



# Mediamark BLACK FRIDAY AMBASSADOR

# GET RICH QUICK STILL SELLS

“People are naturally drawn to offers that make it sound easy to win something or save lots of money. The richness of offer is the factor that contributes to the highest lift”



## THE BIG IDEA

Running two weeks before BF, each station embarks on a campaign to find the listener who is regarded as a true bargain hunter and “employ” them as the station’s Black Friday Ambassador in the week leading up to BF. They will be tasked with searching and finding the best deals around on a variety of products - when sponsored, the products would be from the sponsor’s range of offerings.

## ROLL OUT

Call to entry will happen 2 weeks before BF. In the week of BF, one listener per day will be called Monday - Thursday and put to the test to see if they have what it takes to be crowned a BF Ambassador. This will be based on what they found to be the best deals from the sponsor.

On BF before 9am, the Breakfast Show will do a recap of the best deals found by the BF Ambassadors and create awareness for the sponsor.

# ELEMENTS

## ON AIR

- Promos - 28 spots
- Live liners - 23 spots
- Competition moment, including 45 word live read - 4 interactions
- Recap on Breakfast Show on Black Friday, rewarding each with a prize



## ONLINE

- Digital audio sponsorship – 2 weeks
- Dedicated web page - 2 weeks
- Web Banners - 2 weeks

## SOCIAL MEDIA

- Facebook – 7 posts
- Twitter – 7 posts

# CAMPAIGN TIMELINE

	WEEK 1							WEEK 2						
	MON	TUES	WED	THURS	FRI	SAT	SUN	MON	TUES	WED	THURS	FRI	SAT	SUN
Promos	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active
Live Liners	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active
Competition Moments	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active
Recap	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active
Social Media	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active
Website & Banners	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active

# COST ESTIMATES

	Investment	Value
East Coast Radio	R650 000	R1 100 000
Jacaranda FM	R680 000	R1 200 000
Smile 90.4FM	R250 000	R390 000

# TERMS & CONDITIONS

- The content of this proposal is proprietary and confidential information of Mediamark. It is not intended to be distributed to any third party without the written consent of Mediamark. Any usage of the content may incur a fee; please contact Mediamark for details.
- Subject to availability at time of booking and broadcast/live date.
- Limited packages available.
- Client material/ elements to be sent to Mediamark at least two weeks (14 days) prior to the commencement of the campaign.
- Mediamark holds the right to withdraw the offer once the limit of available packages have been reached.
- All radio rates are based on a 30 second commercial.
- All standard Mediamark terms and conditions are applicable. For full terms and conditions refer to the individual rate cards on [www.mediamark.co.za](http://www.mediamark.co.za).
- Offer excludes VAT at 15%.
- E&OE.



# Mediamark THANK YOU!

Do you have any questions?  
[www.mediamark.co.za](http://www.mediamark.co.za)



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