

New radio survey - five companies on shortlist

Following a robust and rigorous RFI evaluation process managed by Yardstick, an independent group of pitch consultants, five research companies have been shortlisted to participate in the National Association of Broadcasters' (NAB) tender for a new radio measurement survey. The shortlisted candidates are Ask Afrika, GfK, Ipsos, ACNielsen and TNS Research Surveys.

All five companies will now be requested to submit detailed research proposals as well as resource plans and costs in support of their proposals.



Target marketing

"We are pleased with the outcome of the RFI process," said Nadia Bulbulia, executive director of the NAB. "All the shortlisted companies are highly regarded in the marketplace and their submissions were of a very high standard. We are excited that a significant milestone in this process has been reached."

Earlier this year, the NAB initiated a tender process for the design, development and implementation of a new Radio Audience and Currency Survey (RACS). The survey will allow target marketing and act as a currency for buying and selling radio media and time, while assisting media owners to carry out strategic editorial and programme planning.

A skilled and experienced panel of assessors and advisors, including local and international industry experts, will evaluate the proposals.

In keeping with the governance protocols of public tenders, the NAB is unable to provide further information until conclusion of the tender process. "We look forward to announcing the preferred bidder in November," said Bulbulia.

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