



Mediamark UNBOXING YOUR BLACK FRIDAY DEALS

USING RADIO VISUALLY

UNBOXING YOUR BLACK FRIDAY DEALS

From Monday to Thursday, leading up to Black Friday, we will create on-air hype around Black Friday's most desired retail items, both on-air and on social media platforms.

Each "unboxing" will be done by one presenter of the show, talking up the features of the item, as well as informing listeners of the Black Friday price vs its normal retail price.

HOW IT WORKS

- Client's Generics will flight during the Black Friday week alerting listeners to the upcoming deals.
- Each client will supply the station with a "Black Box" containing one of their best deals for the week.
- The "unboxing" of the product will be done on air by the presenter and filmed live using Facebook Live, offering consumers the chance to view the product and engage with its visual appeal.
- The price quoted is for one "unboxing moment" in a show. This package is available from Monday to Thursday.
- The station will extend the reach of the Facebook Live with an additional post.

ELEMENTS

Generics

8 spots, 2 in each time channel from 6am to 6pm

Unboxing Moment

1 on-air moment

Facebook

1 post

Facebook Live

1 post

COST ESTIMATES

	SHOW	INVESTMENT	VALUE
East Coast Radio	6am – 9am	R100 000	R140 000
	9am – 12pm	R90 000	R115 000
	12pm – 3pm	R90 000	R115 000
	3pm – 7pm	R95 000	R120 000
Jacaranda FM	6am – 9am	R125 000	R175 000
	9am – 12pm	R110 000	R150 000
	12pm – 3pm	R110 000	R150 000
	3pm – 7pm	R115 000	R155 000
	6am – 9am	R40 000	R55 000
Smile 90.4FM	9am – 12pm	R38 000	R50 000
	12pm – 3pm	R38 000	R50 000
	3pm – 7pm	R40 000	R51 000

	SHOW	INVESTMENT	VALUE
Kaya 959	6am – 9am	R 109 372	R 137 530
	9am – 12pm	R 95 677	R 112 630
	12pm - 3pm	R 95 677	R 112 630
	3pm-7pm	R 100 644	R 121 660

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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