



Mediamark

# FLASH SALE

ONE Hour. ONE opportunity.  
Limited Stock.  
Don't miss out on this one.





# URGENCY AND TIME SENSITIVITY

“A sense of urgency gets people moving. The fear of missing out on something valuable is a powerful propellant to action”

# THE BASIC IDEA

If you're looking to drastically increase sales in a short amount of time, this is the perfect opportunity for you to do so using our always-on platforms and captive audiences

Entice shoppers to buy by leveraging the Fear of Missing Out! We will ensure that through creating a sense of urgency in our promos, presenter mentions and other drivers, consumers will be more likely to take action and make a purchase!

Everybody loves a GREAT special, something that only comes around once a year. By creating excitement around it being for ONE HOUR ONLY, listeners will be able to 'schedule' this and listen every day

# ROLL OUT

- ❑ The One Hour Flash Sale will run for a week before Black Friday
- ❑ A generic promo spot per station will tell listeners to listen out for the daily Flash Sale, always at the same Hour
- ❑ The daily special will only be revealed on the day via stings leading up to the hour and a live read happening 30 minutes prior to the hour and during the hour
- ❑ Specials have to be significantly discounted and attainable for listeners
- ❑ A client can buy this for one day only or they can buy the full campaign and run different specials each day

# ELEMENTS

## ON AIR

- Promos referring to the One Hour Flash Sale - 20 spots (no client mention unless taking entire campaign)
- Stings teasing the deal that day - 6 spots
- Live Reads revealing the deal - 2 spots

## ONLINE

- Digital audio sponsorship – 2 weeks
- Dedicated web page with link to online shop (1 week and 2 days)

## SOCIAL MEDIA

- Facebook – 5 posts
- Twitter – 5 posts



# CAMPAIGN TIMELINE (ONE DAY ONLY)

	WEEK 1							WEEK 2						
	MON	TUES	WED	THUR S	FRI	SAT	SUN	MON	TUES	WED	THUR S	FRI	SAT	SUN
Promos														
Stings														
Live Reads														
Social Media														
Website														

If you take the full campaign then stings, live reads and social media will continue from Monday through to Friday in Week 2

# COST ESTIMATES

		INVESTMENT	VALUE
East Coast Radio	One Day Only	R100 000	R350 000
	Full week campaign	R380 000	R800 000
Jacaranda FM	One Day Only	R115 000	R425 000
	Full week campaign	R420 000	R950 000

		INVESTMENT	VALUE
Kaya 959	One Day Only	R110 000	R340 000
	Full week campaign	R360 000	R760 000
Smile 90.4FM	One Day Only	R40 000	R145 000
	Full week campaign	R145 000	R310 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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