

# Business unusual - Research webinar

Issued by [Primedia Broadcasting](#)

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Unusual times call for fresh approaches and Melissa Mc Nally, research manager at Primedia Broadcasting delves into the business landscape of radio and the listening behaviour of audiences during the national lockdown. With brands finding their way through the challenges posed by the pandemic it is eminent for them to understand the shift in consumer psychology as well.



The graphic features a dark blue background with a network of white dots and lines. At the top left is the Primedia Broadcasting logo, and to its right is the text 'BUSINESS UNUSUAL'. Below this, the text 'In case you missed it.' is displayed. Further down, a glowing lightbulb is held in a hand, with the text 'Unusual times call for fresh approaches. View our research findings from our Listeners In Lockdown survey where we delve into the psychology of our listeners - their habits and behaviours.' centered around it. A dark blue button with white text 'CLICK HERE TO VIEW THE FULL WEBINAR' is positioned below the text. At the bottom, there is a row of logos for radio stations: 947, kfm, 702, CAPETALK SATAM, and W N.

" 947 refreshes its weekend line-up! 10 May 2024

" Nisa Allie to lead credible journalism as newly appointed editor-in-chief of EWN 18 Apr 2024

" Nothemba Madumo launches 'Jazz & Beyond' 10 Apr 2024

" 947's Anele & The Club Live: A spectacular showcase of music, entertainment, and surprises 9 Apr 2024

" Anele and The Club Live: A radio extravaganza proudly brought to you by Pepsi 28 Mar 2024

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