DStv Media Sales FMCG Package

SEPTEMBER 2018

DStv Media Sales

About Us

DStv Media Sales is an arm of Multichoice that is responsible for the sales of airtime, sponsorship and advert space to advertisers with the aim of helping our clients reach their campaign objectives by exposing their brands message to DStv and GOtv viewers.

Strategy

- Create brand awareness through frequency by the mass reach delivered by all selected channels.
- Build emotional connection with consumers through tactical placement of commercial with top trending shows on the channels selected.

Why TV

TELEVISION REMAINS THE MOST DOMINANT ADVERTISING MEDIUM FOR A NUMBER OF REASONS:

HAS MASSIVE REACH	DRIVES AWARENESS	DRIVES PURCHASES	CREATES BRAND AFFINITY

IT IS THE LEADING VIDEO ENTERTAINMENT PLATFORM, THE ORIGINAL SOCIAL MEDIA AND A CATALYST FOR OTHER MEDIA PLATFORMS!

Why DStv & GOtv

DStv Media Sales

GREAT CONTENT	HELP GIVE VISIBILITY TO BRANDS	GREAT VALUE FOR MONEY
We have a wide range of content that appeals to different target markets.	Brands (FMCG) that partnered with our Big show such as Big Brother Naija recorded an increase in their visibility which could in-turn result to top of mind during purchase.	Maximum exposure of our Client's brands at a reasonable cost

Our Package

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DStv & GOtv Opportunities

Exposure Value: N93,000,000.00	
Spots	800 Spots (50:50 split of peak & off peak)
Channels	Up to 13 channels (DStv & Gotv)*
Cost to Client:	N17,810,000.00

Note:

- ***Clients can only have the channels in the package.***

Spots Breakdown

Channels	No of spots	Rate	Total
M-net West	50	150,000.00	7,500,000.00
1 Magic	50	100,000.00	5,000,000.00
Vuzu	50	70,000.00	3,500,000.00
M-Net Premiere	50	150,000.00	7,500,000.00
M-Net Smile	50	100,000.00	5,000,000.00
Africa Magic Igbo	50	100,000.00	5,000,000.00
Africa Magic Hausa	50	100,000.00	5,000,000.00
ROK2	50	120,000.00	6,000,000.00
E Entertainment	50	70,000.00	3,500,000.00
Trace Naija	50	200,000.00	10,000,000.00
M-Net Movies Zone (Gotv)	100	100,000.00	10,000,000.00
ROK2 (Gotv)	100	100,000.00	10,000,000.00
SS4 (Gotv)	100	150,000.00	15,000,000.00
	800		97,000,000.00

Terms & Conditions.

- This package is only for FMCGs
- All packages are based on 30secs rate.
- Packages are based on a 1-2monthS campaign period.
- Intra programme placement can be considered for channels.
- This packages cannot be shared amongst brands.
- No further discounts can be applied on the above packages.

THANK YOU

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