



Mediamark



HOME OF THE
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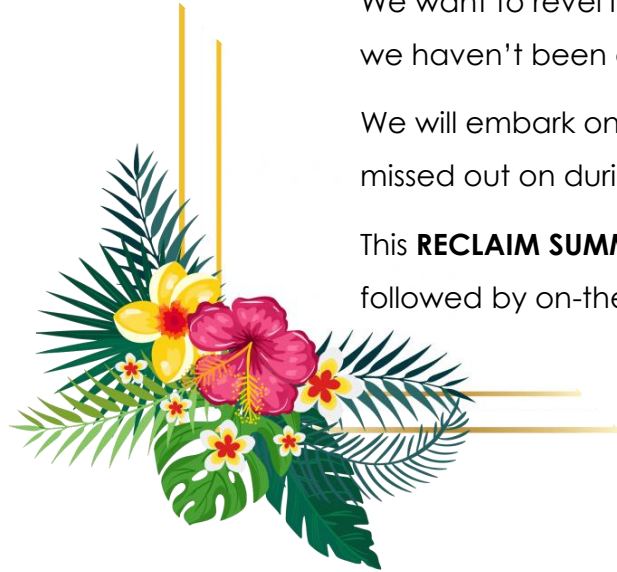
RATIONALE

A lot has happened this year to make us feel like we are losing out on life. But, as lockdown eases, we can expect a fruitful summer.

We want to revel in the everyday joys of life, being outdoors and doing all the things we haven't been able to do for a while. **We want to reclaim our lives this summer!**

We will embark on a journey with Afropolitans where we rediscover all the things we missed out on during Lockdown.

This **RECLAIM SUMMER** campaign will start on-air, making use of show features, followed by on-the-ground activations.



COMMERCIAL STATION OF THE YEAR 2020



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On Kaya Breakfast



Kaya Breakfast

06H00 – 09H00
(Mon – Thu)



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For Kaya Breakfast, we'll kick off summer with 'PLAY DATES' for families.

- Listeners must WhatsApp voice notes telling the presenters about their ideal family playdate and get a chance to invite another family.
- Their playdate can involve board games, an obstacle course challenge, or any other activity.
- The coolest entries win a playdate and get a surprise visit from the presenters during the playdate.
- The playdate value will be capped at R10 000, and there'll be one winner weekly.
- The on-air feature will be tagged with client messaging, and the client will be able to showcase their branding at the play date. Pictures and short video clips shared online.

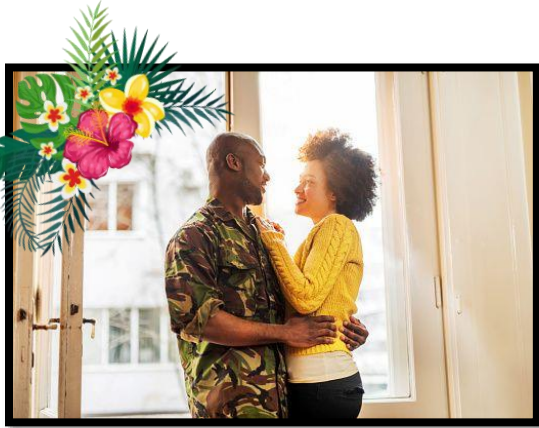
Why Sponsor this Competition?

- ✓ The competition is ideal to drive consumer engagement with the sponsoring client's brand.
- ✓ It will position the sponsoring client's brand as one dedicated to doing more for consumers and their families.
- ✓ The activation element creates the perfect platform for the client to align its brand with families by incorporating their branding for patrons to interact with.
- ✓ Short video clips and pictures of each 'play date' will be shared on the station's social media platforms, where they will extend the sponsoring client's brand visibility and create affinity for the brand.

Elements

Promos
Feature Sponsorship
Feature Giveaway
Social Media
Website
On-The-Ground Activation
Presenter Appearance
Video Recording & Photography

On Best T in the City



On The Best T in the City, we'll activate a feature for hidden gems around the city. Here, we'll dedicate the platform to couples who want to rekindle their love or friends who want to reunite.

- All they need to do is send us a selection of songs that speak to their love or friendship for My Top 10 at 10.
- The winning playlist, as voted for via a Twitter poll, will win an outing. We'll pick a spot, a stunning hidden gem, where they can have lunch or dinner, fully paid for.
- The experience can be valued at R5 000, with one winner weekly. The winning couple will also get a personalised message from T-Bose, including client branding.



Best T in the City

09H00 – 12H00
(Mon – Thu)



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Why Sponsor this Competition?

- ✓ The Best T in the City is a show that seeks to keep the flames of romantic love burning for our Afropolitan couples, while also being a space where the bond of platonic love is valued.
- ✓ Therefore, we will invite couples or friends to enter for a chance to enjoy a reunion or a romantic date at a restaurant destination that is a hidden gem in the city.
- ✓ The sponsoring client will give winners an opportunity to have a unique experience to build brand love and stay top of mind.
- ✓ This will allow the sponsoring client to differentiate its brand from its competitors.

Elements

Promos
Feature Sponsorship
Competition Moment
Social Media
Website
On-The-Ground Activation

On Midday Joy



We'll explore the Active Love feature on Midday Joy to get listeners participating in random acts of kindness to reclaim summer.

- Here, we'll take calls from listeners who wish to get in touch with friends, family, and loved ones then connect them live on-air.
- Each of the callers can win a hamper from the sponsoring client, which can be a fruit basket, soft drinks, or other products that are ideal for a summer picnic.
 - This prize will be valued at R1000 to award as many as 5 listeners a day.
- This can culminate with the **winners joining Unathi for a weekend hike**, where we will install client branding during brunch and capture the experience for Kaya TV.



Midday Joy

12H00 – 15H00
(Mon – Thu)



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Why Sponsor 'Active Love'?

- ✓ A giveaway element will be added to the feature, so selected callers can win prizes ideal for a summer picnic from the sponsoring client.
- ✓ In this way, Afropolitans can experience the sponsoring client's product(s) first-hand by interacting with it or enjoying it themselves.
- ✓ This will also be a way to make listeners and consumers feel that the sponsoring client is making a difference.
- ✓ The giveaway can culminate in an activation where winners will get to meet Unathi and further interact with the sponsoring client's brand via a brunch activation.

Elements

Promos
Feature Sponsorship
Feature Giveaway
Social Media
Website

Optional Elements
On-The-Ground Activation
Presenter Appearance
Kaya TV

More on Midday Joy



What's on the Menu? is not a just a feature but a culinary adventure for listeners. In this feature, we profile restaurants, looking at everything from the menu to the art on the walls, the décor and the entertainment. It speaks to the quintessential foodie who likes to explore unique spaces for culinary odysseys.

- Here, a sponsoring brand can tap into the unique Afropolitan market by aligning with the feature and allowing them **to win a champagne breakfast or braai with the ones who mean the most to them.**
- To win, listeners must tell us why their squad, family or even co-workers deserve to win the unique experience.
- Once a week, we'll select a winner, and give them a package; all they need for a lovely, bubbly small get-together, valued at R5 000, and deliver it to them.



Midday Joy

12H00 – 15H00
(Mon – Thu)



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Why Sponsor 'What's On The Menu?'

- ✓ Remind listeners why your brand deserves to always be on the menu, while running a competition which showcases that your brand helps to create great moments.
- ✓ In the weekly competition moment, we'll create brand awareness and love for the sponsoring client.
- ✓ The sponsoring client can make the brand the highlight by packaging its product(s) for the winners to appreciate at their get-together.
- ✓ In this way, the sponsoring client's brand will stand out.

Elements

Promos
Feature Sponsorship
Competition Moment
Social Media
Website
On-The-Ground Activation

On Kaya Drive



Win a Drive-In Film Club experience with the Kaya Drive team!

- To win, listeners must guess the name of a movie when we play a short clip from the movie on-air.
- Winning listeners get to join the Kaya Drive team for a Drive-In Film Club experience which will be sponsored by a client.
- During the **drive-in film**, there'll be snacks and some entertainment for the patrons, and client branding will be installed.
- All winner-announcements on-air will be followed by a 45-word live read with client branding.



Kaya Drive

15H00 – 18H00
(Mon – Thu)



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Why Sponsor this Competition?

- ✓ We'll showcase and highlight the sponsoring client's brand to listeners.
- ✓ There will be a 'Guess the Movie' feature on-air, where the sponsoring brand can communicate their key message, weekly.
- ✓ At the activation, the sponsoring client can create a quality connection between its brand and potential customers.
- ✓ The sponsoring client can definitely gain awareness and prestige by providing good quality engaging events around your brand.

Elements

Promos
Feature Sponsorship
Competition Moment
Social Media
Website
On-The-Ground Activation
Presenter Appearance

On Saturdays with Jenny



We propose a feature sponsorship of Weekend Wine Reviews that will culminate in a Book Club in a Garden experience!

- Weekend Wine Reviews features a new sommelier that gives a selection of their wine recommendations every week.
- The sponsoring client can tap into this feature to highlight its brand, engage and interact with the Afropolitan in an exciting way.
- Listeners must SMS their names to be selected as one of 30 to **join Williams reviewing a book in a beautiful garden setting with cheese and wine.**
- In addition to the feature, stings to drive entry will also showcase the sponsoring client's brand.
- We would also look at bringing local authors to be in conversation with her.



Saturdays with Jenny

09H00 – 11H00
(Saturday)



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Why Sponsor this Competition?

- ✓ The event will be a unique and personalised way to create brand awareness and connect with Afropolitans.
- ✓ At the activation, the sponsoring client will access a direct market and make a lasting impression.
- ✓ The sponsoring client can launch a product and get people to interact with it with goodie bags, which are an incredibly powerful tool when it comes to getting new customers.
- ✓ We'll also extend the event and the sponsoring client's brand to a wider audience in a visually tantalising manner by having the occasion captured for Kaya TV.

Elements

Promos
Stings
Feature Sponsorship
Social Media
Website
On-The-Ground Activation
Presenter Appearance
Kaya TV

Campaign Cost Estimates

Campaign	Duration	Value	Saving	Investment	Hard Costs
Play Dates	4 weeks	R1 077 300	R492 977	R584 323	R107 650
The Best T in The City	4 weeks	R1 127 720	R522 960	R604 760	R38 150
Weekend Hikes	1 week	R526 133	R270 144	R255 989	R65 650
Champagne Breakfast	4 weeks	R1 037 540	R439 107	R598 433	R35 650
Drive In Film	4 weeks	R 1 054 890	R465 989	R588 901	R266 651
Book Club	4 weeks	R833 783	R393 528	R441 254	R43 650





THANK YOU

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