# INNOVEX Q4 REPORT FOR THE YEAR 2019 USICHUKULIE POA NYUMBA NI CHOO CAMPAIGN



Media Intelligence

#### **Building Brands**

# CONTENTS

- Monthly Publicity trends
- Publicity by media
- Daily Trends
- Tonality
- Stations/ publications, Share of ink / voice, Timeslots
- Themes
- Prominence
- News category



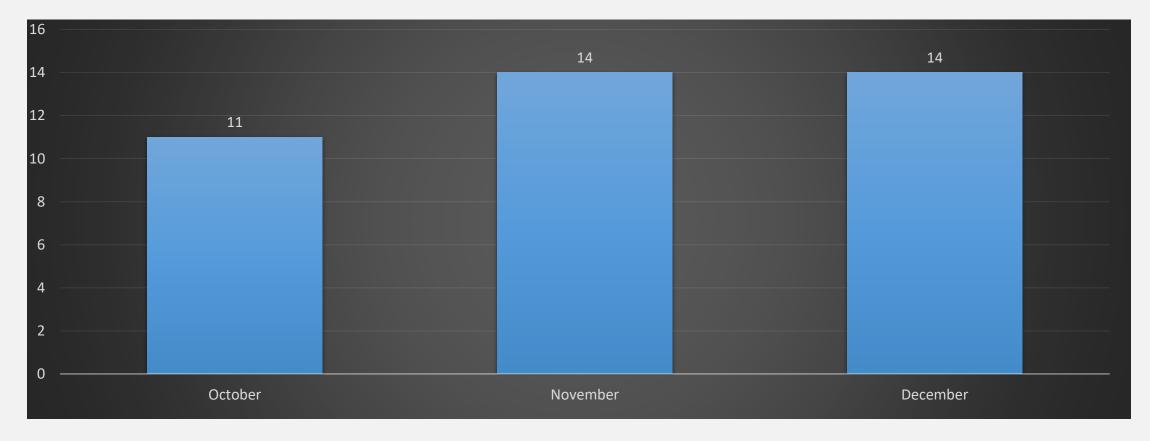
### Highlights

- 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**

**Building Brands.** 

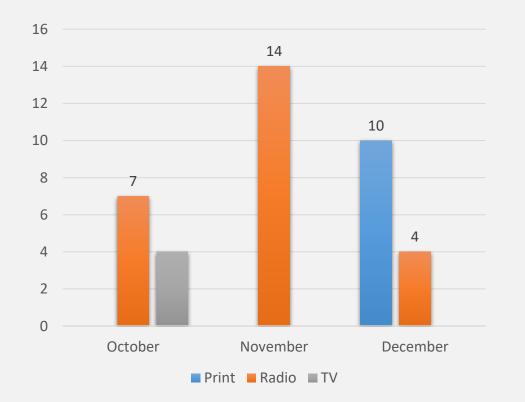


- Majority of mentions on Quarter 4, were on CSR issues and fewer were on complaints and campaign sponsorship.
- Stopping of contribution by Luganzo people on school construction projects due to misused funds were one of the negative mention on Nyumba ni choo campaign.

### **Publicity by media**

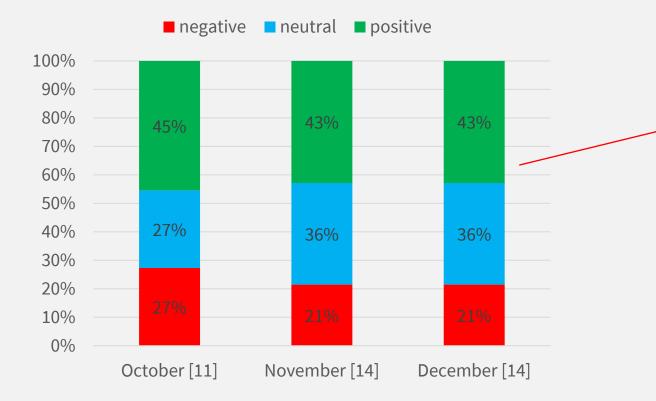
#### **Month on Month Publicity**

**Building Brands.** 

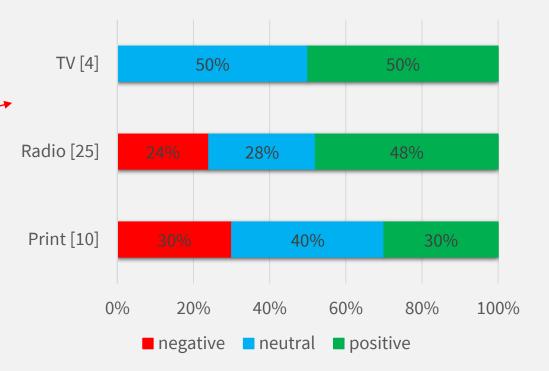


- Radio had largest share of Nyumba ni choo campaign on the media with 64% of all mentions in the quarter. Prints indicated 26% while TV had only 10% of the campaign mentions in the focused period.
- Radio media dominated the campaign stories for the whole quarter while TV had the campaign mentions in 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 by Month**



#### **Tonality by Media**





### **Radio Coverage**

**Frequency (25 mentions)** 

5

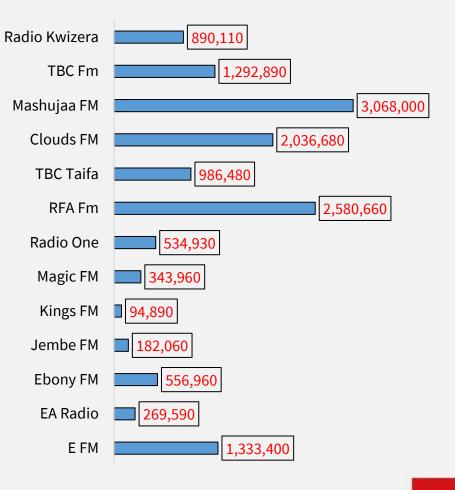
#### Radio Kwizera TBC Fm 3 Mashujaa FM 3 Clouds FM 3 TBC Taifa RFA Fm 2 Radio One 1 Magic FM Kings FM Jembe FM Ebony FM EA Radio 1 E FM 1

**Building Brands.** 

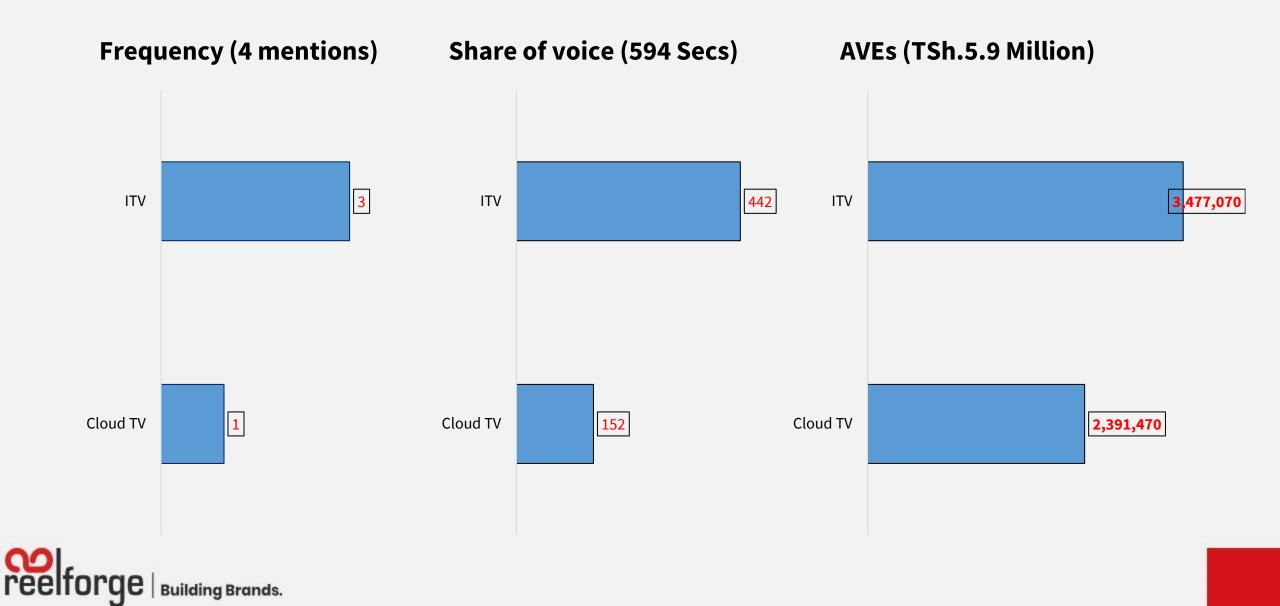
#### Share of voice (2,909 Secs)

Radio Kwizera		807
Radio Kwizera		807
TBC Fm		
TBC Fm	173	
Mashujaa FM	260	
Mashujaa FM	260	
Clouds FM	395	
Clouds FM	395	
TBC Taifa		
TBC Taifa	132	
RFA Fm	330	
RFA Fm	330	
Radio One		
Radio One		
Magic FM		
Magic FM		
Kings FM	193	
Kings FM	193	
Jembe FM		
Jembe FM		
Ebony FM	236	
Ebony FM	236	
EA Radio		
EA Radio		
E FM		
E FM	113	

#### AVEs (TSh.14.2 Million)





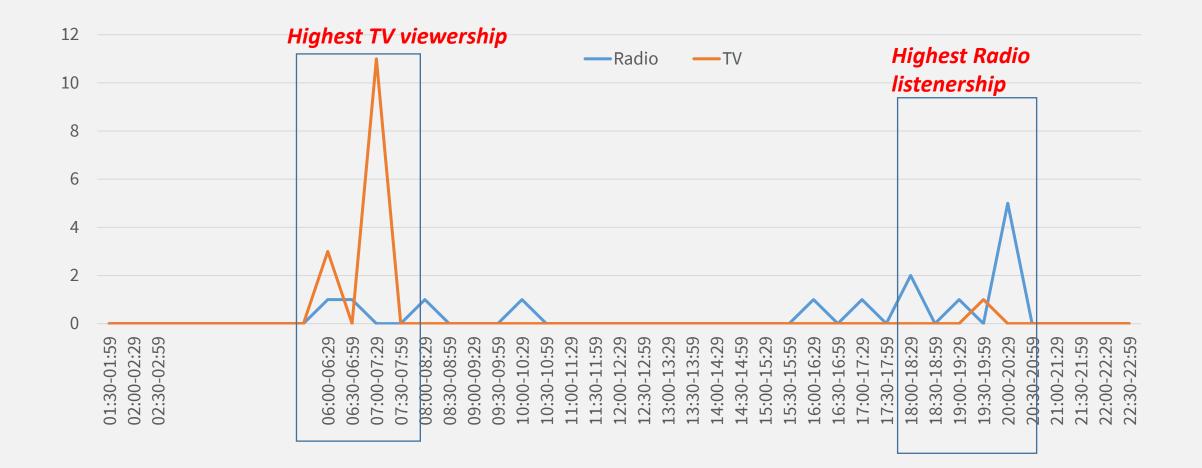


### **Print Coverage**

**Frequency (10 mentions)** Share of Ink (359.6 cm) AVEs (TSh.4.8 Million) 2 58.7 Uhuru Uhuru Uhuru 885,625 2 62.6 Nipashe Nipashe Nipashe 373,361 2 Mwananchi 67.6 Mwananchi Mwananchi 1,449,621 2 Habari Leo Habari Leo 111.7 Habari Leo 1,198,212 Mtanzania Mtanzania 24.9 Mtanzania 478,192 1 446,179 Majira 1 Majira 34.0 Majira

reelforge | Building Brands.

### **Electronic Media publicity by time-bands**





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	τv	Grand Total
Business		1		1
Interviews		1		1
News	10	22	4	36
Op-ed		1		1
Grand Total	10	25	4	39



### Word Cloud

village mwita located nal st matu imanjaro principal -mwa cement county noticing agrev 🕇 talking lacked helping morogor affected yesterdavasks chglasses madebe taraassistant politicians nge secondarWlSit spensar donations bucket jongweni mı concreteasked sminister enough request suppor S ta ard plan nai education region leaders stakeholdersoffice hygiene oyeesoata access ongoing students building vernment presiden teacher ereas operationsreduce

The words "toilet", "Tabora", "School", "nyumba" and "Choo" were among most frequently occurred words in all mentions related to Nyumba ni Choo campaign in the focused quarter.



# Thank you

Need more information? Get in touch.