

Covid-19 *ideas*

Facebook Live Workshop

*“Stuck indoors, with nowhere to go?
 Take this time to work on your finances, so you can live your best future life.
 Let us show you how”*

A bank or financial institution to conduct a 2-part financial wellness workshop using any of Mediamark radio station's Facebook Live platforms.

The Facebook workshop takes place during the breakfast show and will include input from the financial institute's representative.

Elements

- 2 x Feature Moment (1 per week)
- Live Liners
4 x Facebook Live as part of the feature moment (2 per feature)
- Promos
- Social Media (to promote Facebook Live Moment)
- Content Blocks

Costs

Station	Duration	Value	Investment
East Coast Radio	2 Weeks	R 741,374	R 423,323
Jacaranda FM	2 Weeks	R 785,870	R 418,971
Kaya FM	2 Weeks	R 709,564	R 413,012

**Estimates include hard costs and exclude VAT