



CAPITOL RADIO
COMPANY PROFILE

www.capitolradio.co.za

MISSION

Capitol Radio will be a leading broadcaster in South Africa and Globally. We will transform the lives of our listener's and all that come into contact with Capitol Radio in a Positive way.

By providing up to date content, music and positive on-air personalities. We will ensure that our clients to are committed to propagating positivity through their actions and branding. We will ensure that we delight our customers and provide them with efficient service



OUR OBJECTIVE

Capitol Radio has an objective for the next 6 years

- To make Capitol Radio a leading Brand in conjunction to promoting it's brand partner.
- To create a platform that is vibrant and effective for listeners and advertisers.
- To launch a marketing campaign that is within a controllable and measured market that will drive customers to advertise on Capitol Radio and increase footprint to the associated brand.
- To create opportunities and training programmes for interns and media students who can gain hands on experience of the broadcast world through sharing and cross-skilling exercises as part of our extended CSI programmes working closely with communities.
- To educate, empower and change the mind-sets of everyone we engage with on air and off air through positive content and thought-provoking interaction
- To be a source of factual information that creates confidence in our listeners through skilled networks and liaisons.

I walk around every day with a radio playing constantly in my head, and this radio station plays a lot of hits. But it's all my songs, so that's something to be excited about 24 hours a day.

Our vision is to endeavor to position our listener and all who come into contact with our brand into a state of euphoric appreciation.



THE REALITY

Imagine a radio station that runs on no time lines. No unnecessary ego speech. No boring content and duplication. Imagine a station where all we do is focus on the real moments that exist, as opposed to what happened years ago and what is going to happen as a result of it. Imagine a radio station that you can literally tap into for assistance and be guaranteed In some way a means of moving forward.



THE SOUND

Our sound will be unique and will have an explosion of music genres from North, South, East and West. From ancient to modern fused with thought provoking content. We will be steady, fast in the gratitude of stakeholders and promote the sanctity of gratitude daily on programs. Our social uplifting programs will be universal, where we not only give to the universe we serve but we develop and create as well as mentor to create a new society. We will operate on all forms from digital to satellite and beyond.



OUR AIM

We compete against no one as we are the benchmark. No one else exists to empower a new generation of free spirited Individuals who care about the upliftment of themselves and others.

Capitol Radio is one of the fastest growing online radio stations, both nationally and internationally. We have expanded our wings so as to ensure that we provide our listeners and advertisers with a wider variety of hosts, music, dj's and countless other opportunities.

The Team

Who will drive such a station. We seek pioneers of change and advocates of now. We have a team of individuals who not only tie into the vision of who we stand for but live it and endeavor to grow daily. Each of them bring their own vision as to how they can be the instrument of power behind the mic and transform the lives of billions.



OUR BRAND VALUES

- Visionary Pursuits
- Pioneers Of The Change
- Out Of Box Thinking
- Neurolinguistic Programming
- Alternative Healing
- Spiritual Reconnecting
- More Music.. More Fun
- Social Development
- Organizational Development
- Awakening Content
- Serving The Public



Music has always been a matter of energy to the people, a question of fuel. Sentimental people call it Inspiration, but what they really mean is fuel. I have always needed fuel at the right music station.

On some nights I still believe that a car with the gas needle on empty can run about fifty more miles if you have the right music very loud on the right station.

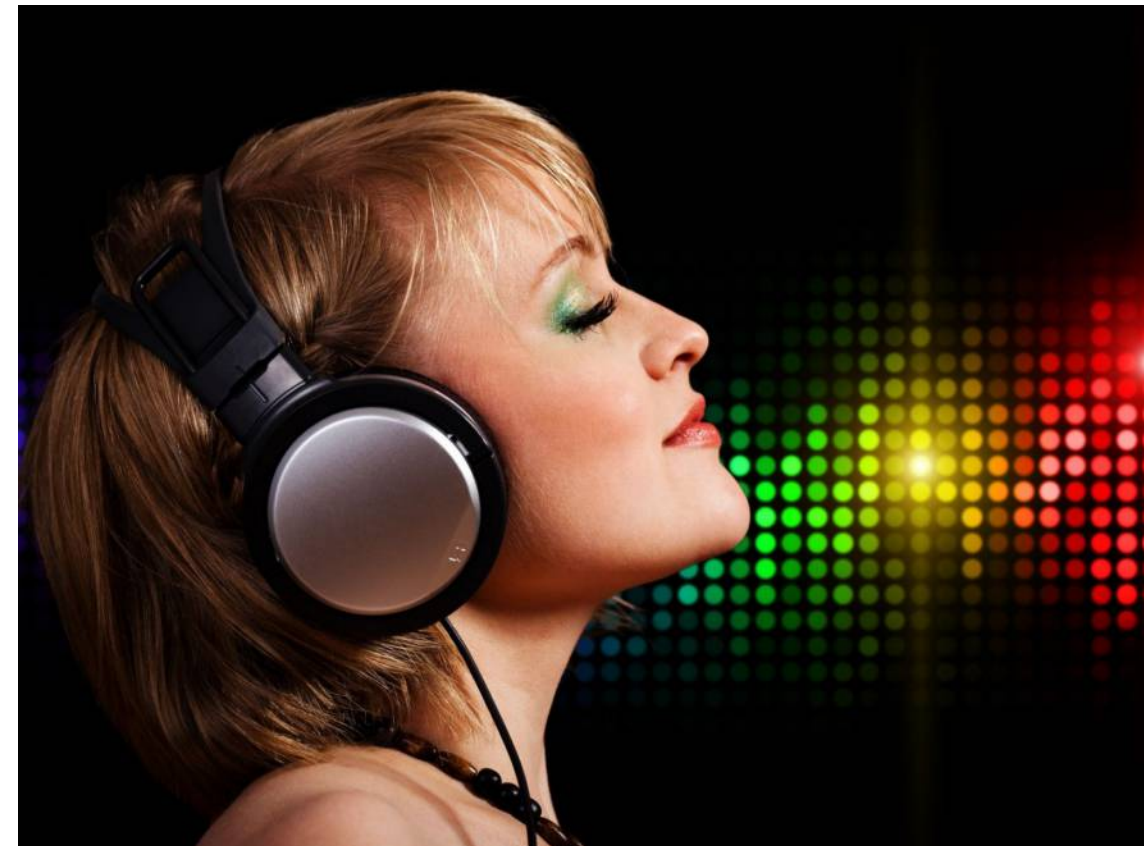
Tune in anytime. We have got the fuel and the music.



OUR SHOWS

People listen to the radio for a number of reasons. Some people like to listen to the radio to get updated on news events, some people listen to radio talk shows, that can be entertaining while going somewhere, while others just like to listen to music. At Capitol Radio, we put add an essence of uniqueness to every show. Our studios are full of colour and life. Our jocks are vibrant, energetic, informative and entertaining.

This element is carried through the waves to our listeners to ensure they recieve the full **CAPITOL EXPERIENCE**. Each programme is carefully thought out and produced so that we provide our listeners with only the **BEST NEWS, ENTERTAINMENT, MUSIC AND TRENDING TOPICS**.



We are adding new listener's every day and are becoming a major player in playing only **TODAYS BEST CONTINUOUS HIT MUSIC** from the North, South, East and West, fused with thought provoking content.



Why Advertise on an Internet Radio Station

Online Radio plays far fewer commercials per hour, which results in higher listener attention levels, increasing the ads, intended effect. Listeners are only one click away from an advertiser's website. They are online and have browser windows open. This makes it easy to get the listener to visit the advertiser's website.

Why Advertise on Capitol Radio

Capitol Radio offers sponsors complete control over the type of advert that is used, as well as creative oversight of on-ads. We will work with you to produce a unique advert or you can use one that your company has already created. With Capitol Radio your company gets exposure to listeners on various social media streams. Your message will be able to reach thousands of households around the world per month.



IDENTIFY

- Product
- Place
- Promotion
- Price

PROCESS

- Advertising
- PR
- Promotions

ACHIEVE

- Captivate target market
- Promote brands

CAPITOL RADIO LISTENERS are a highly active group of consumers with an LSM of 7 to 10.

WE OFFER

EVENTING

Hosting a successful event is an integral part of your corporate standing. At Capitol, we ensure that your event is dynamic and unforgettable.

SURVEYS & COMPETITIONS

Conducting surveys is an unbiased approach to decision-making. We collect unbiased survey data and develops sensible decisions based on analyzed results specific to your brand.

CUSTOMERS

Capitol focuses their marketing analytics on customer centricity and retentions so that your brand focus is on engaging new and improved clientele

01

MARKETING

Capitol ensures that your brand recieves direct as well as supplementary marketing to assist with the building or your brand's digital/ social footprint

02

LAUNCHES & ACTIVATIONS

To attract the most customers and generate the most revenue, Capitol ensures that your product launch is timed perfectly to the point when the marketplace is most anxious for the features and benefits offered.

03

04

05

PRODUCTIONS

Capitol creates engaging and responsive audio and visual productions around your brand so that you effectively attract your intended target audience.

06

WE ARE GOVERNED BY CAPASSO

CAPASSO is a mechanical rights licensing agency based in Johannesburg - South Africa, which collects and distributes royalties to its members: music publishers and composers

WE ARE REGISTERED WITH ICASA

The Independent Communications Authority of South Africa (ICASA) is an independent regulatory body of the South African government, established in 2000 by the ICASA Act to regulate both the telecommunications and broadcasting sectors in the public interest.

HOW TO LISTEN TO CAPITOL RADIO:

1. Visit the Google Play Store.
Search for Capitol Radio
Install and you are READY TO LISTEN and engage with us

2. Visit our website: www.capitolradio.co.za

FROM OUR APP AND WEBSITE YOU CAN ALSO:

- * Send in your dedications
- * Whatsapp Us
- * Request a Song
- * Call the Studio

MARKETING

Our Marketing Team is comprised of focused and creative individuals whose sole aim is to create uniquely dynamic and innovative campaigns

CAPITOL RADIO - ON AIR

Our energetic and spirited on-air personalities ensure that your brand receives the recognition it needs as well as captivates and engages with your target audience

DESIGN & DEVELOPMENT

Our designers are creative, spunky and colourful. Their dramatic designs ensure that your brand harnesses the attention it deserves

TECHNICAL

Our Tech Team specialises in state-of-the-art lighting and event productions to create that magical atmosphere around your special day

EVENTS/ACTIVATIONS

Capitol Radio specializes in unique and client-driven activations, launches and events. Each package is tailor-made to suit the client's specific needs.

CAPITOL MEDIA

Capitol Radio focuses on visually appetizing designs combined with powerful productions



VALUE PROPOSITION FOR MARKETING AND LEASING DEPARTMENTS

The alignment of the Capitol Radio and the associated brand creates a synergy between dynamic teams that will ensure we impact on the following key areas together

Increased and sustainable foot-count through brand awareness with effective marketing, production, designing and execution of :
Advertising | Eventing | Competitions | Launches | Infotainment's | Infographics
Activations | Customer Experiential's | Interviews | Social Media | Visual
merchandising Give away

We as a team commit to securing preferential rates for all of the above for the associated brand.

Our interactive crew and their approach will ensure that we are engaging with your customers and clients on an ongoing basis through our online and on air channels as well as on a first hand basis via events. In addition to this, our television wing, which has more than 80 000 viewers, will cover and stream events live from your location. These will include celebrities, people of interest, and local and international artists and will be broadcast across all our categories including, lifestyle, food, entertainment, etc.

Our marketing team will meet with your team on a regular basis to lend support and ensure that as a media partner there is consistency and excellence in the calibre of work we put out together.

We are exceptionally excited by this partnership and are eagerly making preparations thereof.

Capitol Radio is an ever-growing media company that is constantly seeking new and exciting ventures to broaden their horizons.

Capitol brings with it a host of vibrant jocks, participants and listeners. .



MARKETING STRATEGY

The marketing strategy is focused on developing and understanding the communities it serves, which is why we are proudly a listener-driven station.

.The engagement we have and visibility we receive through our campaigns, outside broadcasts, trade exchanges, media partners and the impact we have on the lives of the people we transform daily and engaging the brand with their current affairs and advertising.



Our marketing strategy will encompass the following levels:

*Radio Partners And Exposure Through Shared Learning

- Print Media Partners
- Eventing With Organizations
- Community Service initiatives
- Youth Development Programs
- Partnerships With International Brands And Corporates
- Community Outreach Projects


MARKET ANALYSIS & STRATEGY IMPLEMENTATION

As digital media develops at a revolutionary pace, it's easy to forget that FM radio reaches more places than any other medium. It has the ability to provide urgent information at a fraction of the cost of digital media. Capitol also aims to place another transmitter in the North/South coast to broaden the reach.

Through extensive market research, we as a station have identified the desperate need for an ethical and factual media house that is mandated to unify our people through social cohesive content and creating an international platform to showcase our proudly South African products and talents.

Capitol Radio's strategy is based on capturing a percentage of the market who advertise on Terrestrial radio as well as online advertising through strategic brand alignment and partnership, as well as dynamic marketing techniques.

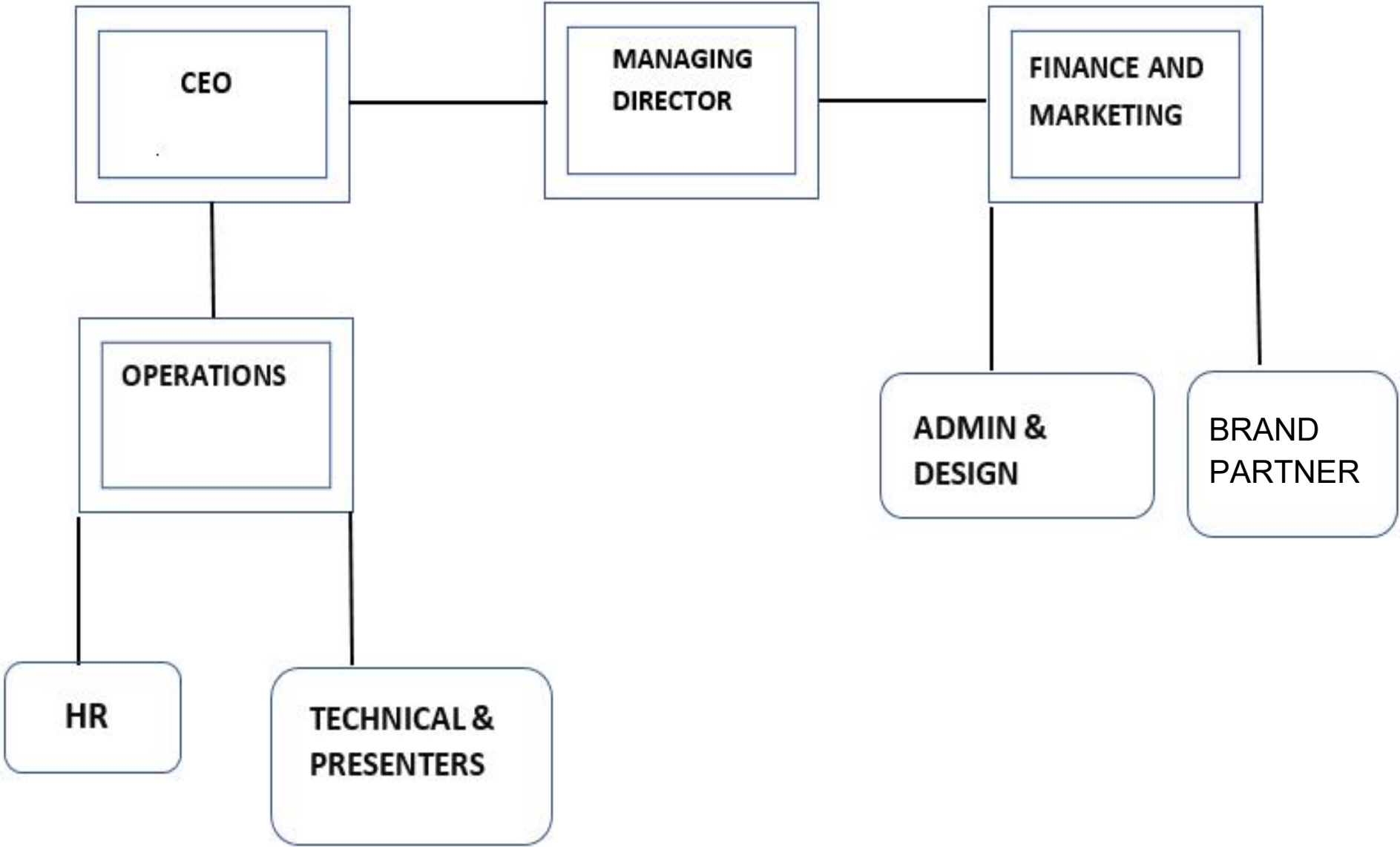
Capitol Radio also intends to be a premium leader in the broadcast and advertising spheres by providing cutting edge technology and skills in showcasing South African and international brands.



Capitol Radio will cater for people from diverse ethnic groups through our carefully constructed programming schedule.

Our content is also creatively balanced to ensure maximum appeal and cross-cultured learning amongst the community.

CAPITOL RADIO TEAM ORGANOGRAM



EXECUTIVE SUMMARY

Capitol Radio is a media house that positions itself to a global audience and was designed to be a key player in the digital online media space and the broadcasting arena.

Online Radio in South Africa is still in its infancy in comparison to growth in Terrestrial FM Broadcasting, as such Capitol Radio aims to bridge the gap with the pending digital media by:

- To simultaneously utilize an FM frequency to offer listeners the best of both worlds and transitioning to be smoother.
- Using an easy to operate Smart App and website with streamlined data usage, for ease for listeners.

Capitol Radio will be a pioneer in the Broadcasting arena of South Africa and globally by creating dynamic creative platform to showcase South African talent in a Global arena and revolutionize media through thought provoking, positive, unifying content.

Our aim will be to utilize our on-air platform to galvanize social cohesion and mobilize social responsibility through our community upliftment portfolio. Our revenue stream will thus focus on an annual turnover ranging between R3-5 million.



MEDIA KIT 2020



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CHANGE HAS ARRIVED

Imagine a radio station that runs on no time lines. No unnecessary ego & speech. No boring content and duplication.

Imagine a station where all we do is focus on the real moments that exist, as opposed to what happened years ago and what is going to happen as a result of it.



WHAT WE DO



RADIO



BRANDED
CONTENT



GAMIFICATION



DIGITAL



RETARGETING



MOBILE



EVENTS &
ACTIVATION



TV



PODCASTING



WHO IS LISTENING ?

Currently around **385000** people

Station Listenership past 7 days: **380000**

Ave Day Mon - Fri : **120000**

Ave Day Sat: **285000** Ave Day Sun: **150000**

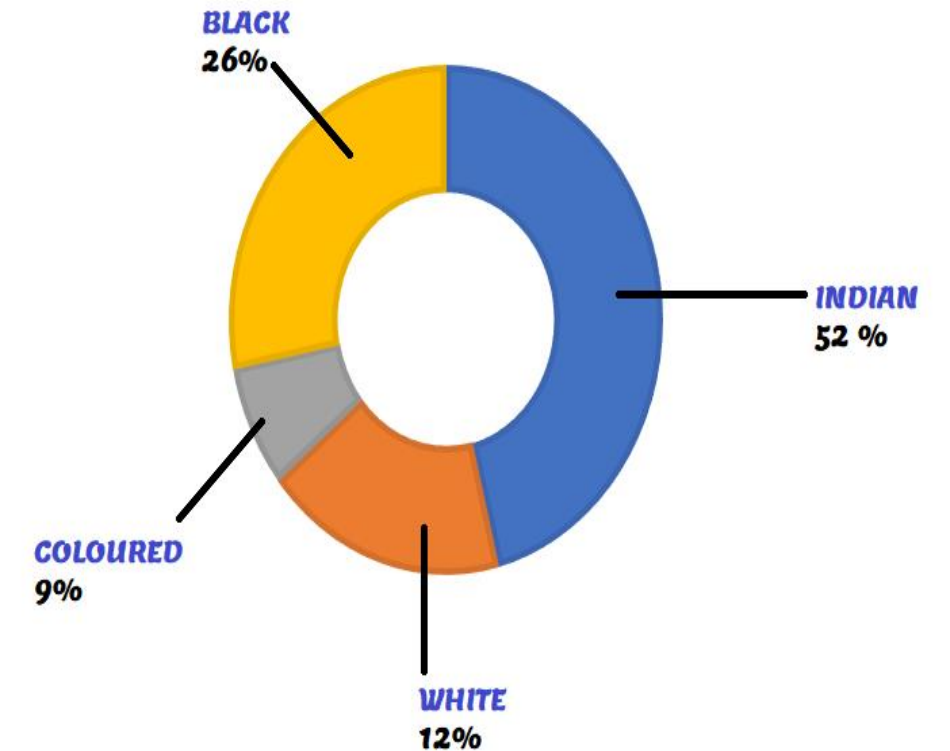
Capitol Radio features in **162** Countries

7 Day Trend Growth: **37%**

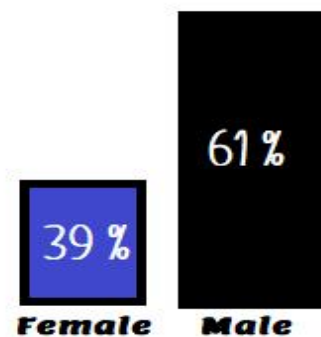
30 Day Trend Growth: **72%**

CAPITOL RADIO LISTENERS are a highly active group of consumers with an LSM of **7 to 10**

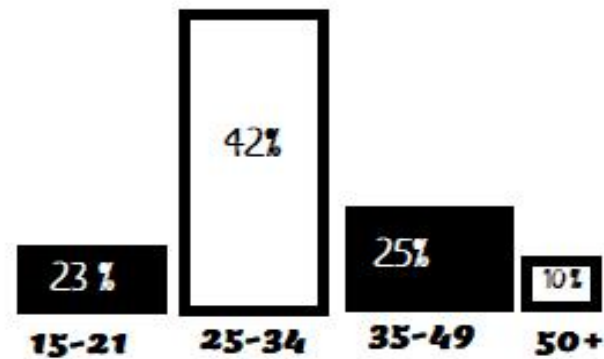
RACE BREAKDOWN



GENDER BREAKDOWN



AGE BREAKDOWN



WEBSITE AUDIENCE DEMOGRAPHICS

Web statistics over 4 week period (MAY 2020) 619 280
Unique visitors

People view on average 2 pages per visit

People stay on average for 1:30 minutes

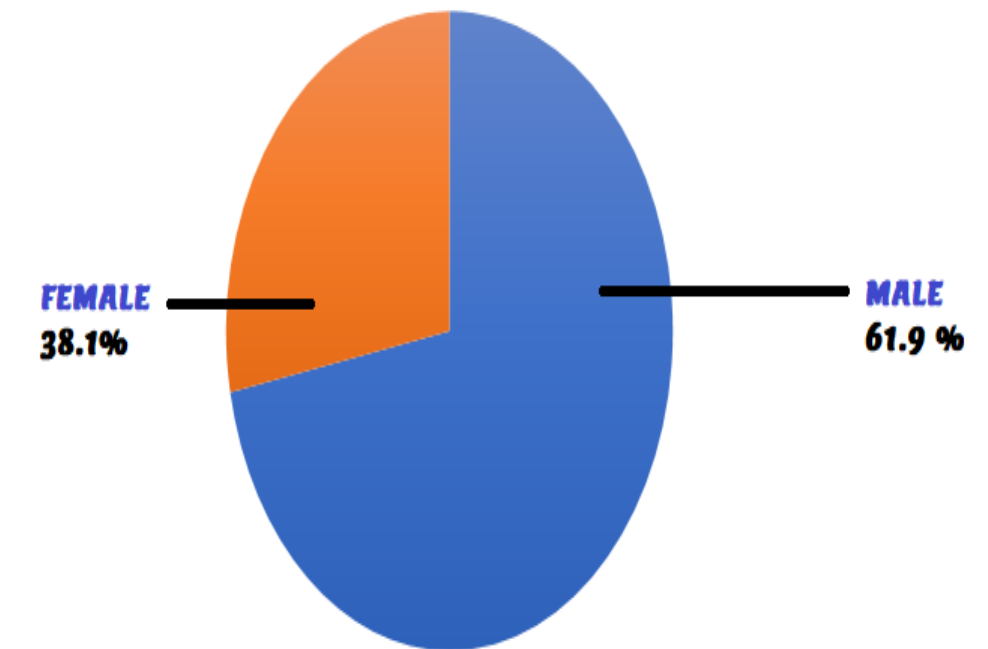
61,9% Male and 38,1% Female

People view on average 2 million pages per month

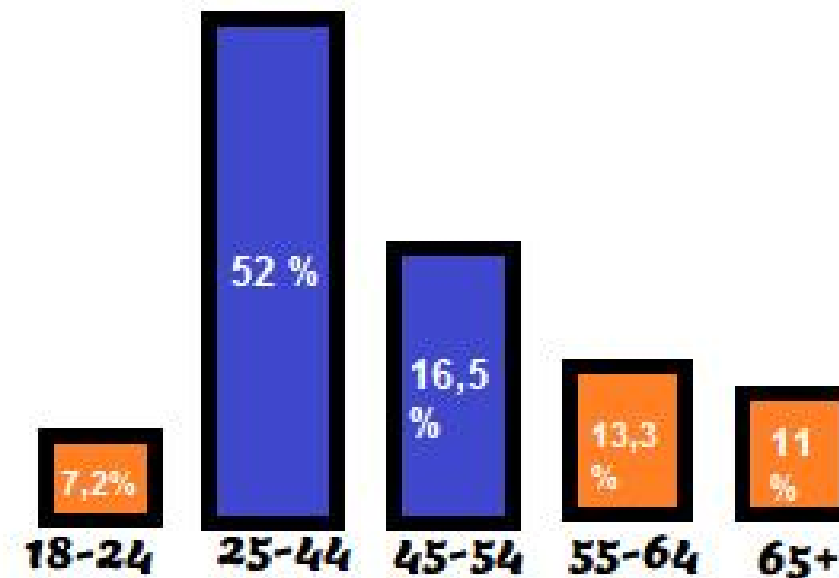
FACEBOOK LIKES: 2364



GENDER BREAKDOWN



AGE BREAKDOWN



FEATURE SPONSORSHIPS



Example

The opening billboard is 10 words after the sponsor name. e.g. This feature is brought to you by Range Rover, followed by 10 words about the sponsor.

Your commercial is flighted after the billboard. The FEATURE is then flighted.

Live Reads

Live reads are excellent for clients who require a more efficient and successful turn around which will boost excitement about their products/ services Live reads have a powerful call-to-action value and allows our the perception.

Events

CAPITOL RADIO has an established eventing department, geared to handle events like charity drives and social cohesion with countries.

Activations

Outside broadcasts
Live videos

OTHER OPPORTUNITIES

In the event that you need to promote your business to KZN 's business elite , consider many of our presenters have a corporate background ,they are legal advisers ,specialists , educators and entrepreneurs . They know best how to drive your business.

We have effectively connected with crowd on our different online networking stages, namely Facebook, This technically knowledgeable crowd don't just watch; they draw in with us on these stages, giving you a worthwhile chance to grandstand the benefits of your business.

Along these lines, connect with your media advisor or WhatsApp 065 421 1380, to find out how we can tailor-make a bundle that permits you to benefit from this great opportunity.



TERMS AND CONDCTIONS

- *All rates are based on 30-second commercials
- *Please note all production costs require upfront payment to Capitol Radio
- *Capitol Radio can produce ads from script to completion.
- *Please budget approximately R5, 000 excluding VAT per production.
- *All billboards will be read live, and all airtime is subject to availability.
- *Rates are based on the June 2020 RATE CARD•
- *The Programming Manager reserves the right to change programming
- *Cancellation is subject to written notice being received by Capitol Radio. Thereafter a 100% cancellation penalty will be applicable.
- *Added Value is subject to availability at time of booking and broadcast.
- *All sponsorship rates are by negotiation, and are subject to change.
- *Revised rate cards will be issued.
- *Preferred spots requested by advertising break or hour, carry a 40% surcharge.
- *It will be adjusted with revised rate cards.
- *Live reads carry a 60% surcharge





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