



USICHUKULIE POA
**NYUMBA
NI CHOO**



SOV Report|Ortus

Quarter 4 (Oct - Dec) 2020

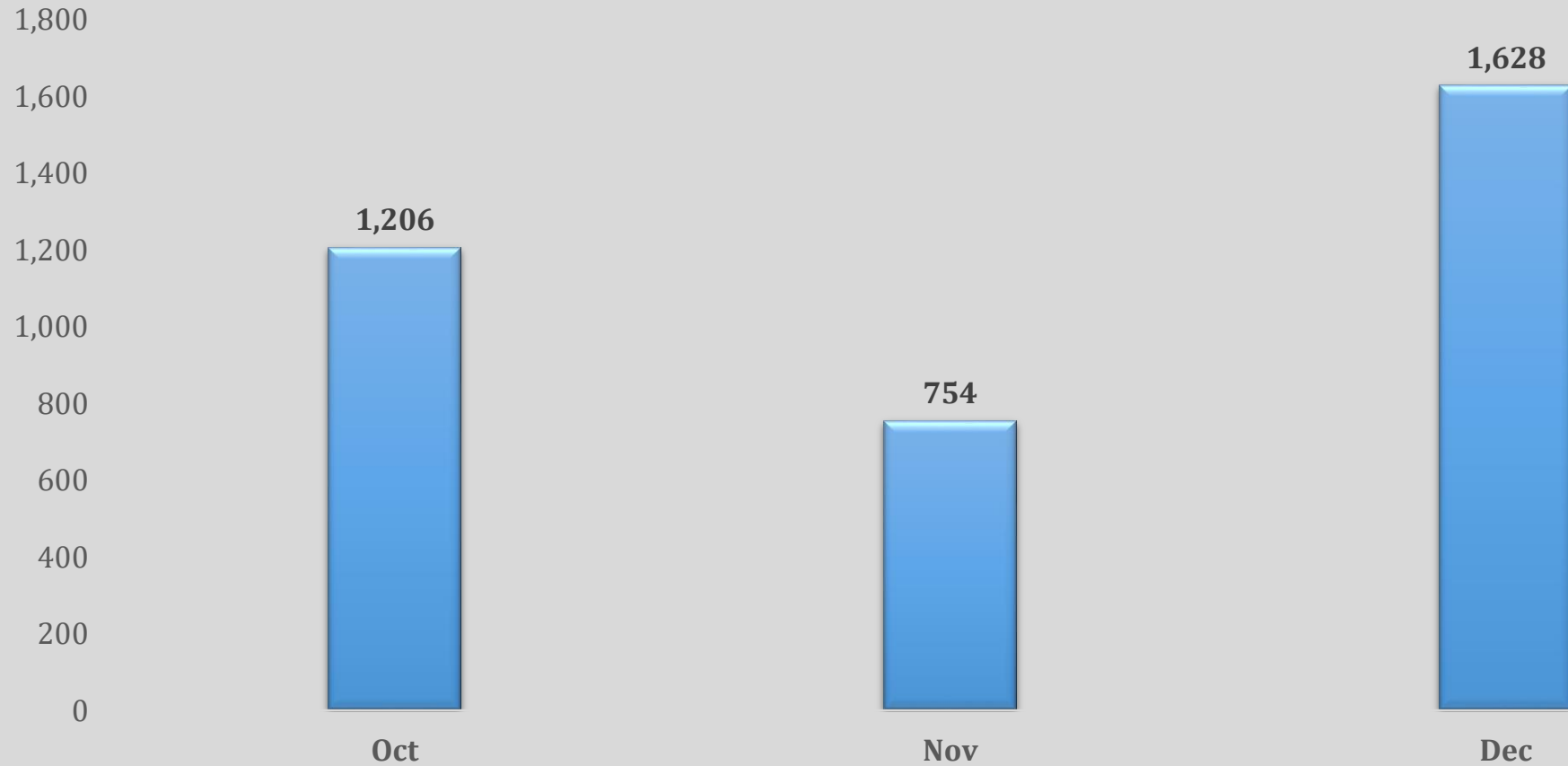
Prepared for: Innovex Tanzania

Report Findings and Key Highlights

General Insights

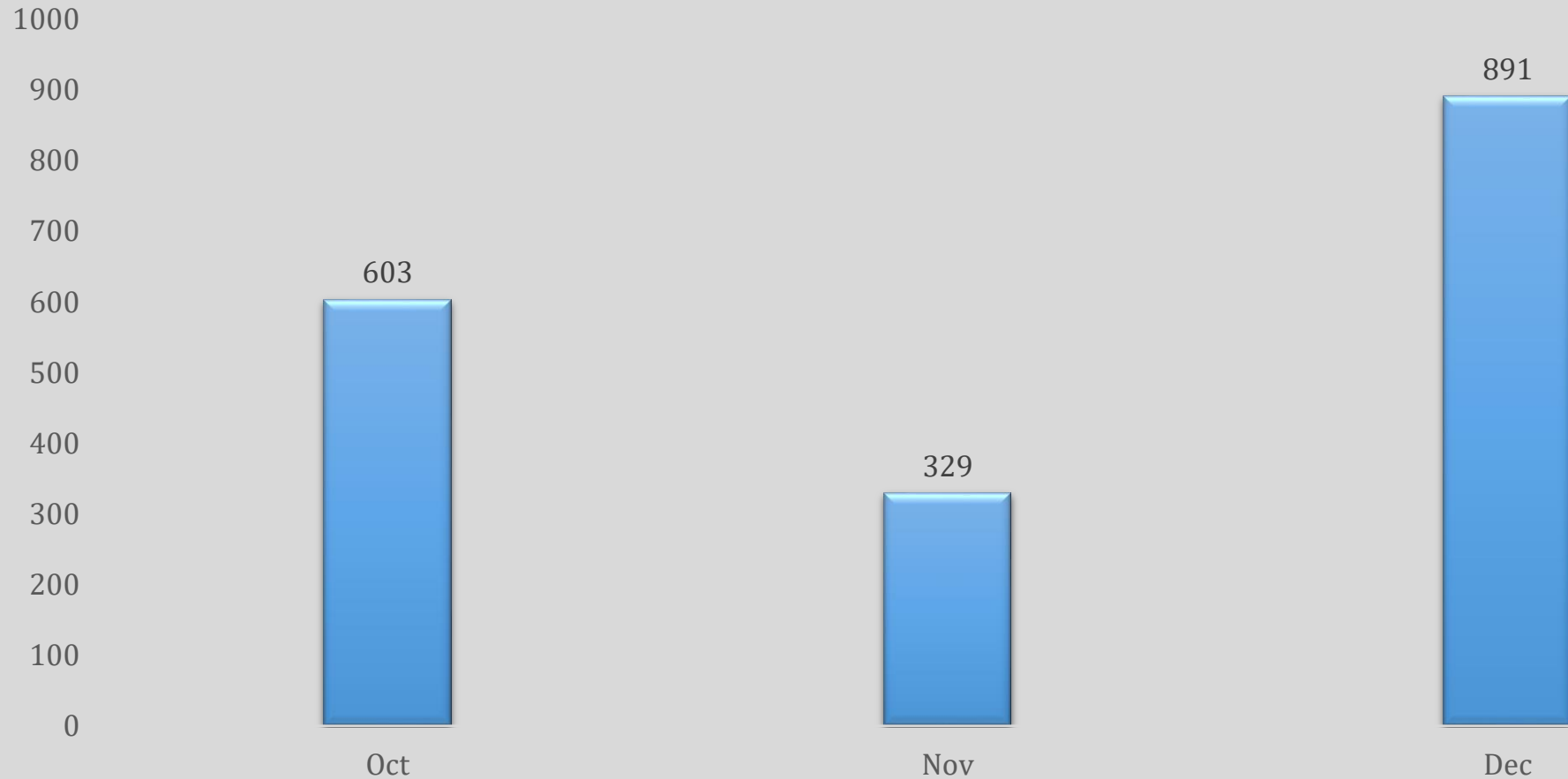
- In overall of Nyumba Ni Choo most adverts were on Abood FM and Mentions on Coconut FM, a total number of 582 spots and 279 mentions were aired from the stations during the period.
- Most spend was on Arusha One FM with over 41.5 million, followed by Abood FM 28.6.1 million and Coconut FM 17.7 million in Oct – Dec 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 3,421, 1823 Presenter Mentions, 3 Interviews and 1 Program during the period. EA Radio had the largest share of 16% followed by Arusha One FM, Dodoma FM and Abood FM which had a share of 15%, 10% and 10% respectively.
- **Television spots advertising:** The total number of spots detected on TV were 167 and 1 interview in Oct-Dec. EATV accounted for the largest share of 59% followed by ITV which had 41% of the total TV station spots in Oct-Dec.
- Nyumba Ni Choo are having more spots run in Regional stations with over 89% like Zanzibar, Morogoro, Mbeya and 11% of other spots were bought in National stations.
- Nyumba Ni Choo are having more mentions run in regional stations with over 87% like Zanzibar, Geita, Mbeya and Dodoma while 13% of mentions were bought in National stations.
- Nyumba Ni Choo had interviews run in National and Regional stations with over 50% each correspondingly.
- In total all advertising national stations spend is 116,472,824 while regional stations have 265,562,416 .

Spots Monthly Trend-Oct-Dec 2020

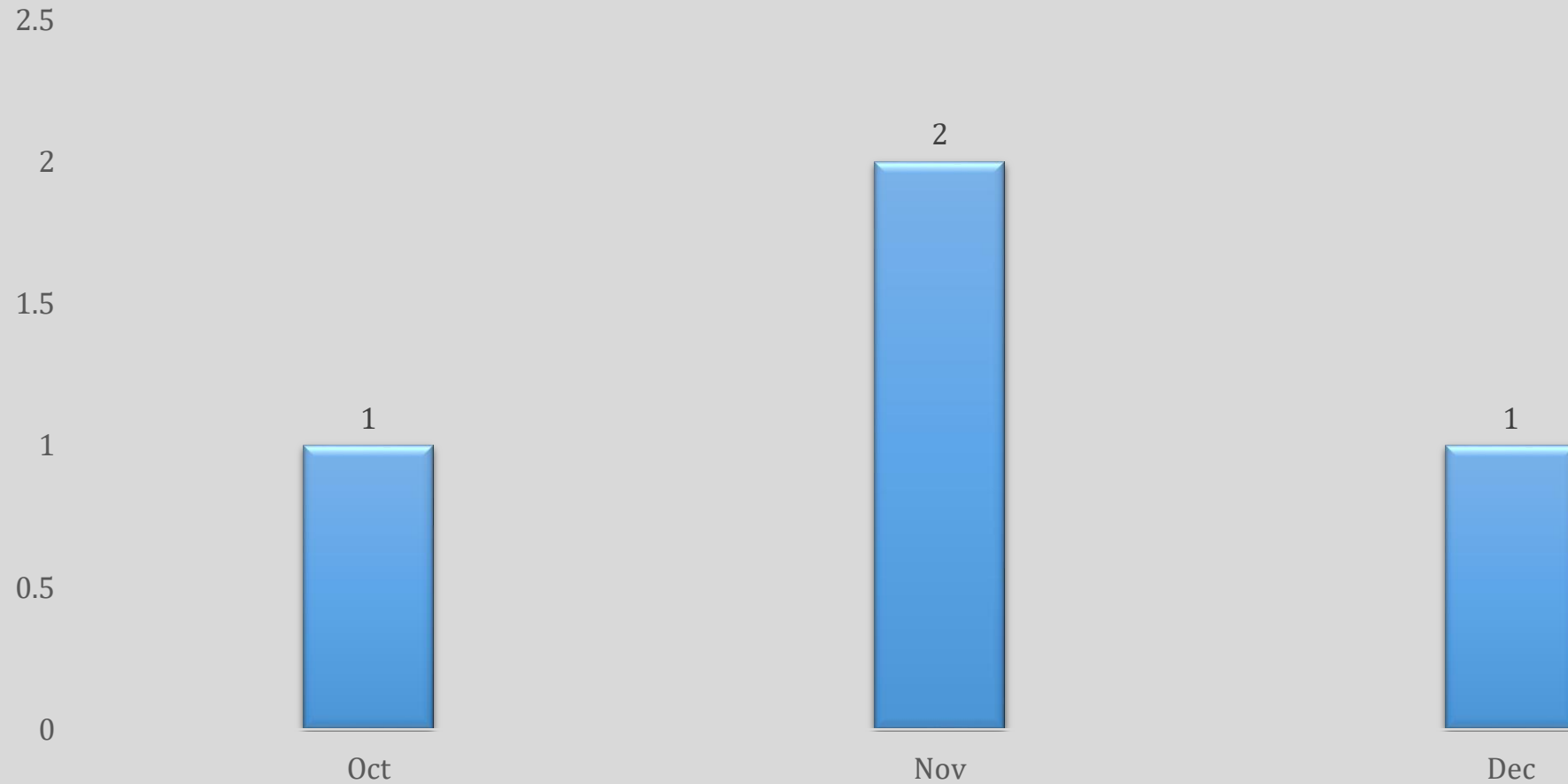


The number of spots for the month of November dropped compared to other months.

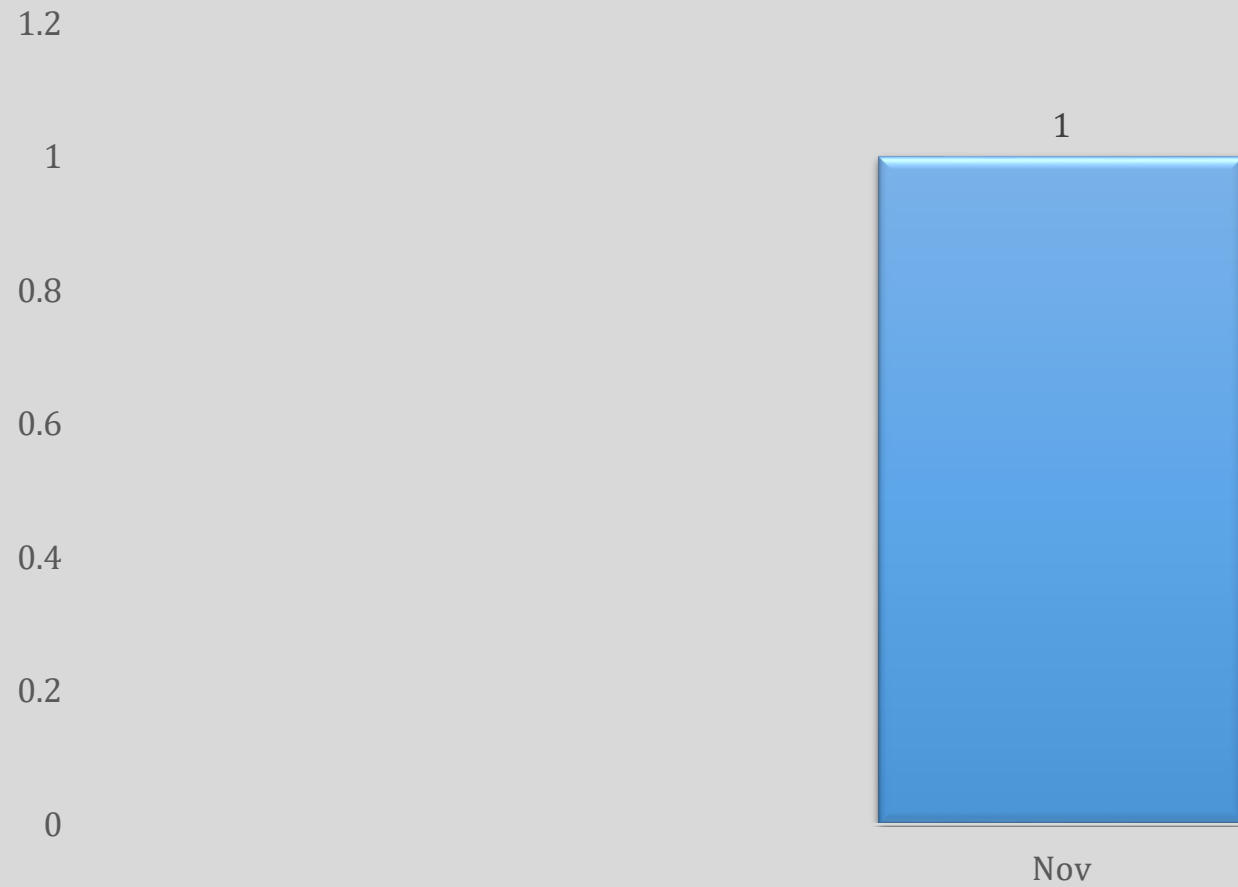
Mentions Monthly Trend, Oct-Dec 2020



Interviews Monthly Trend, Oct-Dec 2020

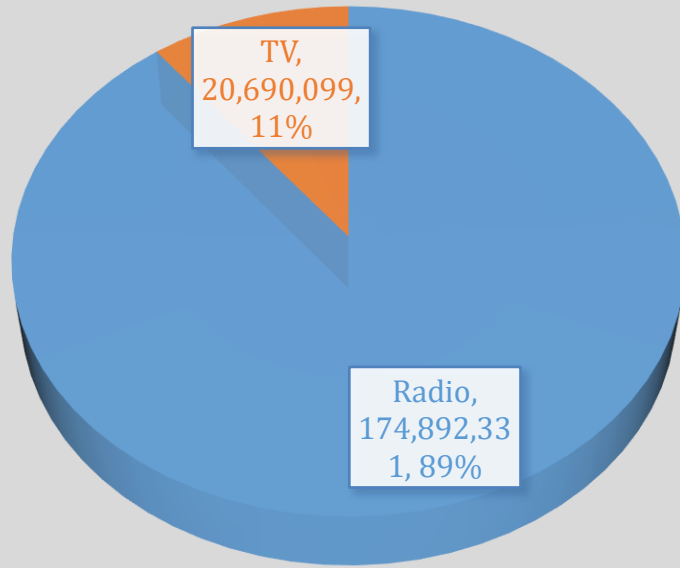


Program Monthly Trend, Oct-Dec 2020

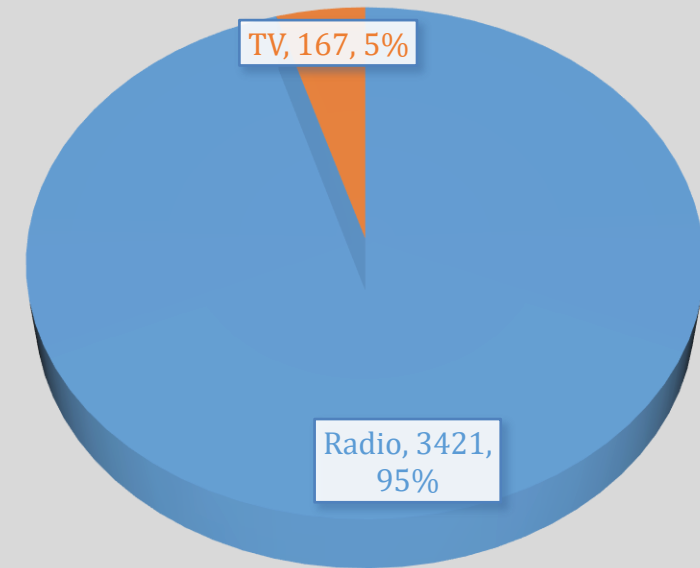


Overall Media Spend & Spots, Oct–Dec 2020

Spends



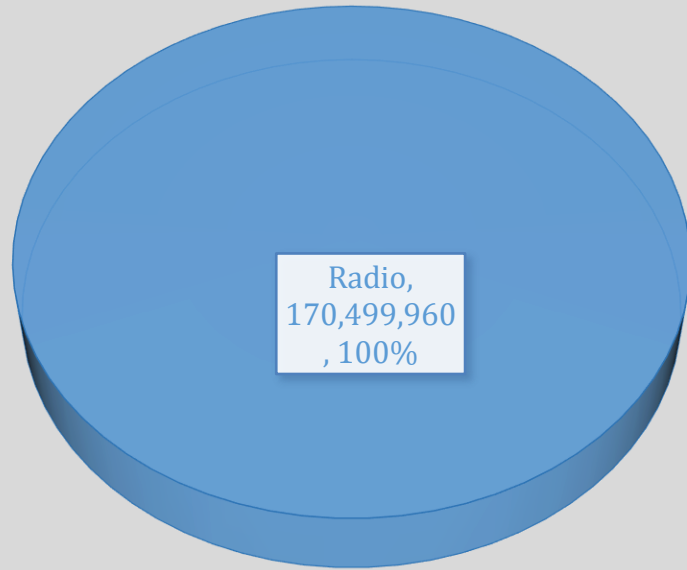
Spots



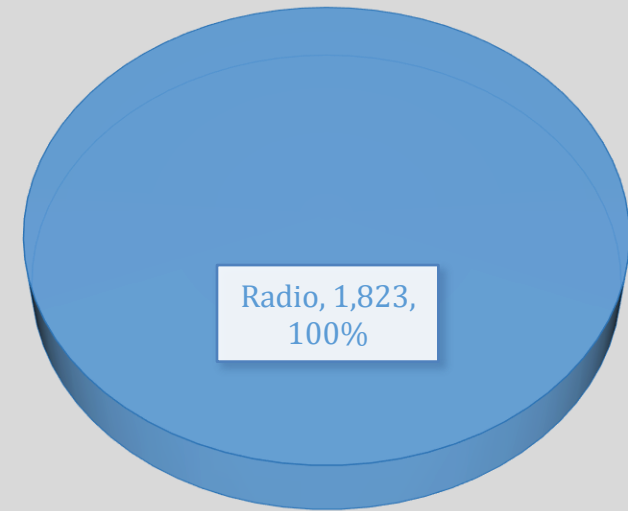
- A total of 3,588 Nyumba Ni Choo spots were detected during the period.
- Nyumba Ni Choo Overall spots spend in Oct - Dec was 195,582,430.

Overall Media Spend & Mentions, Oct-Dec 2020

Spends



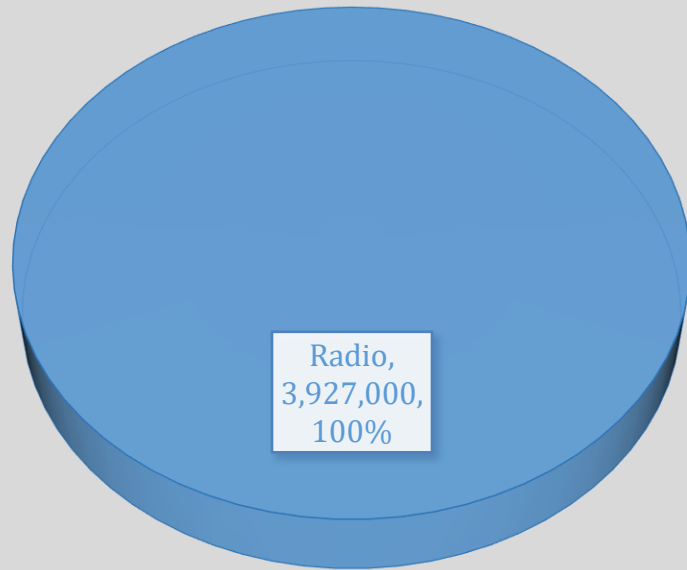
Mentions



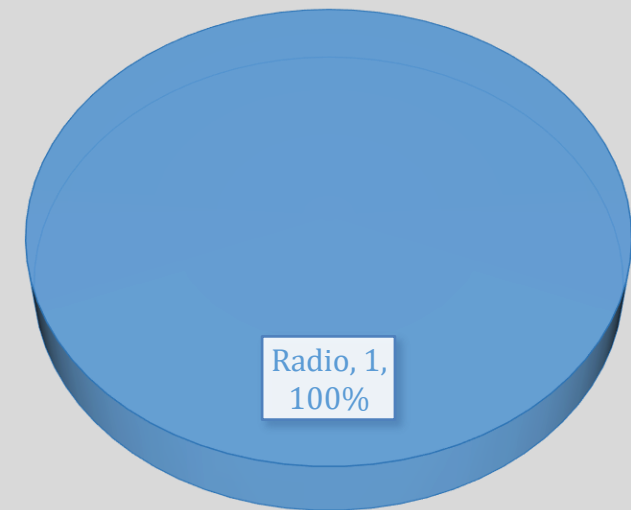
- A total of 1,823 Nyumba Ni Choo mentions were detected during the period.
- Nyumba Ni Choo Overall mentions spend in Oct - Dec was 170,499,960.

Overall Media Spend & Program, Oct-Dec 2020

Spends



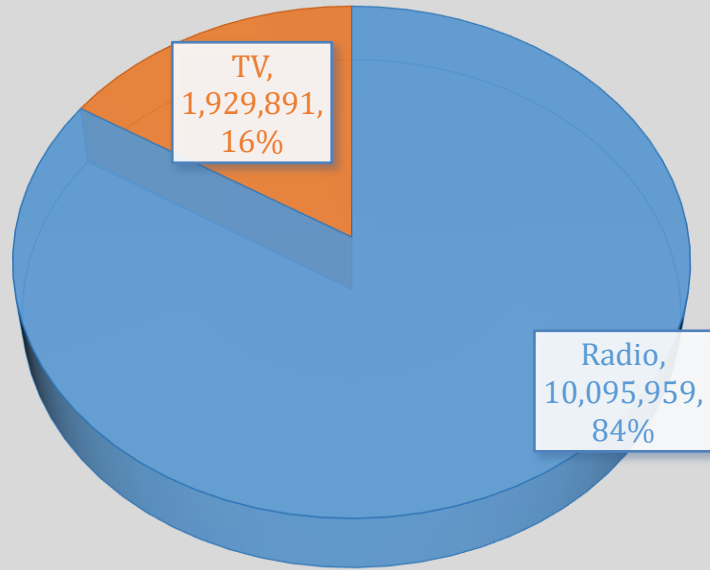
Program



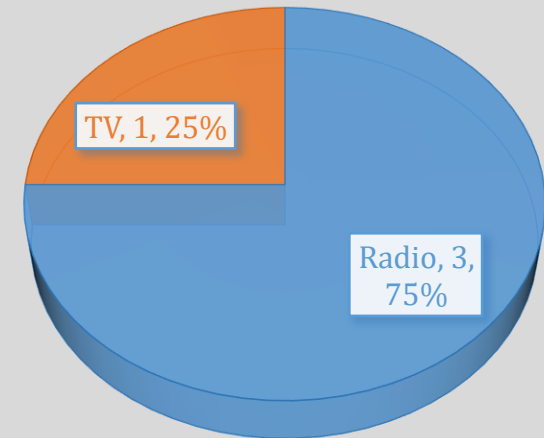
- A total of 1 Nyumba Ni Choo testimonials were detected during the period.
- Nyumba Ni Choo Overall Program spend in Oct - Dec was 3,927,000.

Overall Media Spend & Interviews, Oct-Dec 2020

Spends



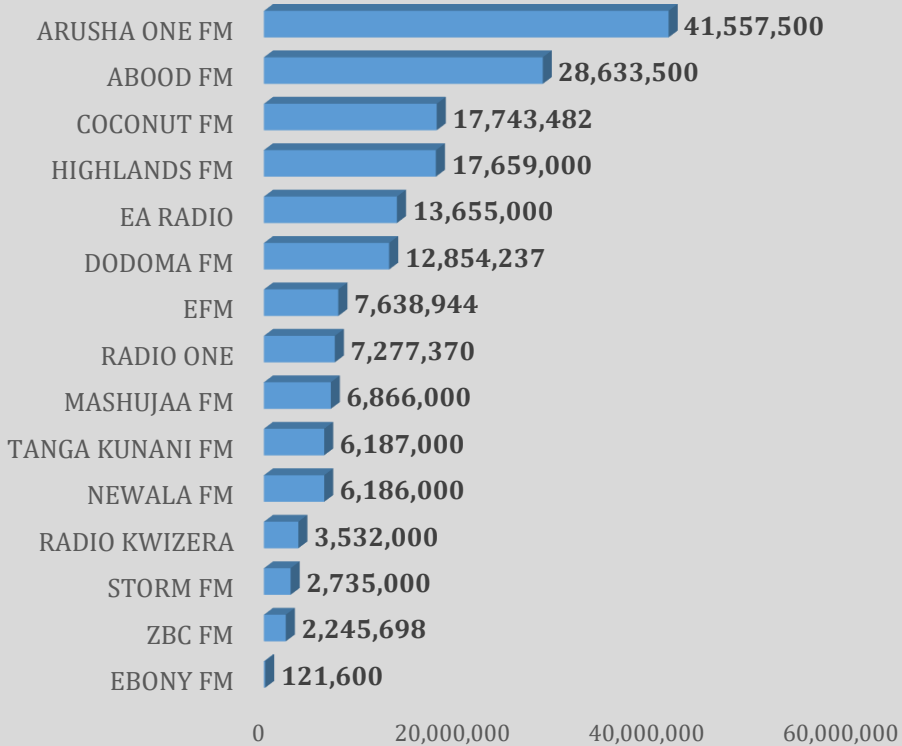
Interviews



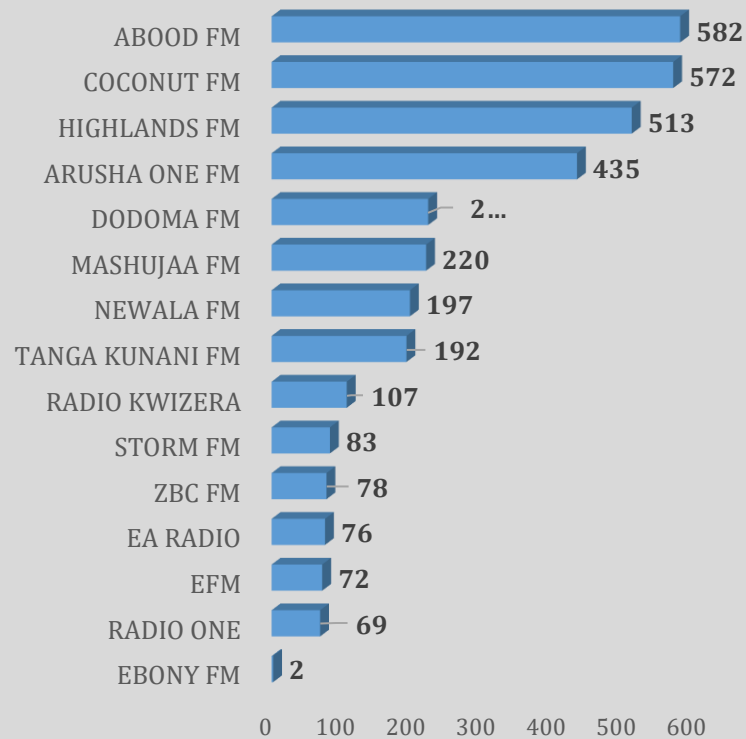
- A total of 4 Nyumba Ni Choo Interviews were detected during the period.
- Nyumba Ni Choo Overall Interviews spend in Oct - Dec was 12,025,850.

Radio Spend, Spots & SOV- Oct-Dec 2020

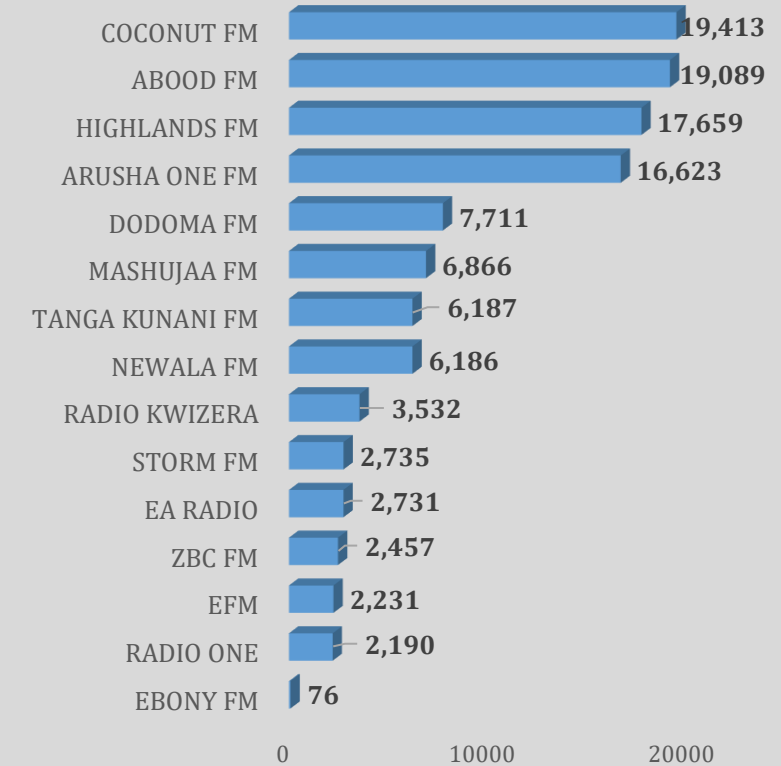
Spend



Spots

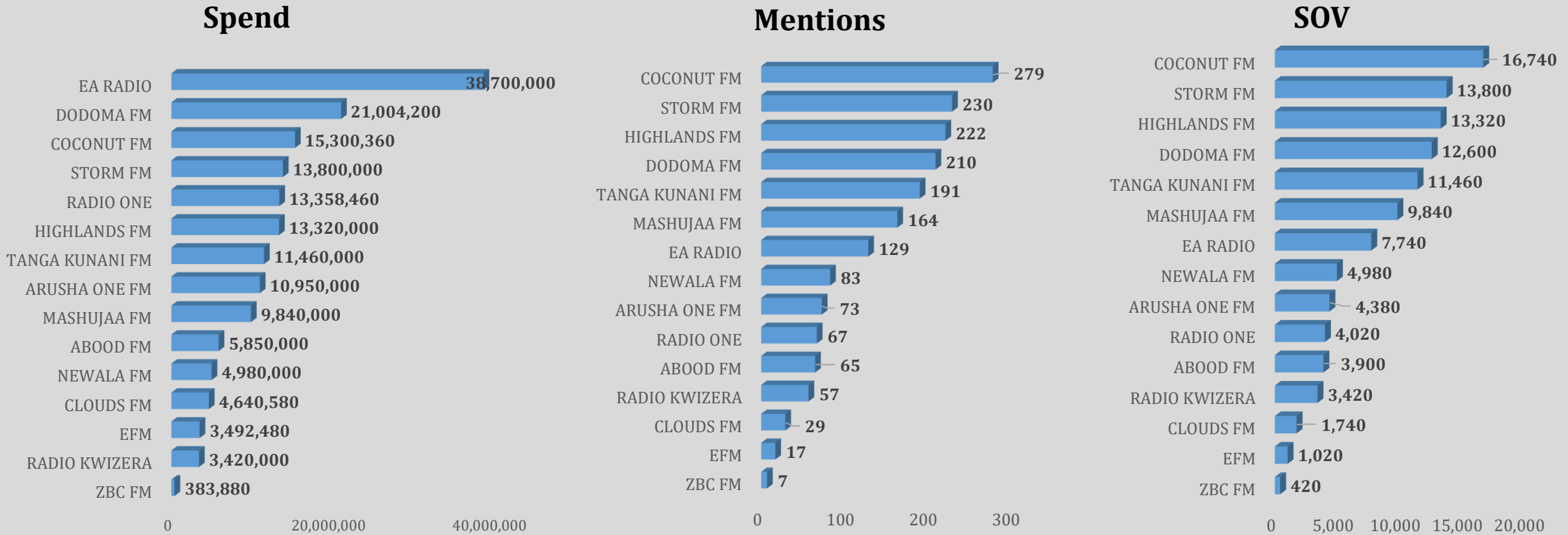


SOV



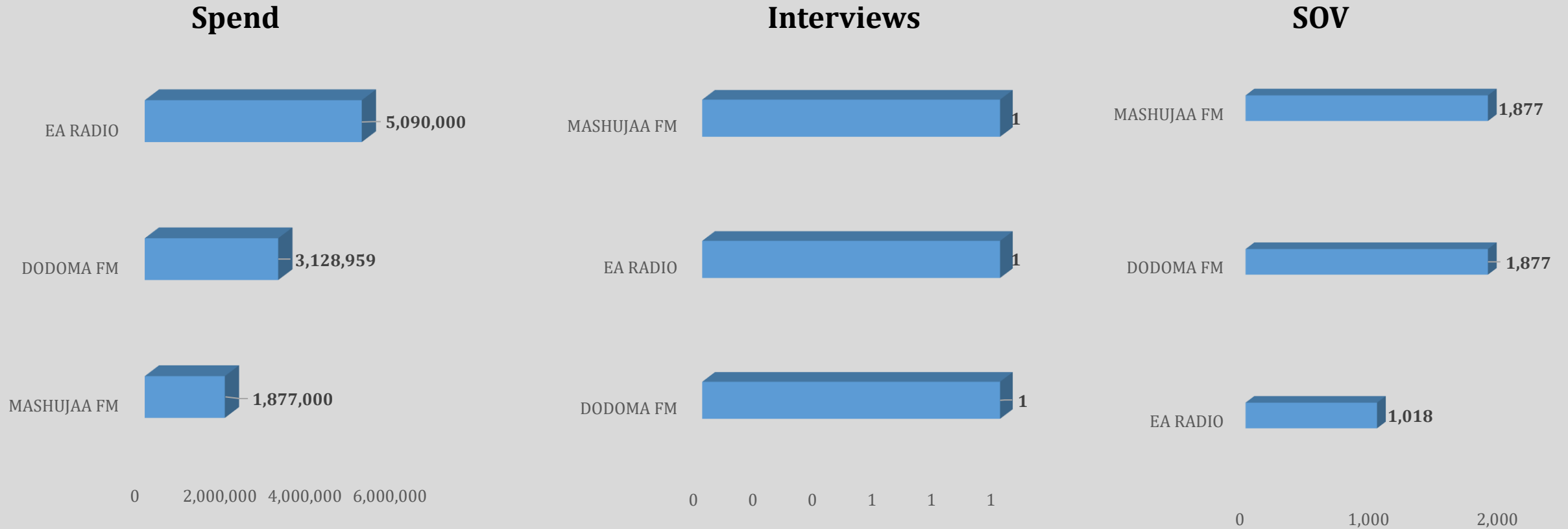
➤ Arusha One had the highest spend, Abood FM was leading in terms of number of spots and Coconut FM by airtime(SOV) for Oct-Dec.

Radio Spend, Mentions & SOV-Oct–Dec 2020



➤ EA Radio was leading in spends , Coconut FM was leading in number of Mentions and Airtime (SOV).

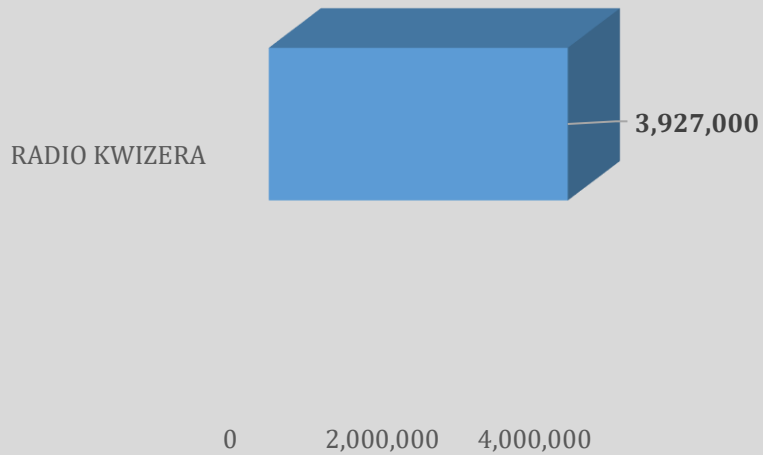
Radio Spend, Interviews & SOV-Oct-Dec 2020



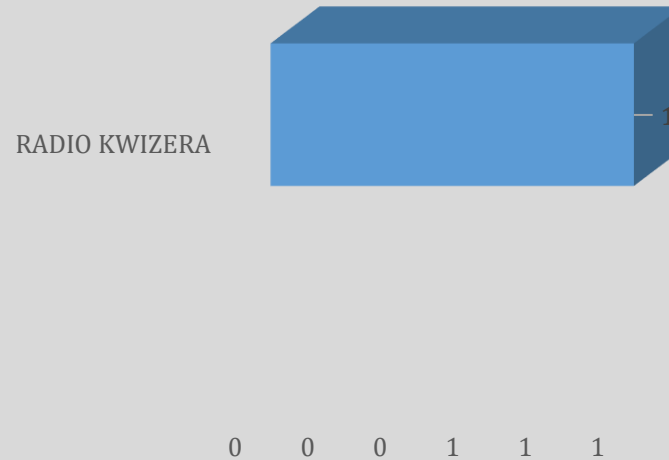
➤ EA Radio was leading in spends , Mashujaa FM was leading in number of Interviews and Airtime (SOV).

Radio Spend, Program & SOV-Oct-Dec 2020

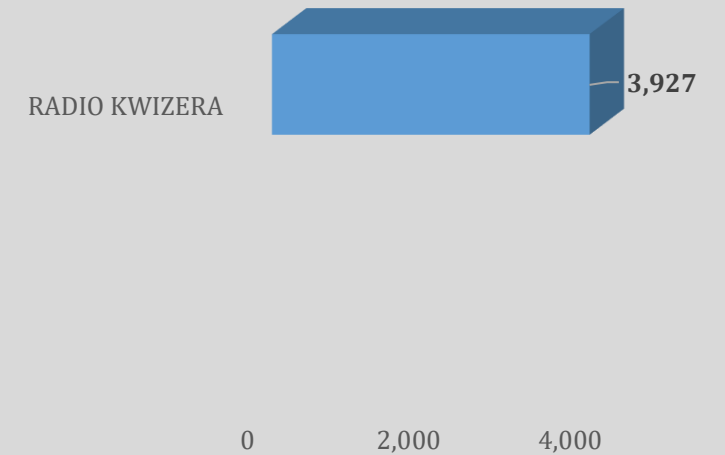
Spend



Program

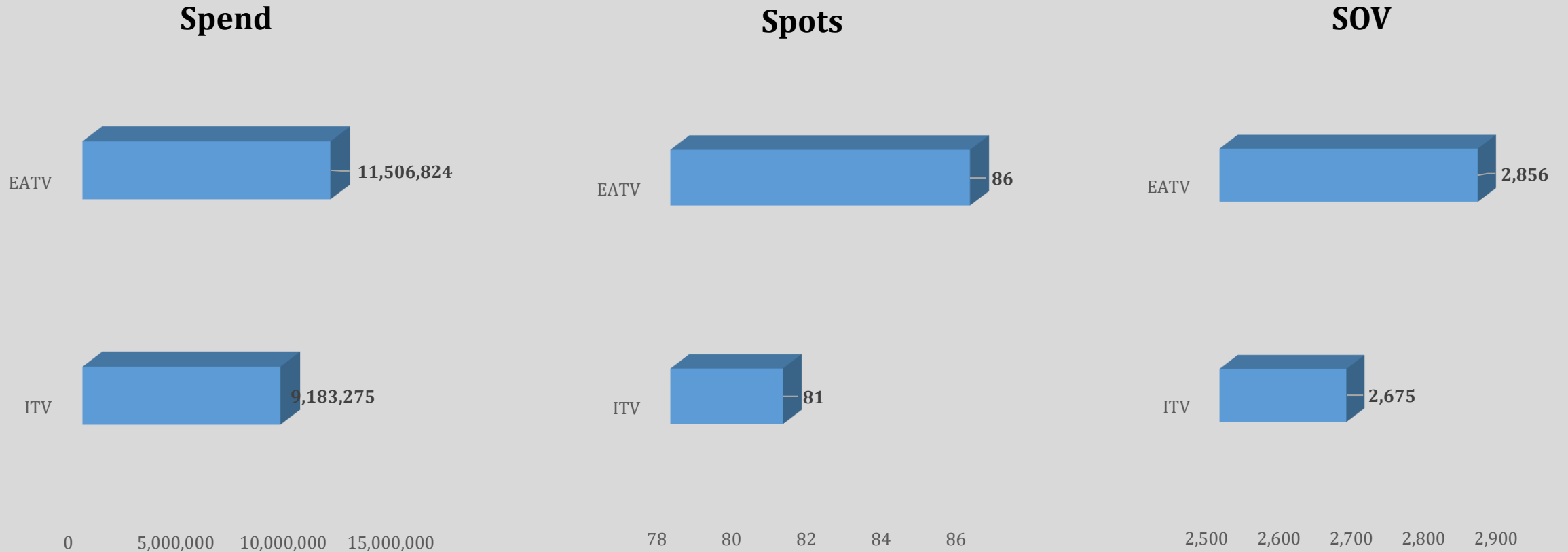


SOV



➤ Radio Kwizera was the only Radio station which had Nyumba Ni Choo Program in Oct- Dec.

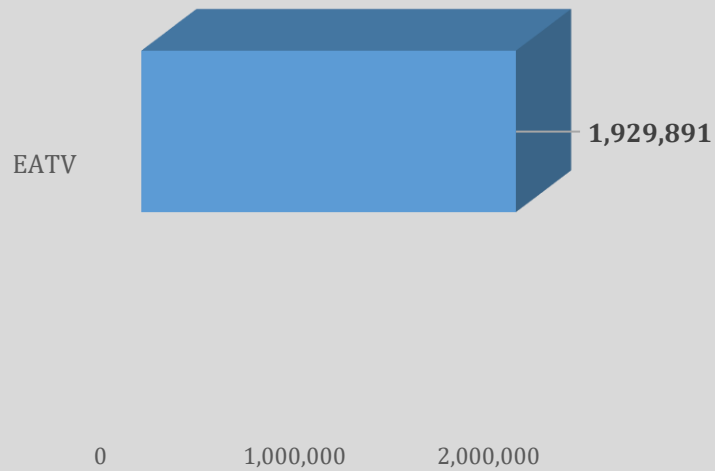
TV Spend, Spots & SOV-Oct-Dec 2020



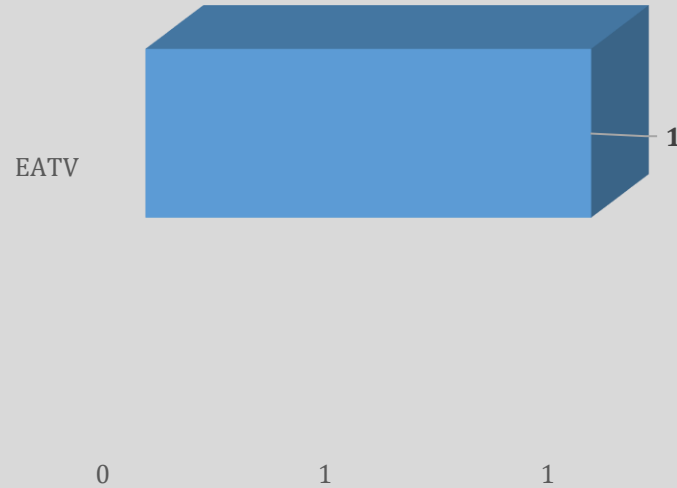
➤ EATV topped spends, number of spots and SOV for TV stations advertising Nyumba Ni Choo Ads in Oct-Dec.

TV Spend, Interview & SOV-Oct-Dec 2020

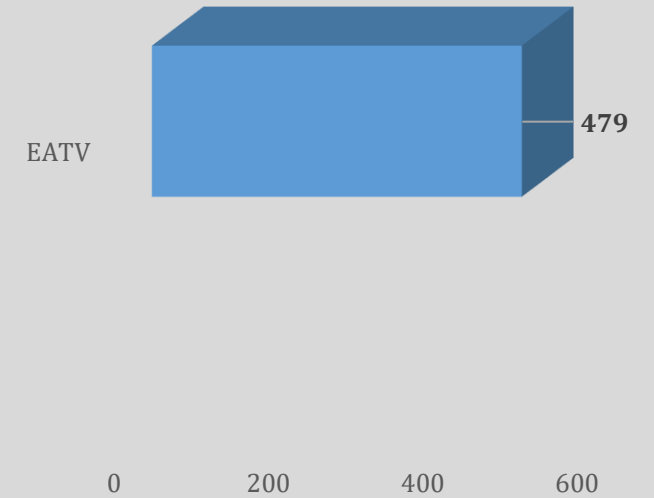
Spend



Interview

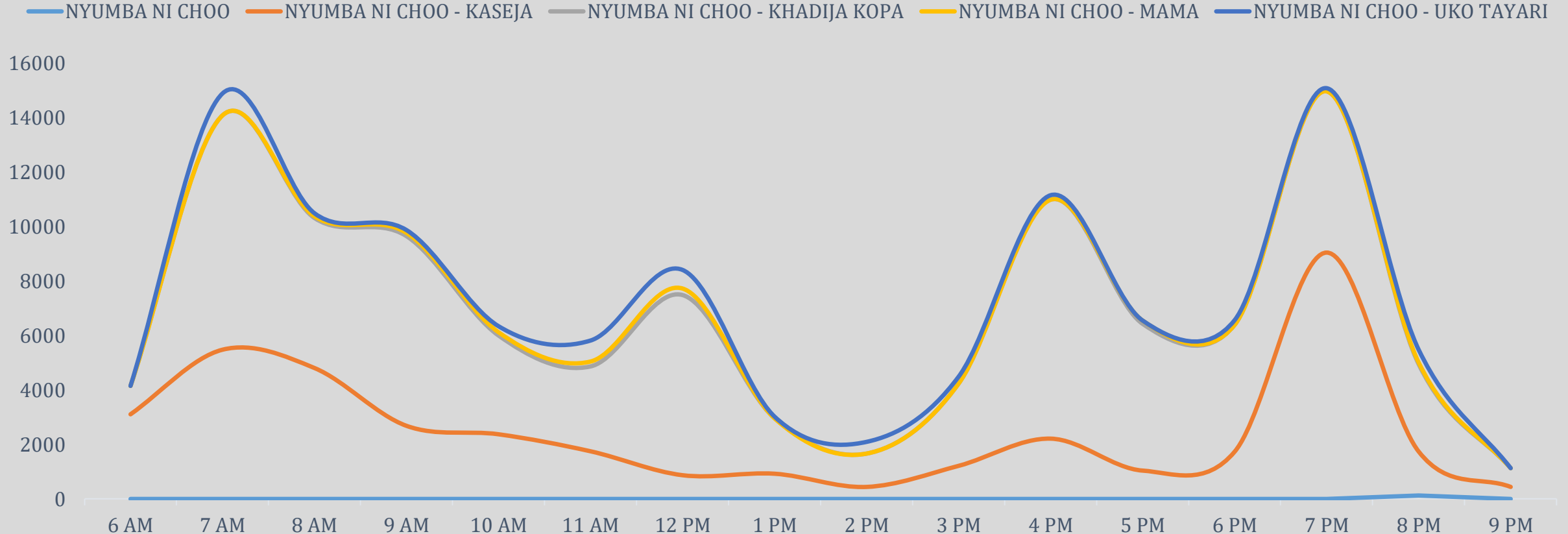


SOV



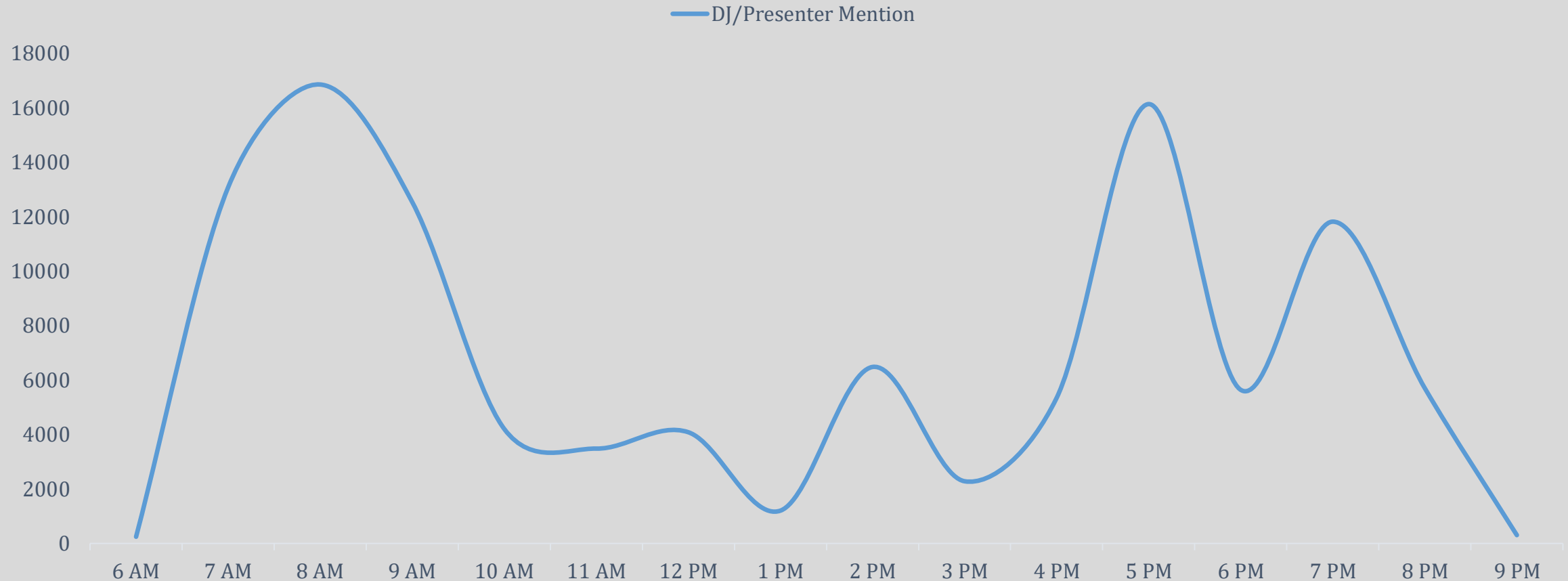
➤ EATV was the only TV station which had Nyumba Ni Choo Interview in Oct- Dec.

Radio Spots Identified Hourly Trend-Oct-Dec 2020



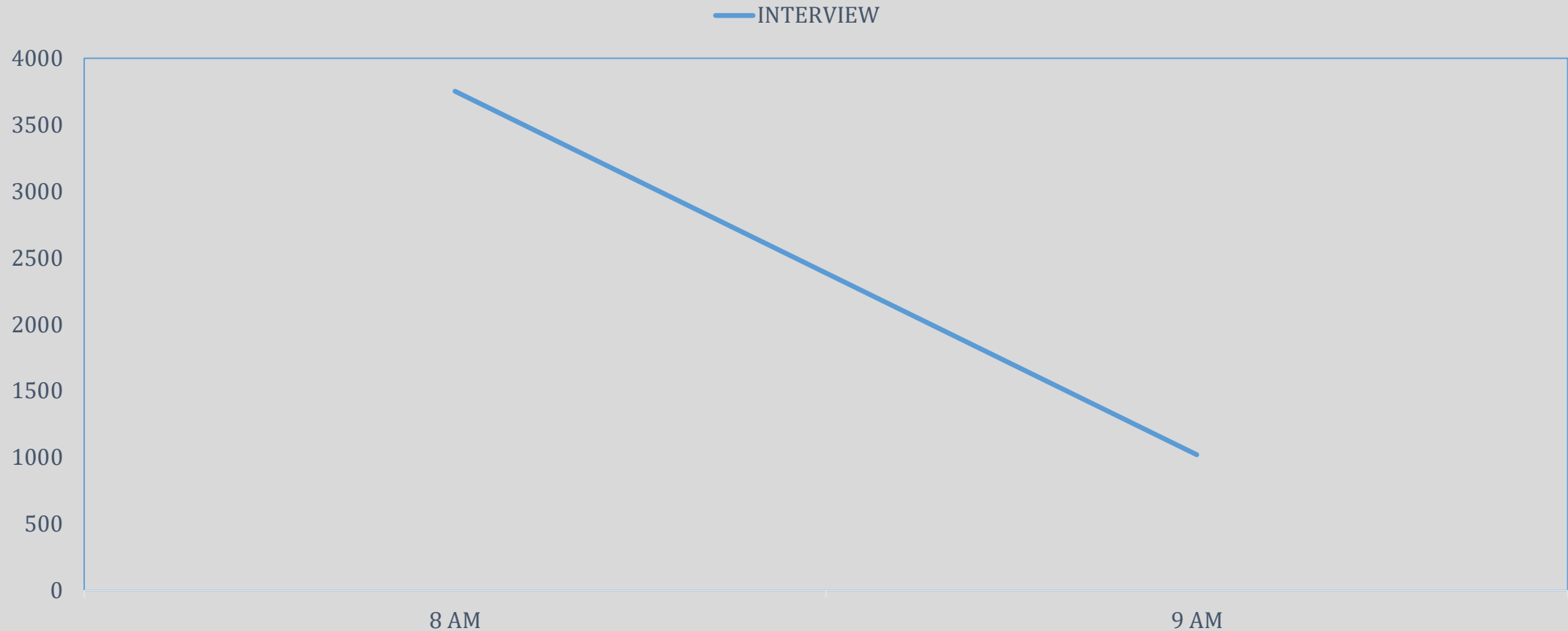
➤ Nyumba Ni Choo campaign on radio was advertised mostly during breakfast and drive time segments.

Radio Mentions Identified Hourly Trend-Oct-Dec 2020



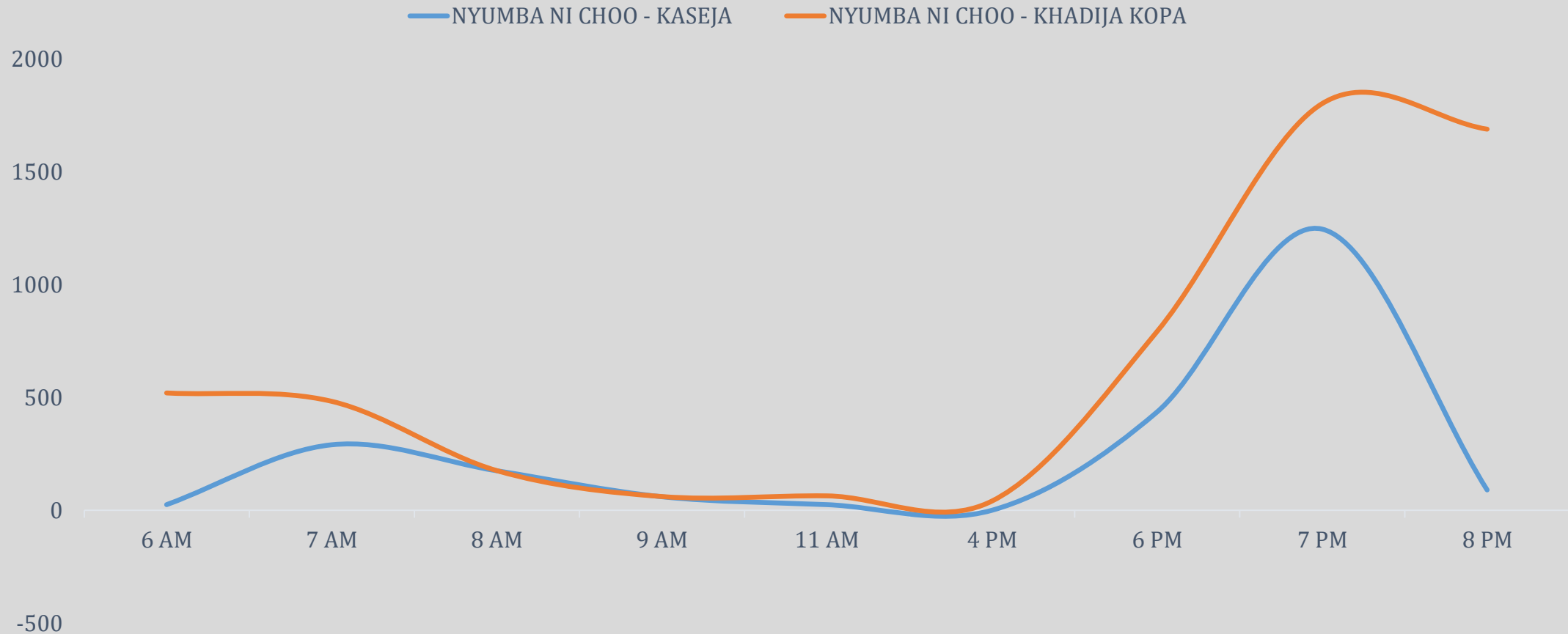
➤ Nyumba Ni Choo campaign on radio was advertised mostly during breakfast and drive time segments.

Radio Interviews Identified Hourly Trend-Oct-Dec 2020



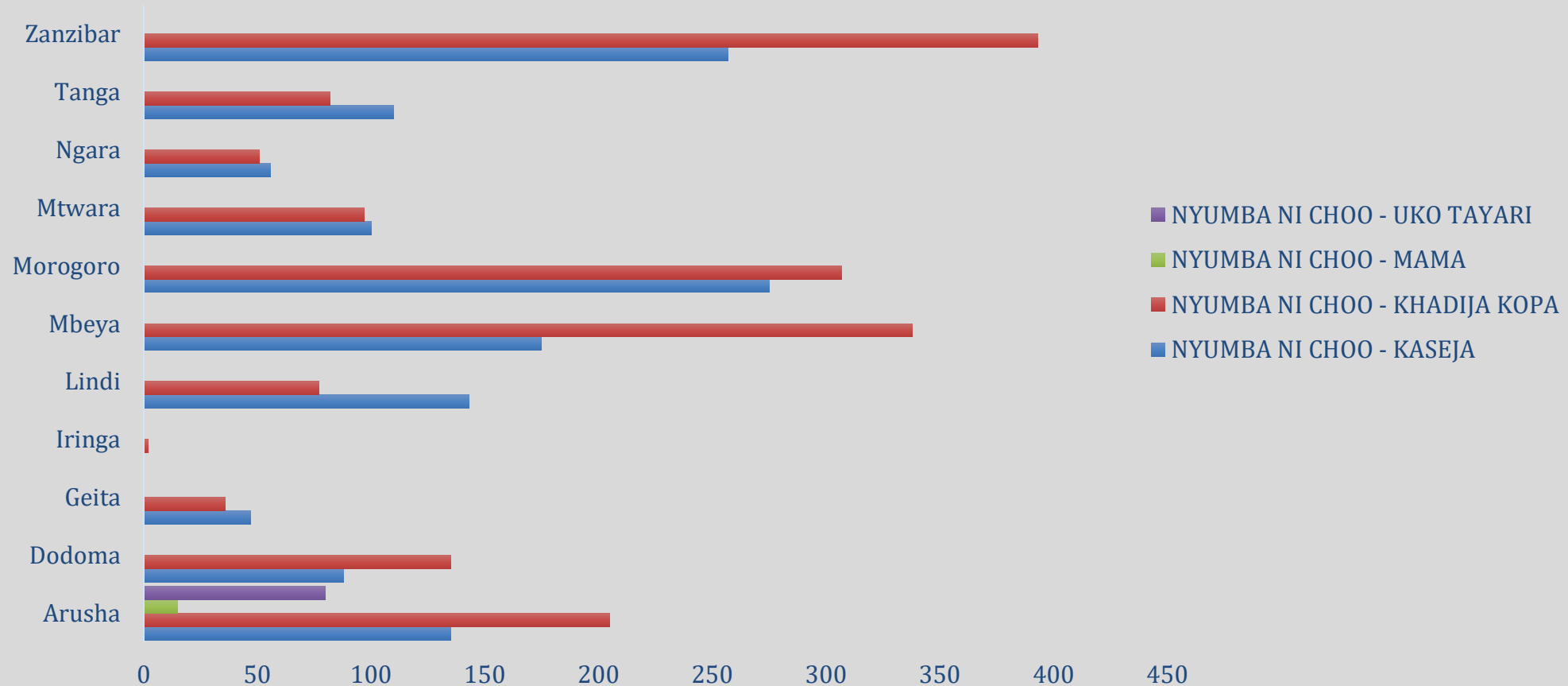
➤ Nyumba Ni Choo campaign on radio was advertised during breakfast segments.

TV Spots Identified Hourly Trend-Oct-Dec 2020



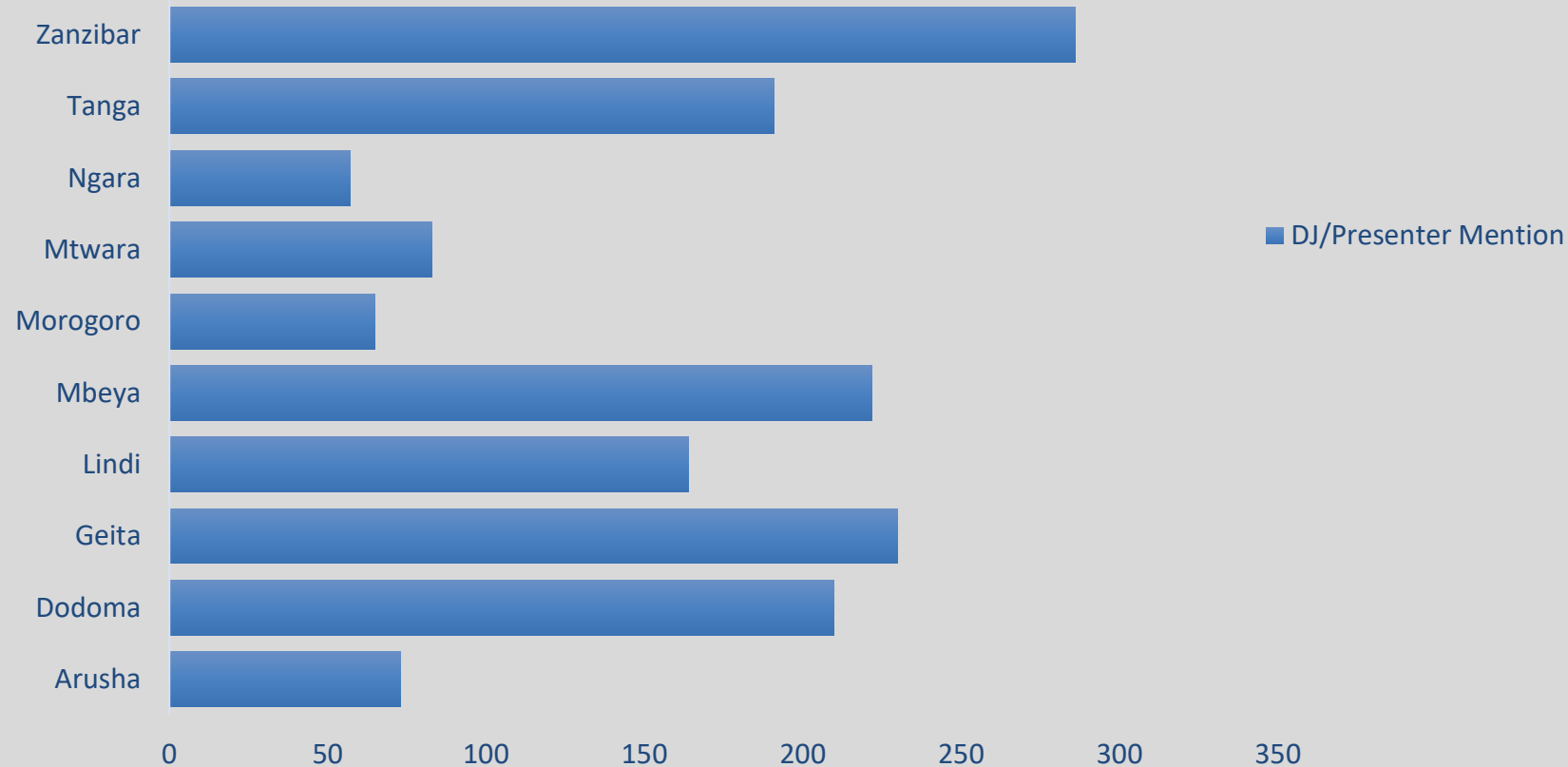
➤ Nyumba Ni Choo campaign on television was advertised during drive-hours segment.

Regional Stations: Spots Identified-Oct-Dec 2020



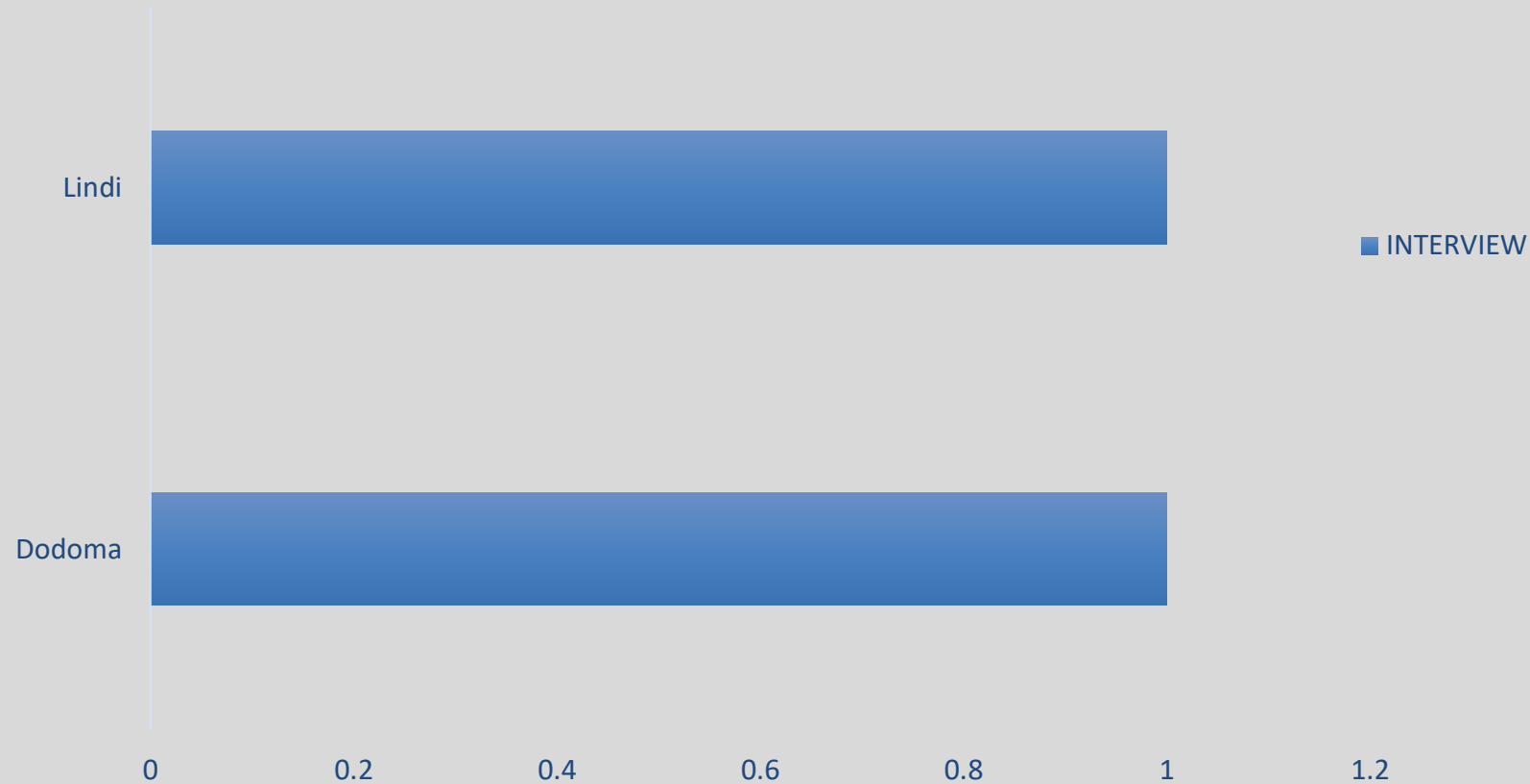
➤ Zanzibar, Morogoro, Mbeya and Arusha were the top regions for Nyumba Ni Choo Spots in quarter four 2020.

Regional Stations: Mentions Identified-Oct-Dec 2020



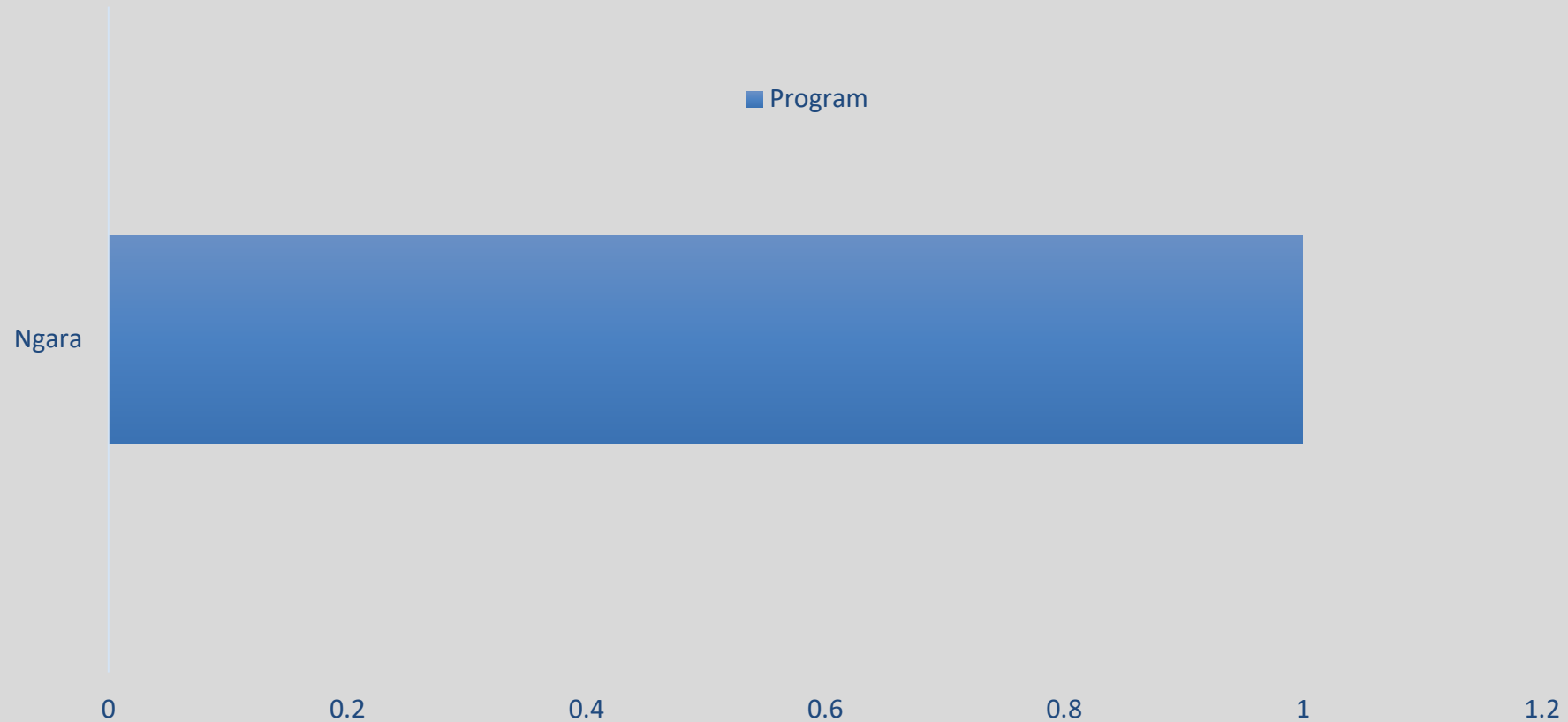
➤ Zanzibar, Geita, Mbeya and Dodoma were the leading regions for Nyumba Ni Choo Mentions in Oct-Dec 2020.

Regional Stations: Interviews Identified-Oct-Dec 2020



➤ Lindi and Dodoma were the only regions for Nyumba Ni Choo Interviews in Oct-Dec 2020.

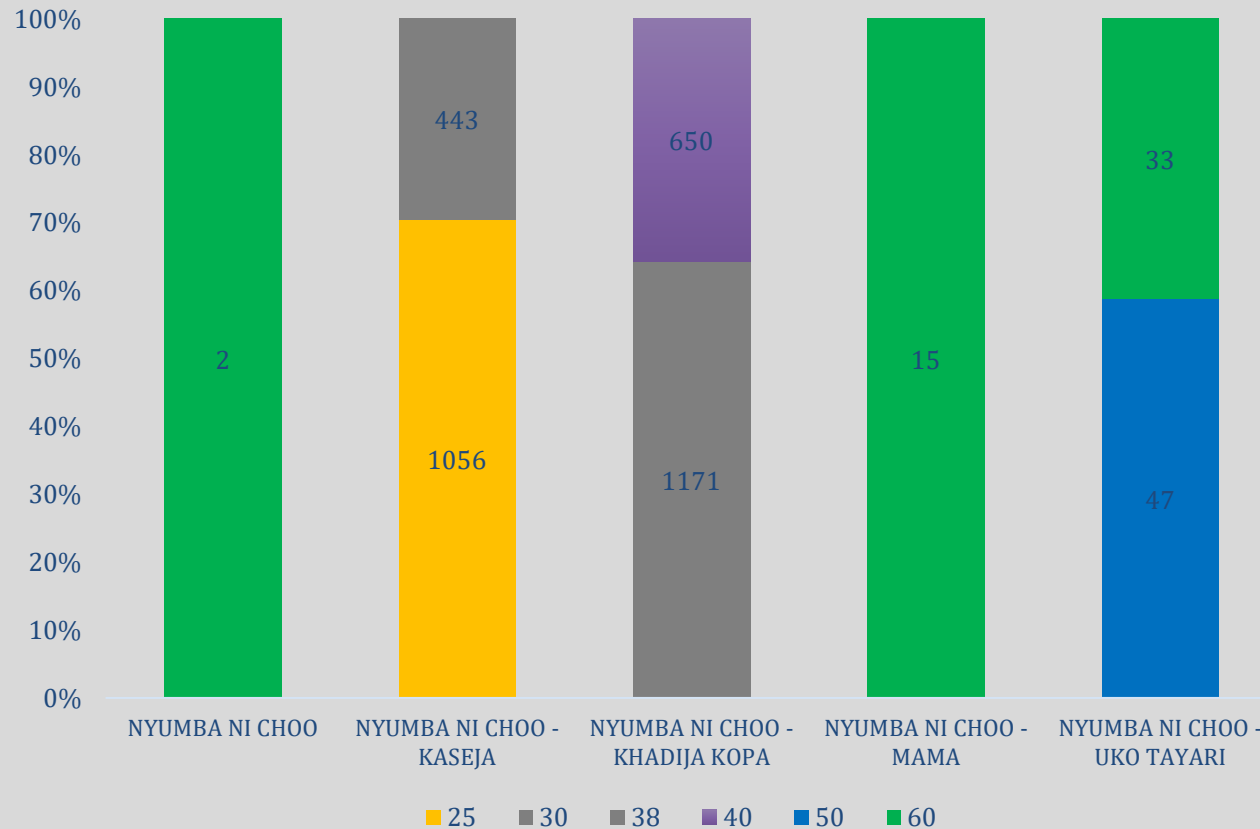
Regional Stations: Program Identified-Oct-Dec 2020



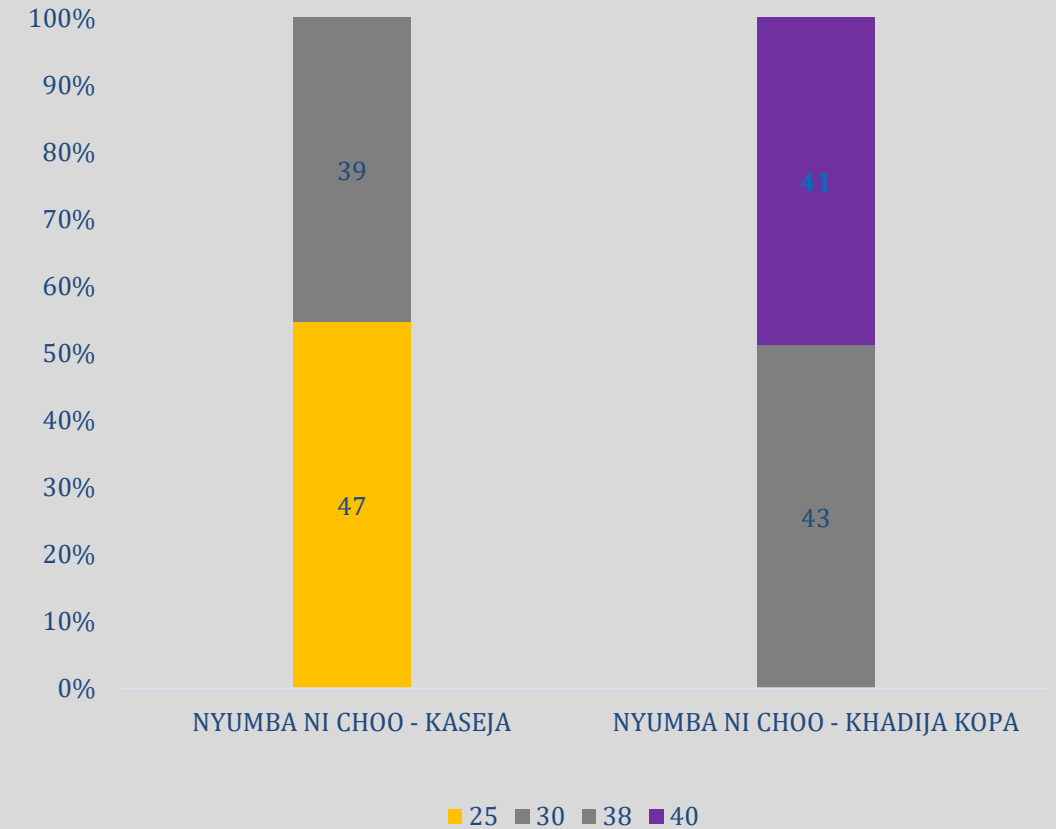
➤ Ngara was the only region for Nyumba Ni Choo Program in Oct-Dec 2020.

Spots Length-Oct-Dec 2020

Radio Spots

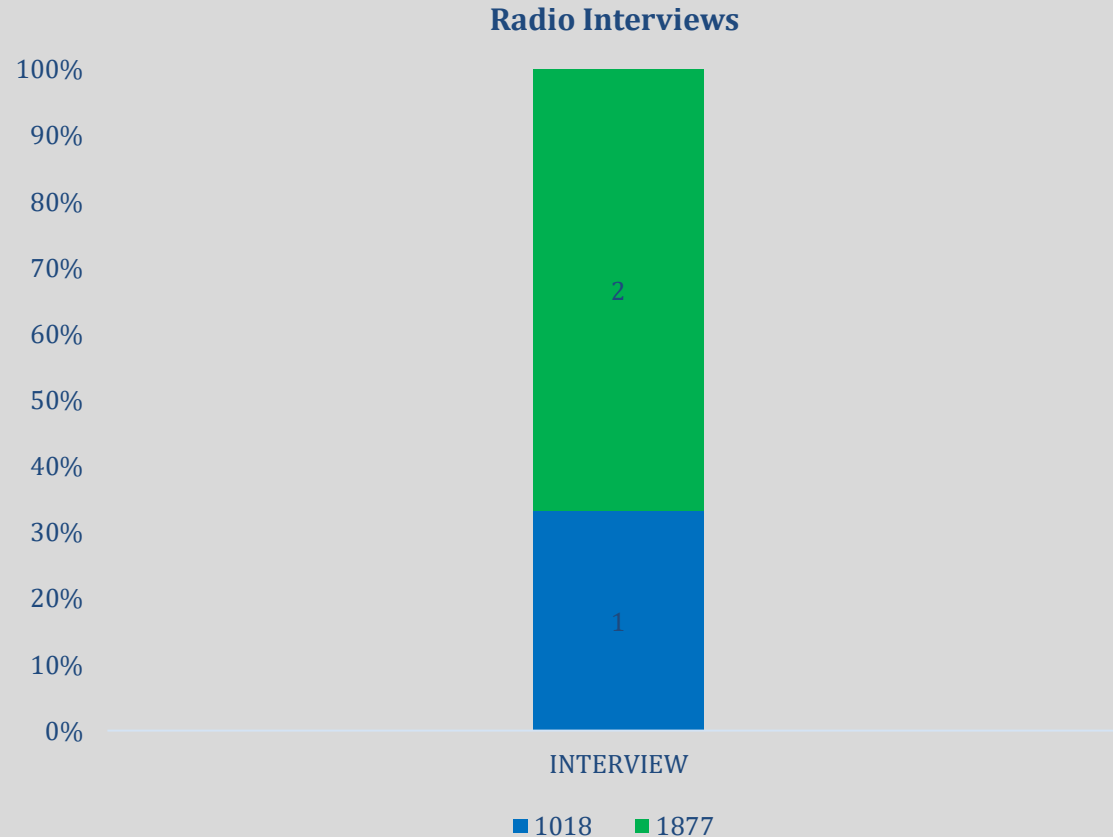


TV Spots



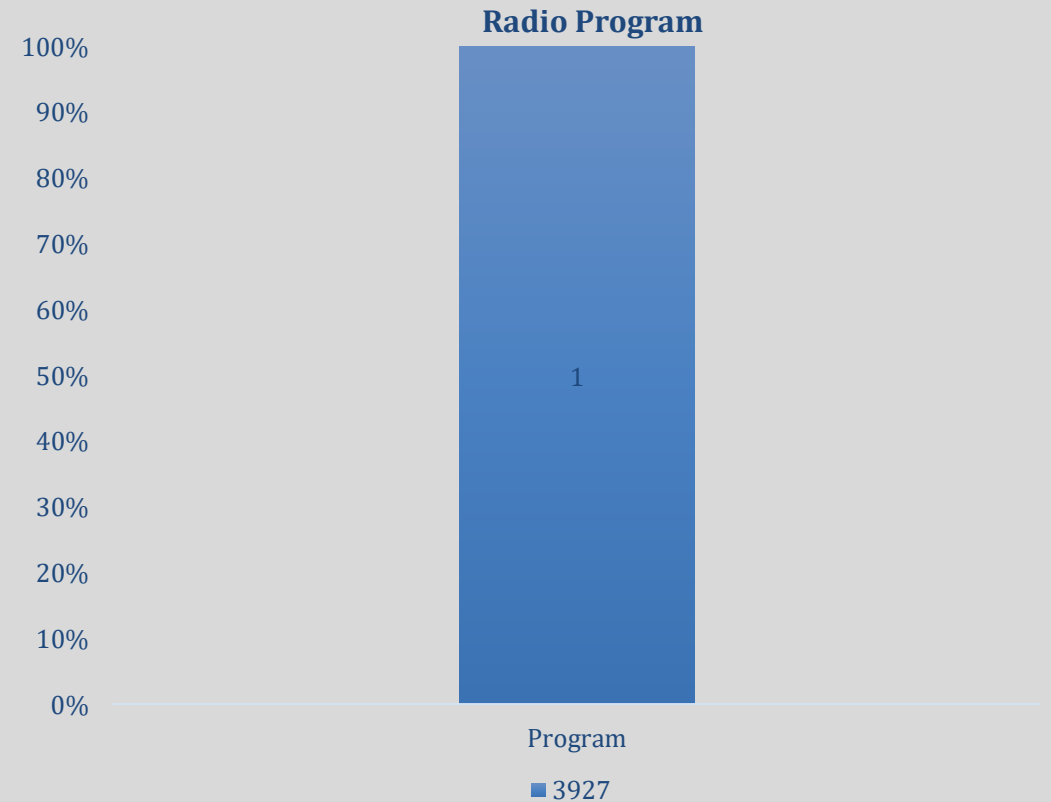
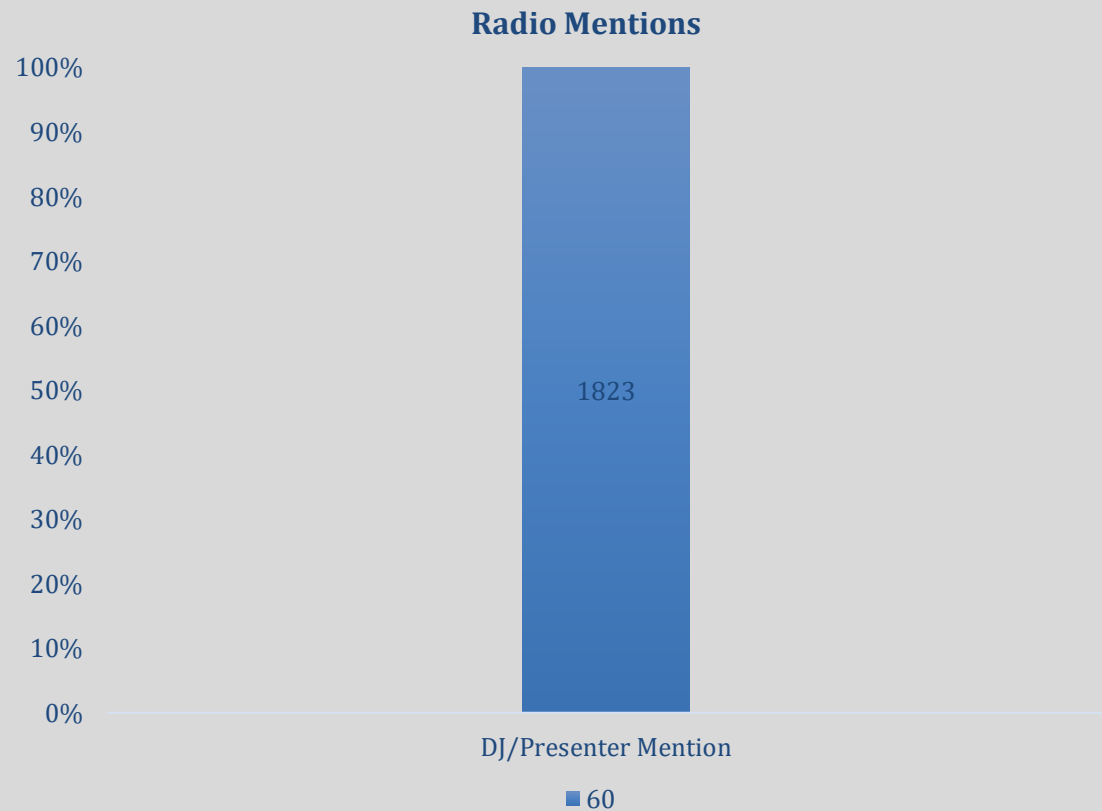
➤ Most Ads had a length of 30 and 60 seconds for Radio and TV.

Interviews Length-Oct-Dec 2020



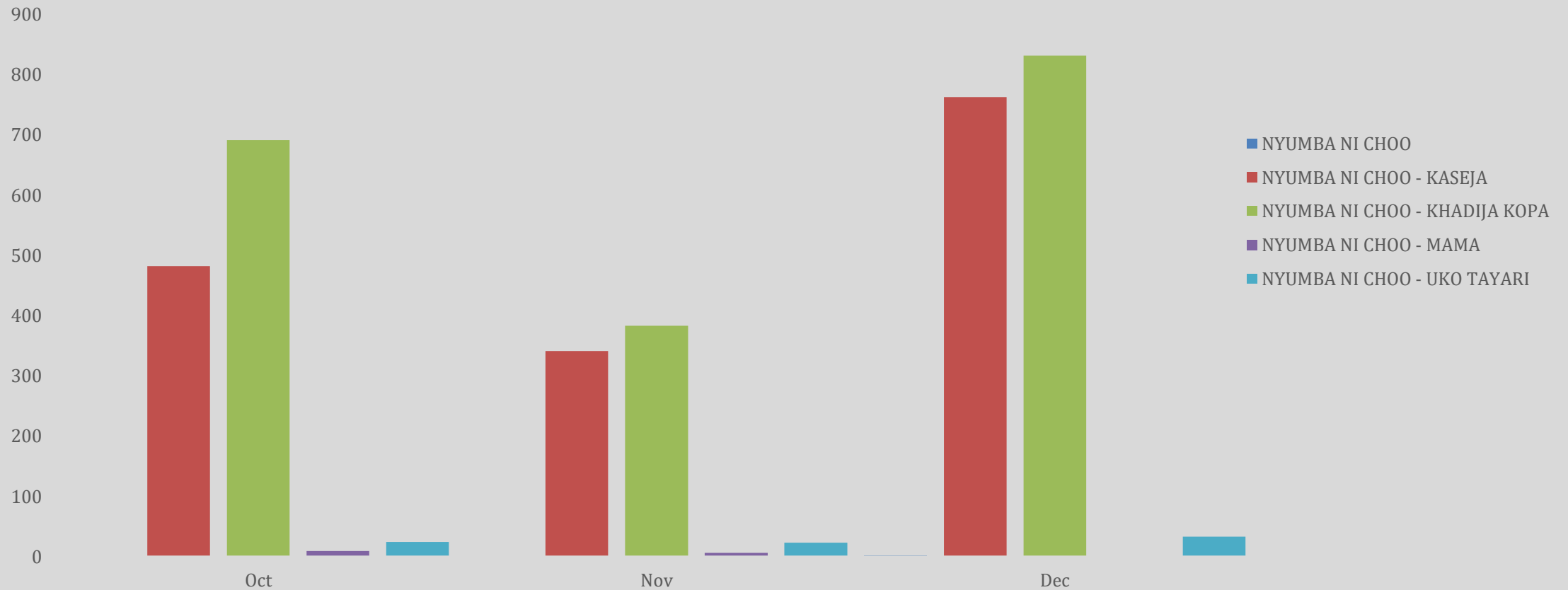
➤ Note: Interviews in Radio and TV has different second Range.

Mentions and Program Length-Oct-Dec 2020



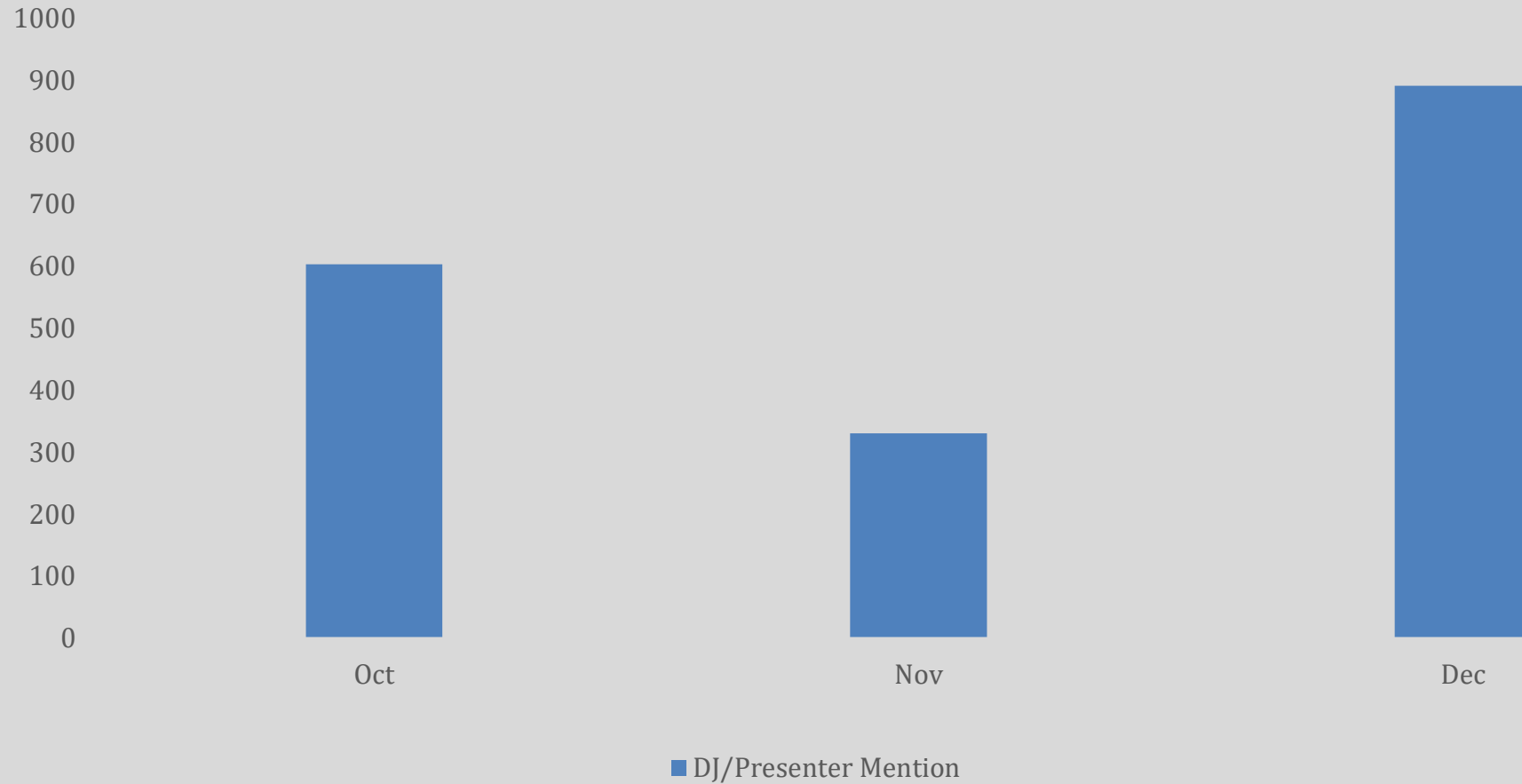
➤ Most Mentions had a length of 60 seconds.

Spots Trend-Oct-Dec 2020

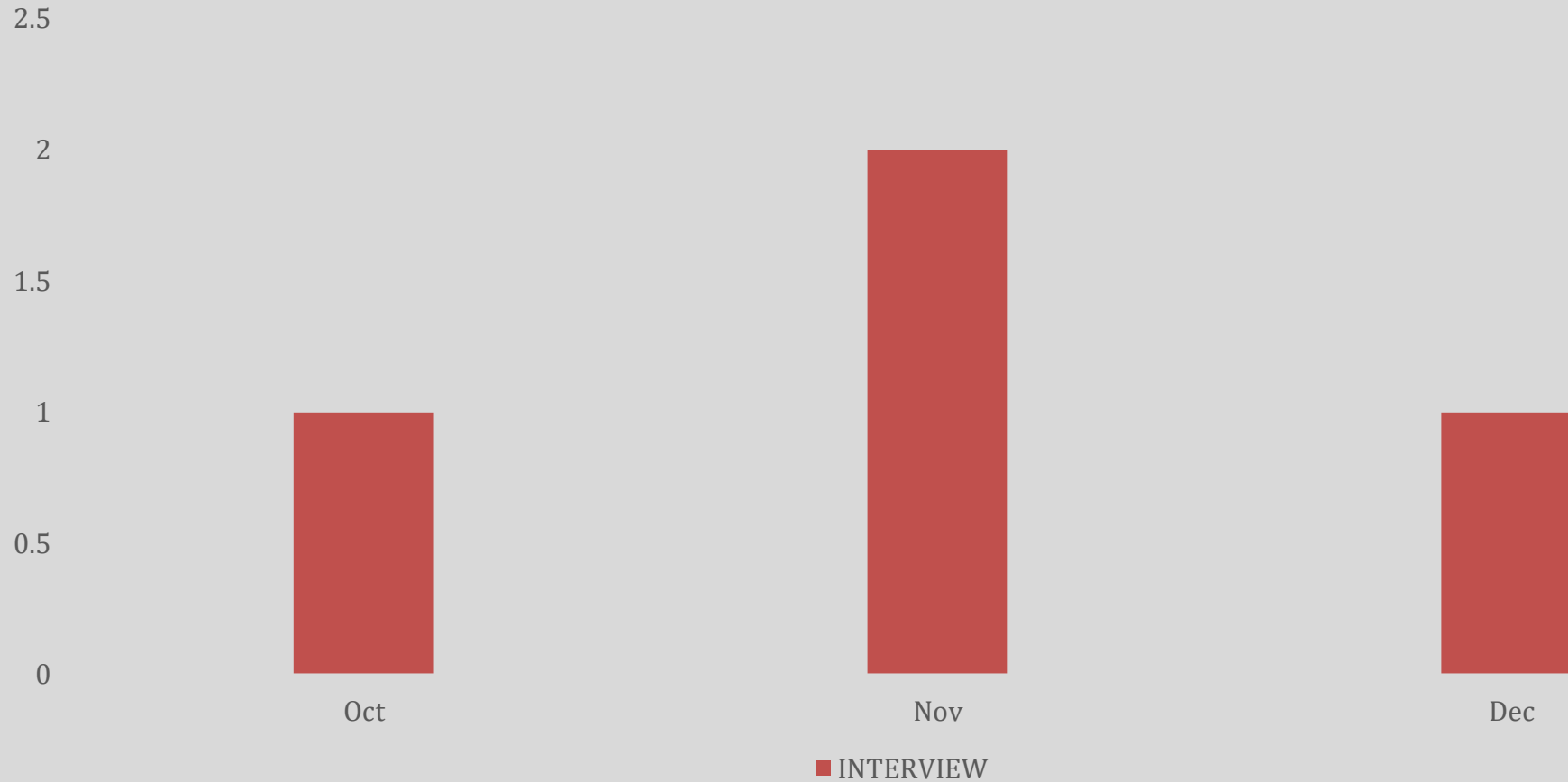


➤ Nyumba Ni Choo-Khadija Kopa and Kaseja were the leading Ad from Oct - Dec.

Mentions Trend-Oct-Dec 2020

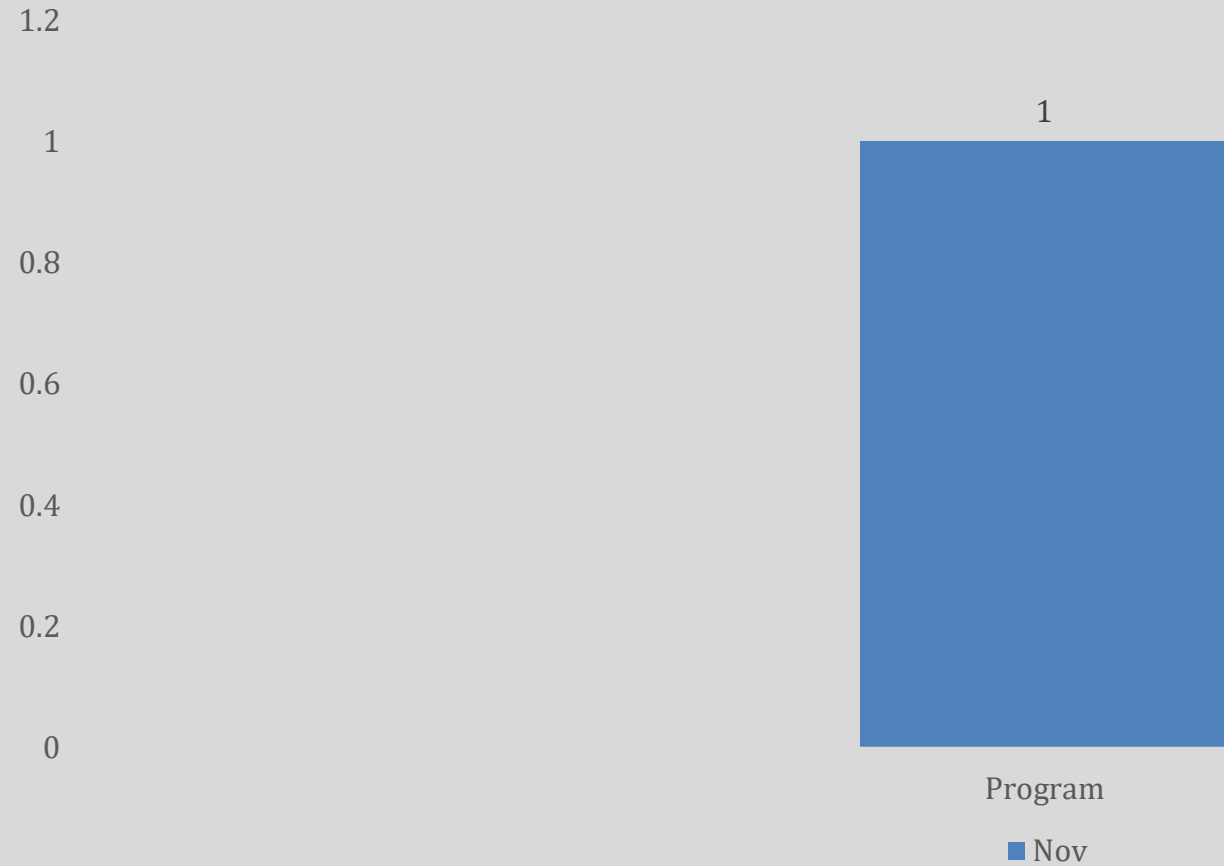


Interviews Trend-Oct-Dec 2020



➤ Nyumba Ni Choo Interviews were in Oct-Dec.

Program Trend-Oct-Dec 2020



➤ Nyumba Ni Choo Program was in Nov.

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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. The letters are thick and stylized. A small metal ring is attached to the top center of the cutout, and a thin brown string is threaded through it, hanging from the top of the frame.