

NOW IN ITS FOURTH SEASON!

Valid 02 November 2016 - 31 January 2017



R1.8 MILLION IN CASH PRIZES

PLUS! PLUS! PLUS!

The Big Brand TV Show spends approximately **R20 Million** annually on promoting the show across e.tv, Huisgenoot, You & Drum magazines, online & social media.



Start of **Ray Donovan**
Wednesday from 21:30pm



During **Prime Time Movie**
Thursday from 20:30pm



During **Prime Time Movie**
Saturday from 19:27pm

Bookings & Sales

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robo
370



The BIG BRAND TV SHOW, South Africa's biggest brand-building interactive television game show, is on e.tv from November 2016 for it's fourth successful season. In line with the global trend of following programming, instead of channels, the shows are aligned to prime time hit programs and movies every week, on e.tv. The Big Brand presenters pose challenging questions on the participating brands. The clues to the answers appear in the biggest competition print titles namely Huisgenoot, You and Drum each and every week.

How it Works

Easy ways to win a share of R1 800 000 cash!

1

To play on Television for the R10 000 per show cash prize weekly

Purchase a copy of Huisgenoot, You or Drum and study the week's participating brands. Then SMS the required entry details and 3 lucky entrants will each be selected weekly to play the Big Brand TV Show on one of the 3 weekly shows. Contestants may enter as many times as they want on every show.

2

Readers' Competition - R20 000 Monthly Jackpot

Every month there is a Readers only competition across Huisgenoot, You and Drum. This is only featured in the three magazines for the month. Each month one lucky reader will win R20 000 cash. Advertisers can purchase this great opportunity exclusively and independently.

3

Big Brand TV Show Web Site Promotions

Every week there are web only competitions or promotions for visitors to the home page. This is only featured on the web site. Each advertiser on the show may provide a promotional offer or competition that can only be won on the site. Only show Advertisers can secure this great opportunity.



Big Brand Show Virtual Set



Custom designed virtual set
(no animation) R40 000



Custom designed virtual set
(full animation) R60 000

Packages and Costs 02 November 2016 - 31 January 2017

ONE SLOT VALUE AND RATE PER 30" INSERT			
	WEDNESDAY	THURSDAY	SATURDAY
e.tv RATE CARD 30"	R65 000	R78 000	R100 000
Huisgenoot You & Drum exposure	R23 364	R23 364	R23 364
Show Promos weekly	R9 615	R9 615	R9 615
Production value	R35 000	R35 000	R35 000
Prize money	R2 500	R2 500	R2 500
Social Media: Huisgenoot You & Drum	R2 885	R2 885	R2 885
Social Media: Big Brand TV Show	R1 600	R1 600	R1 600
30" Shared exposure across all 3 shows on e.tv	R20 250	R20 250	R20 250
TOTAL VALUE per slot	R160 214	R173 214	R195 214
Cost excluding VAT	R59 000	R68 000	R85 000
Saving per slot	R101 214 (63%)	R105 214 (61%)	R110 214 (56%)

TWO - THREE SLOTS VALUE AND RATE PER 30" INSERT			
	WEDNESDAY	THURSDAY	SATURDAY
e.tv RATE CARD 30"	R65 000	R78 000	R100 000
Huisgenoot You & Drum exposure	R23 364	R23 364	R23 364
Show Promos weekly	R9 615	R9 615	R9 615
Production value	R35 000	R35 000	R35 000
Prize money	R2 500	R2 500	R2 500
Social Media: Huisgenoot YOU & Drum	R2 885	R2 885	R2 885
Social Media: Big Brand TV Show	R1 600	R1 600	R1 600
30" Shared exposure across all 3 shows on e.tv	R20 250	R20 250	R20 250
TOTAL VALUE per slot	R160 214	R173 214	R195 214
Cost per slot excluding VAT	R55 000	R66 000	R80 000
Saving per slot	R105 214 (66%)	R107 214 (62%)	R115 214 (59%)

FOUR OR MORE SLOTS VALUE AND RATE PER 30" INSERT			
	WEDNESDAY	THURSDAY	SATURDAY
e.tv RATE CARD 30"	R65 000	R78 000	R100 000
Huisgenoot You & Drum exposure	R23 364	R23 364	R23 364
Show Promos weekly	R9 615	R9 615	R9 615
Production value	R35 000	R35 000	R35 000
Prize money	R2 500	R2 500	R2 500
Social Media: Huisgenoot YOU & Drum	R2 885	R2 885	R2 885
Social Media: Big Brand TV Show	R1 600	R1 600	R1 600
30" Shared exposure across all 3 shows on e.tv	R20 250	R20 250	R20 250
TOTAL VALUE per slot	R160 214	R173 214	R195 214
Cost per slot excluding VAT	R52 000	R62 000	R75 000
Saving per slot	R108 214 (68%)	R111 214 (64%)	R120 214 (62%)

READERS' COMPETITION VALUE AND RATE	
Huisgenoot You & Drum exposure 1 month - 12 Inserts	R93 456
Prize money	R20 000
Production value	R2 000
TOTAL VALUE	R115 456
Cost excluding VAT	R60 000
Saving	R55 456 (48%)

TV Shows

There are 3 TV shows each week and the advertiser has the flexibility to choose the programming of their choice.

Print Titles

Each week in Huisgenoot, You and Drum the participating brand logos are featured together with a product statement. These brands may change weekly and the reader has no knowledge as to which brands appear on which show.

Participation Requirements

Entry for consumers is free. All they have to do is have access to Huisgenoot, You or Drum or all three, and have the facility to SMS entry details. SMS charged at R1.50 - Terms & Conditions apply.



Start of Ray Donovan
Wednesday from 21:30pm



During Prime Time Movie
Thursday from 20:30pm



During Prime Time Movie
Saturday from 19:27pm

Payment Terms:

Deposit: 20%
Balance: 30 Days
from statement.
Rates exclude VAT.

Cancellation Policy:

Cancellation subject to 20% fee or rescheduling at no additional cost. No cancellation within 14 days of broadcast date.

Commissions:

Rates include agency commission after prize deductions but exclude VAT.

Calculated:
Insert rate - R2500 Prize Money x 16.5%

*Rate card figures quoted are mid-month figures. The entire month spread is as follows:

Wednesday:

R65 000 - R72 000

Thursday:

R78 000 - R80 000

Saturday:

R100 000

NOTE:

Production includes production of all elements of the show, including editing of supplied finished material e.g. Digital commercial material or basic compilation of a "commercial" for the show based on material supplied and at the production facility's discretion. Special requests or full production are quoted ad hoc. 50% deposit, 50% COD.



NOW INTRODUCING FREE COUPON PRINT & DISTRIBUTION

Average response for knock and drop is less than 1%.

There is a very high incidence of “dumping” (sometimes staff throw thousands into drains and dustbins to avoid door to door delivery). Distribution companies put checks in place but it obviously is not 100% foolproof. A coupon distribution through these magazines is guaranteed delivery as the magazines are purchased items and a purpose or destination-shopping product.

The cost of printing coupons in this volume is exorbitant and the distribution cost for knock and drop average R160.00 per thousand.

This additional value for our advertisers is absolutely free in the print run.

As well as the redemption value of the coupon to ± 460 000 copies a week, there is the brand awareness to ± 8 000 000 readers per week.

In terms of the structure of the show there are now a number of value and market penetration elements.

1. Corporate / product branding on TV screen in print
2. Promotional value of statement in print linking to television exposure
3. Synergy of both mediums
4. Potential to link the brand statement into an existing promotion in store or in other media
5. Added-value in converting the TV screen into a redeemable coupon to be cut out and taken in for value redemption
6. Spot product statement testing as a response mechanism
7. Market research campaign – one question per week – cut out and return to organisers who will capture and collate and provide a report (quote as a separate item)
8. Perfect for retail promotions e.g. Fast food outlets – tie in co-op advertiser e.g. bring in coupon, purchase burger and get a free Coke
9. Use for QR code or Bar Code promotions

The list of opportunities could continue but the idea is to work with advertisers on specific requests to try and accommodate new or different ideas either in the cost or as additional.

A comparative cost of coupon production and distribution is 460 000 coupons per week which is based on Media24 print run of all 3 publications.

PRODUCTION

Production cost is saved.

DISTRIBUTION

Distribution cost is saved.