

Cameron Naidoo; Louis Enslin



By [Louise Marsland](#)

24 Oct 2014

A new agency called Three D Radio has launched an interesting advertising concept for cinema audiences in partnership with Ster-Kinekor and Cinemark.

The premise of 'radio ads' in cinema is to "ignite the theatre of the mind". The founders are Louis Enslin and Cameron Naidoo. They want people to use their listening senses and be totally focussed on what they are hearing with a black screen in front of them - although advertisers can also book images.

Enslin says it's a cost effective, alternative platform for advertisers with a limited production budget for a typical film ad. "Clients, can now utilise a new advertising medium in cinema with a radio production budget. This form of advertising is especially attractive for first time cinema advertisers, as the production and creative costs are minimal compared to producing a visual commercial."

"Agencies and clients have the opportunity to really think out of the box, and craft their advertising messages to specific audiences, movies or scenes," says Enslin.



ABOUT CAMERON NAIDOO

Cameron Naidoo is a director of Three D Radio whose responsibility is to "sell myself like a \$2 hooker to get business". As a creative, he has worked across local and international brands. He is the founder of 'non-traditional' creative agency, Guerilla Tactic and co-founder of Three D Radio.

Q: What is at the top of your to do list?

A: Launch three new start ups... and to get the 3D Radio platform connected with every creative mind out there.

Q: What is your main business challenge?

A: Getting clients to test the waters with a new platform.

Q: Why would radio work in what is essentially a visual medium?

A: Let's face it, cinema audiences have a 'been there... done that' attitude. With us creating a theatre of the mind platform, we want to re-ignite imagination within our audience.

Q: What is your core strategy?

A: To get clients, brands, creative and media agencies to experience this new platform... and get their creative minds

salivating over the next big idea.

Q: The biggest trend to note in your industry?

A: Different... people want different, and brands want to be in that space of being the 'first'.

Q: How will you make an impact?

A: For 3D Radio to start a new creative experience, we want to change thinking patterns within the creative industry and just challenge creative minds to think out of the box.

Q: Tell us something about yourself not generally known?

A: I co-founded an online Samoosa company called SamMoosa.co.za. I know... what a cliché.

Q: At the top of my 'bucket list' is...

A: Drink a Caipirinha in a Favela of Rio de Janeiro called Rocinha. But I need to be wearing really small framed sunglasses and tropical Bermuda shorts.



ABOUT LOUIS ENSLIN

Louis Enslin is the audio industry's go-to person for creative post-production, music and composition; a founder of multi-awarded Produce Sound, collaborator of Produce / Kwazi Mojo, co-founder of Three D Radio and SamMoosa.co.za.

Q: What is at the top of your to do list?

A: To make clients and advertisers aware of 3D Radio and the exciting new platform that it is.

Q: What is your creative/business focus right now?

A: To create content for 3D Radio, and make it a recognisable, popular platform.

Q: Why would radio work in what is essentially a visual medium?

A: What we are offering clients is a true "theatre of the mind" experience, literally, they can do pretty much anything they want, and take full advantage of the cinema sound system having planes fly by behind you, or massive explosions, or super scary moments, at a fraction of the cost, as they don't need to shoot an advert. It's all in the audio.

Q: What is your core strategy?

A: To target smaller clients who mainly use radio as their advertising platform, and don't have budget to shoot TV ads, but also the bigger guys who would like something new.

Q: Tell us something about yourself not generally known?

A: I like cats... and cats in Bill Cosby jerseys more specifically.

Q: At the top of my 'bucket list' is...

A: Go on an ocean cruise.

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: www.sourceagency.co.za.

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