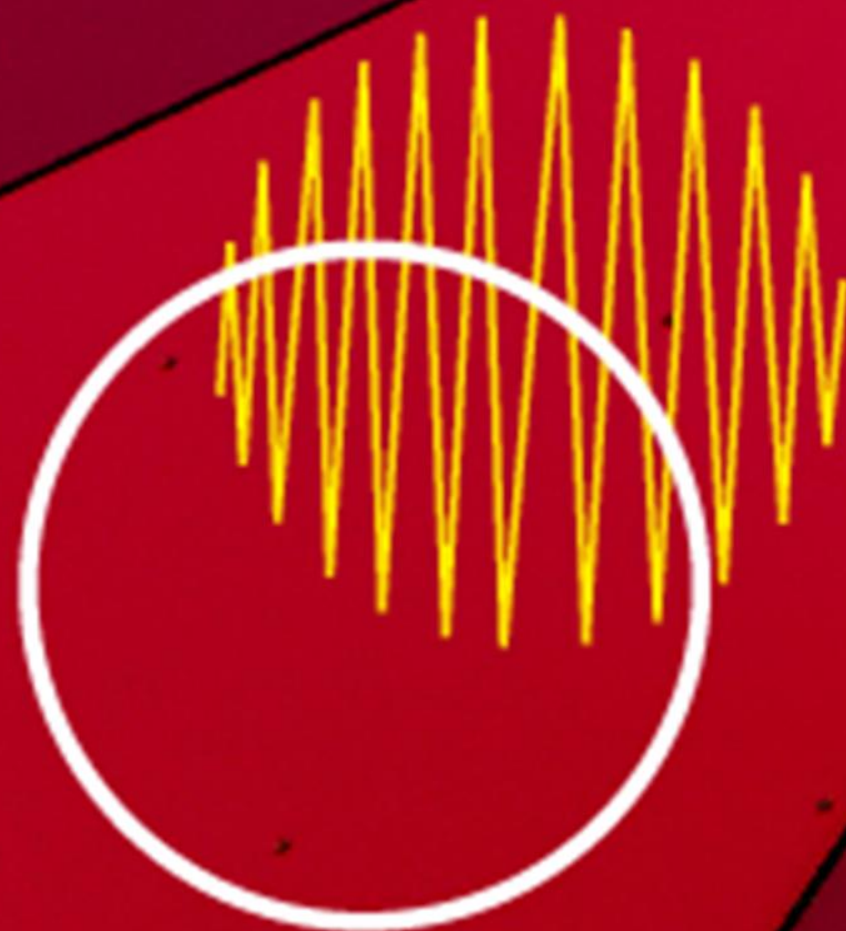


THE 2020 CHALLENGE



THE 2020 CHALLENGE

- Let's be honest, this year has been challenging. Hugely so. But nothing comes close to this 2020 Challenge. Because here you can win your share of R20 000 cash. Potentially even the full R20 000.
- Listeners can register to play via SMS or on the station's website. Every morning two listeners are taken to air and they choose a presenter they wish to play the game with. Each listener is given 20 seconds to try and answer as many questions as possible correctly, all asked by the presenter they selected.
- The winner of the day wins R2 500 in cash from the sponsor and goes through to the next day to compete against a new listener. Every day's winner goes through to the next day.
- On the Friday, the Thursday's winning listener goes up against another new listener, but whoever wins on Friday wins R10 000 in cash. This means if the same listener had won every day since Monday and they also win on Friday, they would've walked away with R20 000 in cash!

PROMOTIONAL ELEMENTS

- PROMOS
- GIVEAWAY MOMENTS
- STINGS
- FACEBOOK
- WEBPAGE

COSTS ESTIMATES

4 WEEKS	
VALUE	R1 669 675
INVESTMENT	R800 586

DARREN, KERI & SKY

Monday - Friday

06:00 - 09:00



The show is fun, informative and hyperlocal. You'll love the witty banter between this zany trio as they give their take on current affairs, life in KZN and a glimpse into their personal lives. You can expect great music, the latest news, traffic and sport and a host of fabulous features every day. Who needs coffee when you've got these three?

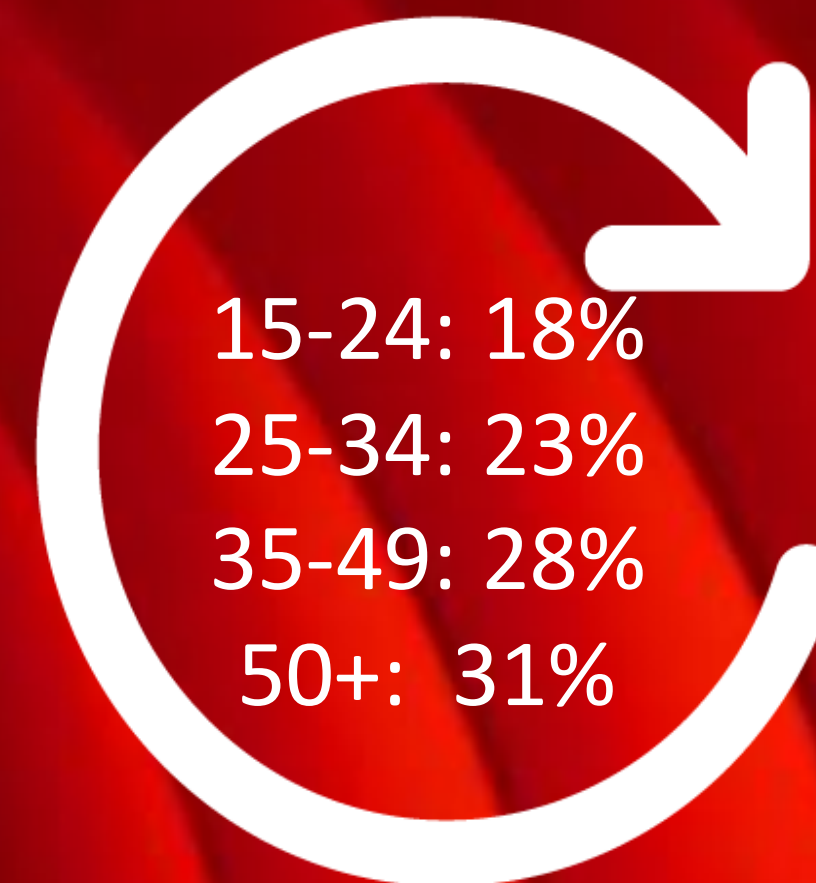
WHO IS LISTENING?



716 000 Listeners



Average HHI: R19 735



Age



64%
SEM 8-10

Source: BRC RAM (Apr 19 - Mar 20)

Mediamark



THANK YOU