

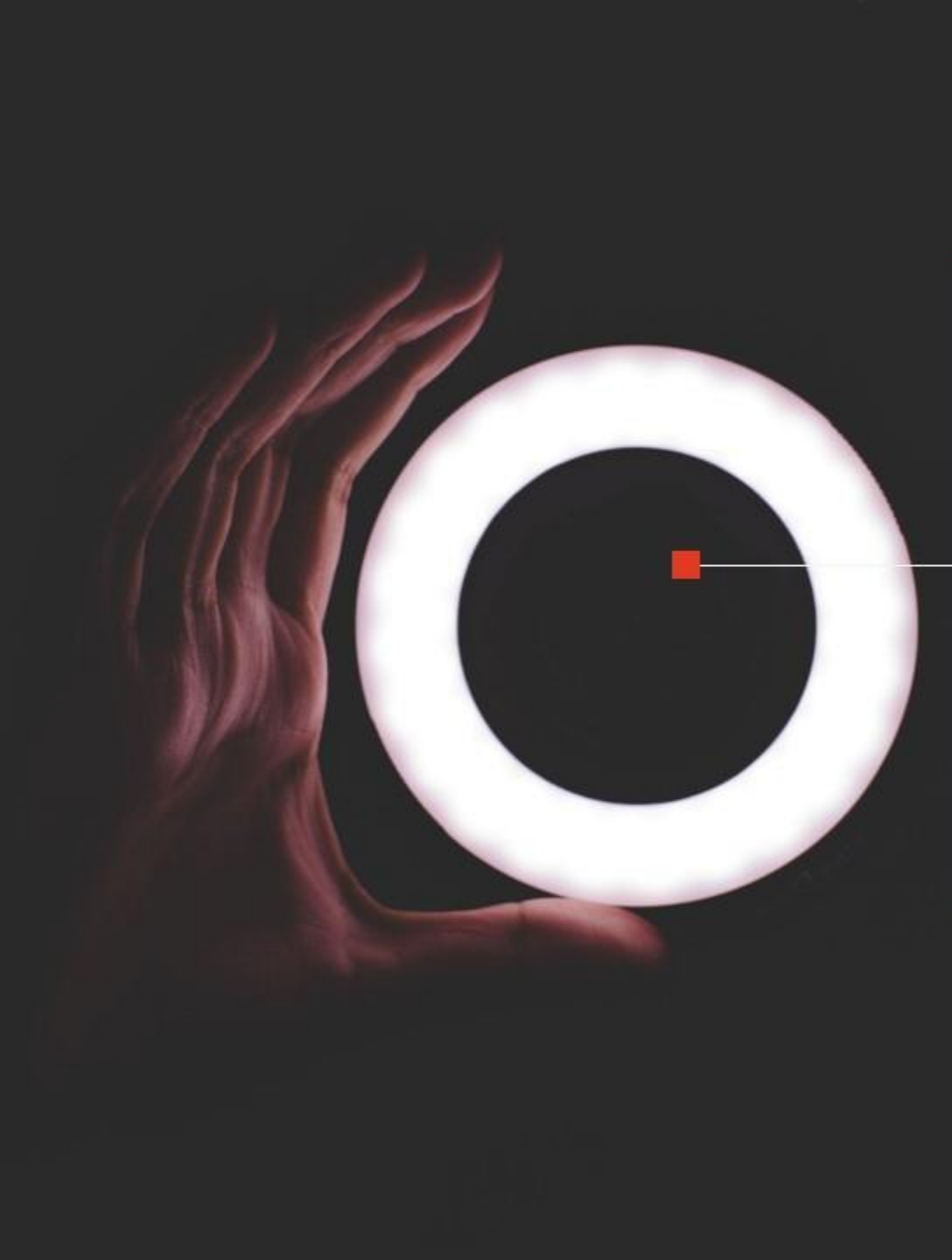
Innovex SOV  
May-JUNE 2019

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Media Intelligence

 INNOVEX

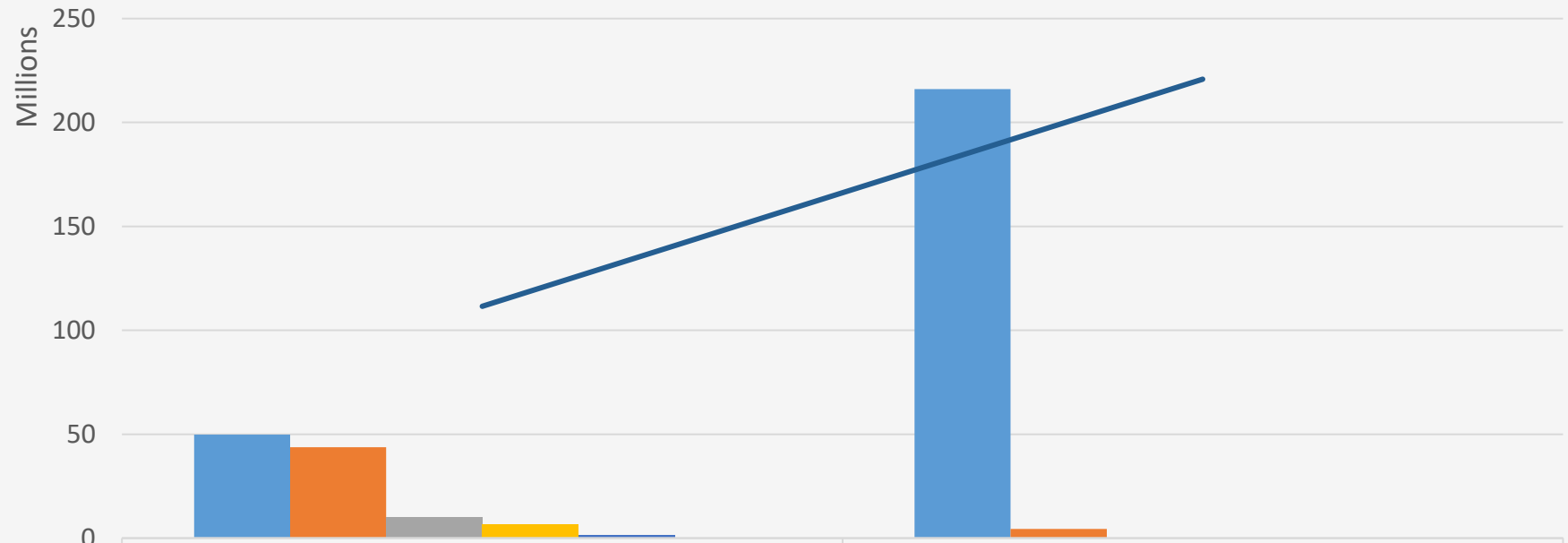
Building Brands



# Society: Social Marketing SOV Analysis

May– June 2019

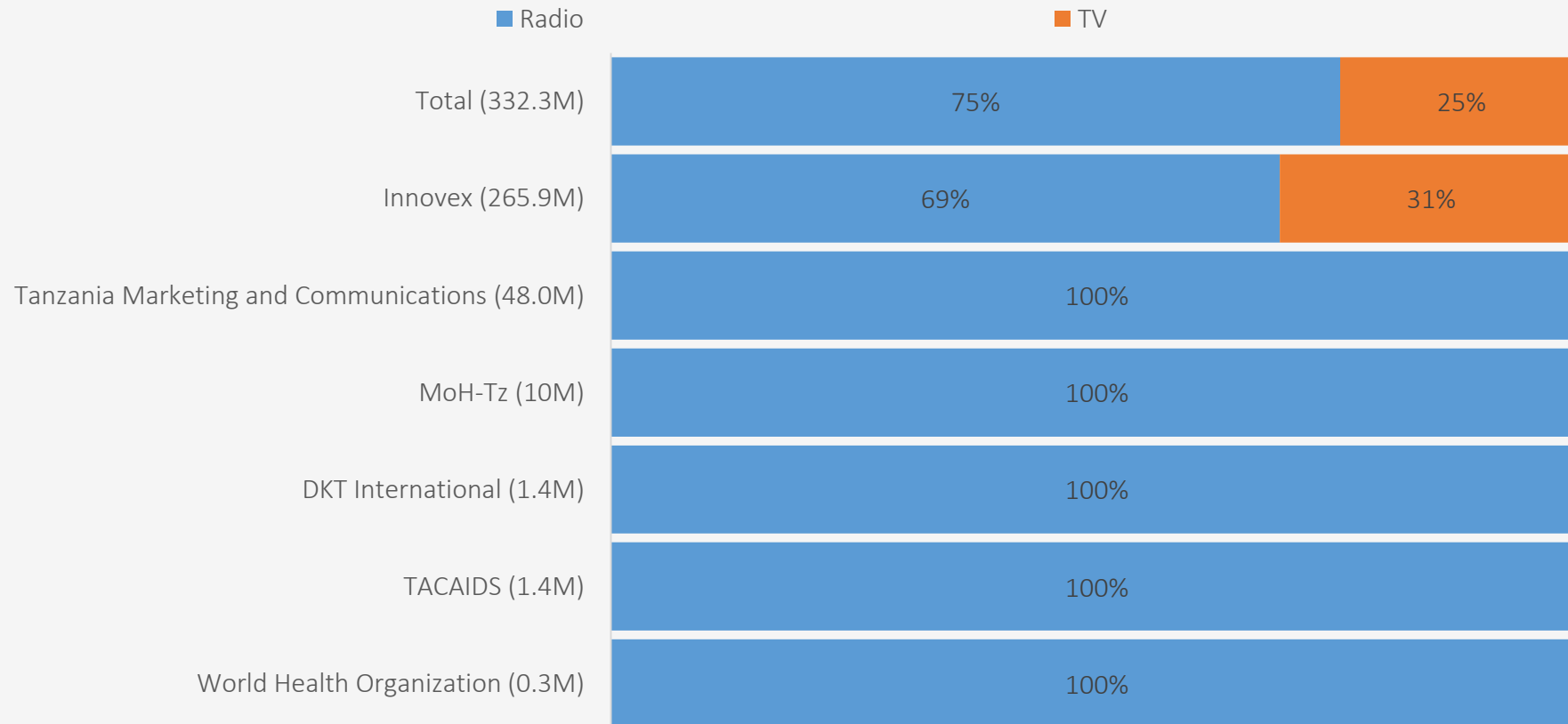
# Company allocations Month on month



	May-19	Jun-19
Innovex	49,815,420	216,086,540
Tanzania Marketing and Communications	43,664,950	4,352,620
MoH-Tz	9,952,470	
DKT International	6,720,020	
TACAIDS	1,363,300	
World Health Organization		306,800
Grand Total	111,516,160	220,745,960

❖ **“Innovex” campaigns allocations accounted for 80% of the total in the duration under review.** Its month on month spends increased by 334% in June with respect to May, owing to a 20070% and 170% increase in its allocations to TV and Radio respectively

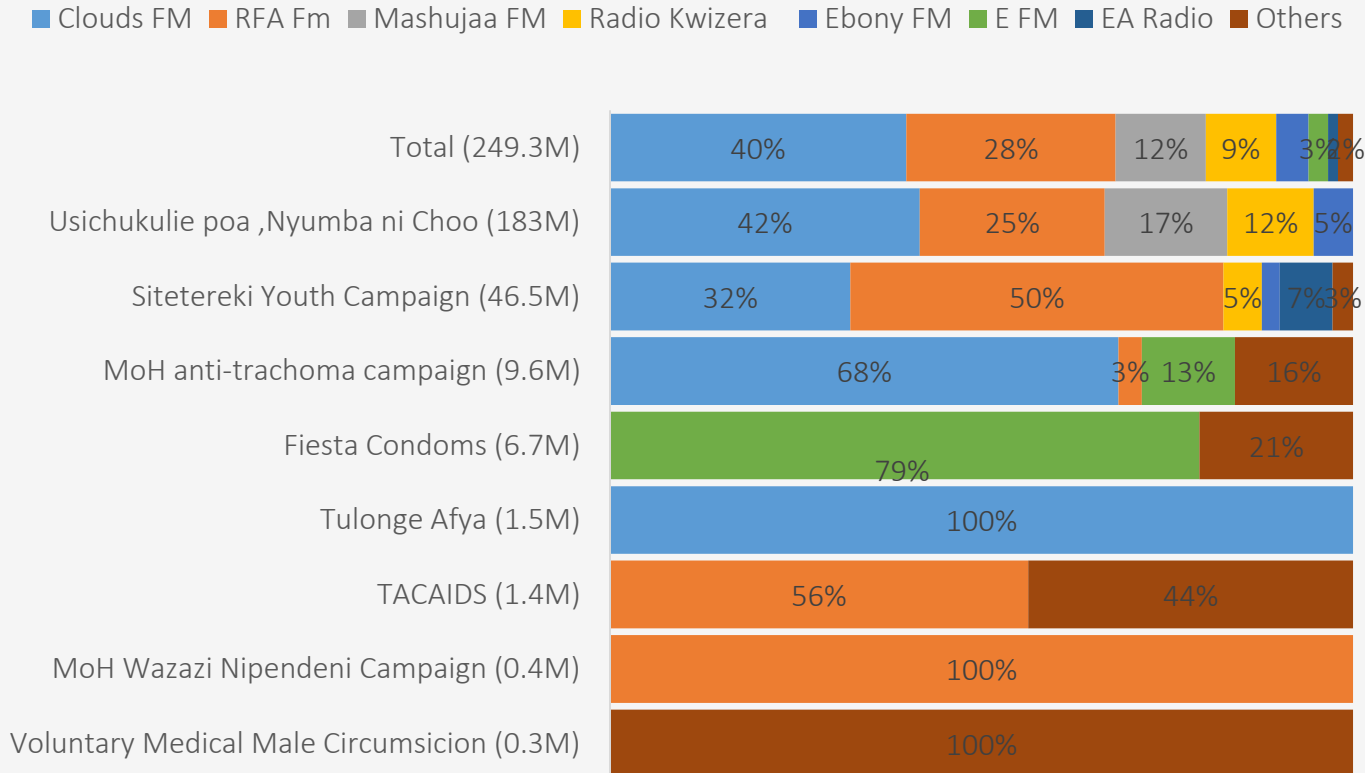
# Ad allocations by company



❖ **Innovex** was the only company to utilize both radio and TV to diversify the scope of campaign exposure.

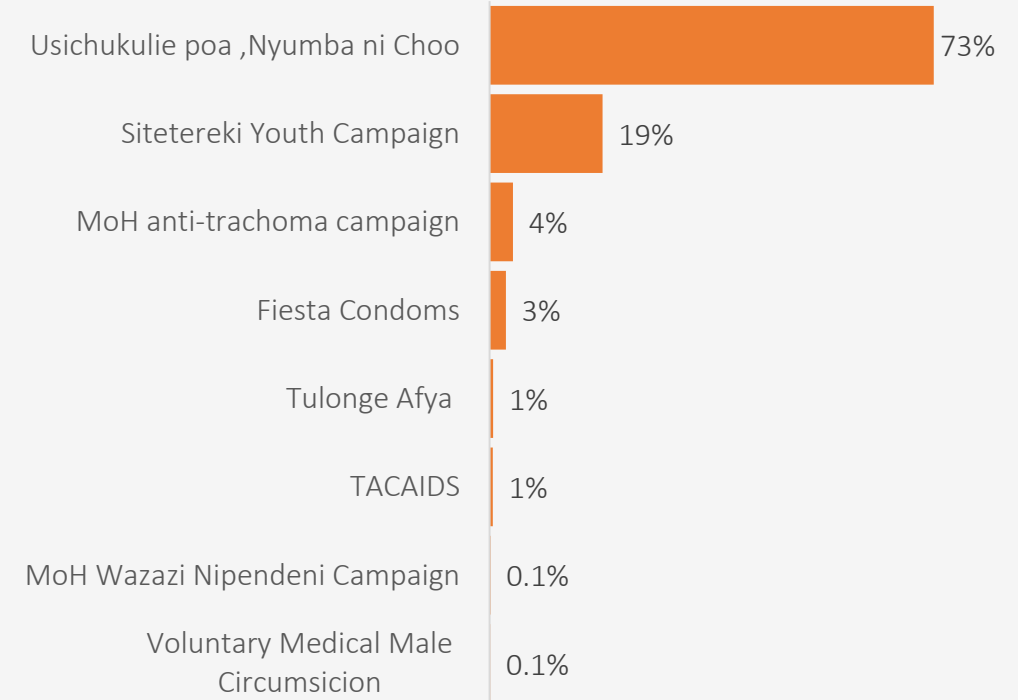
# Ad allocations on Radio Platform

## Campaigns on Stations



## Top Brands

Total Tshs 249,345,160



- ❖ **“Sitetereki Youth Campaign”** had the highest fragmentation on the platform, but **Innovex’s Usichukulie poa ,Nyumba ni Choo** campaign had the highest allocations on stations with wide audience bases, thereby attracting higher costs and consequently higher allocations
- ❖ **Sibuka FM , TBC Taifa, Kings FM, TBC Fm and Radio 5** were the other stations utilized on the platform

# Radio Ad Placement

Company Name	Brand	Station	Type	Ad Spends	Airplay (sec)	Ad Placement		
						Frequency	Off-Prime	Prime
Innovex	Usichukulie poa ,Nyumba ni Choo	Clouds FM	Informercial	40,570,030	7,869	129	67%	33%
			Presenter Mention	31,543,350	6,120	58	66%	34%
			Caption	3,108,090	540	63	62%	38%
			Vox Pop	814,590	109	1	100%	0%
			Testimonial	239,150	32	1	100%	0%
			Interview	0	302	1	0%	100%
			Program	0	851	1	100%	0%
		RFA Fm	Informercial	23,753,400	2,867	47	11%	89%
			Presenter Mention	19,149,630	2,823	40	28%	73%
			Spot Ad	2,623,140	342	6	50%	50%
			Interview	0	348	1	100%	0%
		Mashujaa FM	Presenter Mention	30,241,280	8,505	78	58%	42%
			Spot Ad	0	156	3	100%	0%
			Informercial	0	8,174	134	78%	22%
			Interview	0	1,338	2	0%	100%
		Radio Kwizera	Presenter Mention	21,229,730	4,142	39	85%	15%
			Testimonial	0	128	4	50%	50%
			Informercial	0	4,148	68	87%	13%
			Interview	0	236	2	100%	0%
		Ebony FM	Informercial	3,840,530	1,769	29	97%	3%
			Vox Pop	3,298,100	1,677	13	100%	0%
Presenter Mention	2,573,980		1,120	12	100%	0%		
Tanzania Marketing and Communications	Sitetereki Youth Campaign	RFA Fm	Informercial	11,851,920	1,612	26	77%	23%
			Spot Ad	9,199,280	1,298	24	75%	25%
			Presenter Mention	2,301,000	334	8	75%	25%
		Clouds FM	Spot Ad	11,589,160	3,037	55	100%	0%
			Presenter Mention	2,805,780	564	15	100%	0%
			Caption	656,970	163	11	100%	0%

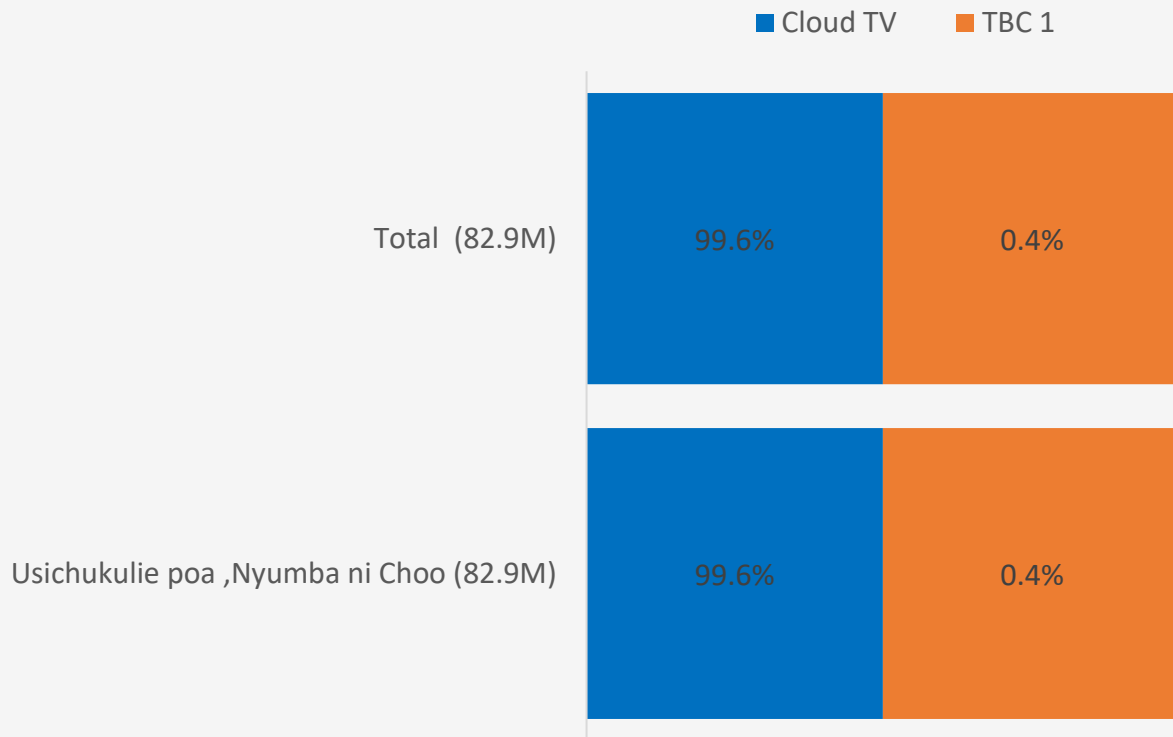
# Radio Ad Placement

Company Name	Brand	Station	Type	Ad Spends	Airplay (sec)	Ad Placement		
						Frequency	Off-Prime	Prime
Tanzania Marketing and Communications	Sitetereki Youth Campaign	EA Radio	Informercial	1,404,660	372	6	100%	0%
			Spot Ad	1,045,960	277	5	100%	0%
			Presenter Mention	857,160	227	3	100%	0%
		Radio Kwizera	Presenter Mention	2,381,780	844	12	100%	0%
			Caption	22,660	4	1	100%	0%
			Spot Ad	0	1,028	19	100%	0%
		Ebony FM	Spot Ad	944,010	480	9	100%	0%
			Presenter Mention	186,830	95	2	100%	0%
		Sibuka FM	Spot Ad	817,340	277	6	33%	67%
		TBC Fm	Informercial	463,350	62	1	100%	0%
		Tulonge Afya	Clouds FM	Presenter Mention	1,489,710	278	2	100%
MoH-Tz	MoH anti-trachoma campaign	Clouds FM	Spot Ad	3,610,800	306	6	0%	100%
			Informercial	2,958,610	434	7	100%	0%
		TBC Taifa	Spot Ad	1,524,560	204	4	50%	50%
		E FM	Spot Ad	1,203,600	102	2	0%	100%
	RFA Fm	Spot Ad	300,900	51	1	100%	0%	
	MoH Wazazi Nipendeni Campaign	RFA Fm	Informercial	354,000	60	1	100%	0%
DKT International	Fiesta Condoms	E FM	Spot Ad	5,331,240	720	16	100%	0%
		Kings FM	Spot Ad	1,048,750	2,295	51	73%	27%
TACAIDS	TACAIDS		RFA Fm	Informercial	767,000	130	2	0%
		Sibuka FM	Informercial	511,340	130	2	0%	100%
		Radio 5	Presenter Mention	84,960	9	1	100%	0%
World Health Organization	Voluntary Medical Male Circumcision	Sibuka FM	Informercial	306,800	78	1	0%	100%
Total				249,345,160	69,832	1,041	72%	28%

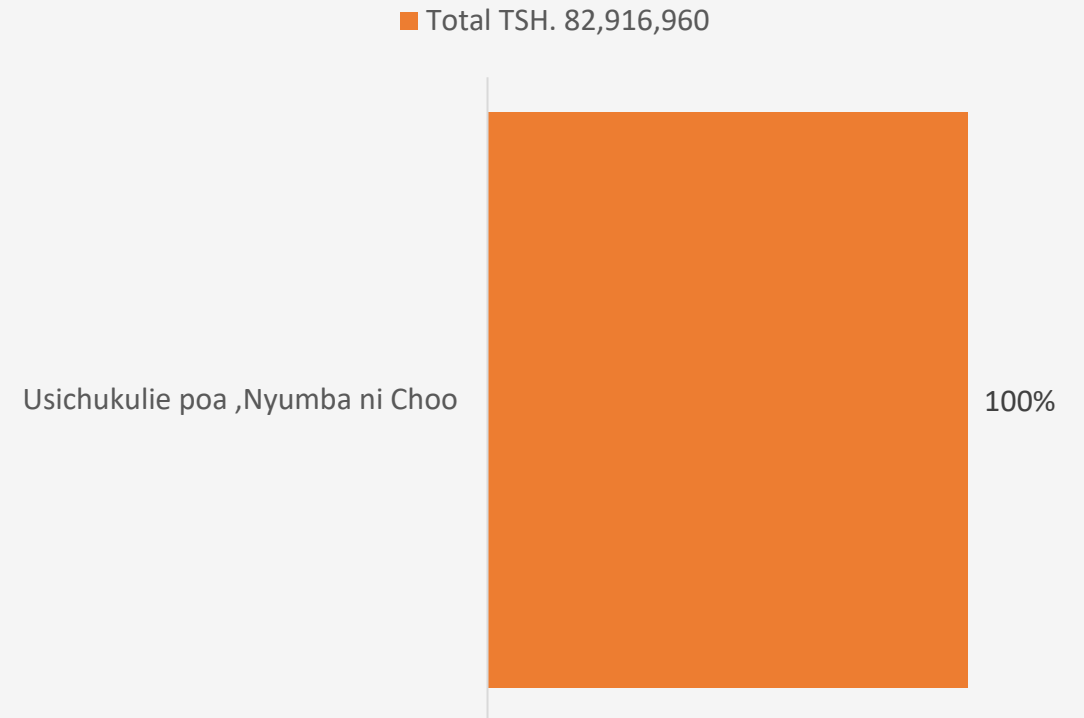
- ❖ Prime spots of the breakfast shows and drive shows aired between 0600hrs and 0959hrs cumulatively accounted for 72% of category Ad volume on radio media during the period under review.

# Ad allocations on TV Platform

## Campaigns on Channels



## Top Brands



❖ Innovex's **Usichukulie poa ,Nyumba ni Choo** campaign was the one on the platform to maximize on the descriptive edge of its audiovisual property, through popular TV station for higher campaign efficacy.



# TV Ad Placement

Company	Brand	Station	Type	Ad Spends	Airplay (sec)	Ad Placement		
						Frequency	Off-Prime	Prime
Innovex	Usichukulie poa ,Nyumba ni Choo	Cloud TV	Spot Ad	79,430,070	8,840	170	86%	14%
			Informercial	2,937,230	412	4	100%	0%
			Presenter Mention	180,930	23	1	100%	0%
			Product Placement	35,400	3	1	100%	0%
		TBC 1	Informercial	179,940	183	3	100%	0%
			Spot Ad	153,390	156	3	100%	0%
			Program	0	3,475	3	100%	0%
Total				82,916,960	13,092	185	87%	13%

❖ Prime hours between 1800 – 2159 hrs. accounted for 87% of the category Ad volume on the platform during the period under review.

Thank You

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