



USICHUKULIE POA
**NYUMBA
NI CHOO**



SOV Report|Ortus

Quarter 2 (Apr – Jun) 2020

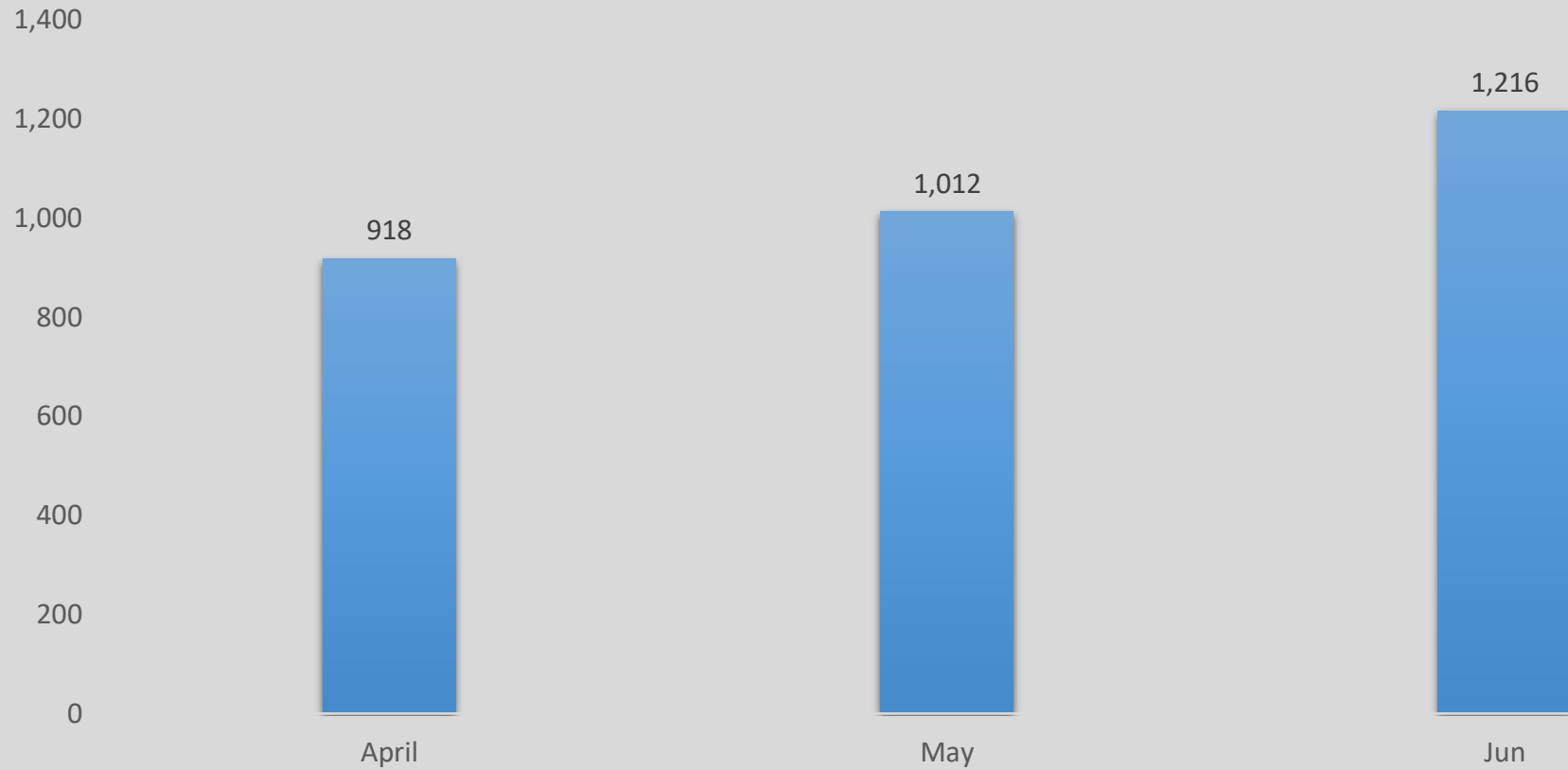
Prepared for: Innovex Tanzania

Report Findings and Key Highlights

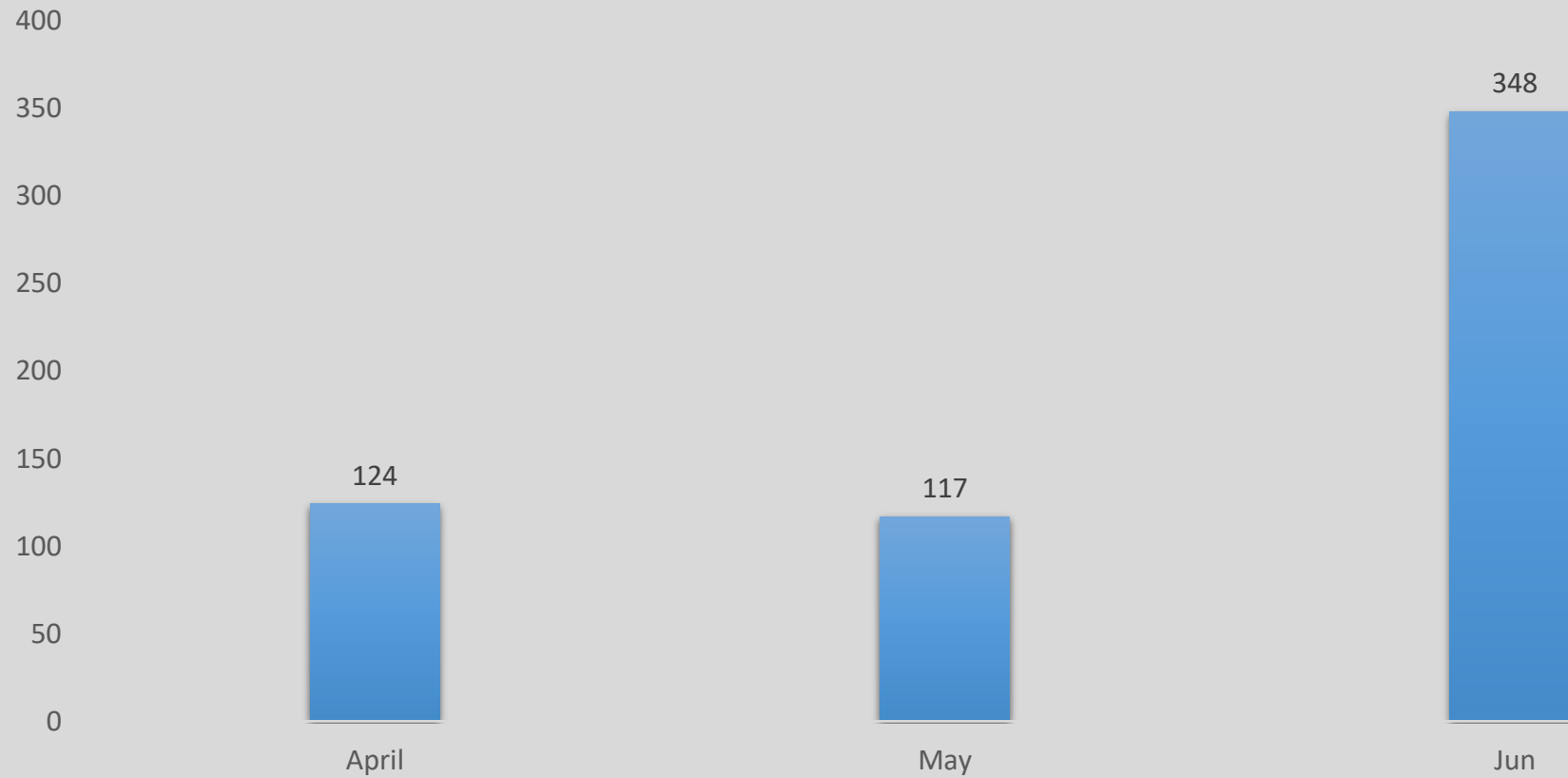
General Insights

- In overall of Nyumba Ni Choo most adverts and mentions were on Mbeya Highlands FM, a total number of 799 spots and 119 mentions were aired in this station during the period.
- Most spend was on Mbeya Highlands with over 98.5 million, followed by Clouds FM 80.1 million and Arusha One FM 77.7 million in Apr-Jun 2020. The spend on stations is by all brands as per rate card published.
- **Radio spots advertising:** The total number of Nyumba Ni Choo spots detected were 3,045 and 563 Mentions during the period. Mbeya Highlands FM, had the largest share of 25% followed by Abood FM, Arusha One FM and Bahari FM which had a share of 17%, 14% and 12% respectively.
- **Television spots advertising:** The total number of spots detected on TV were 101 in Apr-Jun. ZBC1 TV accounted for the largest share of 70% followed by EATV which had 30% of the total TV station spots in Apr-Jun. In terms of mentions, only EATV had 100% share of mentions bought during the period.
- Nyumba Ni Choo are having more spots run in Mbeya, Morogoro and Zanzibar with over 61% of all spots bought in the regional stations captured there.
- Nyumba Ni Choo are having more mentions run in Mbeya, Lindi and Kagera with over 74% of all mentions bought there.
- In total all advertising national stations spend is 165,935,292 while regional stations have 383,017,880.

Spots Monthly Trend-Apr-Jun 2020

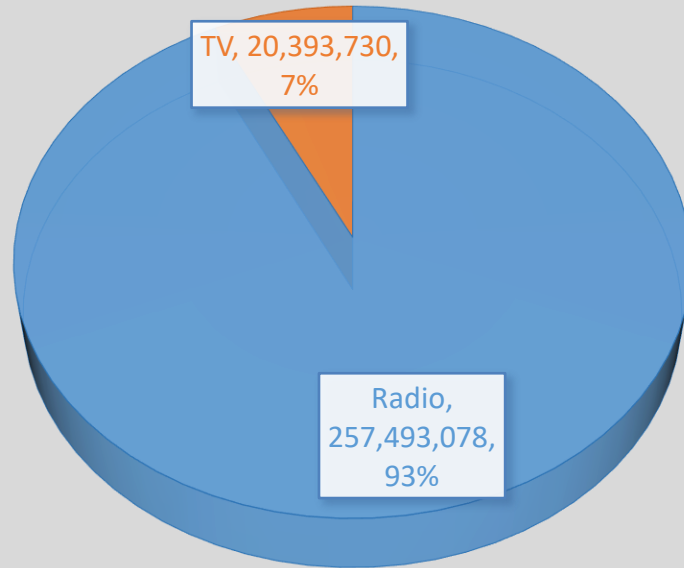


Mentions Monthly Trend-Apr-Jun 2020

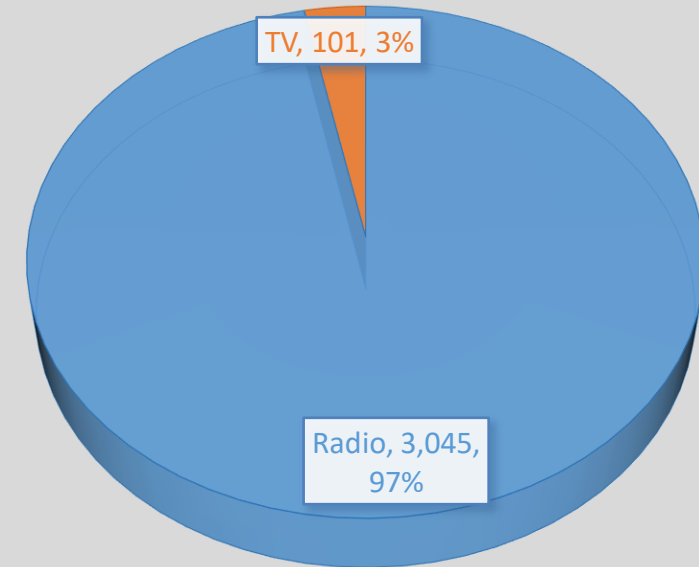


Overall Media Spend & Spots-Apr-Jun 2020

Spends



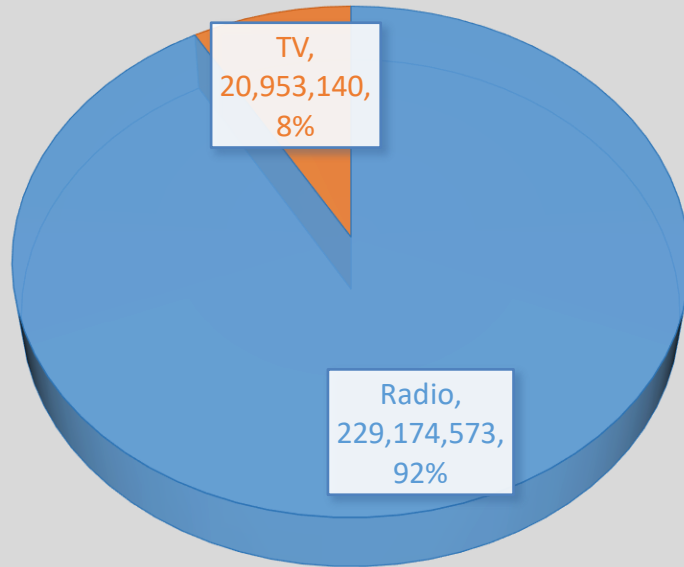
Spots



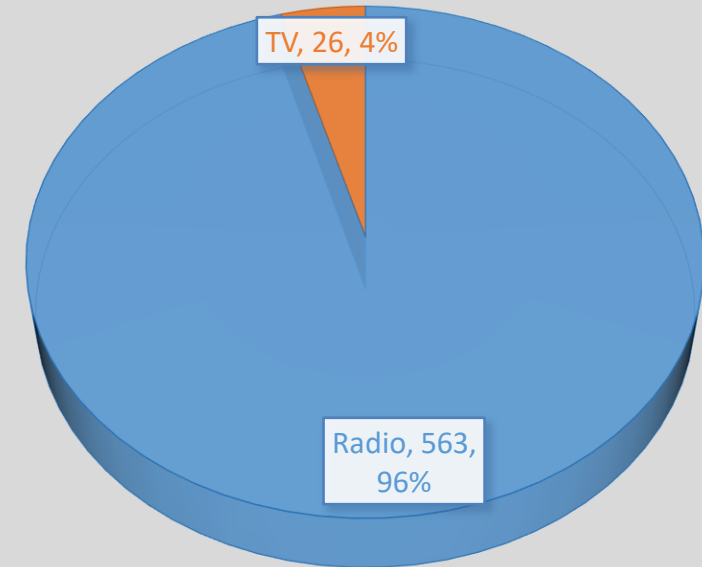
- A total of 3,146 Nyumba Ni Choo spots were detected during the period.
- Nyumba Ni Choo Overall spots spend in Apr-Jun was 277,886,808.

Overall Media Spend & Mentions-Apr-Jun 2020

Spends

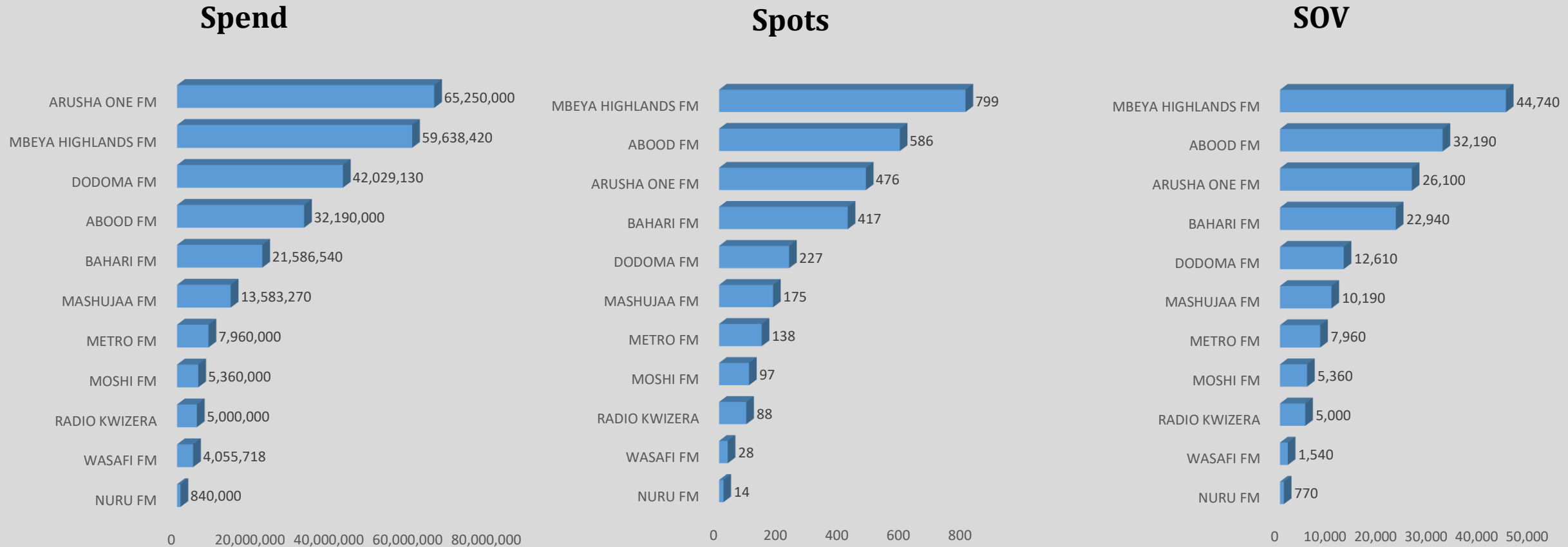


Mentions



- A total of 589 Nyumba Ni Choo mentions were detected during the period.
- Nyumba Ni Choo Overall mentions spend in Apr-Jun was 250,127,713.

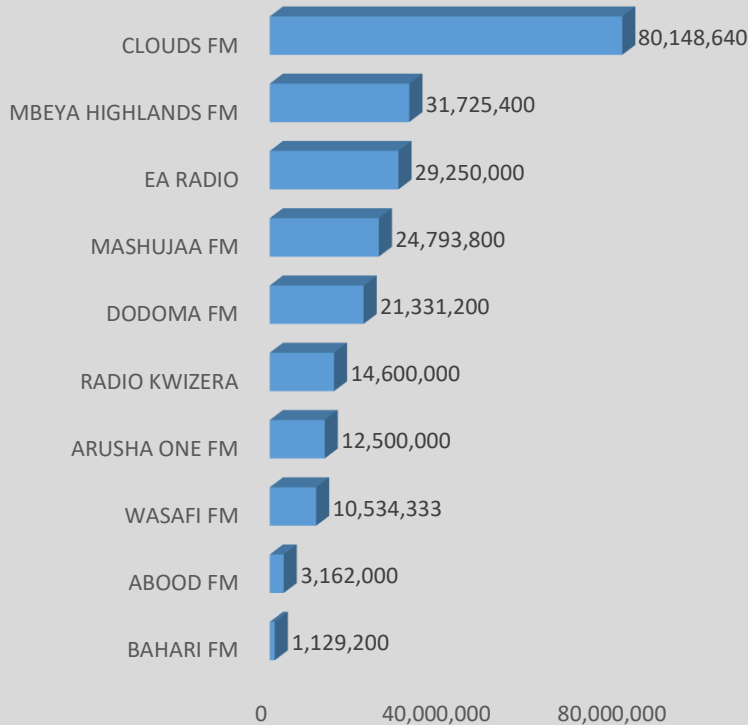
Radio Spend, Spots & SOV-Apr-Jun 2020



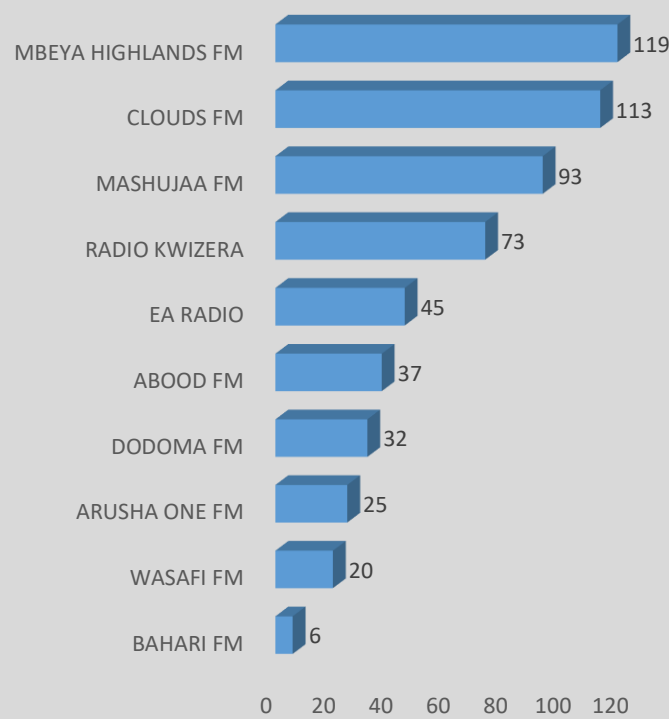
➤ Arusha One had the highest spend while Mbeya Highlands was leading in terms of spots and airtime(SOV) for Apr-Jun.

Radio Spend, Mentions & SOV-Apr-Jun 2020

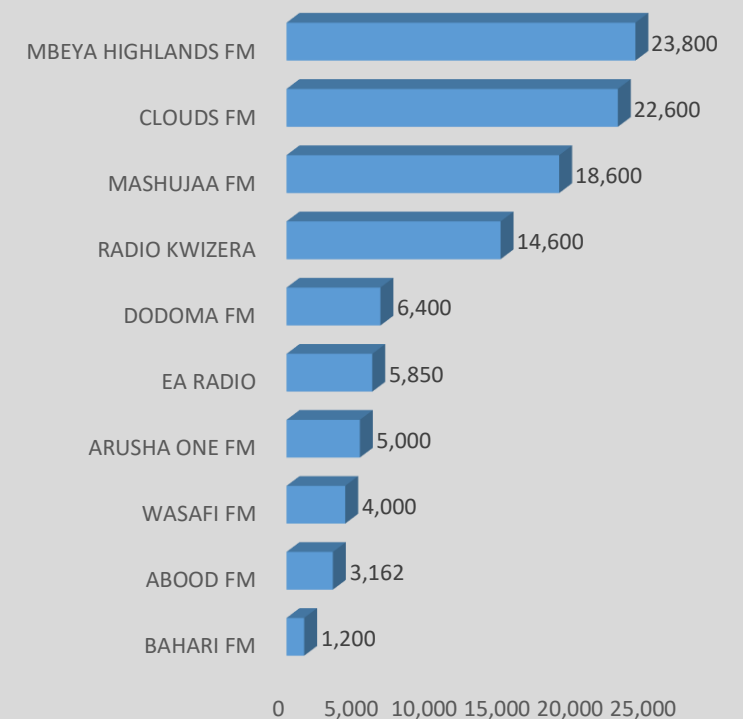
Spend



Mentions



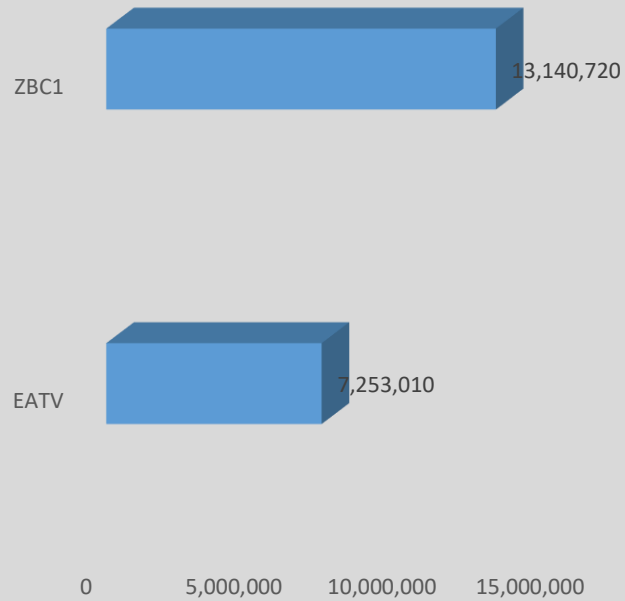
SOV



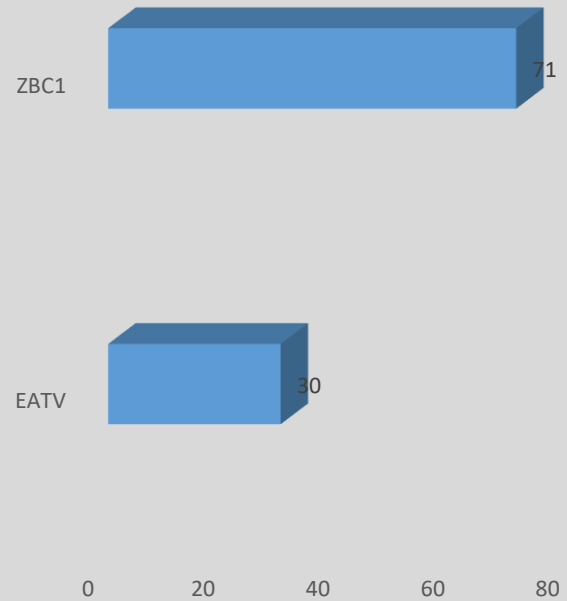
➤ Clouds FM was leading in spends while Mbeya Highlands was leading in terms of Mentions and Airtime (SOV).

TV Spend, Spots & SOV-Apr-Jun 2020

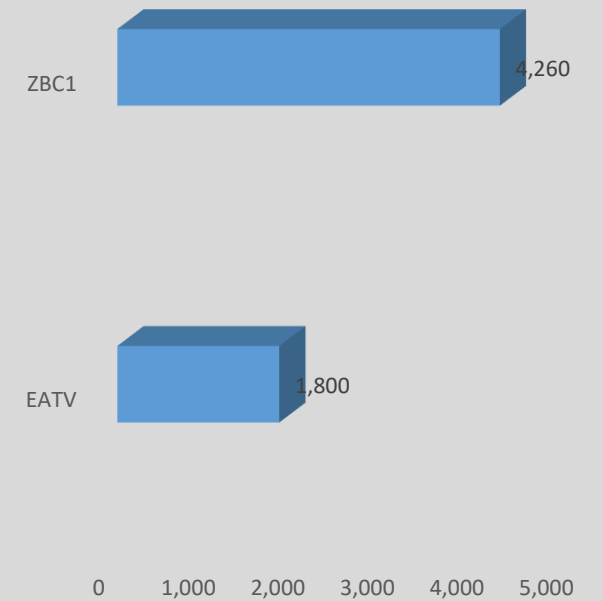
Spend



Spots



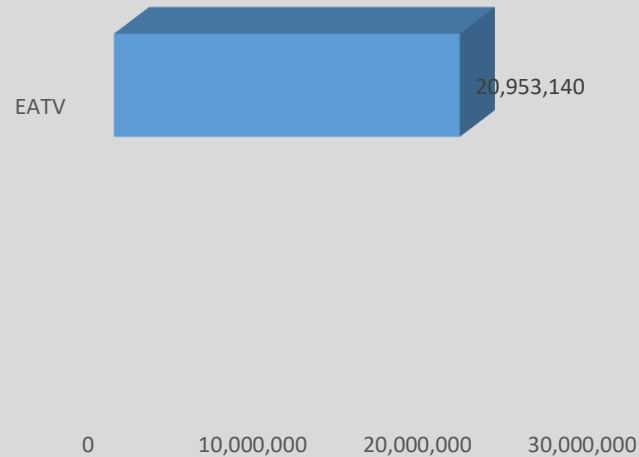
SOV



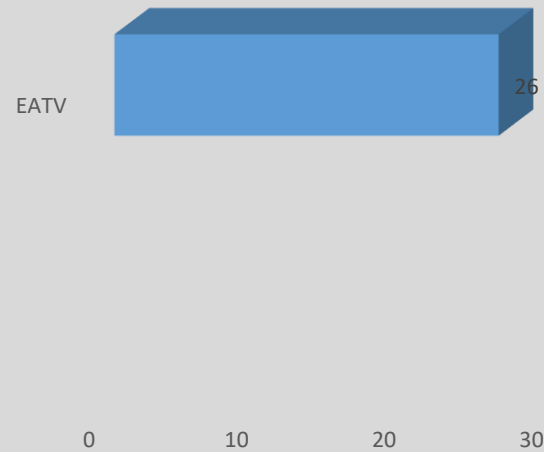
➤ ZBC1 topped spends, spots and SOV for TV stations advertising Nyumba Ni Choo Ads in Apr-Jun.

TV Spend, Mentions & SOV-Apr-Jun 2020

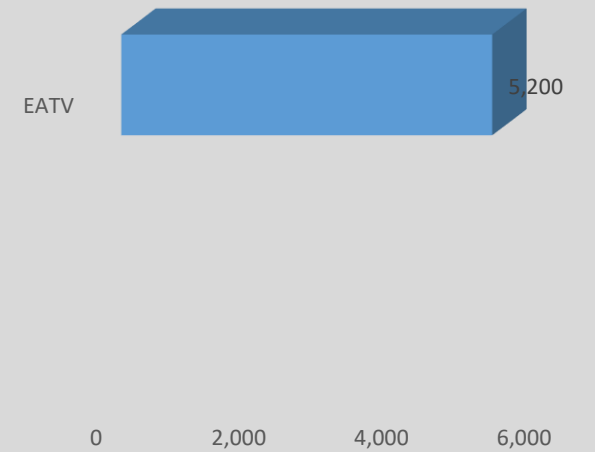
Spend



Mentions

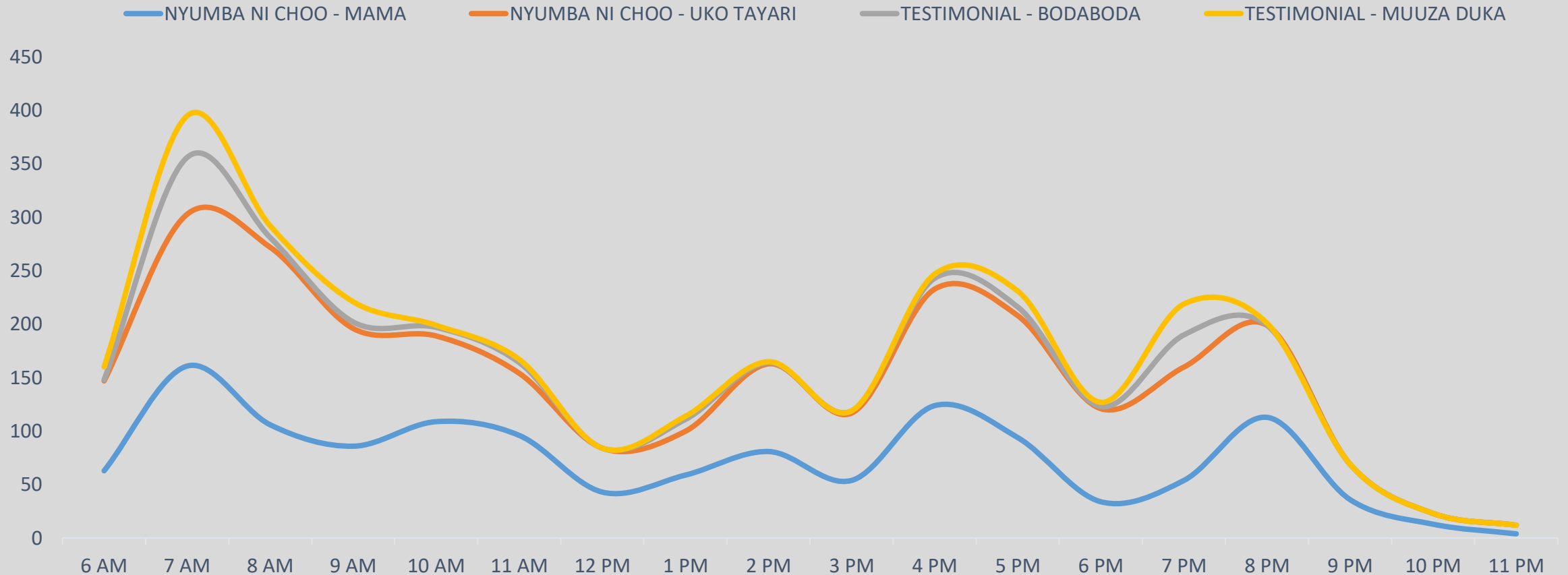


SOV



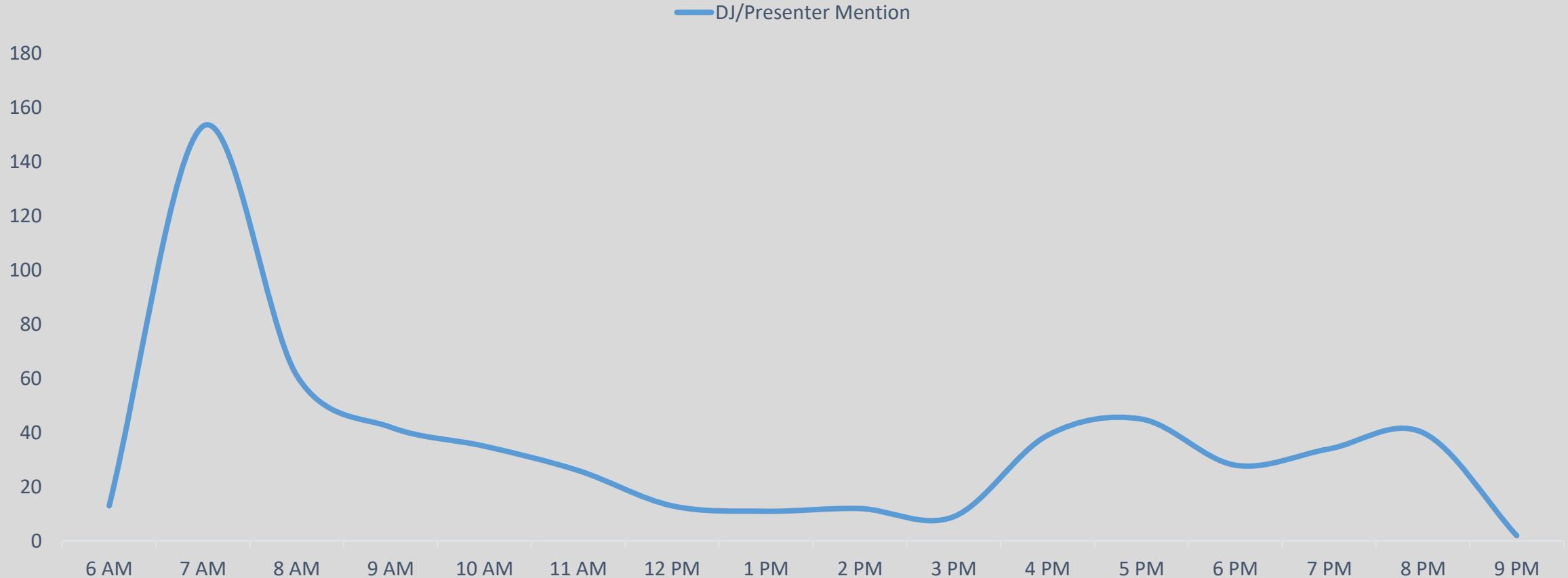
➤ EATV was the only TV station which had Nyumba Ni Choo Mentions in Apr-Jun.

Radio Spots Identified Hourly Trend-Apr-Jun 2020



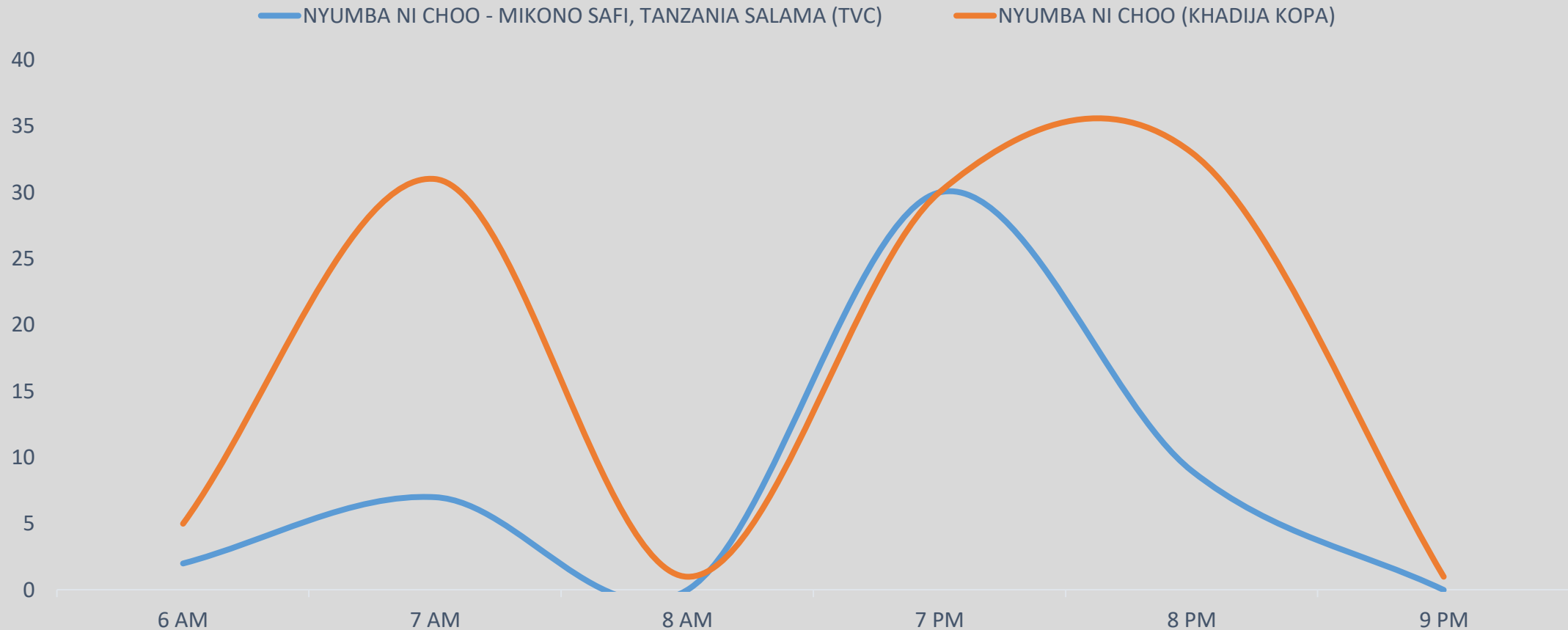
➤ Nyumba Ni Choo campaign on radio was advertised mostly during breakfast and drive time segments.

Radio Mentions Identified Hourly Trend-Apr-Jun 2020



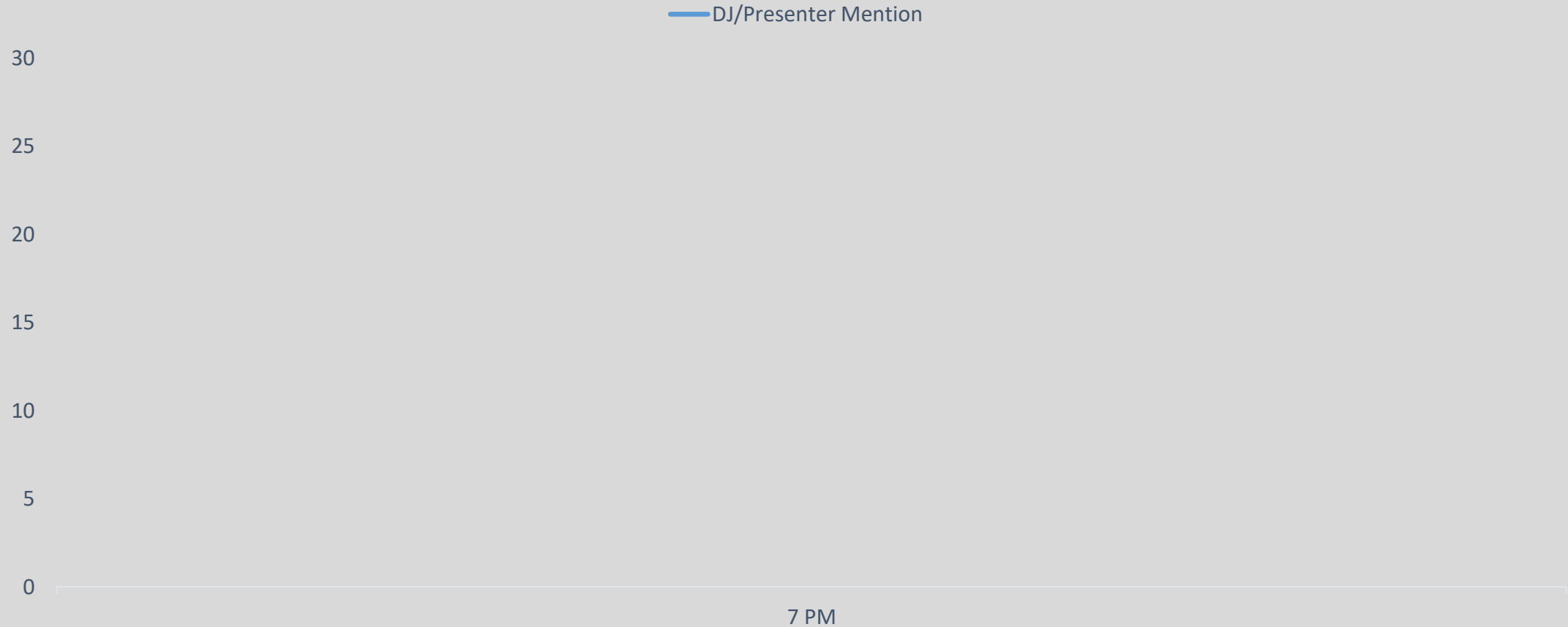
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TV Spots Identified Hourly Trend-Apr-Jun 2020



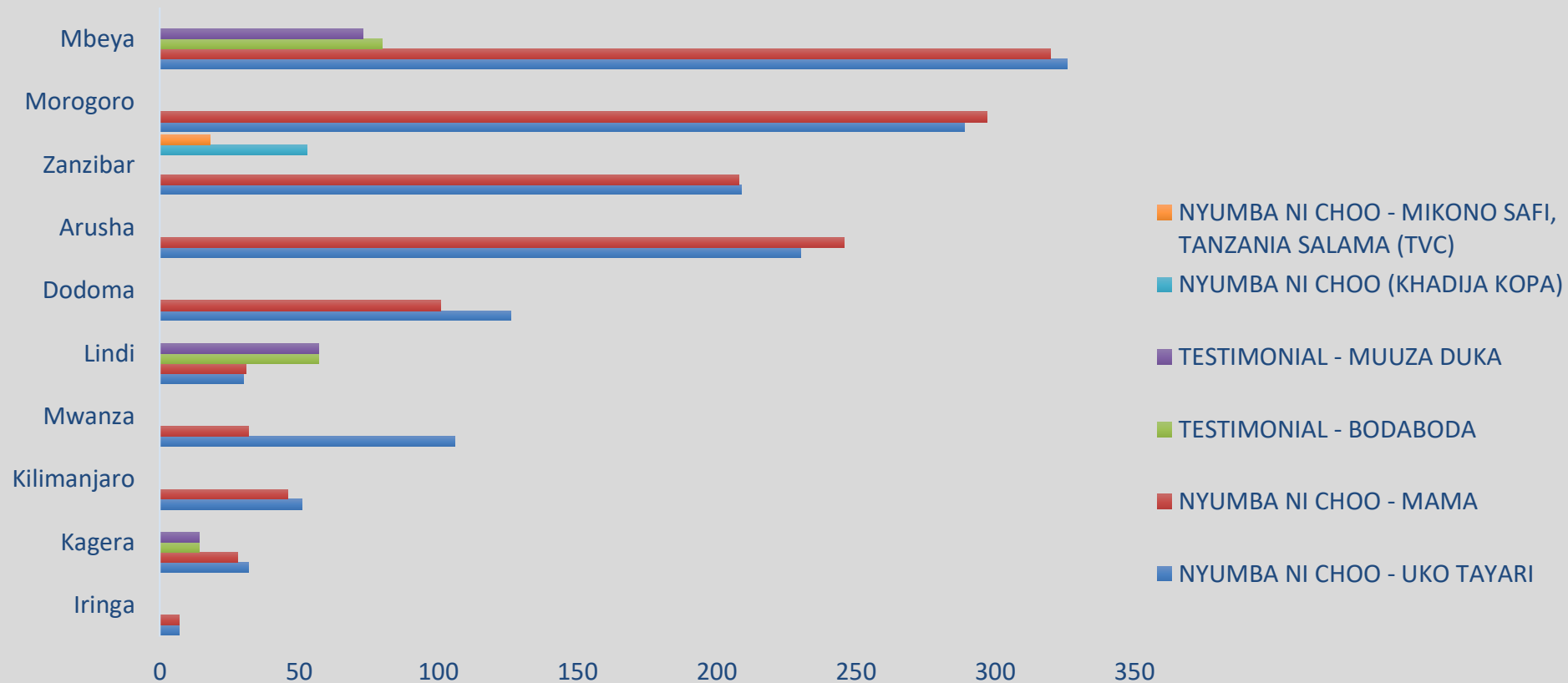
➤ Nyumba Ni Choo campaign on television was advertised during morning and prime time segment.

TV Mentions Identified Hourly Trend-Apr-Jun 2020



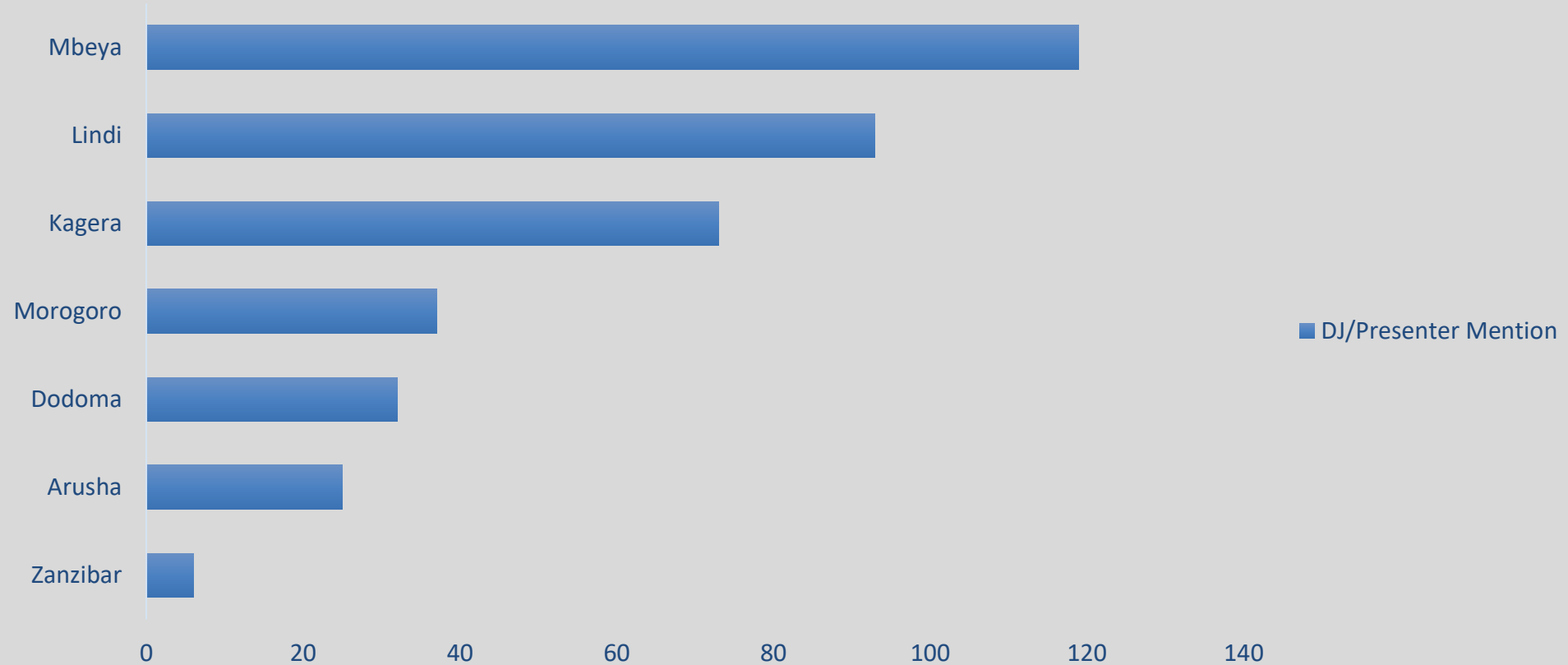
➤ Nyumba Ni Choo mentions on television were aired during prime time segment.

Regional Stations: Spots Identified-Apr-Jun 2020



➤ Mbeya, Morogoro and Zanzibar were the top regions for Nyumba Ni Choo Spots in quarter two 2020.

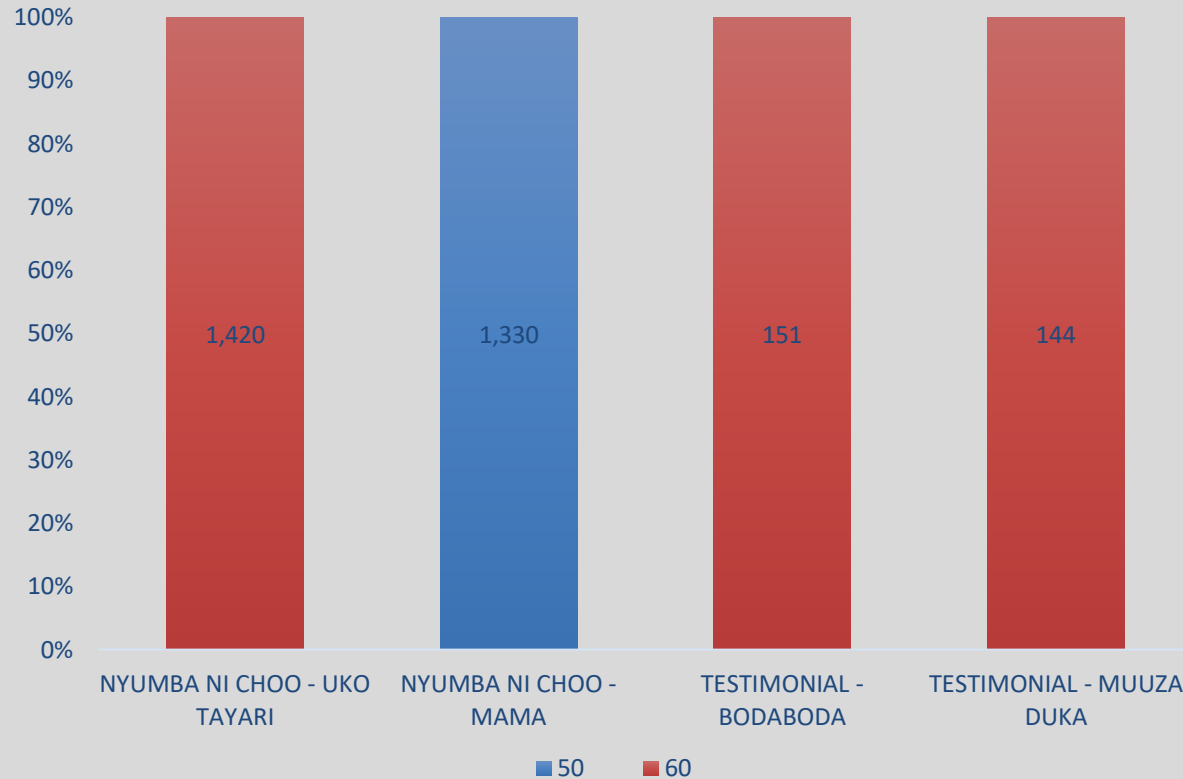
Regional Stations: Mentions Identified-Apr-Jun 2020



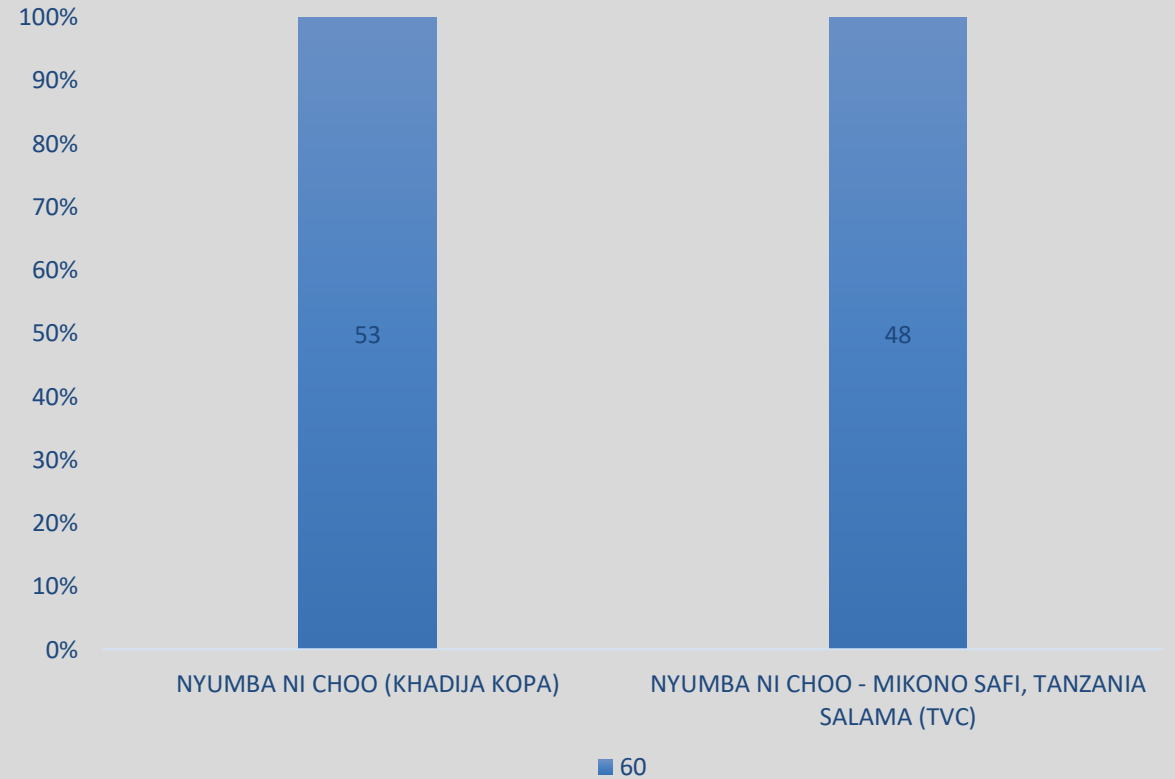
➤ Mbeya, Lindi and Kagera were the top regions for Nyumba Ni Choo Mentions in Apr –Jun 2020.

Spots Length-Apr-Jun 2020

Radio Spots



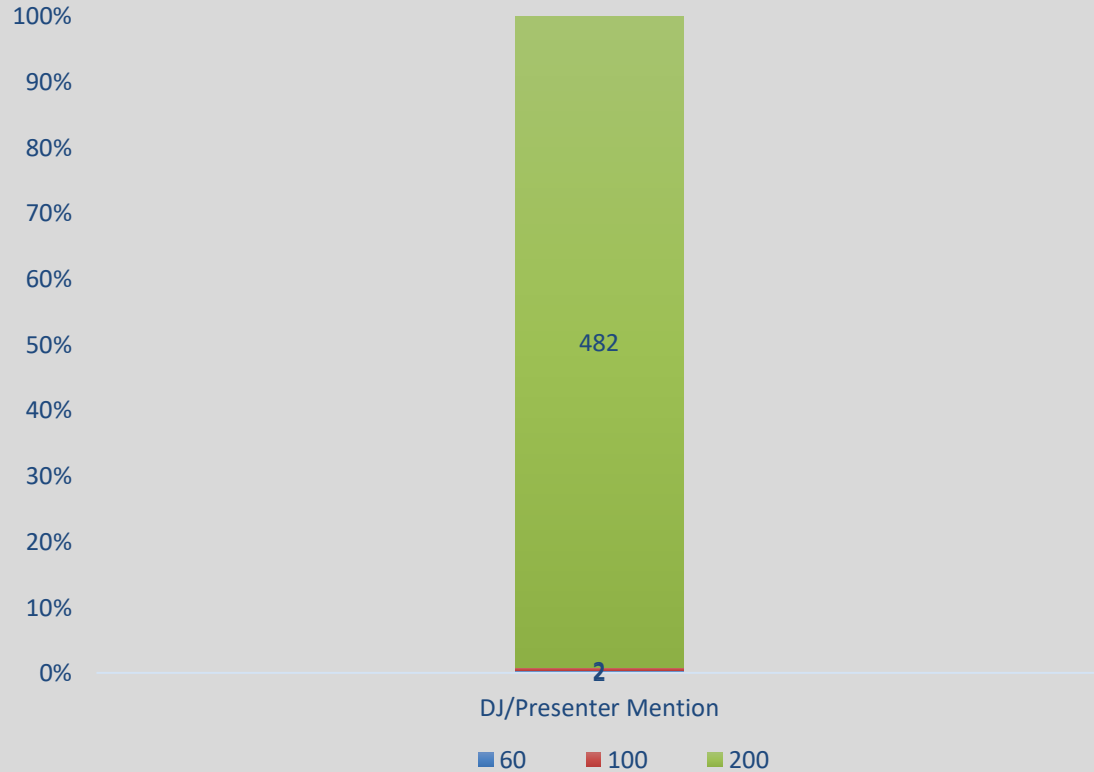
TV Spots



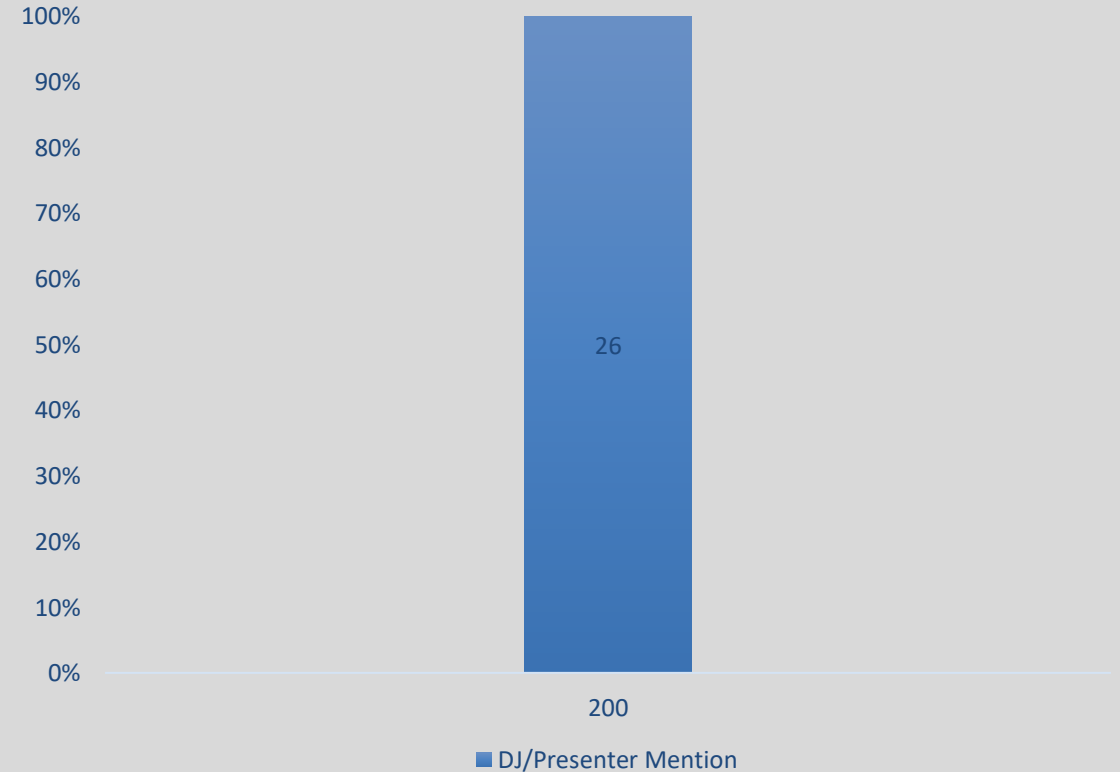
➤ Most Ads had a length of 50 and 60 seconds for both radio and television.

Mentions Length-Apr-Jun 2020

Radio Mentions

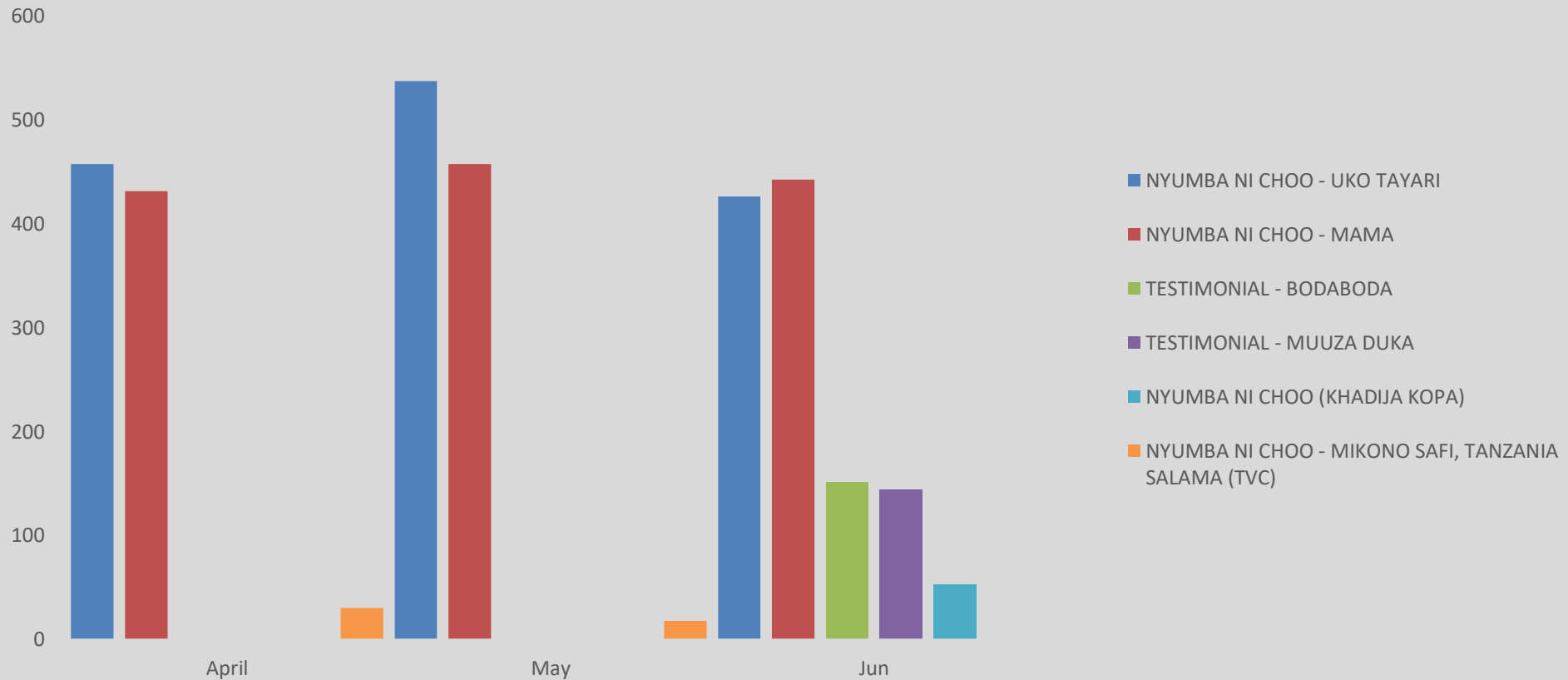


TV Mentions



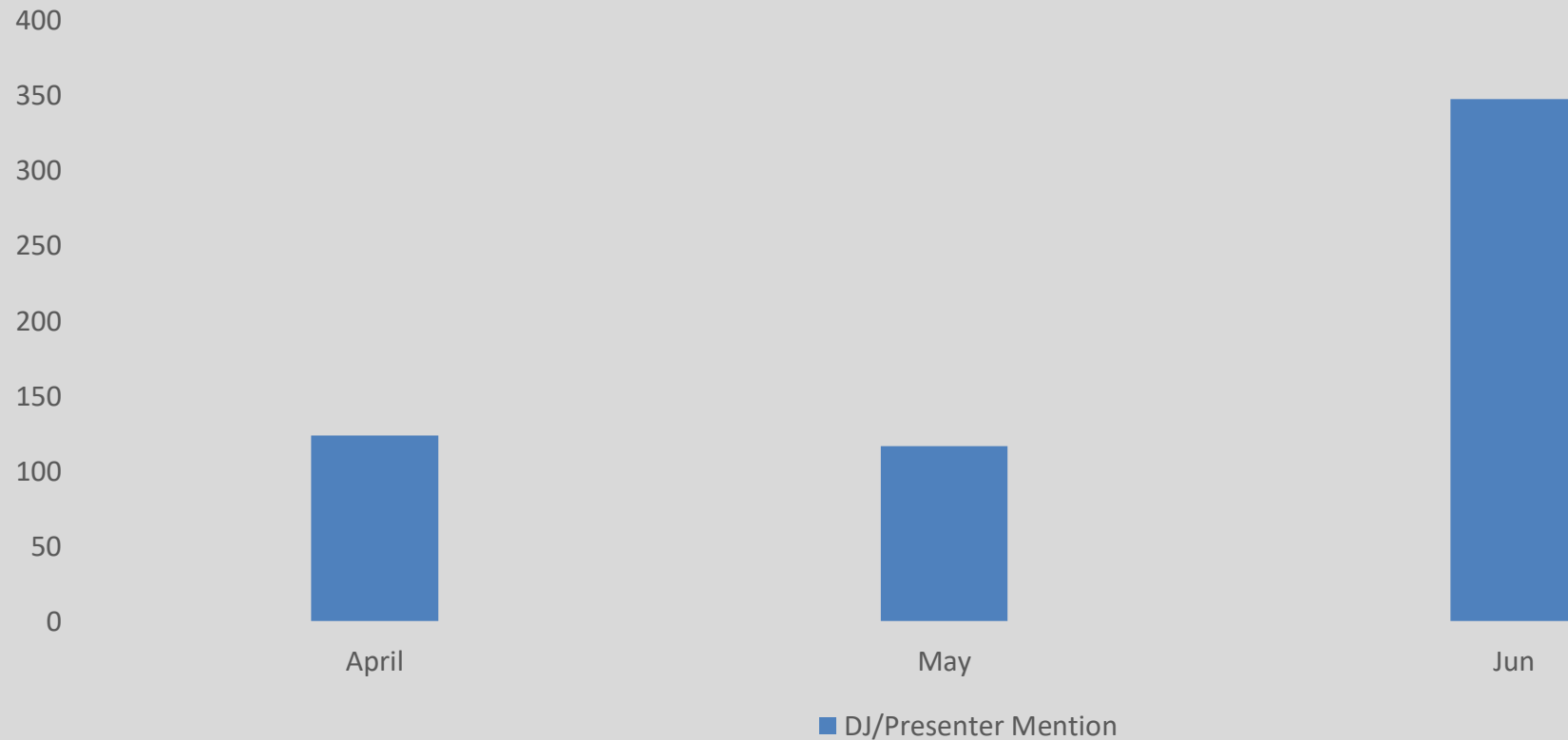
➤ Most Mentions had a length of 60 to 200 seconds.

Spots Trend-Apr-Jun 2020



➤ Nyumba Ni Choo-Uko Tayari and Nyumba Ni Choo-Mama Ads were leading from April to June.

Mentions Trend-Apr-Jun 2020



➤ Usichukulie Poa Unategemewa Mentions were leading in quarter two 2020.

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The logo for ORTUS, featuring the word "ORTUS" in a bold, green, sans-serif font. The letter "O" is significantly larger than the other letters, which are of uniform size and spaced out.



Thank
You

A blue paper cutout with the words "Thank You" in white, hanging from a string. The cutout has a scalloped, cloud-like border. The word "Thank" is on the top line and "You" is on the bottom line. A small metal ring is attached to the top center of the cutout, and a thin brown string is threaded through it, extending upwards.