Audience tracking tool for African radio, initial results from Ghana

Research and strategy company, Dashboard Marketing Intelligence, and advertising and media expert, Dave Kelly, have joined forces to launch Pinpoint, a current and accurate media consumption and audience-tracking tool for the African continent.

Pinpoint examines public usage of TV, radio, newspapers and digital. A successful pilot has been conducted in Ghana, with plans to move into Nigeria, Tanzania, Angola and Uganda.

Launching the tool, Dashboard managing partner, Peter Searll, said that media investment in African countries is substantial. However, there is little, if any, accurate or stable media consumption data. As more businesses develop their African footprint, this data is necessary to make the right media investment and sponsorship decisions.

Ghana internet under 60% access

The study on Ghana reveals that nearly 35% of the urban population in that country is accessing the internet on their mobile phones, but it tellingly highlights that 59% do not access the internet at all.

There is significantly more online activity across key cities Accra and Kumasi than in Tamele and Sekondi-Takoradi, and Facebook is by far the most visited site, followed by WhatsApp. Blogs are also proving popular.

Peace FM rules

The most listened to radio station over the past seven days is Peace FM, with 18% and 16% of male and female respondents respectively claiming to have tuned in. Male preference is then for Okay FM and Joy FM (14%) while females prefer Adom FM, Kesseben and Fox FM (13%).

When it comes to the major cities, stations with the biggest penetration in Accra are Peace FM (35%), Okay FM (26%), Adom FM (26%), Joy FM (24%) and Radio Gold (22%). Kesseben (24%) and Fox FM (23%) have biggest penetration in Kumasi.

These are the two biggest cities - to reach radio listeners in the smaller cities of Sekondi-Takoradi and Tamale, you'd have to go to stations such as Skyy Rover, Radio Justic, Rok FM and Fiila FM.

Age split

Within the top 10 radio stations, there is an expected varied age split. Those appealing to the youth (16-18 years) include Luv FM and Nhyira FM (4% each).

19-25 year olds prefer listening to Peace FM (9%), Adom FM (7%), Okay FM (6%) and Joy FM (6%) while 26-35 year olds prefer Peace FM (13%), Okay FM (10%) and Adom FM (10%). A similar pattern is shown by 36-45 year olds (7%, 6% and 5%) but they also listen regularly to Joy FM (5%) and Radio Gold (5%).

Targeting market splits

Whatever product category you operate in, Pinpoint can highlight which stations have the best fit for your advertising. For example, if you wanted to advertise to Ghana's beer drinkers you'd do so on Peace FM where 11% of beer drinkers claimed to have listened to the station over the past seven days, Adom FM and Joy FM (10% each), Okay FM and Radio Gold (9% each). You probably would not advertise on Fox FM, Luv FM and Nhyira FM.

You can also examine the demographic profiles of each station if that is how you are targeting your media spend.

Time slot analysis

Further insight into is given as to when to buy advertising slots throughout the day. Radio listenership is broken into 30-minute day parts. The busiest radio times are between 6-6.30am, which is also the most listened to news broadcasts. Noon news is also popular, and the heaviest news listenership comes from Kumasi.

Therefore, judging from the drill down into the data, there is still considerable radio listenership in Ghana and it is still an important medium in many people's lives.

System offers timeous, effective media analysis

Pinpoint has been developed to support more effective media buying in Africa. Users are able to profile and size TV and radio station audiences, review ongoing insight into social media and internet usage and explore psychographic and attitudinal consumer mind-sets. Marketers and planners are able to filter the data by users of any specific product category.

One of it biggest benefits is that the data is available within two weeks after field, enabling media decisions to be made within a relevant period.

Kelly says, "Typically much media data is only available months after the research, making it more of a rear-view mirror than a current dashboard. Media planners need timely, accurate, rich data to make truly useful decisions."

Searll added, "This type of information is long overdue and typically difficult to find. Technology has allowed us to overcome the traditional barriers to collecting this type of data. We have much experience in research methodology and we understand the depth of insight needed to design the right media placement strategy. We are well placed to tackle and solve this issue and we are eager to expand. We will be starting in Nigeria next. Future reach will be led predominantly by market demand."