

Bringing the brand into the kitchen

The Mama Koo Show is a lifestyle destination radio show developed by Koo as an avenue to allow consumers to interact with the brand in a fun and informative way. The series is hosted by Mama Koo, a character personifying the brand values of Koo.

According to Thembi Sithole, Koo brand manager, “Mama Koo has proven to be the ideal vehicle to drive the Koo brand. The show is a place where consumers are touched in an intimate, one-on-one manner, engaging the imagination in regular ‘theatre of the mind’ activity and creating brand loyalty in the hearts and minds of our consumers.

“The show is also used as a platform to introduce new products, drive usage of the existing range and gather insights on how we can improve our products and innovative ideas going forward”

Mama Koo has entered into the Koo culture, knowing her cooking and bonding with the guests on her programme and by extension with the listeners, who are supposed to identify with and aspire towards her activities.

Consumers also stand a chance to win Koo hampers on the show by writing to Mama Koo or phoning in during the show.

The five-minute show is broadcast every second Thursday between 9am and 12am on RSG, Lotus, Ukho: Umhlobo Wenene, Motswedding and Lesedi, which covers the major South African demographics. The act starting time may differ according to the station.