

**WE WISH WE WERE TOGETHER, BUT YOU'VE
COME TO THE RIGHT PLACE**

**WELCOME TO THE CREATIVE RADIO SELLS
WEBINAR.**

SESSION STARTS AT 9AM

THE RELEVANCE OF RADIO CREATIVITY DURING A LOCK-DOWN AND BEYOND...

1 APRIL 2020

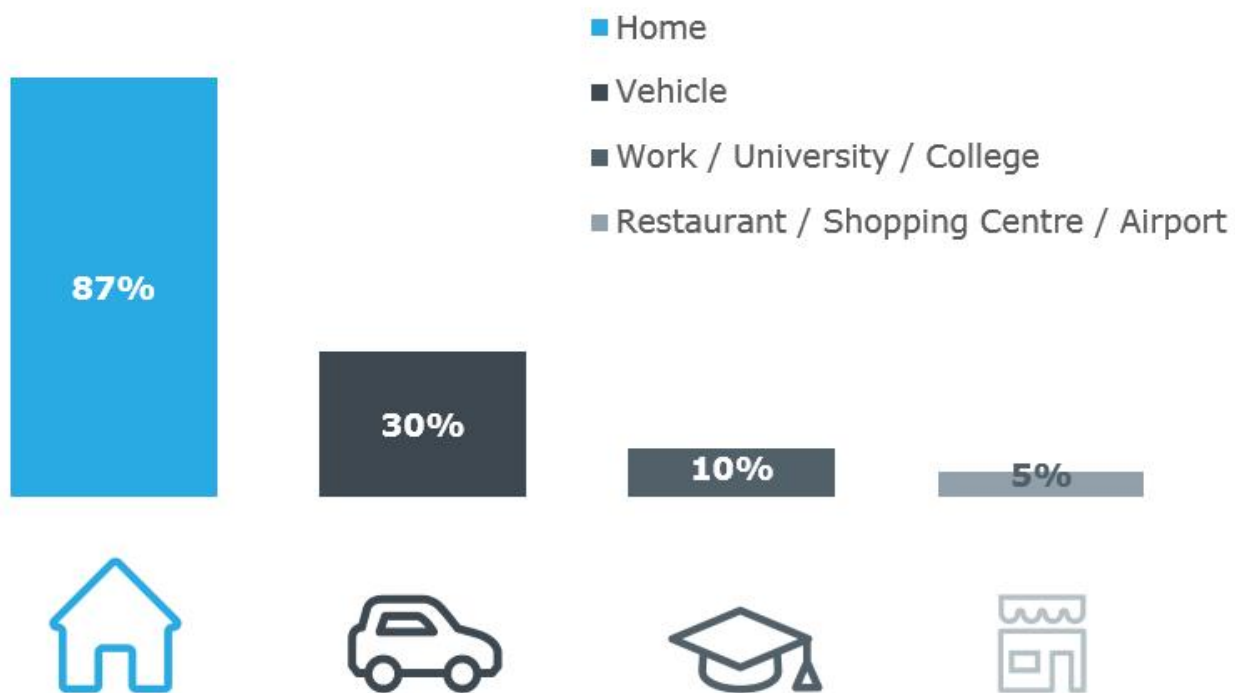


In the
KNOW
with Mediamark

**NO-ONE IS LISTENING
TO RADIO RIGHT NOW**

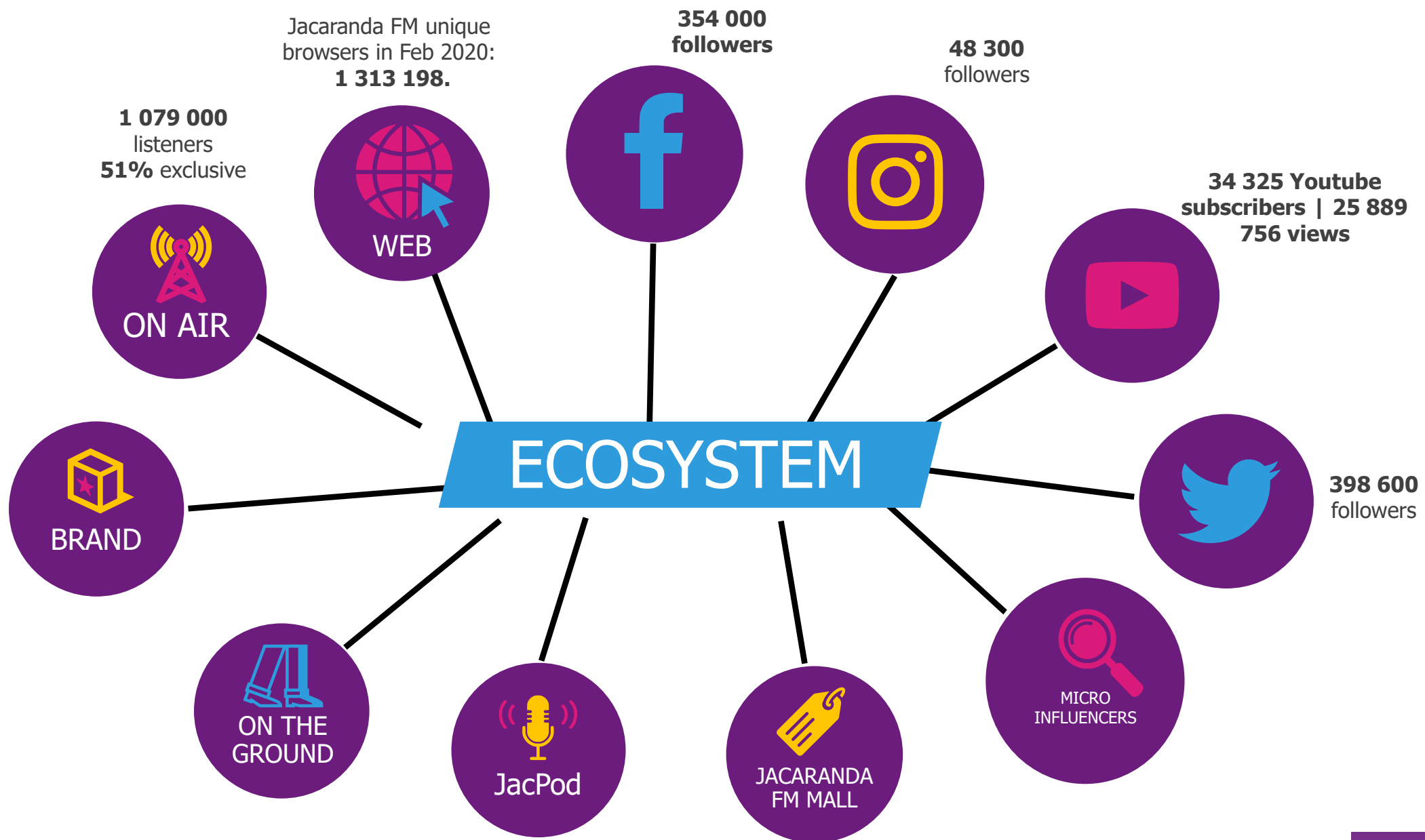
In the
KNOW
with **Mediamark**

RADIO LISTENING BY LOCATION

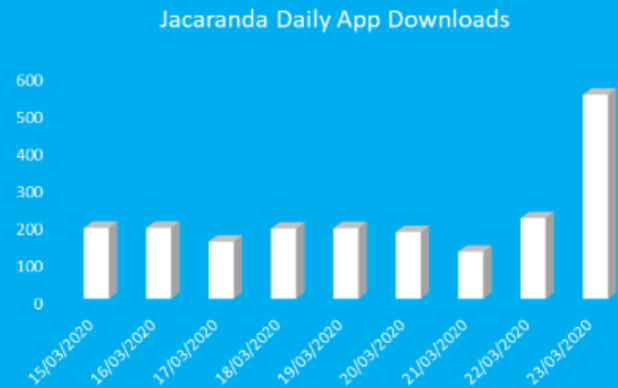


ULTIMATEMEDIA
THE RADIO CONVERGENCE SPECIALISTS

In the
KNOW
with Mediamark



Jacaranda FM App downloads double in 7 days!



Live streaming sees 128 000 unique connections added

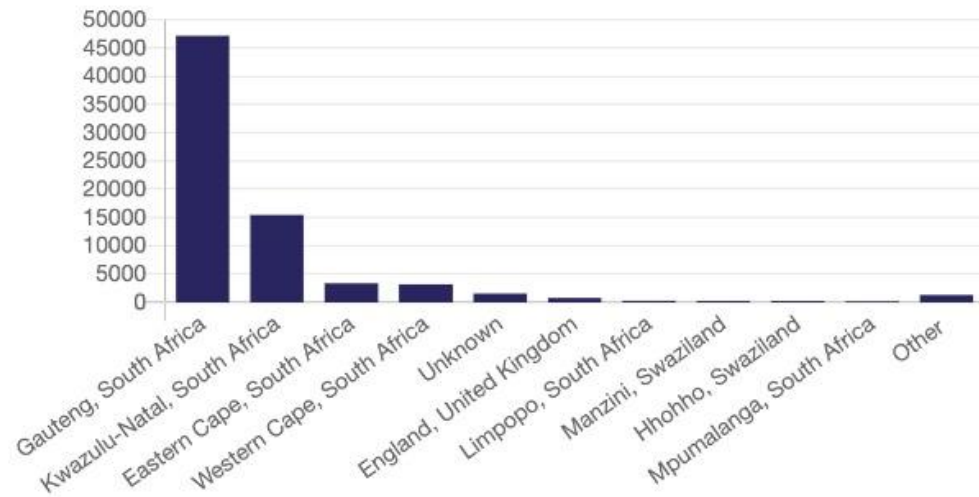
Since the first announcement of SA's first Covid-19 infection Jacaranda FM have seen 128 000 more unique live streaming connections.


REGIONAL RADIO GOES NATIONAL

Summaries By Dimension

Summarise by Region ⚙️

Total Visits



#	Region	%	Total
1.	 Gauteng, South Africa	64.11%	47153
2.	 Kwazulu-Natal, South Africa	21.00%	15448
3.	 Eastern Cape, South Africa	4.54%	3342
4.	 Western Cape, South Africa	4.37%	3216
5.	? Unknown	2.10%	1546
6.	 England, United Kingdom	1.06%	783
7.	 Limpopo, South Africa	0.31%	225
8.	 Manzini, Swaziland	0.28%	203
9.	 Hhohho, Swaziland	0.25%	186
10.	 Mpumalanga, South Africa	0.21%	155
11.	Other	1.76%	1297





MORE FACTS

1. Average daily calls to 702's breakfast show ROSE from an average of 250 per day to over 650 per day this week
2. Interaction on KFM's WhatsApp line between 9am and 3pm is UP nearly 20% this week
3. KFM – when presenters on air drive listeners to station website to get specific Coronavirus info the website is seeing 25% MORE hits than in normal times
4. Concurrent streaming of 947 on it's app during daytime (9am-4pm) is UP over 35%
5. 93% of East Coast listeners surveyed say they will listen MORE to radio during COVID-19. 49% say they already are (survey conducted before lockdown)
6. 87% of Jacaranda listeners surveyed say they will listen MORE to radio during COVID-19. 42% say they already are (survey conducted before lockdown)

OK, SO PEOPLE ARE LISTENING.

**BUT HOW DO WE GET THEM TO
HEAR OUR BRAND MESSAGE?**

THE GLOBAL VIEW

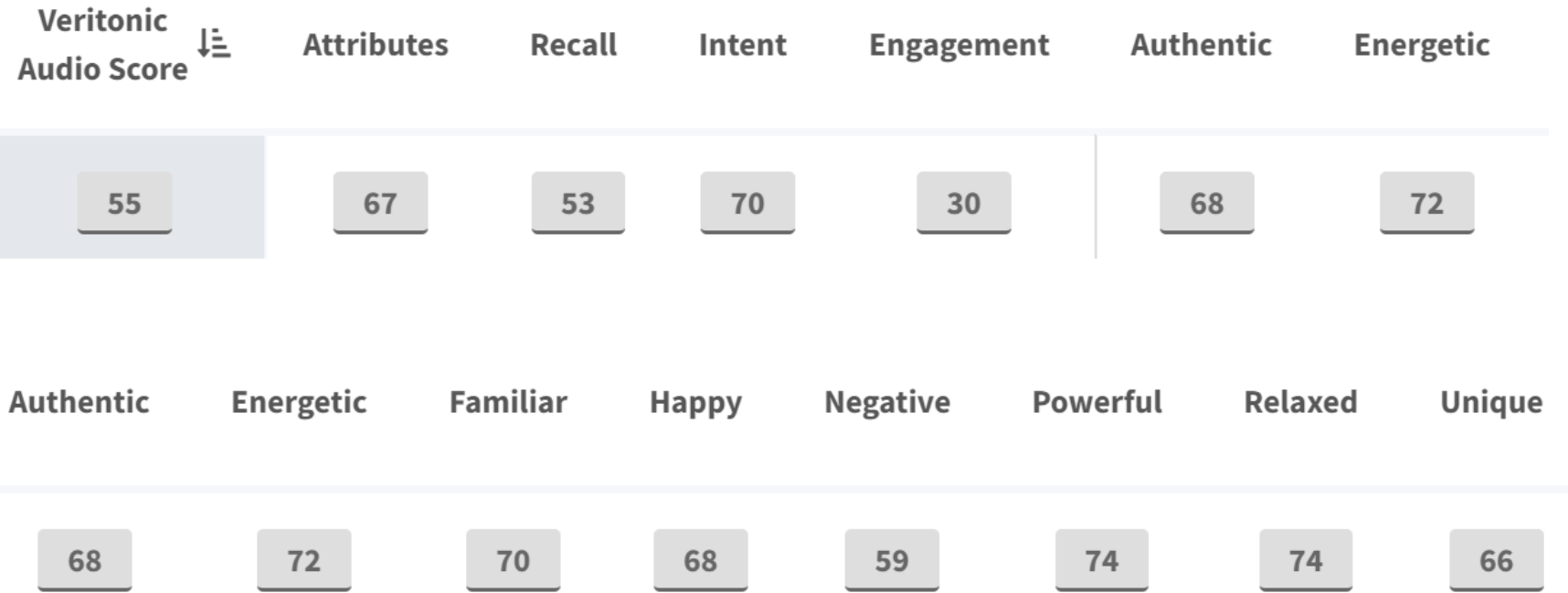
EGTA (est. 1974) – 130 members in 38 countries

Bite size snippets:

- Good quality creative drives nearly 50% of ROI (reach on 22%)
- Brands need an Audio strategy
- Power of audio branding, sonic logos, tone, voice, storytelling in memorable ads
- Early branding increases awareness and impact
- Listeners feel twice as happy when listening to radio
- Listeners absorb detail of ads when engaged in other activities
- Tools to measure contextual targeting and increase in purchase intent
- Audio intelligence platform for marketers that quantifies what makes winning audio creative – *Watch this space!*



ALGORYTHMIC TESTING IS COMING



Louis Enslin



Shows how inspired production can elevate a radio script without requiring enormous investment

Natalie Botha



Bringing heavyweight science to creativity.

Sanele Ngubane



Cannes Award winning writer and radio enthusiast.