

Lead the generation

with first party radio data direct from one-million real listeners.

SoundInsights

Tailor-made radio solutions

SoundInsights



EastCoastRadio



JacarandaFM 94.2

Mediamark

kagiso
media

Who Is SoundInsights For?

- **SoundInsights** is perfect for businesses looking for new **ways to grow** in an evolving COVID-19-impacted landscape.
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- **SoundInsights** enables you to deliver the **right message** to the **right audience**, in the **most impactful** manner, based on facts.
- If you're wondering what your customers *really* think about your brand, **SoundInsights** can help you find the answer.
- **SoundInsights** is here to enable **deeper customer understanding** and insight-based decisions, empowering you and your business., and helping you stand out from the noise.

How Can YOU Utilize SoundInsights?

Win Customers

From leads, to insights, to creating a viral campaign, our surveys are customised to help you achieve your objectives with impact.

Tell Your Story

Create an editorial series, and combine it with a brand survey, or place a quick poll in editorial content. With a 2 week turn-around from survey to results, you'll save time and money otherwise spent on surveys conducted by market research institutes, or the purchase of secondary data.

Engage Your Future Customers

Utilise our survey tool to generate engagement and feedback related to your current topic or product content directly in your post. Your customers will be made aware of your advertising message in a playful and active manner. Include Interaction banners after the survey. The surveys can also be used to bolster a newsletter database.

How Can YOU Utilize SoundInsights?

Quiz Tool

Captivate customers with your own quiz to generate a high level of attention and long-term engagement of the user with your company or your products.

Targeting Opportunities

Place your advertising where your target group already is by utilising user interests to determine delivery in a targeted manner. Our advertisers get access to a current target group catalogue with proof of origin.

Connect With Your Customers

Our surveys, competitions and quizzes can be used to bolster a newsletter database.

With our Data Management Platform, our customers learn more about their newsletter subscribers, and can use this knowledge for targeted newsletter campaigns.

In Summary

- Kagiso Media Radio's SoundInsights connects businesses and customers in real time. From a simple poll asking for an opinion, to an in-depth survey, SoundInsights has the ability to deliver the answers a brand needs and help create meaningful connections.
- SoundInsights will uncover compelling insights based on your target market, to help the business make informed decisions.
- With access to a wide range of radio station listeners from East Coast Radio and Jacaranda FM we will never survey the same person twice. Therefore, results will be more statistically significant, organic and genuine, and therefore more valuable.
- SoundInsights uses Data Management Programs, which allow East Coast Radio and Jacaranda FM to collect data across a wide range of platforms.
- This is not just about tracking interests and search terms. SoundInsights can speak directly to the targeted audience and gauge their sentiments, inviting the audience to participate and share their views.

First Party Data Surveys

Our packages range from R20K to R140K

An incentive to participate is required

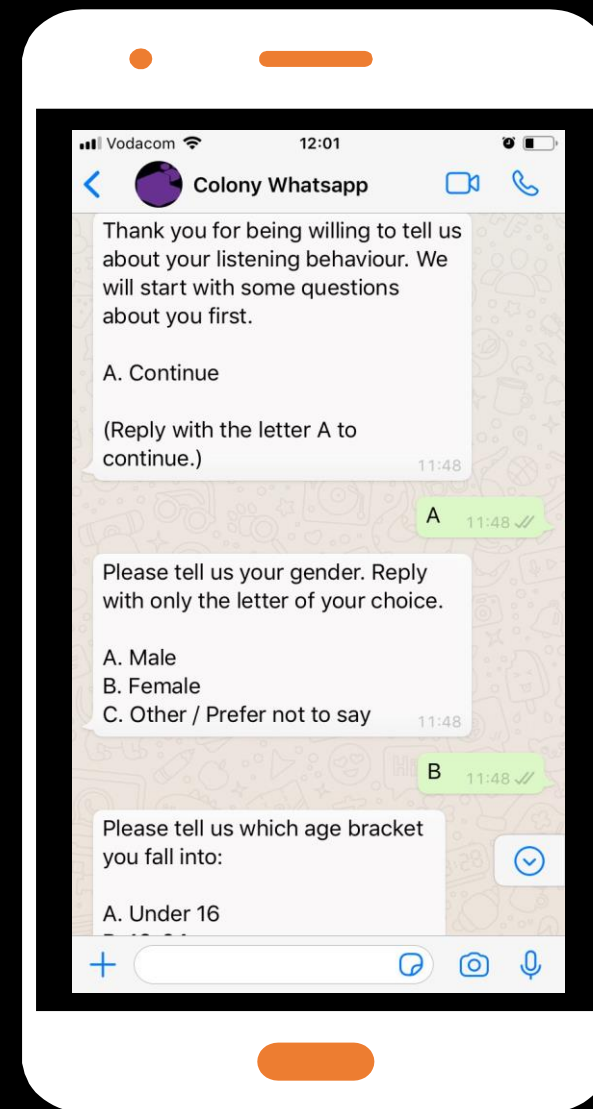
We guarantee 350 respondents per survey

You will receive an Insights Presentation + Raw Data



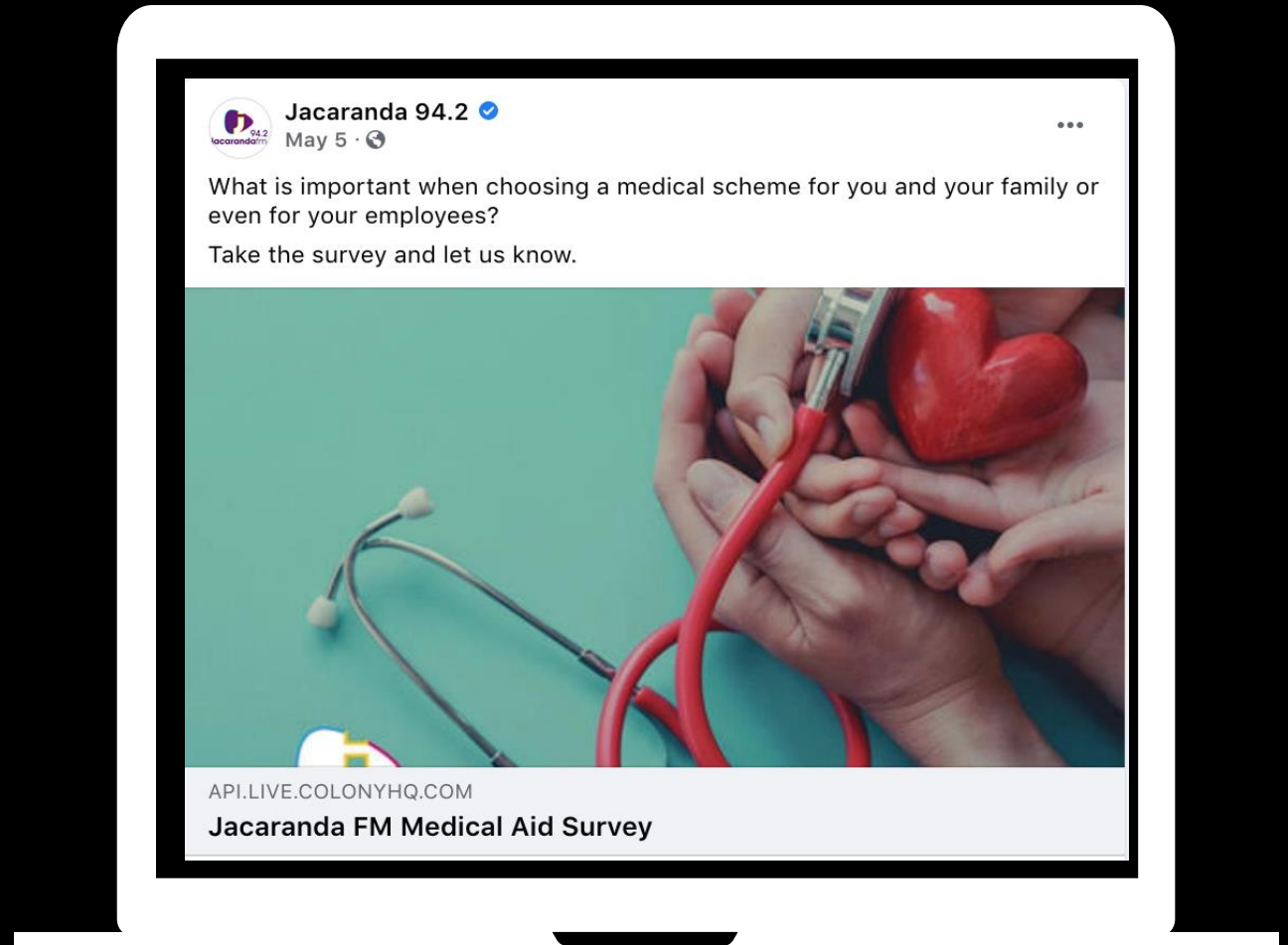
WhatsApp Bot

- A companion 2-3 question survey that can be added to the following:
 - Competitions with a key-word entry mechanism
 - Pop up activations utilizing a key-word
 - Donations or CSI campaigns
- Our WhatsApp Bot is a great organic addition to 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 opposed to detailed research
- Incentive to participate
- Sample size is dependent on campaign



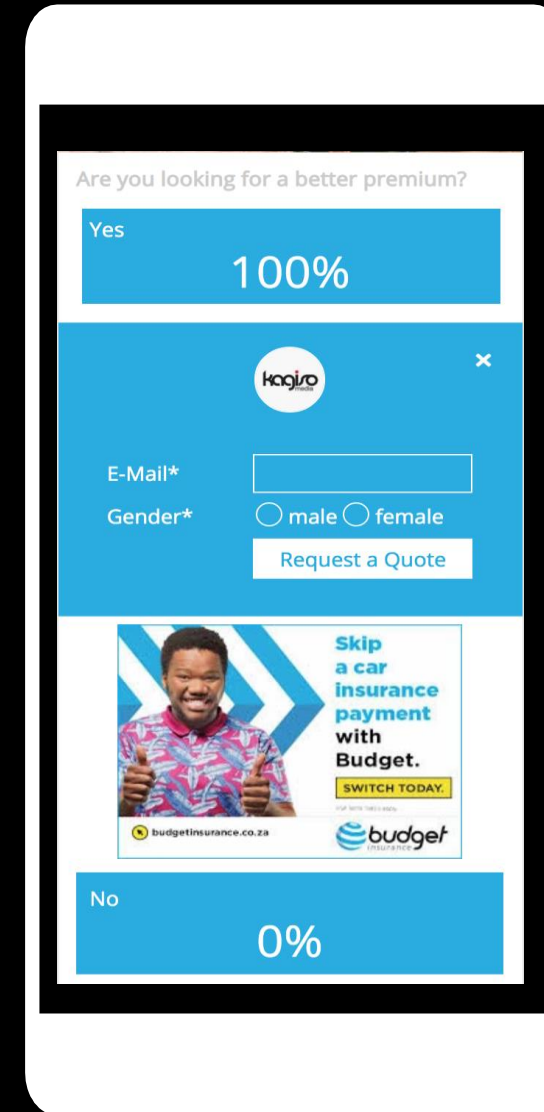
Standard Survey (excluding DMP)

- ±10 customized questions supplied by client, workshopped in conjunction with the Market Engagement Manager and Mediamark Analytics and Insights teams 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 (including DMP)

- ±10 customized questions supplied by client, workshopped in conjunction with the Market Engagement Manager and Mediamark Analytics and Insights teams included
- Survey contextualized 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, or preferred link
- 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 per survey, with 10 related to client brand
- All surveys 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
- Our WhatsApp Bot 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 one winner. If more than one winner is required, a R1000 incentive for 3 winners will apply
- Questions may be edited 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 general t's and c's

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

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%

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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%

§

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%

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Travelling internationally during the COVID-19 pandemic

© Copyright 2020, 17, 2020, 11:23 AM, 1 By Lifestyle Reporter

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.

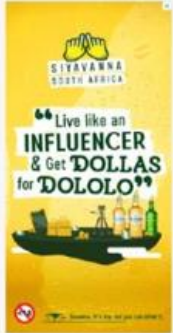
READ: Going on a vacation during the pandemic
 You can win R2,000 towards your next holiday by just answering 5 travel questions for us. Enter by taking our poll below and don't forget to share your details at the end.

What is your favourite type of international holiday?

<input type="checkbox"/> Beach	<input type="checkbox"/> City
<input type="checkbox"/> Cultural	<input type="checkbox"/> Family
<input type="checkbox"/> Sport and adventure	<input type="checkbox"/> Nature and camping
<input type="checkbox"/> Backpacking	<input type="checkbox"/> Cruise
<input type="checkbox"/> Group tours	<input type="checkbox"/> Road trips



SAVANA'S STORIES
 Capetown's road to two winners in Mother City
 A second winner reports at Cape Town on Sunday morning and Capetown...
 Good Morning Angeli: Chat Jure is losing his eyesight, his job, and how to treat
 Julia Bester has been a chat at the...
 11:23 AM ago



Jacaranda 94.2
 26 September at 15:14
 Missed this poll? You can still WIN R2,000 towards your next holiday by just answering 5 travel questions for us. Click below.
 JACARANDAFM.COM
 Travelling internationally during the

Jacaranda 94.2
 24 September at 11:00
 Stand a chance to WIN R2,000 towards your next holiday by just answering these 5 travel questions below. Take the poll and spread the word!

Jacaranda FM @jacarandafm · Sep 26
 You could WIN R2,000 towards your next holiday by simply answering 5 travel questions for us below!

Travelling internationally during the COVID-19 pandemic... South Africans can finally travel internationally. Here are a few things to note when planning your next ...
 @jacarandafm.com

3 comments, 9 retweets, 24 likes

Pinpoll Survey

- 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 into the competition

Opt Ins:

100 said YES to more info from client

Thank You



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