

PLACE YOUR AD HERE



Introduction



- The ring-back tune allows mobile subscriber to entertain callers as they wait for their calls to be picked up. The service is popular because it breaks the monotony of the traditional dial tone.
- Smart space Africa Ltd has partnered with Bluewater which is contracted by Safaricom Ltd and Telkom Kenya networks to offer advertising and branding space on the ring-back tune.

The few seconds a callers waits for a call to be received has the highest level of attention. The calling party listens attentively to the ring as he waits for the called party to receive the call. This high attention period lasts between 15-30

Background

seconds and presents the perfect slot to advertise, brand or pass a custom message.



- As at March 2016, there were 38.37 million mobile phone subscriptions in Kenya. Mobile penetration was recorded at 89.2%. This means that the mobile phone is a

Rationale

very powerful mass media platform whose immense potential should be tapped by the tech-savvy brand advertiser.

- Safaricom holds the largest market share in terms of subscriptions with a subscriber base of 25.1 million. Airtel and Telkom Kenya come second and third.



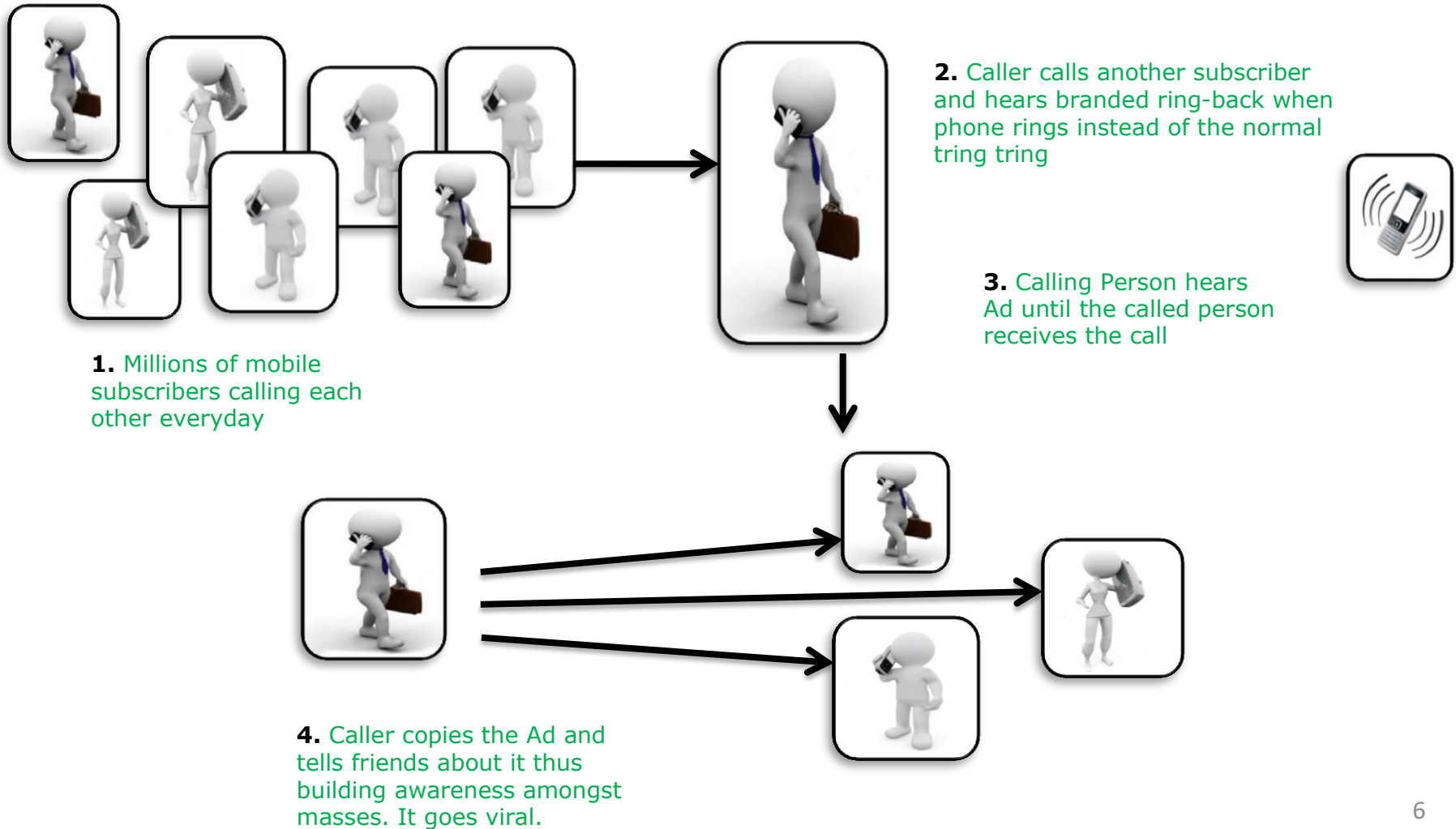
BROADCAST MEDIUMS

The OPPORTUNITY



A Safaricom subscriber receives an average of 6 calls per day, from 3 unique callers, which translates to an average 3 impressions. When a caller is waiting for the called party to pick up, they are actively listening to the line awaiting a response. The Ad is whispered into the caller's ear.

How it Works



Production

- Production is either done in house at a fee or independently by the advertiser at a facility of their choice. The advertiser can also provide already existing content. The final audio file must of the following specifications:
- Maximum audio file length – 35 seconds
- Sample rate – 48000 Hz
- Bit depth – 16
- PCM Digital Audio (A-Law encoding)



Daily Charges

Smart Space Africa Ltd aggregates, uploads, monitors and reports on content's download performance. The daily charges of between Shs.1 and Shs. 5 for content download are separately charged to subscribers by way of daily deduction (for pre-paid subscribers) and monthly billing (for postpaid subscribers)..



Benefits to Brand

1. Passing information through a cost effective channel.
2. Enhanced reputation as the trend setter in innovative branding.
3. Creation of buzz and talk around a brand.





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