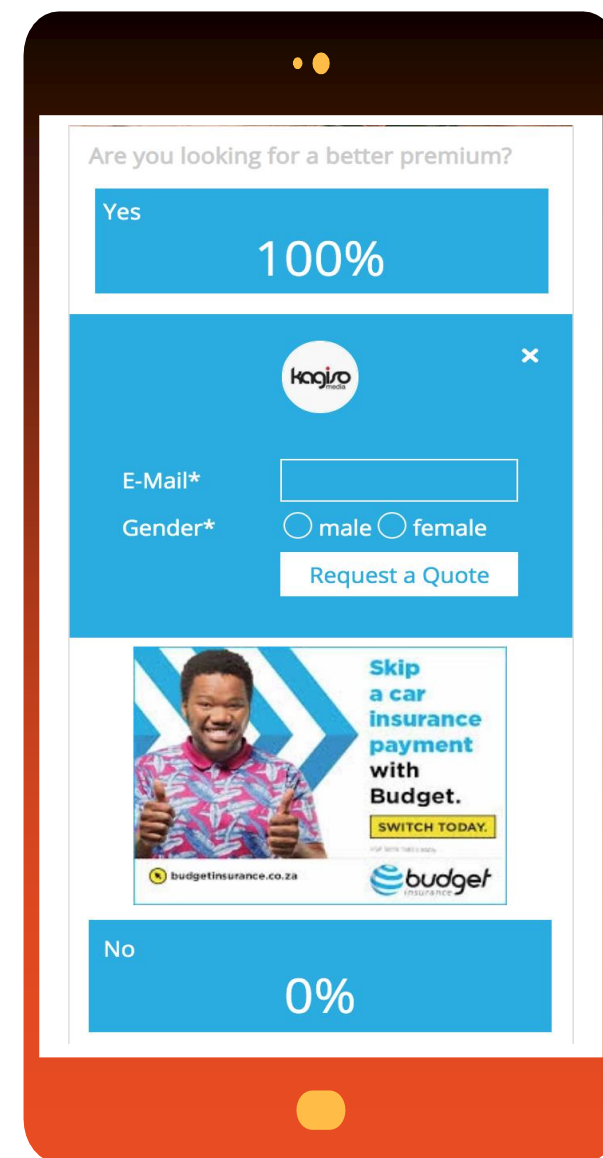
First party data audience insights on participants, including interests (via Pinpoll DMP)

Option to re-target ads to survey participants and lookalike audiences within our DMP based on interests via DMP and Programmatic platform

Social Media Promotion

Incentive to participate

Optional on-air promotion can be included at an additional cost



INVESTMENT SUMMARY

	Jacaranda FM	East Coast Radio	Both Stations
Pinpoll Survey	140,000	140,000	200,000
Standard Survey	50,000	50,000	80,000
WhatsApp Bot	20,000	20,000	30,000

TERMS & CONDITIONS

- Surveys are subject to approval and availability, with a maximum of 2 client surveys/ month
- Maximum of 15 questions for Colony, with 7 that are related to the client brand
- Maximum of 5 questions for Pinpoll, with 2 that are related to the client brand
- All polls created using Pinpoll require a content piece. This content/ article can be provided by client according to required specs, or created by station to support the poll, with client input as required
- Whatsapp return questions can only be purchased as an element of a client competition/ campaign, and cannot exceed 3 questions
- All surveys/ polls must include an incentive, to be approved by station
- The minimum cash incentive is R2000 for 1 winner. If more than one winner is required, a R1000 incentive for 3 winners will apply
- The Market Engagement Manager may change a question if it does not fit the radio station brand tone to increase audience participation, with any changes to be communicated to client in advance
- All Lead Generation campaigns require an opt in
- Neither Raw Data nor Profiles of respondents may be shared without an opt in
- One week is required to gather responses
- A client presentation will be shared a minimum of one week after the survey closing date
- All costs quoted exclude VAT. See www.Mediamark.co.za for more t's and c's



TRAVEL CLIENT EXAMPLE

SURVEY PRODUCT

- We ran a 5-question survey inside an online advertorial around international travel during the pandemic on JacarandaFM.com

TIMING:

- The poll ran from 22 September until 28 September 2020.
- DIGITAL PROMOTION:
- The poll was promoted on Jacaranda social media channels.

INCENTIVE TO ENGAGE:

- An incentive of R2,000 for one winner was offered.

RESULTS:

Respondents: 757 across the survey

Entries: 144

Opt Ins:

100 said YES to more info from client



SURVEY QUESTIONS

When booking your International Holiday do you make use of a Travel Agent?

Yes

40%

No

27%

Only for certain trips

20%

No, but I would like to

14%

5

How long in advance would you usually book your International holiday?

A year or more

24%

6 to 11 months

39%

2 to 6 months

32%

A few weeks

5%

5

SURVEY QUESTIONS

Would your booking dates be dependable on discounts available from your Travel Agent?

Yes, I'm always looking for the good deal

59%

No, I can only travel at certain times

13%

I could be a bit flexible if the price was right

23%

I'm not really worried about discounts

5%

5

Are you still worried about Covid and its impact on your travel plans?

Yes

38%

No

9%

A little bit worried

38%

People need to move on

15%

5

What is your favourite type of international holiday?

Beach

50%

City

4%

Cultural

7%

Family

20%

Sport and adventure

1%

Nature and camping

3%

Backpacking

0%

Cruise

10%

Group tours

2%

Road trips

4%

5

SURVEY PROMOTION



Car spending more time at home?
You could save up to 25% on your premium with Sunam's™

Travelling internationally during the COVID-19 pandemic

South Africans can finally travel internationally. Here are a few things to note when planning your next international trip, as well as a chance to win R2,000!

Over the past few months, people across the country have been finding very creative ways to keep the international travel dream alive – from virtual travel to cooking food inspired by their favourite destinations.

The good news is that we will finally be able to swap the virtual travel for real-life travel soon! It has been confirmed that South African borders will be opened for international travel (subject to certain restrictions) from 1 October 2020.

READ: Going on a vacation during the pandemic

You can win R2,000 towards your next holiday by just answering 5 travel questions for us. Enter by taking our poll below and don't forget to share your details at the end.

What is your favourite type of international holiday?

Beach	City
Cultural	Family
Sport and adventure	Nature and camping
Backpacking	Cruise
Group tours	Road trips

Live like an INFLUENCER & Get DOLLAS for DOLOLO

SURVEY QUESTIONS

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EXAMPLE OF SURVEY QUESTIONS TO MEASURE:

BRAND AWARENESS

BRAND AWARENESS

When thinking of buying PRODUCT, which comes to mind as your top choice?

- Other company 1
- Other company 2
- Our company
- Other company 3

Which of these aspects led you to this choice?

- Availability
- Personal experience
- Price
- Quality
- Recommendation

BRAND AWARENESS

Please rank the following in order of their importance when you are looking for PRODUCT.

1 = the most important; 5 = the least important

Brand

1

v

Convenience

2

v

Discounts

3

v

Price

4

v

Recommendations

5

v

BRAND AWARENESS

Please rate the following from 1 (Strongly Disagree) to 5 (Strongly Agree).

Strongly Disagree

1

2

3

4

Strongly Agree

5

X is a brand I know to be trustworthy.

I am confident when I buy X.

I look for X before I look for other versions of this product.

When given the choice between X and a generic version, I would choose X.

I would recommend X to my friends/family.

If X is not available I will not purchase another brand.

If X is not available I will try to find it somewhere else.

BRAND AWARENESS

How often have you used brand X in the past?

- Never
- Rarely
- Sometimes
- Frequently
- I ONLY use X

MEDIA ATTRIBUTES

Have you seen brand X advertised in the last month?

- Yes
- No

If you answered yes to the previous question, which media channels have you seen brand X advertised on?
You may select multiple answers.

- Radio
- TV
- Newspapers
- Magazines
- Out of home
- Online
- Social media, e.g. Facebook, Instagram

MEDIA ATTRIBUTES

When thinking of your favourite radio station, what makes you like and want to engage with them?
You may select multiple answers.

- Music
- On-air personalities
- News and updates
- Call-in features e.g. general knowledge quiz; personalised playlist of songs
- Competitions and promotions
- Events
- Station social media, e.g. Facebook, Instagram

MEDIA ATTRIBUTES

When thinking of your favourite radio station, how likely are you to recommend it to your family and friends to listen to?

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Very Unlikely

Very Likely

Which of the following social media accounts do you have?

- Facebook
- Twitter
- Instagram

Which social media accounts do you use the most to engage with your favourite radio station?

- Facebook
- Twitter
- Instagram

THANK YOU!