



GET DATE NIGHT READY

kfm 94.5

THE BIG IDEA

If only we could all wake up looking date night ready! Nails, brows, new outfit, makeup...the list of things to do before going out is endless.

That's why Kfm want to be your Glam squad. We will make sure you look like a million bucks for your Valentine's day date with a chance to win a voucher.

Everyday on the Kfm Flash Drive, Carl will encourage listeners to send WhatsApp voice notes about their worst date night experiences. The team then picks a daily winner who will get to re-do their date night and make it into a positive fun memory.

DETAILS..DETAILS.. DETAILS

Running from Monday to Friday on The Afternoon Flash Drive, listeners will have the opportunity to win a voucher (1 winner daily). Promo's will run the week before to throw forward to the competition and build hype.

The campaign will also be given an online presence and generic airtime to further promote your brand.

This will allow your brand to get great exposure and also allows its features to be highlighted. Everyone across the Cape will know that when it comes to getting Date Night Ready , your brand is the place to go to.



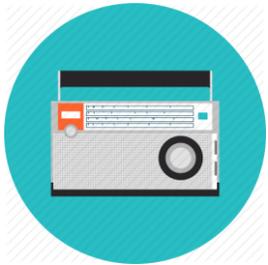
MEET Kfm DRIVE WITH CARL WASTIE

Drive home with Carl, and beat away the boredom with his boisterous brand of humour and blissful banter.

He's got the latest hits to drive you nuts on your drive home, and Zoe Brown has all the updates to keep your traffic blues at bay.

Drive home to the most music and feel great!





ON AIR:

- 60" Powerspot
- 40" Recorded Teaser Promo
- 30" Live Teaser Promo
- 40" On Now Recorded
- 30" On Now Live
- 10" Throw Forward
- 30" Competition Moment
- 30" Generic



ONLINE:

Every promo spot directs the audience to kfm.co.za where you will have a permanent presence on the home page for the duration of the promotion.



SOCIAL MEDIA:

Facebook and Twitter will be used for the duration of the promotion.

SCHEDULES

60" Power Spot (Fact sheet)

Friday, prior to the campaign, the Flash Drive will launch the promotion by telling listeners about what's to come and to direct them to the Kfm website.

Time channel	Loadings	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
16:00-17:00	Live Pref timed					1			1
Total		0	0	0	0	1	0	0	1

40" Recorded Teaser Promo

(Saturday and Sunday prior to the competition)

Time channel	Loadings	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
06:00-10:00							1		1
10:00-14:00							1		1
14:00-18:00							1		1
Total		0	0	0	0	0	3	0	3

40" On Now Recorded

Time channel	Loadings	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
06:00-09:00		1	1	1	1	1			5
09:00-12:00			1		1				2
12:00-15:00		1		1		1			3
19:00-22:00		1	1	1	1				4
Total		3	3	3	3	2	0	0	14

30" Live Teaser Promo

(Saturday and Sunday prior to the competition)

Time channel	Loadings	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
04:00-06:00	Live						1		1
04:00-06:00	Live							1	1
06:00-10:00	Live							1	1
10:00-14:00	Live						1		1
10:00-14:00	Live							1	1
14:00-18:00	Live						1		1
14:00-18:00	Live							1	1
Total		0	0	0	0	0	3	4	7

30" On Now Live

Time channel	Loadings	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
09:00-12:00	Live	1		1		1			3
12:00-15:00	Live		1		1				2
Total		1	1	1	1	1	0	0	5

10" Throw Forward

Time channel	Loadings	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
17:20-17:21		1	1	1	1	1			5
Total		1	1	1	1	1	0	0	5

30" Execution Moment for Competition

Time channel	Loadings	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
17:48-17:49	Live	1	1	1	1	1			5
Total		1	1	1	1	1	0	0	5

30" Generic:

The generic schedule is based on a 30 second recorded commercial and runs from Monday – Sunday.

Time channel	Loadings	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
06:00-09:00			1		1				2
09:00-12:00		1		1		1			3
12:00-15:00			1		1				2
15:00-19:00		1	1	1	1	1			5
19:00-22:00		1		1		1			3
Total		3	3	3	3	3	0	0	15

Online

Every promo spot directs the audience to kfm.co.za where you will have a permanent presence on the home page for the duration of the promotion, dedicated to the competition information and mechanics. There is an option of an opt-in box on the entry form for database marketing purposes.

Social Media

Facebook and Twitter will be used for the duration of the promotion.

CAMPAIGN VALUE
PRIZES PER WEEK
(R5 000 cash per execution)

R 449 502.98 EX. VAT
R 25 000.00

CAMPAIGN INVESTMENT

R 263 193.37 EX. VAT & PRIZES



Acceptance Signature



Date

Failure to comply with any of the conditions or deadlines will result in a 100% cancellation fee. The notice period for a cancellation is a minimum of 10 weeks prior to the on-air commencement date of the promotion; any cancellation within this deadline will result in a 100% Cancellation fee.

www.primediabroadcasting.co.za

Go to our website, where you will find:

- Audience profiles
- Footprints
- Case studies
- and more...

