



Mediamark RED CARPET EXCLUSIVITY



NOVELTY

“Everyone loves something novel and new — especially if it also involves saving money. The Uplift study revealed that discounts and promotions typically do well as campaign elements, and when those promotions are innovative and new, the campaign gains an added boost”



Mediamark

THE BIG IDEA

Aimed at retailers who will be offering in-store and online Black Friday deals, the idea is to offer the radio station 50 exclusive Black Friday passes, allowing listeners the opportunity to know about their specials first and qualifying for an additional 10% discount on their deals.

Alternatively, a red-carpet showcase of the specials can be held online with exclusive online access for a limited window period to order and pay for any of the specials.

ROLL OUT

Running for a week leading up to BF, listeners will be asked to WhatsApp or SMS the station for a chance to win Red Carpet Exclusivity with the sponsor. On The Drive Show on the Thursday afternoon, 50 listeners will be selected, each receiving a once-off pin or password to log in on BF before the deals open to the rest of the country.

On BF before 9am, the Breakfast Show will call a selection of the lucky winners to hear how it all went.

ELEMENTS

ON AIR

- Promos - 16 spots
- Live liners - 12 spots
- Winner Announcement – 1 spot
- On-air moment – interaction with winners pre BF – 1 moment
- On-air moment – interaction with listeners on BF – 1 moment
- Recorded snippet of winners on BF – 1 spot

ONLINE

- Digital audio sponsorship – 2 weeks
- Dedicated web - 1 week
- Web Banners - 1 week

SOCIAL MEDIA

- Facebook – 5 posts
- Twitter – 5 posts



CAMPAIGN TIMELINE

	WEEK 1							WEEK 2						
	MON	TUES	WED	THURS	FRI	SAT	SUN	MON	TUES	WED	THURS	FRI	SAT	SUN
Promos						■	■	■	■	■	■			
Live Liners						■	■	■	■	■	■			
Winner Announcement											■			
On Air Moments											■	■		
Recorded Snippet												■		
Social Media						■		■		■	■	■		
Website & Banners						■	■	■	■	■	■	■		

COST ESTIMATES

	Investment	Value
East Coast Radio	R350 000	R580 000
Jacaranda FM	R380 000	R660 000
Kaya 959	R370 000	R560 000
Smile 90.4FM	R140 000	R220 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.
- Offer excludes VAT at 15%.
- E&OE.



Mediamark THANK YOU!

Do you have any questions?
www.mediamark.co.za



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