

Covid-19 *ideas*

Rolls ROI

Sometimes a Powerspot will do the trick. Other times only an endorsement will do. But now the stations' most loyal clients will have exclusive access to the Rolls ROI of ideas, an offering guaranteed to deliver Return On Investment.

One presenter per radio station will have a vested interest in making your advertising money work harder for you... because they will be executing an idea they themselves came up with!

NOTE: Concepts remain the property of the presenter, radio station and Mediamark and cannot be replicated on another radio stations without approval of all the parties involved.

The Mechanics

- This means the presenter will “own” and run with the campaign.
- Whatever the agreed upon outcome of the campaign is in terms of ROI, the presenter will make sure they give the campaign idea as much exposure as possible in order to achieve the required results.
- This also means that a presenter could earn commission based on a merit system which will be discussed and agreed upfront, i.e. % per quality lead received

Silver Package

1 Week Campaign

Station	Elements	Value	Investment
ECR	<input type="checkbox"/> Powerspot	R 584 285	R 416 726
JAC	<input type="checkbox"/> Promos <input type="checkbox"/> Live Reads <input type="checkbox"/> Under the Spotlight <input type="checkbox"/> Website <input type="checkbox"/> Content Block <input type="checkbox"/> Digital Banners <input type="checkbox"/> Social Media	R 758 540	R 544 636

Gold Package

1 Week Campaign

Station	Elements	Value	Investment
ECR	<input type="checkbox"/> Powerspot <input type="checkbox"/> Generics <input type="checkbox"/> Promos <input type="checkbox"/> Live Liners <input type="checkbox"/> Live Reads	R 1 094 237	R 807 327
JAC	<input type="checkbox"/> Winner Ann <input type="checkbox"/> Website <input type="checkbox"/> Digital Banners <input type="checkbox"/> Social Media <input type="checkbox"/> Video	R 1 360 546	R 1 000 125

ESTIMATES incl. costs & excl. vat