

Covid-19 *ideas*

eCommerce Giants

Covid 19 has made it impossible for citizens to gather in public places, visit malls and go about their daily tasks as per usual.

Instead we've had to adapt rapidly and we have to work from home, order in and stock up. As a retail giant in the eCommerce space, you know that you can step into this gap and deliver a service that is going to assist in how South Africans fight this virus.

We want to give you the edge. Use our radio platforms to spread the word – we are ready to help you achieve this goal. We have an audience that are ready to hear your message and respond accordingly.

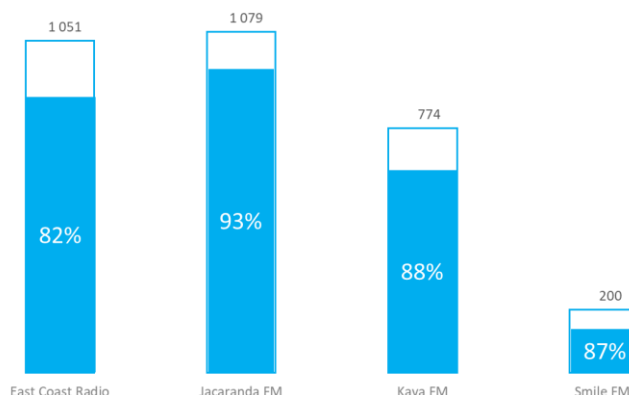
Why Mediamark

- Mediamark stations have a high reach penetration into consumers who are responsible for day-to-day household purchases.
- The Retail packages are targeted at these consumers.

Boost your package

- Add a weblink from our platform to yours
- Add a digital or social media voucher code for additional discounts on your platform and we will post the code on FB / Twitter / website
- Add a PowerSpot for the presenter to personally showcase your platform

□ Listenership '000 ■ Mainly/Partly Responsible for HH Purchases



East Coast Radio

Target Market: **KZN** Mainly or Partly Responsible for Household Daily Purchases

Station	Spots	Reach '000s	Reach %	Av.Freq.	30"CPT	30"CPP	Total Investment	Cost to Client	Saving
East Coast Radio	131	779	12.1	10.40	R23.00	R1 474	R247 170	R185 835	33% Added Value

	Mon	Tue	Wed	Thu	Fri		Sat	Sun
05:00-06:00	4	3	4	4	4	05:00-06:00	5	5
06:00-09:00	1		1		1	06:00-09:00	3	4
09:00-12:00	1	1	1	1		09:00-12:00	2	3
12:00-15:00	1	1	1	1	1	12:00-15:00	3	3
15:00-19:00	1	1	1	1	1	15:00-19:00	3	5
19:00-22:00	2	2	2	2	2	19:00-24:00	6	7
22:00-24:00	5	4	4	6	6	24:00-29:00	5	6

- This package will reach 12% of household purchasers within the KwaZulu Natal province.
- These consumers will get an opportunity to hear the campaign 10 times.
- This package delivers highly competitive CPT and CPP margins.

Jacaranda FM

Target Market: **GP LP MP NW** Mainly or Partly Responsible for Household Daily Purchases

Station	Spots	Reach '000s	Reach %	Av.Freq.	30"CPT	30"CPP	Total Investment	Cost to Client	Saving
Jacaranda FM	98	905	5.3	8.04	R26.00	R4 400	R254 235	R188 715	35% Added Value

	Mon	Tue	Wed	Thu	Fri		Sat	Sun
05:00-06:00	3	2	3	2	3	05:00-06:00	3	4
06:00-09:00	1	1				06:00-09:00	2	4
09:00-12:00	1		1	1		09:00-12:00	1	2
12:00-15:00	1	1		1	1	12:00-15:00	4	3
15:00-19:00				1	1	15:00-19:00	4	5
19:00-22:00	3	3	4	2	2	19:00-24:00	4	4
22:00-24:00	4	4	4	4	4			

- This package will reach 5% of household purchasers across Gauteng, Limpopo, Mpumalanga and North-West province.
- These consumers will get an opportunity to hear the campaign 8 times.
- This package delivers highly competitive CPT and CPP margins.

Kaya FM

Target Market: **GP** Mainly or Partly Responsible for Household Daily Purchases

Station	Spots	Reach '000s	Reach %	Av.Freq.	30"CPT	30"CPP	Total Investment	Cost to Client	Saving
Kaya FM 95.9	80	606	6.7	5.57	R55.00	R4 970	R249 120	R186 525	34% Added Value

	Mon	Tue	Wed	Thu	Fri		Sat	Sun
05:00-06:00	4	3	4	4	4	05:00-06:00	4	4
06:00-09:00		1			1	06:00-09:00	2	4
09:00-12:00	2	1	1	2	1	09:00-11:00	1	2
12:00-15:00	1	1	1	1	1	11:00-14:00	2	1
15:00-17:00				1		14:00-18:00	1	2
17:00-19:00					1	18:00-22:00	4	4
19:00-22:00	1	1	1	1	2			
22:00-24:00	2	2	2	2				

- This package will reach 7% of household purchasers within the Gauteng province.
- These consumers will get an opportunity to hear the campaign 5 times.
- This package delivers highly competitive CPT and CPP margins.

Smile 90.4FM

Target Market: **WC** Mainly or Partly Responsible for Household Daily Purchases

Station	Spots	Reach '000s	Reach %	Av.Freq.	30"CPT	30"CPP	Total Investment	Cost to Client	Saving
Smile 90.4FM	196	173	4.3	13.64	R76.00	R3 019	R233 420	R178 130	31 % Added Value

	Mon	Tue	Wed	Thu	Fri		Sat	Sun
05:00-06:00	4	4	4	4	4	05:00-09:00	6	5
06:00-09:00	1	2	2	1	1	09:00-12:00	3	4
09:00-12:00	3	2	2	2	4	12:00-15:00	3	3
12:00-15:00	3	3	2	2	4	15:00-19:00	6	6
15:00-19:00	4	3	3	2	2	19:00-24:00	5	5
19:00-22:00	6	6	6	6	12			
22:00-24:00	8	8	8	8	8			
24:00-28:00			2	2	2			

- This package will reach 4% of household purchasers within the Western Cape province.
- These consumers will get an opportunity to hear the campaign 13 times.
- This package delivers highly competitive CPT and CPP margins.