



MARKET

Bringing excitement and nostalgia to Uganda’s airwaves for more than 14 years, Radio One’s programming leads listeners along on the “sound track of their lives”. Over the radio airwaves it connects with listeners throughout their day, in their homes, in leisure places, at work and most importantly through their car radios.

Radio One is the ultimate “niche radio station” focusing on playing the music memories of its chosen target audience, English-speaking urban and peri-urban adults who are concentrated in Central Uganda around the capital Kampala. This area represents 80 percent of Uganda’s purchasing power and a staggering 90 percent of total vehicle traffic.

Given the crowded Ugandan broadcast industry, it is not possible for any one radio station to be “every thing to every body”. The most effective market-driven radio programming depends on focused targeting of specific consumer groups. For the Radio One brand, that means urban and peri-urban English-speaking adults who are mostly middle-income household heads, parents, commuter listeners in the heavy traffic periods and shoppers during Radio One field promotions.

Besides music, Radio One has a popular interactive evening talk show, Spectrum. The topics discussed are varied but pertinent to the listenership whose telephone calls and comments are an integral part of every show. Discussion topics range from child custody rights, urban migration, national examination standards to consumer price inflation. Hosted guests range from presidents to popstars, from business entrepreneurs to street vigilantes. Many people have shaped their political career or redefined their business strategies on Spectrum which is often summed up as ‘your views, our interviews’.

Radio One Frequency 90fm is where ‘most car radios stop’ therefore ensuring Radio One has a very high listenership during the twice-daily traffic jams which mean most commuters spend up to two hours as captive radio listeners in their cars and minibuses.

More recently Radio One is available to its computer accessible listeners in their workplaces through its innovative website which focuses on office-appropriate programming such as news updates, talk show replays, traffic reports and links to clients’ promotions.

ACHIEVEMENTS:

Radio One has achieved both local and international recognition. On the international front, Radio One has strategic partnerships and was the first Radio station partner for the English Barclays Premier League with licensing rights for other languages.

On the local scene, Radio One was first to introduce:

- An interactive evening talk show – Spectrum, the ground breaking evening talk show with ‘your views, our interviews’
- The niche-marketing concept in Radio by identifying a specific consumer group; focusing on its needs and aspirations; and then super serving those needs
- Radio One pioneered the weekly interactive, outside broadcast show EKimeeza ‘our Roundtable’ between 2000-2009 whereby its Outside Broadcasting van would set up at a local restaurant every Saturday afternoon where the general public could participate in a two-hour live talk show about current affairs and recent socio-economic events .
- Every Saturday night Radio One OB van



broadcasts night-club music live from Ange-Noir, the most popular nightclub in Kampala.

HISTORY

- Radio One was founded in 1997 with a nostalgia music format of “Great Songs... Great Memories” using a fully automated computerized music storage and playback system. Since then their IT sophistication has been upgraded several times.
- Music played is targeted at adult listeners as part of a memories package using music association to remind them of the ‘good old times’ Recently, Radio One was named the leading brand in Uganda according to a survey carried out by brand analysis company Superbrands East Africa, a division of Superbrands United Kingdom. Radio One topped the list of the official rankings for Uganda, and is closely followed by the Sheraton Kampala Hotel, MTN Uganda, Pepsi a product of Crown Beverages Uganda and telecommunications firm Zain.

THE PRODUCT

Radio One’s core programming is a brand - it is “about memories not music”. It is the “sound track of your life”. Providing a seamless torrent of its target audience ‘s favourite songs of the 70’s, 80’s and 90’s as well as the most popular hits of the 2000’s. The programming is dictated by what listeners liked and listened to during their teenage and college years, hence the slogan - Great Songs... Great Memories. The sound is mellow, familiar and emotive provoking memories of days gone by.

Radio One also recognizes its adult listeners’





need for news with hourly news briefs and updates during the day and with Spectrum talkshow in the evening.

The Radio One brand has also earned a reputation for ‘breaking news’ excellence, due partly to Radio One’s prime down-town location and resultant high-visibility profile.

Radio One offers various advertising options and offer a tailor made solution for their clients’ products. The following are their most popular advertising options:

- Sponsorship: Where a client takes on sponsorship of an entire show, an hour within a show, or a specific feature. For example Spectrum, The Happy Hour on Drivetime, or Job slot
- Spots: Client takes up a certain amount of pre-produced adverts distributed through the day or within certain day parts. Costing is dependent on placement and duration of spots. These could be outsourced or produced in their state-of-the-art production studios
- Mentions: Client takes on presenter mentions usually as a support campaign for sponsorship or spots
- Classifieds: Pre-produced, one-minute commercials that feature four or so clients each given about 15 seconds of the spot. Best for low-budget advertising. These run throughout the day.

RECENT DEVELOPMENTS

As a leading radio station in the Ugandan

community, Radio One is aware of its social responsibility to its local communities and to the nation at large. Therefore communal work is featured prominently and they actively seek to partner with corporate efforts to aid different sectors of the community such as women and children in development; highlighting HIV/AIDS issues; youth skills enhancement programmes as well as primary healthcare initiatives.

Radio One is the Radio partner for United Against Malaria, the umbrella organization for all malaria initiatives in Uganda.

The studios’ down town location also means that they have become an unofficial collection center for lost children and work closely with the Police’s Child Protection Division to reunite lost children with their anxious parents.

PROMOTION

Radio One’s brand is one big promotion – their on-air programming blends its laid back, memories-first approach with a vigorous and innovative on the ground presence in the shopping malls, leisure centers and crowded streets. Daily highlights are the prime-time traffic reports, live nightclub programming and daily interactive evening talk shows.

The energetic and vibey red and black brand logo features their slogan – Great songs...Great Memories and the broadcast frequency.

Radio One participates in numerous community outreach programs such as its famous Back-to-School Bonanzas, Blood Transfusion Drives, Charity walks and other promotional events.

BRAND VALUES

Radio One is a confident urbanite style icon and a role model for its listeners. The brand is aspired to and recognized as THE adult radio format suitable for the modern hardworking, ambitious and socially aware man and woman. On-air staff are presenters, not DJ’s with each one committing to a rigorous show preparation routine ahead of their individual shows.

Radio One programming is committed to sustained excellence, quality assurance and relevance to its listeners striving always to be ‘the mirror of its listeners’ lifestyles. Above all, the listeners memories, act as the primary quality control.



THINGS YOU DIDN'T KNOW ABOUT RADIO ONE

- Radio One is the dominant English-speaking radio station for in-car listening because over 90 percent of car radios in Uganda stop at Radio One’s frequency, 90 FM
- Spectrum is the longest-running interactive radio talkshow (fourteen years and counting!) in Uganda
- Radio One has given away several quality cars since it opened in 1997 including a brand new Jeep Cherokee in 2004 and a sporty Toyota Platz on its tenth birthday in 2007
- Radio One is the official radio broadcast partner for the biggest charity event in Uganda, the annual MTN Kampala Marathon, for the 6th year running
- Radio One is the first radio station to become a Superbrand in Uganda
- Its Sister station, Radio Two ‘Akaboozi 87.9fm’ is the first and only private sector vernacular news talk radio station, broadcasting in Luganda, the other commercial language of Uganda
- Radio One sits on “the pulse of the city”. Its studios are located in the middle of Central Kampala

