



## MARKET

RADIO ONE IS THE HOME OF GREAT SONGS ... GREAT MEMORIES

Since 1997, Radio One's unique music memories mix has led listeners along on the "soundtrack of their lives" throughout their day, in their homes, 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-speaking, ambitious adults who are concentrated in a 50 mile radius, around the capital Kampala although only 10% of the households account for over 70% of branded product buys. This area contains over 80% of National purchasing power and a staggering 90% of total vehicle traffic of Uganda.

Radio One's frequency 90fm is where most of Uganda vehicle radios stop. Therefore, Radio



- Available online ([www.radioonefm90.com](http://www.radioonefm90.com)), through our 2 upcountry booster stations in the major regional towns Mbale (98.9MHz) and Mbarara (107.7MHz), and on satellite TV via Star Times audio channels.

## HISTORY

Radio One was founded in 1997 with a nostalgia music format of "Great Songs... Great Memories" targeted at adult cosmopolitan listeners of Uganda. Our music memories remind the listeners of the good old days. From the onset of Superbrands in East Africa, Radio One has topped the list of the official rankings for Uganda, together with other established brands e.g. Coca-Cola, MTN Uganda and Pepsi-Cola.

## PRODUCT

Radio One's core product is a Brand dedicated to its listeners' emotional priorities...music

One has a very high listenership during the heavy traffic jams when Kampala's 2 million commuters spend up to two hours as "captive radio listeners" in their cars and minibuses every working day 6-9am. And 5-9pm during radio prime -time.

## ACHIEVEMENTS

Radio One has achieved both local and international recognition.

- BBC's official Radio station partner in Uganda.
- Pioneered an interactive evening talk show – Spectrum ("Your views, Our interviews") the ground breaking evening talk show 'Your views, Our interviews.'
- Started niche-marketing concept i.e. Identifying a specific consumer group and its needs and aspirations; and then super serving those needs. (ABC1 working adults and Household Heads).



memories. Radio One is the “sound track of your life”. It provides a seamless flow of its target audience's favourite songs of their student and young adult years i.e. Great Songs... Great Memories.

**PROMOTION**

Radio One's brand is one big promotion – Its on-air programming blends its laid back, “Great Songs... Great Memories...” 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**

Our 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 up?”. Radio Two has a highly feasible downtown street-level Studio.

Radio Two is the only Luganda News/talk radio format in Uganda's “Golden Triangle”. This geographical area includes: i) over 80% of



Uganda's purchasing power; and ii) over 90% of Uganda's vehicle fleet.

Radio Two Luganda 80% talk/content touches the emotional psyche of its devoted listeners with focus on information/self-improvement/ social interaction needs of BCIC2 Luganda money-earning adults... “You are not alone”.

Radio Two frequency (87.9 fm) is the first active radio station on most vehicle radios in Uganda. Has best access to over 2,000,000 busy commuters everyday while they are “captive radio listeners” for 2 hours in the heavy traffic jams 6 - 9am and 5 - 9pm.

Radio Two has three upcountry booster stations Mbale (104.4 MHz), Kampala (99.1 FM) Maska and Mityana - Mubenda(103.3MHz) covering the whole of the Luganda understanding population (40% of total Population).

**BRAND VALUES**

Radio One is a confident urbanite style icon. The brand is aspired to and recognised as THE only adult easy-listening radio format suitable for the modern ambitious mobile, socially aware cosmopolitan man and woman.

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

[www.radioonefm90.com](http://www.radioonefm90.com)

**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 prime time radio listeners because over 90% of all vehicle radios in Uganda stop at Radio One's frequency 90 FM. Radio One primetime advertising is “real value for Money”