

INNOVEX Q4 REPORT FOR THE YEAR 2019

USICHUKULIE POA NYUMBA NI CHOO CAMPAIGN

 reelforge

Media Intelligence



Building Brands

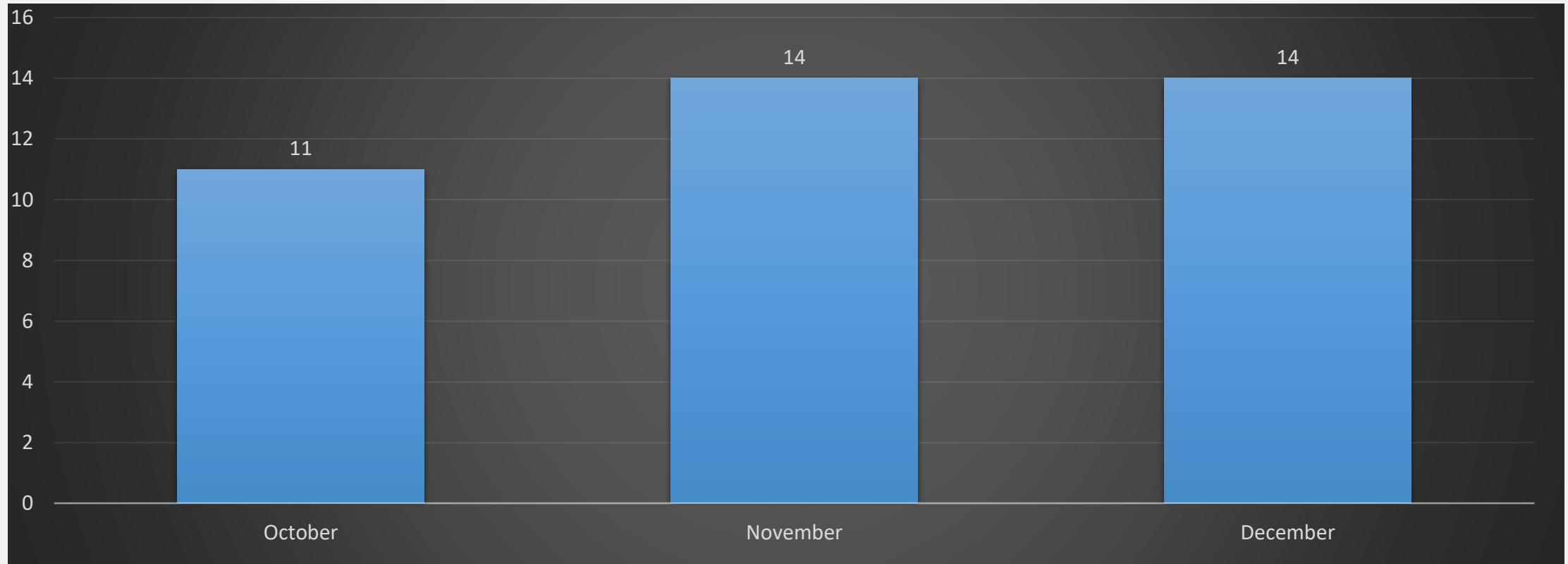
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Highlights

- **Innovex** had a total of 39 mentions on related stories to **Nyumba ni Choo Campaign** for Quarter 4, 2019 (**October-December**).
- October had a total of 11 mentions on related stories to **Nyumba ni choo campaign** while November and December had a total of 14 mentions each respectively.
- **In October**, 27% of the mentions had negative effects to **Nyumba ni choo campaign**, while 27% had neutral effects and only 45% had positive effects to the campaign.
- **In November**, negative mentions were 21%, while 36% had neutral effects and only 43% had positive effects to the campaign.
- **In December**, 21% of the mentions had negative effects to Nyumba ni choo campaign, while 36% had neutral effects and only 43% had positive effects to the campaign.

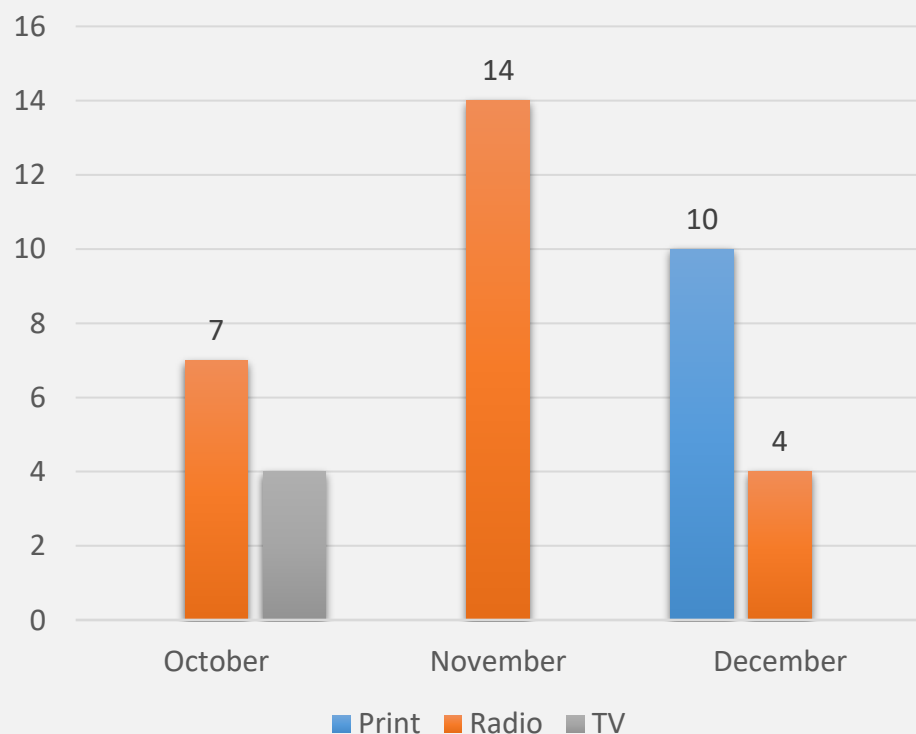
Monthly Publicity Trends



- ❖ Majority of mentions on Quarter 4, were on CSR issues and fewer were on complaints and campaign sponsorship.
- ❖ Stopping of contribution by Luganzo people on school construction projects due to misused funds were one of the negative mention on **Nyumba ni choo campaign**.

Publicity by media

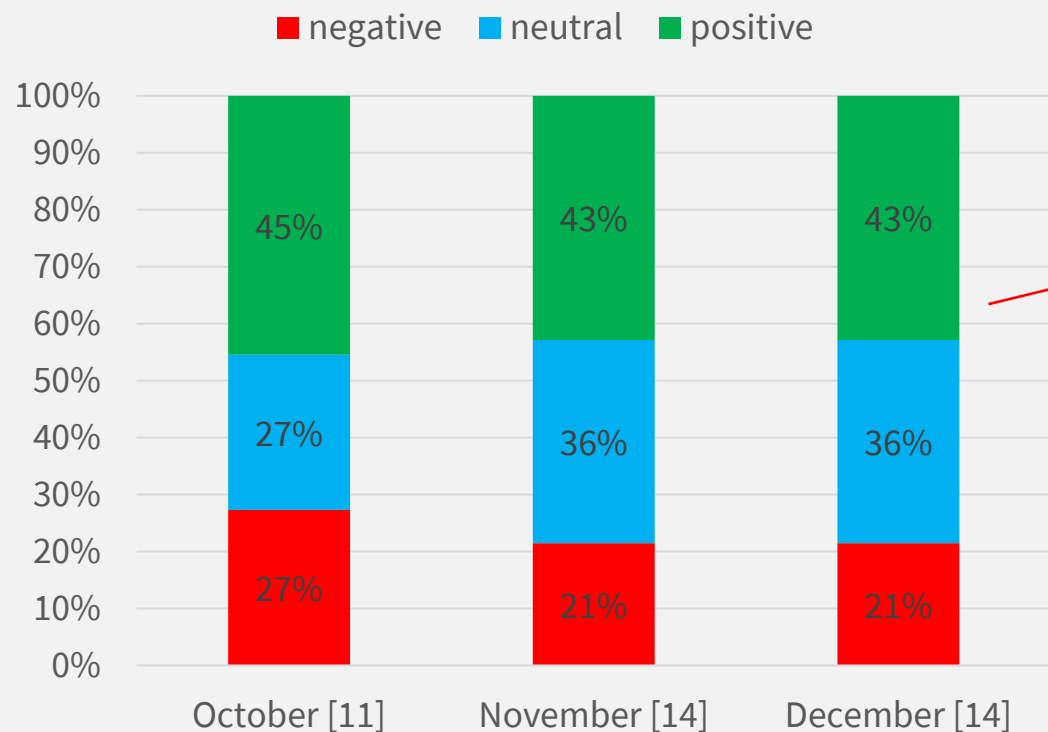
Month on Month Publicity



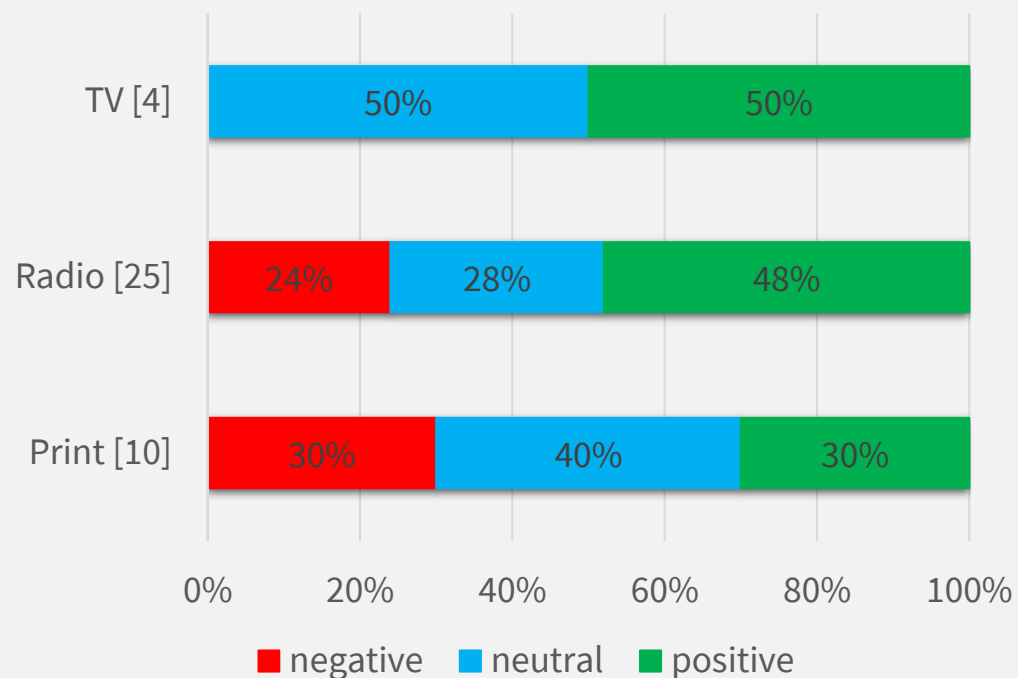
- ❖ Radio had largest share of **Nyumba ni choo campaign** on the media with 64% of all mentions in the quarter. Prints indicated 26% while TV had only 10% of the campaign mentions in the focused period.
- ❖ Radio media dominated the campaign stories for the whole quarter while TV had the campaign mentions in October only while prints had the campaign mentions in December only.
- ❖ On average, the campaign stories that appeared on radio media had average prominence score, while prints and TV mentions had a good prominence score.
- ❖ This is to say that, most of the campaign mentions on prints and TV had a good coverage content as compared to radio's despite fewer mentions.

Tonality Distribution

Tonality by Month

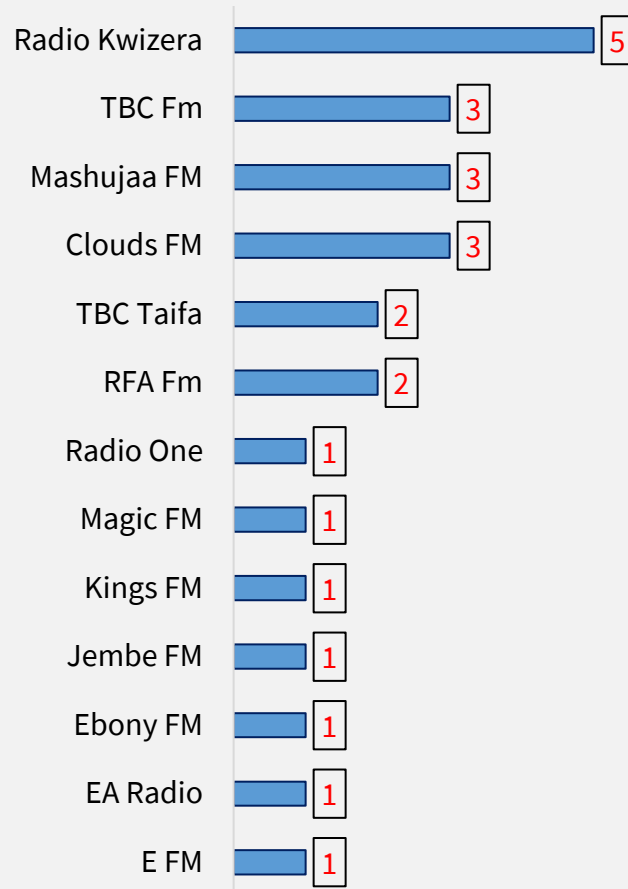


Tonality by Media

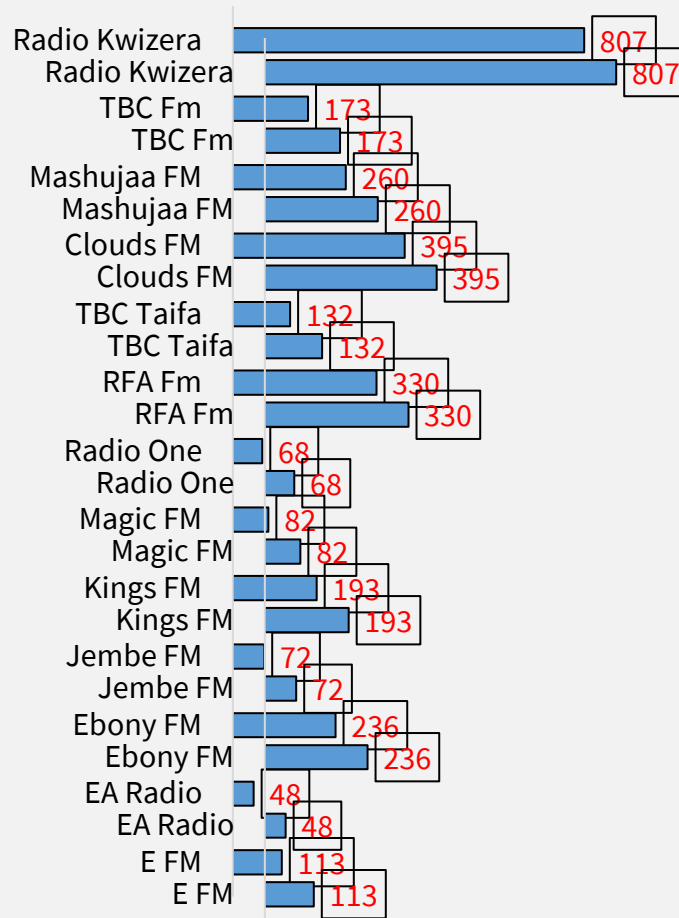


Radio Coverage

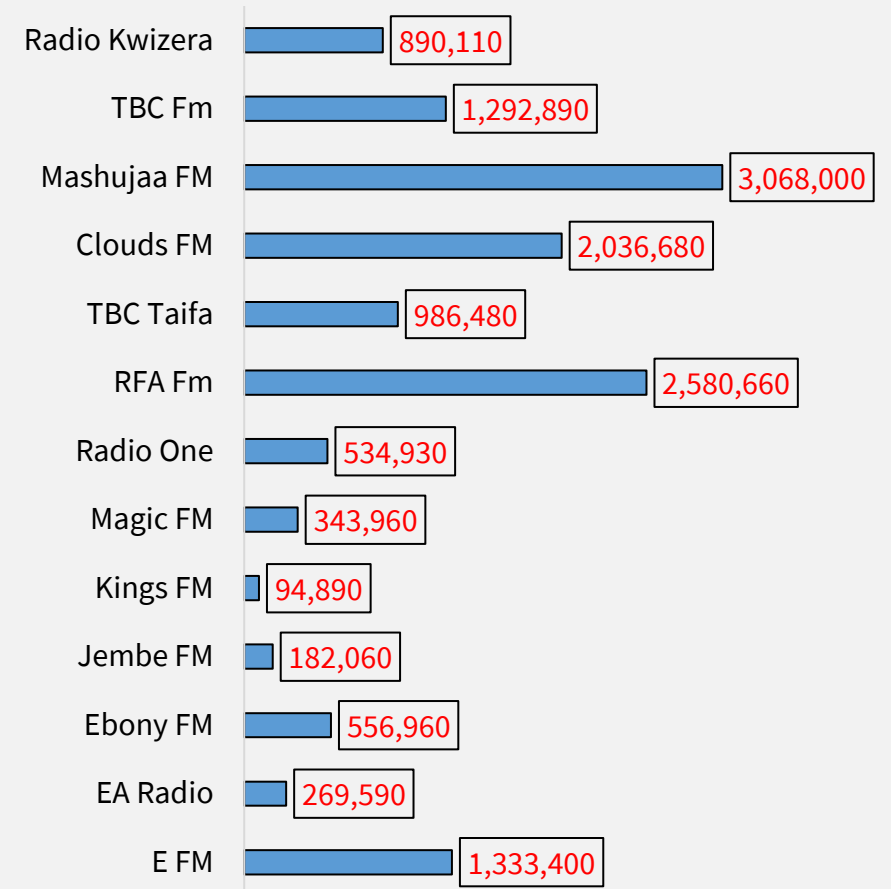
Frequency (25 mentions)



Share of voice (2,909 Secs)

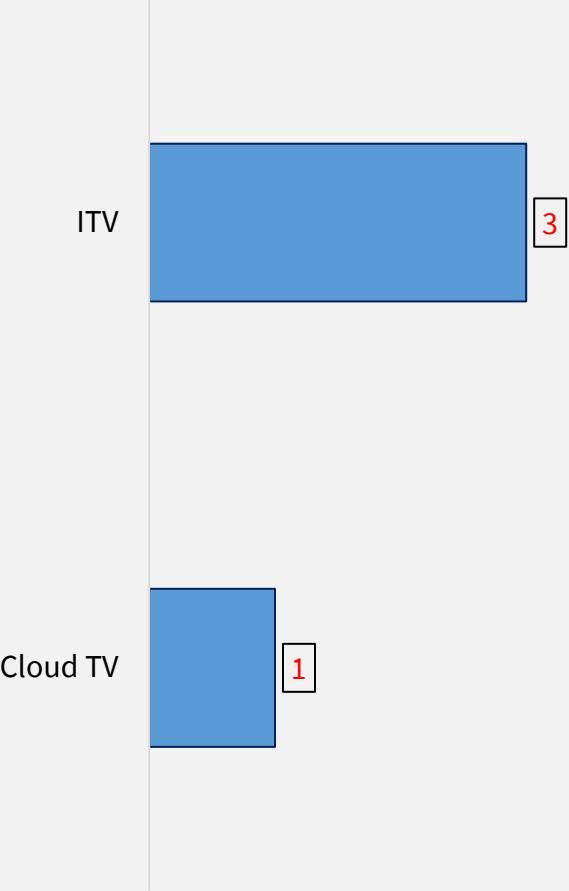


AVEs (TSh.14.2 Million)

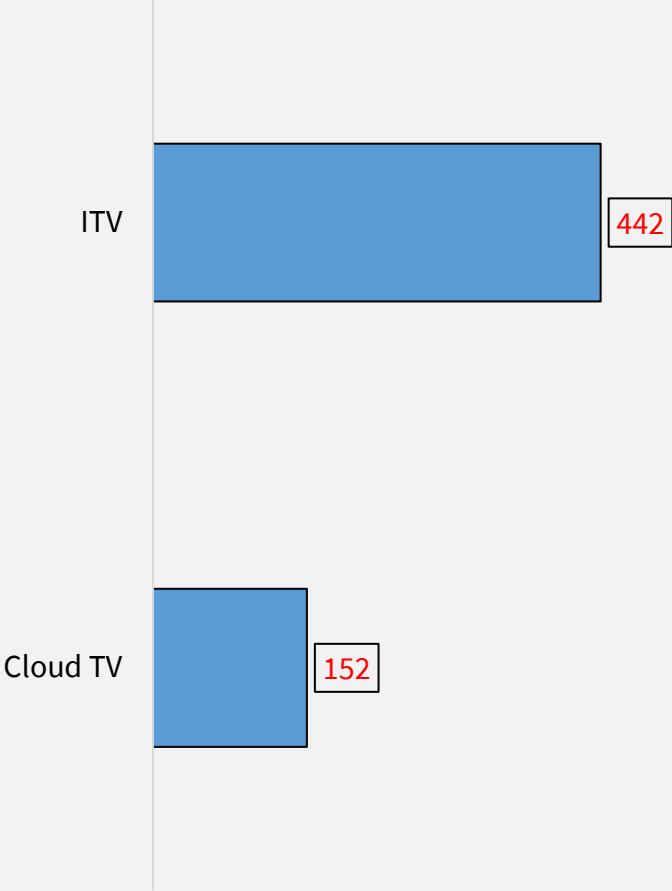


TV Coverage

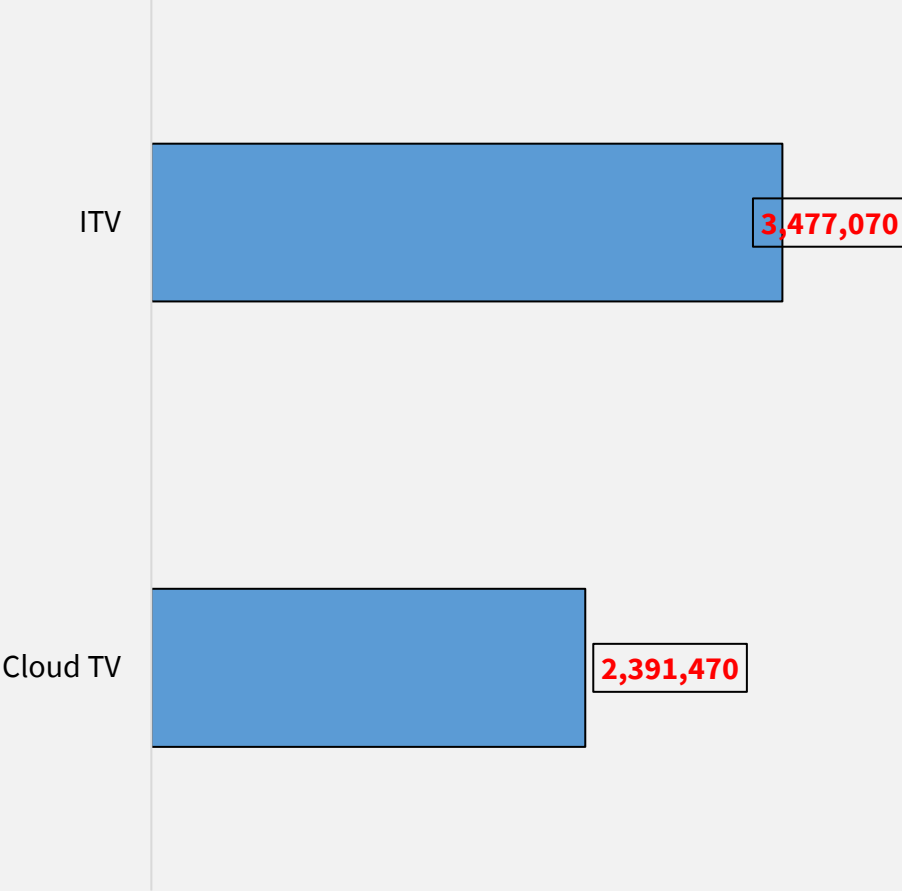
Frequency (4 mentions)



Share of voice (594 Secs)

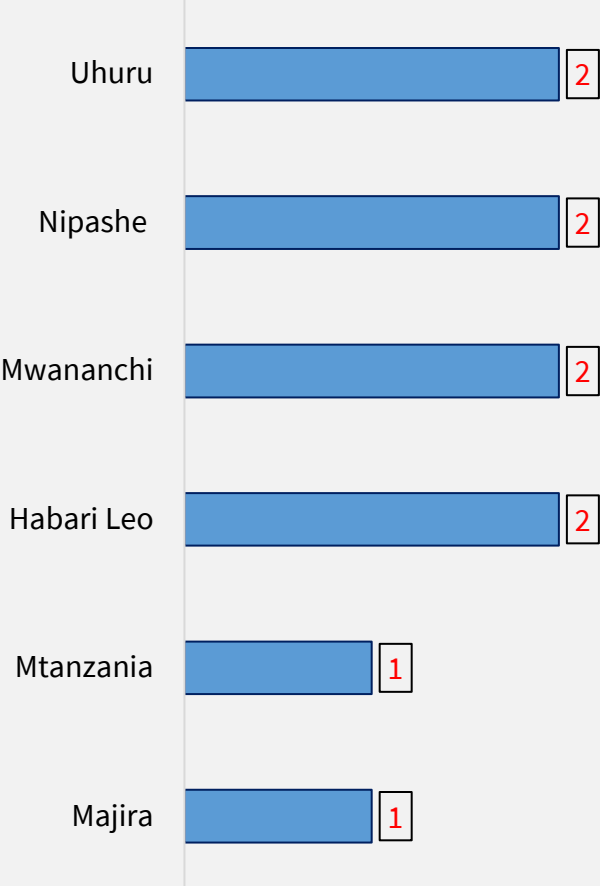


AVEs (TSh.5.9 Million)

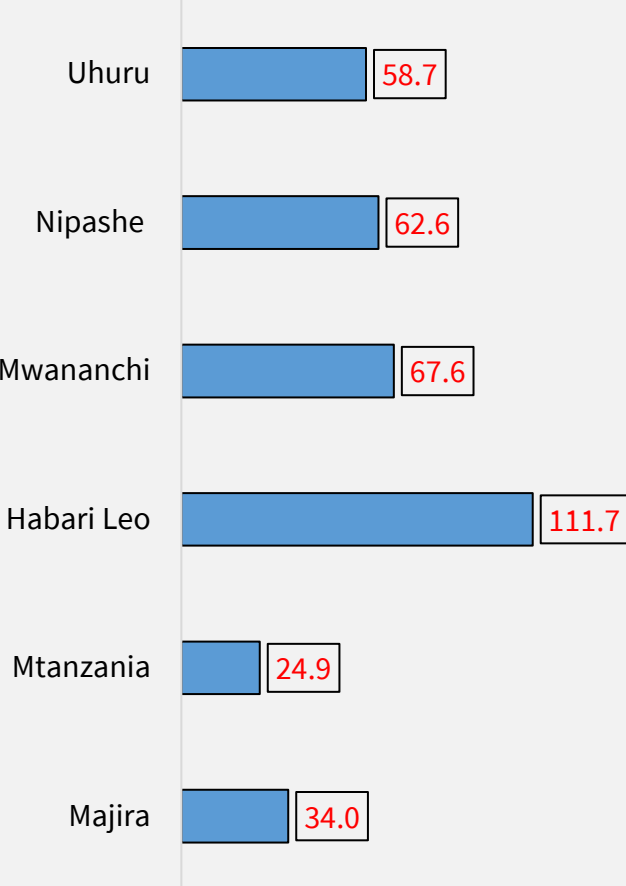


Print Coverage

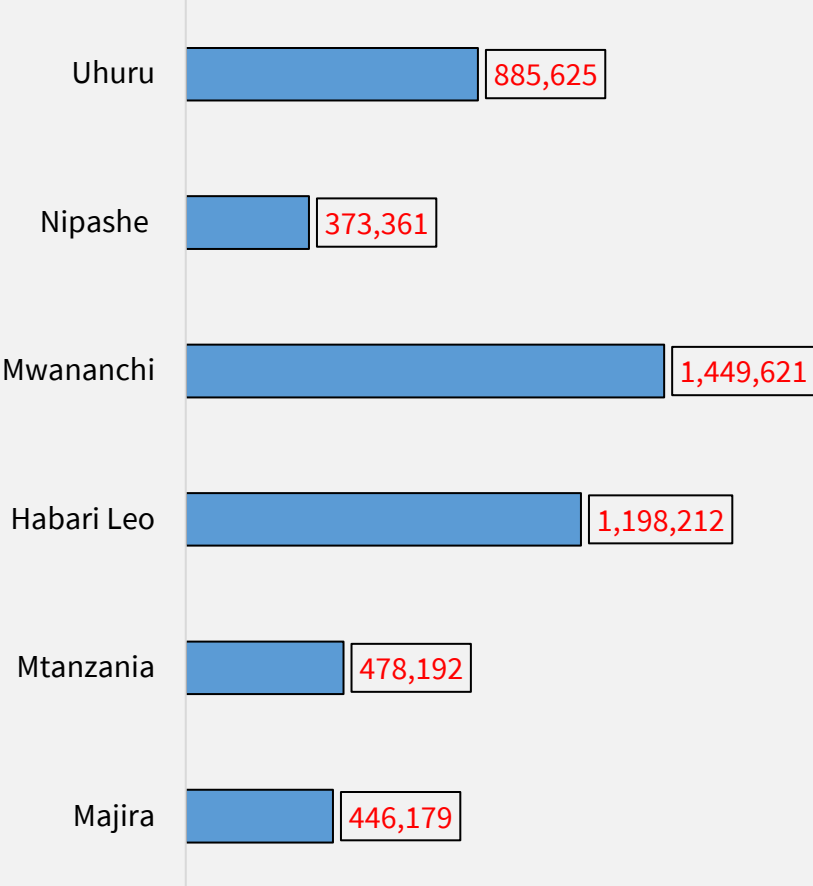
Frequency (10 mentions)



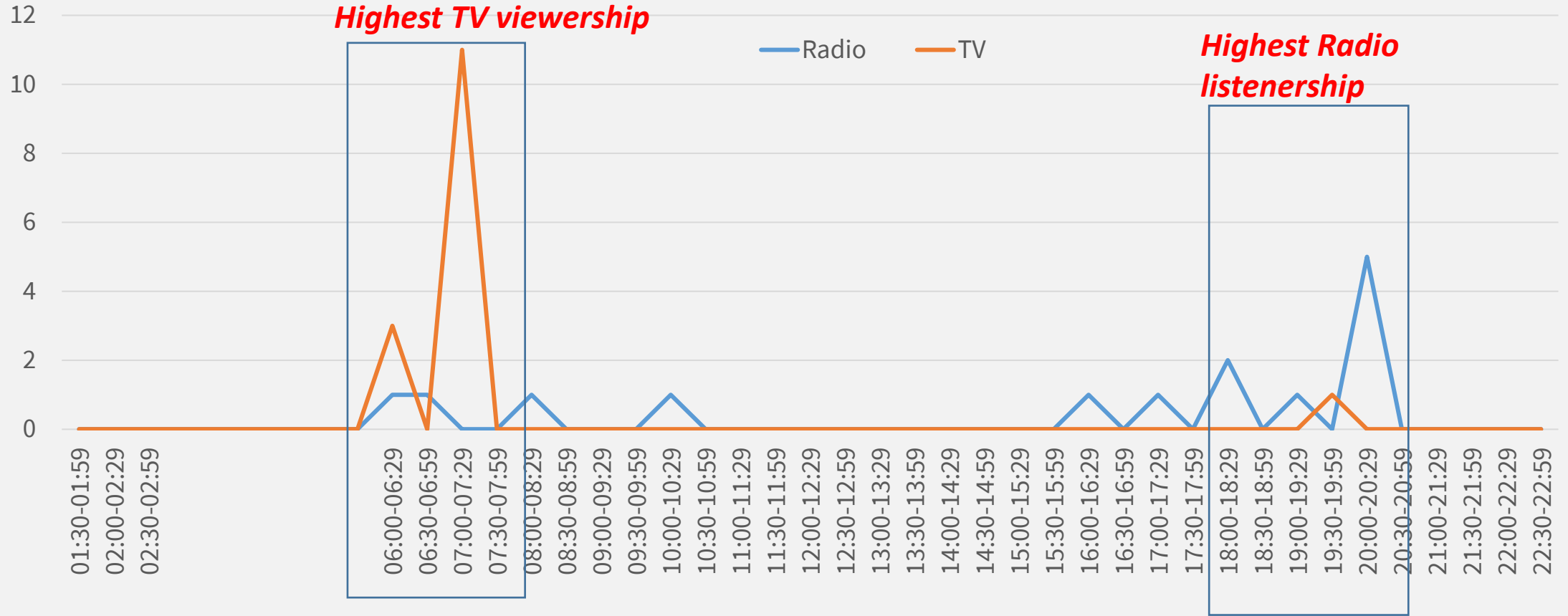
Share of Ink (359.6 cm)



AVEs (TSh.4.8 Million)



Electronic Media publicity by time-bands



Thematic Breakdown

Theme	Counts	Prominence	SOI	SOV (TV)	SOV (Radio)
complaints	3	2.6			401
CSR issues	34	2.5	359.6	442	2471
other sponsorship	2	2.5		152	37
Grand Total	39	2.5	359.6	594	2909

News Category

CATEGORY NAME	Print	Radio	TV	Grand Total
Business		1		1
Interviews		1		1
News	10	22	4	36
Op-ed		1		1
Grand Total	10	25	4	39

Thank you

Need more information? Get in touch.

