

Annual BrandXpand initiative targets SMEs

Jacaranda FM and Mediamark will be hosting the annual BrandXpand initiative targeted at small to medium size businesses with the aim to broaden their understanding into the use of radio and the return on investment it offers.

This is aimed at non-traditional advertisers, offering them expert advice on content and timing, along with an optimum combination of call-to-action and brand advertising at a significantly reduced rate.

Power of radio

Roy Hawker, an international guest speaker from Australia will be hosting a series of seminars on the power of radio and 'getting a far better return on your advertising investment'. The presentation talks through the 'Principles of Influence and Persuasion' and gives practical advice on how it can be applied both to advertising and customer interactions. Joining him is Ralph van Dijk, the founder of Eardrum, a company best known for writing campaigns for McDonalds, Kellogg's and Johnson & Johnson.

"BrandXpand is there to encourage and educate, especially first time advertisers. We will use unsold inventory in a special offer to those in attendance. Unsold inventory differs from month to month and our discounts are over 60% for the period of the BrandXpand seminars," says Kevin Fine, GM of Jacaranda FM.

The event will be held at the Jacaranda broadcast centre in Midrand from 23-26 February 2015. To book, call Julani van der Merwe on +27 (0) 11 063 5811 or email julani.vandermerwe@mediamark.co.za.

For more, visit: <https://www.bizcommunity.com>