

Mediamark  
**PRODUCT  
SWIPER**

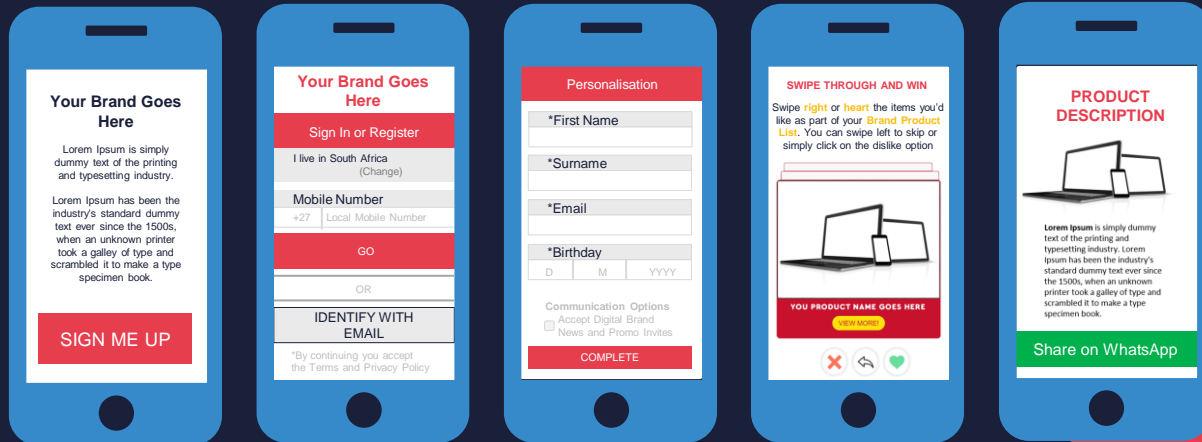


## CLEAR CALL TO ACTION

“The most successful advertising campaigns across any and all mediums share one thing in common: a clear, simple call to action”

# THE BASIC IDEA

An online campaign driven through on-air live liners and social media where listeners would be able to register and then view a selection of Black Friday specials from the sponsor. For a chance to win either vouchers or some of the products on special, the listener would then be able to either SWIPE LEFT if they do not want the product or to LIKE/SWIPE RIGHT the products they would love to either win or purchase on BF. The campaign creates a database of interested leads for the sponsor.



# ROLL OUT

- ❑ On-air live liners together with social media will create awareness for this online campaign.
- ❑ One of the presenters will also do a powerspot to create excitement around the campaign after they “played” Product Swiper themselves.
- ❑ In the week of BF, the Afternoon Drive presenter will call a listener who registered for Product Swiper to talk through some of the products they liked or added to their virtual shopping trolley before giving them a prize.

# ELEMENTS

## ON AIR

- Promos - 18 spots
- Live Liners - 15 spots
- Competition moment, including 45 word live read - 5 interactions
- Powerspot - 1 spot in the week of the campaign



## ONLINE

- Digital audio sponsorship – 2 weeks
- Dedicated page on station website - 1 week
- Web banners - 1 week

## SOCIAL MEDIA

- Facebook – 5 posts
- Twitter – 5 posts

# CAMPAIGN TIMELINE

|                     | WEEK 1 |      |     |        |     |     |     | WEEK 2 |      |     |        |     |     |     |
|---------------------|--------|------|-----|--------|-----|-----|-----|--------|------|-----|--------|-----|-----|-----|
|                     | MON    | TUES | WED | THUR S | FRI | SAT | SUN | MON    | TUES | WED | THUR S | FRI | SAT | SUN |
| Promos              |        |      |     |        |     |     |     |        |      |     |        |     |     |     |
| Live Liners         |        |      |     |        |     |     |     |        |      |     |        |     |     |     |
| Competition Moments |        |      |     |        |     |     |     |        |      |     |        |     |     |     |
| PowerSpot           |        |      |     |        |     |     |     |        |      |     |        |     |     |     |
| Social Media        |        |      |     |        |     |     |     |        |      |     |        |     |     |     |
| Website & Banners   |        |      |     |        |     |     |     |        |      |     |        |     |     |     |

# COST ESTIMATES

|                  | Investment | Value    |
|------------------|------------|----------|
| East Coast Radio | R470 000   | R710 000 |
| Jacaranda FM     | R510 000   | R810 000 |
| Kaya 959         | R480 000   | R690 000 |
| Smile 90.4FM     | R250 000   | R340 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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