



MARKET

Radio One stands out in a crowd of FM stations in Uganda. Radio One's nostalgia music mix leads listeners along on the "soundtrack of their lives". For nearly twenty years, it connects with their target listeners throughout their day, in their homes, in leisure places, at work and most importantly through their car radios during the daily traffic jams.

Radio One is the ultimate "niche radio station" focusing on the music memories of its chosen target audience - English-understanding ambitious and upwardly mobile adults who are concentrated in a 50 mile radius, around the capital Kampala. This area contains 80% of National purchasing power and a staggering 90% of total vehicle traffic of Uganda.

Radio One Frequency 90fm is where over most of Uganda vehicle radios stop. Therefore,



Radio One has a very high listenership during the heavy traffic jams when most of the 2 million commuters spend up to two hours as "captive radio listeners" in their cars and minibuses every working day.

Radio One is also available online by "live streaming" to listeners in their workplaces and the Uganda diaspora through its website www.radioonefm90.com.

ACHIEVEMENTS

Radio One has achieved both local and international recognition. On the international front Radio was the first Radio station partner for the English Premier League football commentary 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 'Your views, Our interviews.'
- The niche-marketing concept i.e. identifying a specific consumer group; focusing on its needs and aspirations; and then super serving those needs. (ABC1 working adults and Household Heads).
- Every Saturday night Radio One OB Van broadcasts night-club music "live" from Guvnor, the most popular nightclub in Kampala.

HISTORY

Radio One was founded in 1997 with a nostalgia music format of "Great Songs... Great Memories" targeted at adult cosmopolitan listeners in the Greater Kampala area. Their music memories remind the listeners of the good old days. Our strategic frequency 90fm (where most car radio stops) was established to reach listener during the prime radio listening commuter



periods (6 - 9am and 5-8pm).

From the onset of Superbrand in East Africa, Radio One topped the list of the official rankings for Uganda, together with other established brands e.g. Sheraton Kampala Hotel, MTN Uganda and Pepsi.

PRODUCT

Radio One's core programming is a Brand dedicated to its listeners' priorities...music memories and interactive current affairs updates. Radio One is the "sound track of your life". It provides a seamless flow of its target audience's favourite songs of 90's as well as the most popular hits of the 2000's.

The programming is dictated by what the 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 happy days gone by.

Radio One has a unique interactive evening talk show, Spectrum. The topics discussed are varied but pertinent to the adult cosmopolitan 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, business tycoons to street vigilantes. Spectrum which is often summed up as 'your views, our interviews'.

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 continues to be the only cosmopolitan adult-focused Radio Station in Uganda. Their listeners are cosmopolitan household heads with disposable income they account for more than 70% consumption of all branded products in Uganda, according to the Uganda Bureau of Statistics.

PROMOTION

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

RECENT DEVELOPMENTS

As the leading corporate radio station, Radio One is aware of its social responsibility to its local communities. We actively partner with corporates in community initiatives such as HIV/AIDS issues and youth skills enhancement. Radio One participates in numerous community outreach programmes such as its famous Back-to-School Bonanzas, Blood Transfusion Drives, Charity walks and other promotional events.

Their studios' down town location also means that Radio One has become an unofficial collection centre for lost children. They work closely with the Police's Child Protection Division to reunite lost children with their parents.

BRAND VALUES

Radio One is a confident urbanite style icon. The brand is aspirated to and recognised as THE adult radio format suitable

for the modern hardworking upwardly mobile, socially aware cosmopolitan man and woman. Our presenters are proactive professionals each committing to a rigorous daily show preparation routine before their individual shows.

Radio One programming is "the mirror of its listeners' lifestyles. Above all, the listeners music memories, act as our primary quality control.

LIVE FROM GUVNOR ON RADIO ONE
Every 1st
FRIDAY OF THE MONTH
9PM TILL LATE
Kampala's Best Oldies dj's will make you BOOGIE.
OLDIES NIGHT
GUVNOR
ENJOY RESPONSIBLY EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS.
Great Songs... Great Memories 90 FM Radio One

Things you didn't know about Radio One

Radio One was the first radio station to become a Superbrand in Uganda.

Radio One is the only Radio Station to earn this accolade for three award cycles running i.e. 2011 -2012, 2013 – 2014 and 2015 – 2016.

Radio One is the dominant English speaking Radio station for commuter listeners because over 90% of all vehicle radios in Uganda stop at Radio One's frequency 90 FM.

Radio One "digital" foot print is heard in the urban centres all along the major commercial highway up to Mbale via their booster station (98.9 MHz) high up in the hills of Mt. Elgon, Mbale. They are also planning to cover the western part of the country via a second booster station in Mbarara.

Radio One is available online by "live streaming" to listeners in their workplaces and the Uganda diaspora through its website, www.radioonefm90.com.

Spectrum is the longest-running interactive radio talkshow (Eighteen years and counting!) in Uganda.

Radio One has given away many valuable prizes over the years including a brand new Jeep Cherokee in 2004 and a sporty Toyota Platz on its tenth birthday.

Radio One is the official radio broadcast partner for three of the biggest charity events in Uganda, the annual MTN Kampala Marathon and the United against Malaria campaign (umbrella organisation for corporate malaria initiatives) and the annual Rotary Club Runs.

Their Sister station, Radio Two 'aKaboozi 87.9fm' is the only commercial news/talk/sports radio station, broadcasting entirely in Luganda, the main commercial language of Uganda. aKaboozi literally translates as "What's new?". They were "whatsup" long before the invention of the popular app WhatsApp!

Superbrands

