

Clouds FM

The Peoples Station

THE MARKET

Clouds FM is a vibrant, creative and forward thinking urban entertainment radio station. The brand broadcasts predominantly in Swahili and is geared towards educating the younger market in Tanzania that is thirsting for “ear grabbing, out of the norm and out of the box radio”.

The brand predominantly targets the young, urban mass market in the 18 – 35 year category across both male and female sectors with a core target of 27 year olds.

Listenership is 90 percent Swahili speaking while 10 percent of its audience is English speakers. Clouds FM is the leading entertainment radio station with a 70 per cent market share (Synovate, 2010) and 91 per cent listenership (UDS, 2010) in Dar-Es-Salaam: Tanzania’s leading commercial city.

Over the 12 years that the station has been in the business it has developed into a very strong brand name in Tanzania and the brand predicts that Clouds FM will be the biggest and leading entertainment powerhouse in East Africa in five to ten years’ time.

ACHIEVEMENTS

Clouds FM has been the leading entertainment station in Tanzania for the past seven years

and in 2010 the brand won the Lifetime Achievement award at the Tanzania Music Awards.

The radio station was the first to promote Tanzania’s local urban music genre: Bongo Flava. This unique style of music developed in the 1990’s mainly as a derivative of American hip hop combined with traditional Tanzanian musical styles such as taarab and dansi. The brand also started the phenomenally successful annual concert series named Fiesta or Summer Jam that showcases this music.

It was also the first radio station to start bilingual communication in their programming.

HISTORY

Clouds FM started as an offshoot from an entertainment company of the same name that was engaged mainly in clubs presenting events and small concerts. 1999 saw the official launch of the radio station with a total of 12 staff members situated at small premises that consisted of two offices and studio rooms. The station is now proud to own a two storey building and has a team of 147 staff members.

One of the biggest challenges to getting



the brand off the ground was the lack of understanding from both government institutions and the local audiences who had never before experienced a youth run radio station. The goal was to offer a full entertainment approach accompanied with interactive presentation styles in order to bring all Tanzanians together on one station. Clouds FM has developed into THE trend setting, entertainment radio station in Tanzania broadcasting from the heart of Dar es Salaam from their new Clouds Entertainment Complex in Mikocheni, Dar es Salaam.

THE PRODUCT

Clouds FM, commonly known as The People’s Station, is a unique radio station that stands out as the trendiest and most contemporary radio station in Tanzania. The station lives and speaks the language of the urban youth who are cool, smart and very progressive; who love entertainment but still believe in the importance of general background knowledge. These requirements have brought about the current set up and profile of the station.

The genre of music played at Clouds FM varies from Tanzanian Bongo Flava to Hip hop and R&B. Clouds FM believes in their definition of the station: the flexibility of the audience allows for their own flexibility in the music format. Besides music, brief news highlights are presented that cover current Hard News, Business and Sports. Programme producers sieve through all that is available in terms of music, politics, sports, social issues and lifestyle issues among others and creatively blend and present only that which will resonate with the target urban Tanzanian youth.

Listeners are also able to interact with the station on the Internet through the CloudsFM website as well as the brand’s other blog sites. Most of the radio programming is supplemented by



follow up shows and complementary programmes on Choice FM, an English sister station, as well as on Clouds Television .

RECENT DEVELOPMENTS

A new production house, ZM Productions, has recently been introduced that will deal with content development and marketing. Three new shows have already been developed and are due to be aired on MNet. The brand has had to take on a new office to accommodate the production house.

Agreements have also been signed with Norwegian and Zambian production houses on content exchange and collaborative developments.

PROMOTION

The brand promotes itself through their other products which include the broadcast media of Choice FM, Clouds TV and Kitangoma magazine. This is augmented with on the ground activities launched through Primetime Promotions: an entertainment events management company that has successfully planned and executed top-notch local shows and international music events. Print promotion is through Mwananchi Communications



50 Cents perform on the same stage as local artistes like Musoma, Iringa, Arusha and Tanga.

This is a month long festival that registers record attendances and the artists tour around the country educating, inspiring and entertaining Tanzanians.

This year saw the tenth anniversary of the concert and the audience was taken on a journey that highlighted the events that have brought Bongo Flava's genre to its current status-quo.

The brand's slogan: "Clouds FM – The people's station – for the people and by the people" has been THE undisputed successful slogan.

Banners and posters that reflect the brands' character are produced.

BRAND VALUES

The brand likes to be recognized as progressive, hip, urban and contemporary with a youthful personality.

Clouds FM strives to always be ahead of the game, always present, fresh in their approach and to stay progressively positive.

The brand maintains 100 per cent commitment to being the most influential and entertaining national organisation in the media industry; focusing on leadership, influencing, educating and entertaining Tanzanians.

The brands has standardised their logo but changes the company colours according to the seasons and events that are taking place. This is in line with their approach to total versatility.



Newspapers. The website www.cloudsfm.co plays a large part in the promotion of the brand in addition to an active presence on social networking media Facebook and Twitter. Downloads from the station and cell phone applications are freely available and appeal to their target market. The station also has live streaming on the Internet.

Clouds FM are the proud organisers of Tanzania's biggest and very successful annual musical event, the Serengeti Fiesta. International artists such as Jay Z, Chaka Khan, Ludacris and



THINGS YOU DIDN'T KNOW ABOUT CLOUDS FM

- Clouds FM initiated the crowd pulling Serengeti Fiesta, an annual event that recently celebrated its tenth year
- Clouds FM is one of the first FM radio stations in the United Republic of Tanzania and was established in 1999
- The station's reach include Dar es Salaam, Mwanza, Arusha, Dodoma, Mbeya, Pemba, Mara, Tanga and Zanzibar