



GAGASI FM



heart 
FM
cape town's beat

GH
MEDIA GROUP

heart 
FM
cape town's beat

THE COASTAL SOLUTION


GAGASI FM

WESTERN CAPE
738 000
Listeners

784 000
National Listeners


2.2 MILLION
LISTENERS

IN THE TWO PROVINCES
THAT FUEL
30%
OF SA'S GDP

KWAZULU-NATAL
1 334 000
Listeners

1 429 000
National Listeners

ECO SYSTEM

All connected. All working for you.



GH MEDIA INFLUENCER MARKETING

Amplifying your campaign with influencer marketing solutions.



ON-AIR

Engaging content that informs and entertains.



PARTNERSHIPS

Building strong partnerships for impact.



SOCIAL MEDIA

Connecting and engaging across platforms.



CSI

Creating positive change in our communities.



APP

Your station. Always with you.



ACTIVATIONS

Bringing brands and people together.



VIDEO CONTENT

Visual stories that captivate and connect.



DIGITAL AUDIO

On-demand audio, anytime, anywhere.



EVENTS

Experiences that bring us closer.



ON-AIR TALENT

Partnering with voice that inspire.





GAGASI FM

THE SOUND
OF **KZN**





TALENT WITH INFLUENCE

ENTERTAIN • EMPOWER • INSPIRE





THE HOME OF **'THE GLOCALIST'**



- Proudly rooted in KZN while connected to the world.
- Aspirational, progressive and upwardly mobile.
- Digitally savvy, economically active and always switched on.
- Values authenticity, seeks knowledge and experiences.
- Influences decisions at home and confidently makes bold choices about the brands, lifestyles and opportunities that move them forward.
- On Gagasi FM, Zunglish is the sound of KZN — an effortless blend of isiZulu and English that's authentic, contemporary and true to how our listeners speak every day.



LOCALLY
ROOTED



GLOBALLY
CONNECTED



MODERN &
ASPIRATIONAL



ECONOMICALLY
ACTIVE



ZUNGLISH IS
OUR LANGUAGE

AUDIENCE AND REACH — GAGASI FM

THE SOUND OF KZN

#1

**BIGGEST INDEPENDENT
REGIONAL RADIO STATION
IN SOUTH AFRICA**



DAYPART CUME



746 000

BREAKFAST CUME

06h00–09h00 Mon–Fri



665 000

DRIVE CUME

15h00–18h00 Mon–Fri



383 000

EVENING CUME

18h00–20h00 Mon–Fri (combined)



1 334 000

KZN AUDIENCE ONLY

BRC RAMS Dec 2023



1 369 000

TGI LAST 7 DAYS

TGI 2025C Wave (corroborating)

AUDIENCE PROFILE



32%

Aged 15–24



37%

Aged 25–34



24%

Aged 35–49



84%

Active Shoppers



82%

Smartphone Users



33%

SEM 1–3



50%

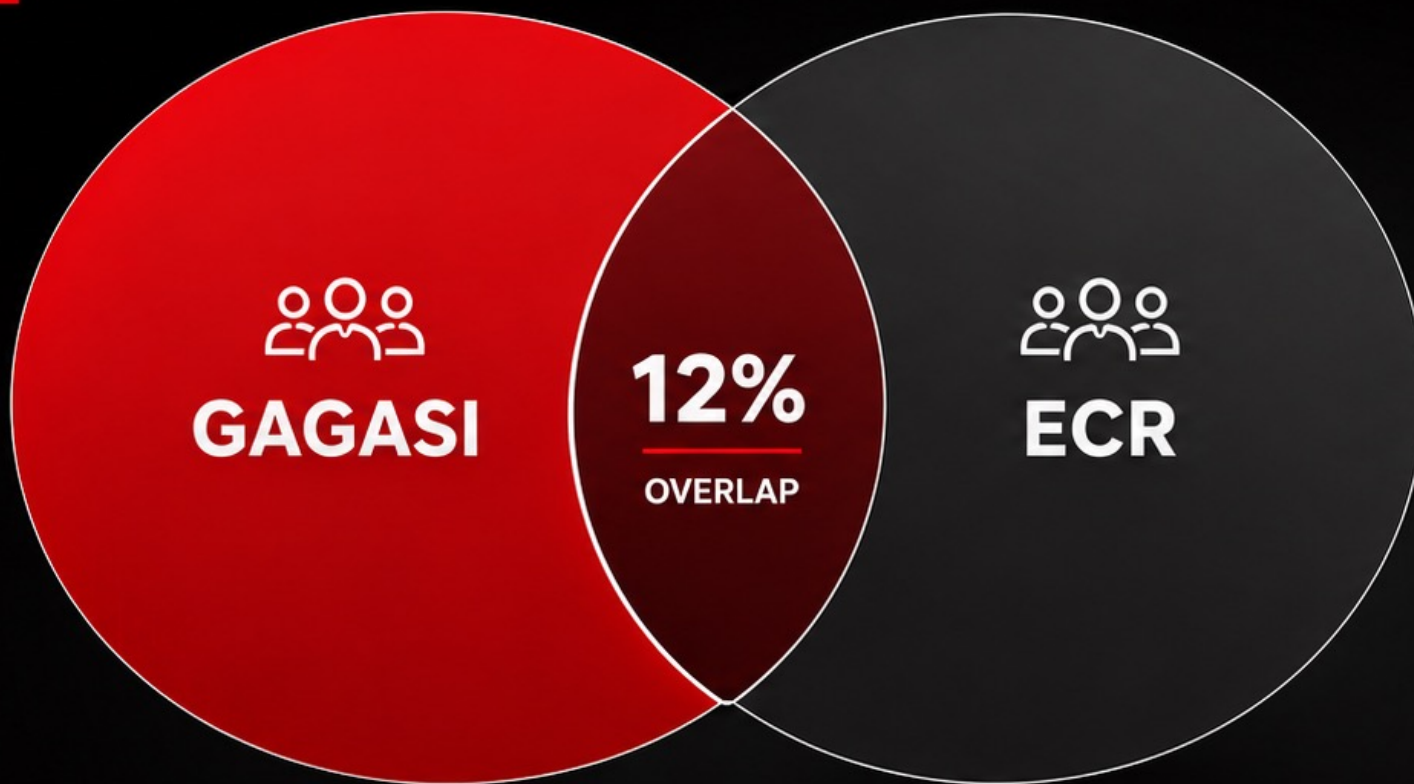
SEM 4–7



17%

SEM 8–10

THE ECR “WASTAGE” MYTH



Roughly **88–92%** of the audiences do not overlap – adding Gagasi **removes** wastage, it **does not** add it.



12%
Adults 15+
duplication



10%
SEM 4-7
duplication



8%
SEM 8-10
duplication



Source: BRC RAMS Dec 2023 audience duplication, Gagasi vs ECR.
Unduplicated ranges are the arithmetic complement of the stated overlap.



GAGASI FM
THE SOUND OF KZN

PROUD TO WELCOME

ASHAY SEWLALL

JOINS THE **GAGASI FM** FAMILY

ON THE

UMSINDO TAKEOVER SHOW



ashay.sewlall | ashay.sewlall

351 Following 742.7K Followers 13.7M Likes

Follow

Message



Instagram : ashay.sewlall

Athlete||Reality Tv Star||Radio Personality

ashaysewlall05@gmail.com

"If you nice..you nice"



UMSINDO TAKEOVER

WITH
MKAY MUSIC, SPHOKUHLI LUTHULI
& ASHAY SEWLALL

DOWNLOAD OUR APP
AVAILABLE AT



 **SATURDAY**
4PM TO 7PM

GAGASI FM

DIGITAL FOOTPRINT

Posts, live videos, podcasts, billboards, promotional videos, live streaming, promotional posters, campaign-driven content | As of August 2026



Facebook

1.6M

Followers



X (Twitter)

351.8K

Followers



Instagram

239K

Followers



TikTok

755.9K

Followers | 11.8M Likes



YouTube

188K

Subscribers
2nd Largest in the Country



Mobile App

319K

Downloads | 171K Registered



GAGASI FM





GAGASI FM

SPONSORSHIP OPPORTUNITIES



GAGASI FM INVADES

UMCIMBI WAKHO

To celebrate the diverse heritage of our listeners, Gagasi FM will offer one fortunate listener the chance to win **catering for a traditional event of their choice.**

Gagasi FM **Invades Umcimbi Wakho** campaign is a community-driven initiative that celebrates local culture, heritage, and togetherness, often tied to Heritage Month in South Africa.

It combines an on-air competition, and live activations where listeners can showcase their own "event" (celebration) with Gagasi FM amplifying the experience.



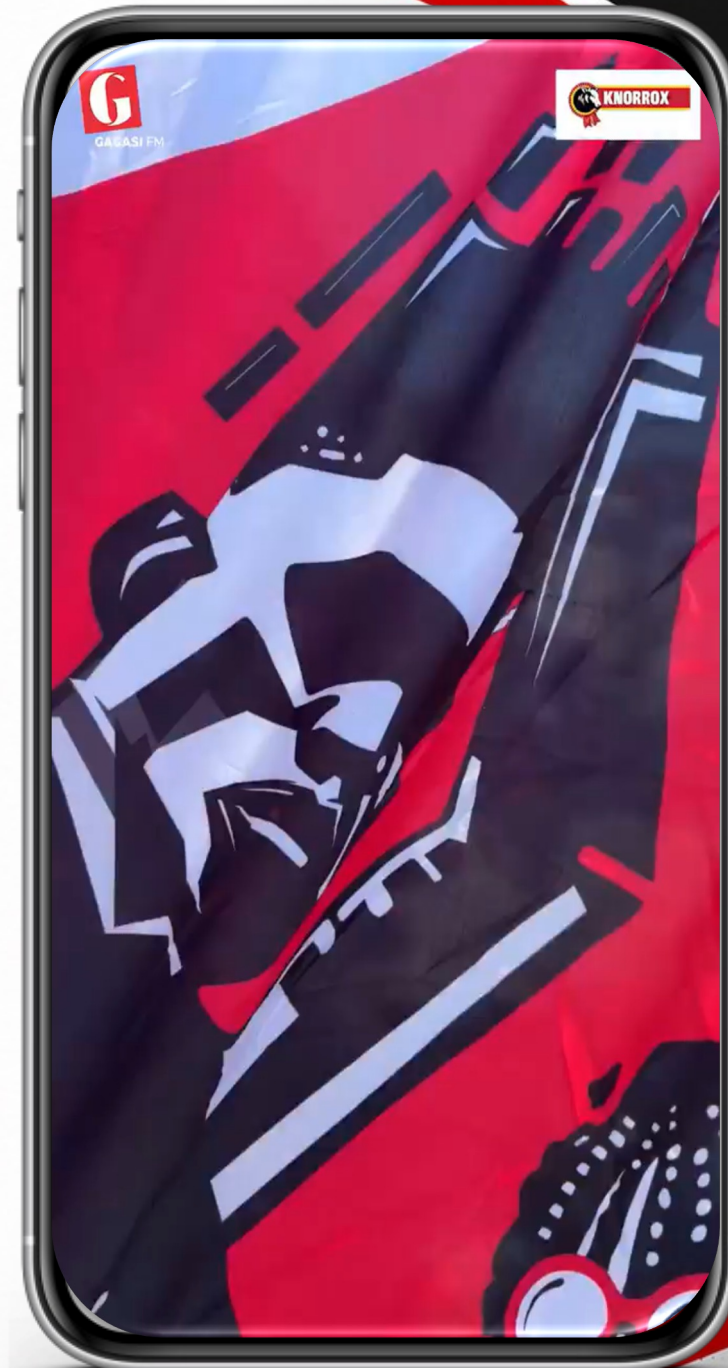
HOW IT WORKS

- 1 Listeners enter the competition by nominating their events through writing a heartfelt letter and sending it to the station via email – with the actual event-invitation attached.
- 2 One Winner is chosen and announced on air, and they get Gagasi FM to attend and broadcast live from their celebration.
- 3 On-Site Activation: The station brings DJs, presenters, and entertainment to the chosen event, turning it into a bigger community celebration.
- 4 Prizes & Giveaways: Participants often win branded merchandise, airtime, or other rewards.



PRIZE

- ✓ One Cow, a symbol of cultural importance and unity.
- ✓ One Goat and One Sheep for the feast.
- ✓ Any required Attire for the event.
- ✓ Professional Photography to capture the essence of the day's activities and provide lasting memories.
- ✓ Winning listener to be hosted on morning drive with Felix and MiniriE.
- ✓ Live Broadcasting from the event Venue by Gagasi FM, bringing the special day to our listeners, highlighting the rich traditions of Zulu culture.





GAGASI FM

G SQUAD

SUMMER ACTIVATIONS

TAKING KZN BY STORM!

The G Squad is on the move this summer, hitting the streets, beaches, events and hotspots across KZN – bringing the vibe, the energy and promoting the **BIGGEST** party of the summer!

ALL OVER KZN

- BEACHES
- TOWNSHIPS
- MALLS
- CAMPUSES
- EVENTS
- HOTSPOTS
- AND MORE!



LIVE
BROADCASTS
& DJ TAKEOVERS



GIVEAWAYS
& COMPETITIONS



CONTENT
CAPTURE &
SOCIAL BUZZ



G SQUAD
ENERGY &
GOOD VIBES



BEACH FEST
TICKET
PROMOS

G SQUAD. REAL PEOPLE. REAL CONNECTIONS. REAL KZN.



@gagasifm

beachfest

SATURDAY 5 DECEMBER 2026

GAGASI FM **MOSES MABHIDA PEOPLES PARK**




GAGASI FM



Traditionally held on the **first weekend of December**, it serves as a major kick-off to the festive season in KZN.



By 2025 it reached its **12th instalment**, taking place at **People's Park at Moses Mabhida Stadium**.



Gagasi FM Beach Fest is a sold-out event drawing thousands of **festivalgoers** every year!



A celebration of Durban's vibrancy, uniting thousands of music lovers for an unforgettable experience.

**MUSIC.
CULTURE.
LIFESTYLE.**
It's a Durban Thing!



GAGASI FM

DOWNLOAD OUR APP
AVAILABLE AT



ILA NGIL' THOLA KHONA

ENTER THE COMPETITION NOW

SMS THE NUMBER PLATE OF YOUR CITY AND YOUR FREQUENCY



f @gagasiworld @gagasifm gagasifm gagasifm

Ila Ngil'thola Khona Summer Campaign

"It's where I get it"



Gagasi FM's annual multiplatform summer campaign runs throughout **December**, integrating on-air, digital, and on-ground activations. Since its launch in 2012, it has become a highly anticipated celebration of **KZN** pride and community.

Listeners proudly pair their local number plates with **Gagasi FM** frequencies, reinforcing the station's deep connection to the province.

CAMPAIGN DETAILS



Duration:

December – a week after
BeachFest on
Fridays/Saturdays



Platform:

Radio, Digital,
On-Ground Activations



Audience Engagement:

Phrase that pays, competitions,
CSI initiatives, nightlife events



SPONSORSHIP OPPORTUNITIES

- Option 1: Co-sponsor of events (Nightclub aNyama)
- Option 2: Co-sponsor of CSI Good Deeds initiatives
- Option 3: Prize sponsor for competition moments

Each includes branding, media exposure, sampling, live crossings, and promotional integration.



INTEGRATED MARKETING ELEMENTS

- On-Air: Promos, live reads, competitions, liners
- Digital: Website, app, social media, advertorials
- Print & PR: Newspaper co-promotions
- Activations: Taxi ranks, malls, nightlife events
- CSI: Health and welfare initiatives across KZN
- TV: BET co-promotion
- OBs: Live broadcasts from events



GAGASI FM

The **Gagasi FM Summer Sessions** is the station's annual summer campaign that comes alive during **December after the Gagasi FM Beach Festival**, when KZN enters its peak holiday season. the campaign extends beyond radio, combining on-air programming, live broadcasts, social media, brand activations, competitions, and club events to connect with audiences across the province.

WHAT THE SUMMER SESSIONS TYPICALLY INCLUDE



WEEKLY CLUB PARTIES/SESSIONS

at different venues over 4 x weeks



LIVE BROADCASTS

from the venue with Gagasi FM presenters.



BRAND ACTIVATIONS

where sponsors engage directly with consumers through sampling, competitions, product demonstrations and experiential marketing.



LISTENER COMPETITIONS

leading up to the club parties with ticket giveaways, VIP experiences and sponsor prizes.



SOCIAL MEDIA CONTENT



ON-AIR INTEGRATION

with countdowns, artist interviews, event promotions and listener engagement before, during and after the event.



SUMMER SESSIONS



SAT 13 DEC

@SENZI'S LOUNGE

**NASTY C • DJ TIRA • SPHECTACULA & DJ NAVES • BELLO
DJ HAPPYGAL • SELBEYONCE • SPHOKUHLE
MKAY MUSIC • DJ QUONIC • 101 • SKINNY**



web tickets
Live More.

**R80 @WEBTICKETS
R100 AT THE DOOR**

**GATES OPEN
AT 6PM**



TOP 100 COUNTDOWN

VOTE. LISTEN. WIN.



Each December, **Gagasi FM** celebrates the year in music with the Top 100 Countdown – a high-energy, listener-driven campaign that delivers non-stop hits and a chance to win big. Listeners vote for their favourite song of the year and tune in on 31 December to hear the final countdown and find out if they've won **R10,000 cash!**



VALUE PROPOSITION

- > High listener engagement
- > Emotional and celebratory brand association
- > Multi-platform visibility
- > End-of-year cultural relevance
- > Direct access to Gagasi FM's loyal audience



CAMPAIGN DETAILS

- > Voting Period: 9–24 December
- > Countdown Broadcast: 31 December, 14:00–24:00
- > Entry Mechanic:
- > Vote via the Gagasi FM app
- > Billboard ad links directly to the voting form
- > Stay tuned to hear if you're the lucky winner!



SPONSORSHIP OPPORTUNITIES

- > Full Pack (5-week campaign)
- > Pre-, during, and post-activation exposure
- > Multi-platform engagement
- > Cut through advertising clutter
- > Own the Day
- > Full-day brand exclusivity
- > Top-of-mind awareness
- > Dominant brand presence on 31 December



On 31 December 2025, we got an additional
19 000 + DOWNLOADS

of the Gagasi FM app because of this station campaign; with the app crashing because of the number of streamers on this day (the app only allows 10 000 streamers at a time).





GAGASI FM

'LUV N U'



EVENT DETAILS

			
DATE	TIME	LOCATION	TICKET PRICE
Valentine's Day	6:00 PM	TBC	R1000 per person



THEME
A celebration of love, music, and lifestyle curated by Gagasi FM.

EVENT HIGHLIGHTS

- ♥ **Gourmet Dining Experience:** Guests will enjoy a lavish three-course meal, thoughtfully curated to celebrate love and indulgence.
- ♥ **Goodie Bags:** Each guest will receive an exclusive goodie bag curated by station and client
- ♥ **Meet & Greet:** Guests will have the unique opportunity to mingle with Gagasi FM's beloved on-air personalities.
- ♥ **Live Entertainment:** with KZN's most loved acts
- ♥ **Hosts:** The charismatic Minnie Ntuli and Felix Hlophe will bring charm and energy to the event.



INVITED GUESTS
150

MARKETING AND PROMOTIONS

- ♥ The event will be promoted through a comprehensive marketing campaign:
- ♥ **On-Air:** Regular mentions and dedicated promo slots on Gagasi FM.
- ♥ **Social Media:** Posts and stories across Gagasi FM's platforms, reaching a combined audience of over a million followers.
- ♥ **Website:** Dedicated event page with ticket purchase details.
- ♥ **Collaborative Efforts:** Client's digital platforms can amplify reach with co-branded content with Gagasi FM

BUDGET AND SPONSORSHIP BENEFITS

CLIENTS WILL RECEIVE

- ♥ **Exclusive naming rights** for the event: Love N U presented by xxxx
- ♥ **Branding visibility** in all event-related media.
- ♥ **A dedicated station on-site** for product sampling and guest engagement.



heart **FM**

cape town's beat

The Soundtrack of the Mother City



Talent WITH INFLUENCE

heart 
FM
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WE ARE...

heart 
FM
cape town's beat



COMMUNITY & FAMILY
ORIENTATED



LOYAL LISTENERS WHO
VALUE CONNECTION



PROGRESSIVE &
ENTREPRENEURIAL



SUPPORTER OF SMALL
LOCAL BUSINESSES



ENTERTAINED &
ENGAGED



NOSTALGIC MUSIC IS
OUR HEARTBEAT



PROUDLY CAPETONIAN



DIVERSE YET ROOTED

Heart FM's blend of **entertainment**, **trust**, and **local relevance** makes its listeners engaged, progressive, and **proudly Capetonian**.

HEART FM LISTENER DNA

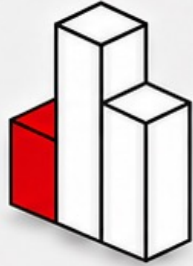
heart FM
cape town's beat

— THE HEART OF CAPE TOWN. THE HEART OF OUR LISTENERS.



ETHNICITY

Proudly
Capetonian



LISTENERS AGE

32% 35–49
29% 50+
20% 25–34
19% 15–24



SEM BREAKDOWN

3% SEM 1–3
35% SEM 4–7
62% SEM 8–10



84%
Shoppers



45%
are married
33%
are single



51%
English speaking
45%
Afrikaans speaking

WC
738 000
NATIONALLY
784 000



537 000
BREAKFAST CUME
06H00–09H00
MON–FRI



489 000
DRIVE CUME
15H00–18H00
MON–FRI



46%
Male

54%
Female



WC has the lowest
unemployment rate
at 19.6%



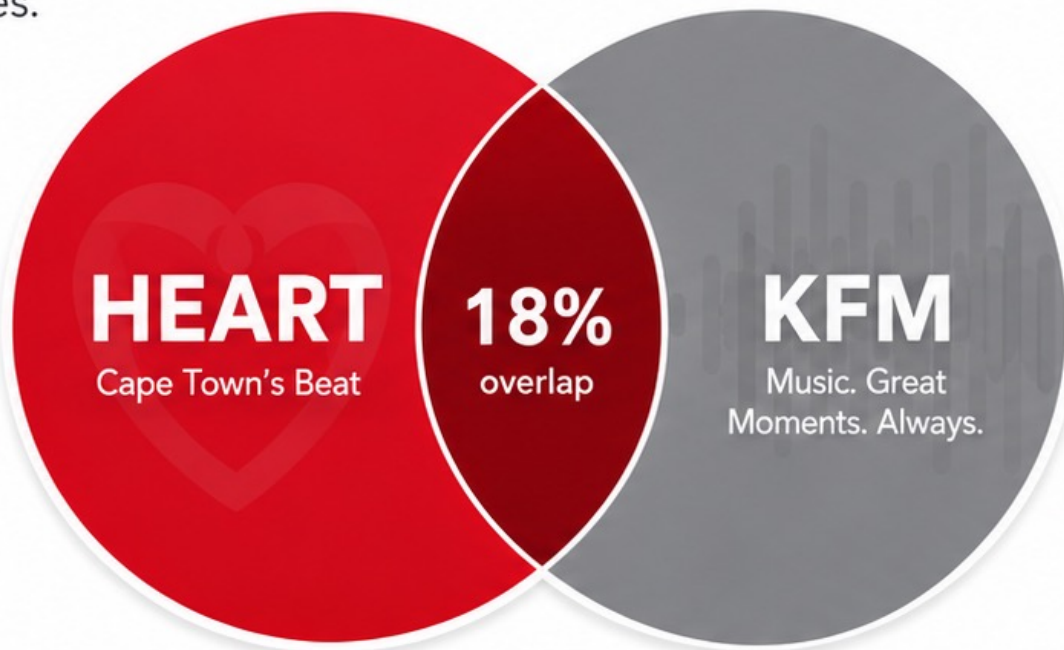
POWERHOUSE COASTAL MEDIA LIFESTYLE BRANDS

heart FM
cape town's beat



KFM IS AN AND, NOT AN OR.

Heart FM and KFM deliver
unique audiences.



**#2 in the Western Cape for SEM 8–10,
behind only KFM.**

A combined buy maximises unduplicated Cape reach.

heart 
FM
cape town's beat



18%

Adults 15+

Cumulative Weekly Reach



18%

SEM 4–7

Cumulative Weekly Reach



16%

SEM 8–10

Cumulative Weekly Reach

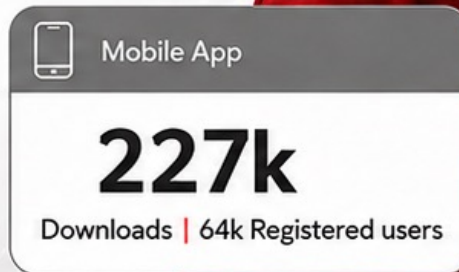
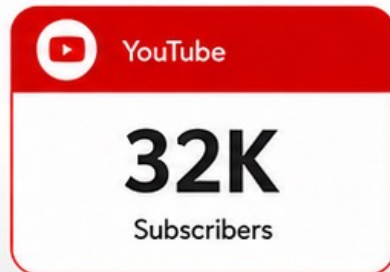
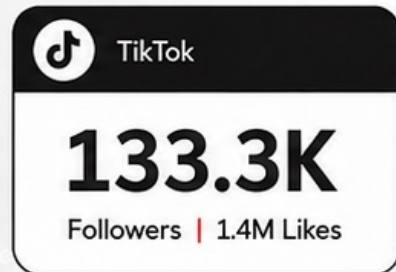


Source: BRC RAMS Dec 2023 – Heart FM vs KFM duplication;
Western Cape SEM 8–10 ranking.

GH
MEDIA GROUP

HEART FM DIGITAL FOOTPRINT

Posts, live videos, podcasts, billboards, promotional videos, live streaming,
promotional posters, campaign-driven content | As of August 2026





heart
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SPONSORSHIP OPPORTUNITIES

HEART FM

THE AUDITION



heart FM
cape town's beat

YOUR VOICE. YOUR BEAT. CAPE TOWN'S NEXT WEEKEND PARTY SHOW DJ.

A listener-powered search to discover the next voice of weekends on Heart FM. Real auditions. Real votes. Real moments.

THE CAMPAIGN IN 3 MOVES



01

ENTRIES OPEN

2-week station-wide call for video submissions, backed by on-air and digital promotion.



02

LIVE AUDITIONS

Top 8 each receive a 30-minute live slot; listeners vote Stay or Go via WhatsApp.



03

FINAL BATTLE

Top 2 return head-to-head; strongest audience score is crowned the winner.



10-WEEK JOURNEY

Launch to winner debut on-air



BROADCAST REACH

151K Sat | 142K Sun
915K 7-day



WINNER RECEIVES

3-month contract
+ line-up place



DIGITAL FOOTPRINT

355K FB | 126K TikTok
109K IG

THIS COULD
BE YOU! →



NEW VOICES.
REAL CONNECTIONS.
POWERED BY YOU.



Heart SQUAD

SUMMER ACTIVATIONS

THE CITY. THE ENERGY. THE SQUAD.

From mountain to ocean, rooftops to dancefloors — Heart Squad brings the heat wherever summer lives.

We're your plug to the hottest spots, exclusive events, and unforgettable vibes across Cape Town. Follow the Heart Squad this summer.



HOT
SPOTS



EXCLUSIVE
EVENTS



LIVE
MOMENTS



PURE
CONNECTION

Imagine golden light on Table Mountain, the city alive with colour, and every moment buzzing with possibility.

- From Sundowners on Signal Hill to nights out in the Mother City, Heart Squad is on the ground, in the mix, bringing you closer to the moments that matter.

We're not just showing up — we're setting the vibe. The Heart Squad are Heart FM's dynamic on-the-ground crew, taking you to the hottest happenings, exclusive events, concerts and more.

WE'RE ON OUR WAY. *ARE YOU?*



DATE

Mid Nov 2026 –
end Jan 2027
(once weekly)



ELEMENTS

Branding, DJ,
flash mob,
give-aways



OPEN EVENT

TO THE PUBLIC



iHEART SUNDAYS

in the city

Launched in Spring 2023, **iHeart Sundays** in the City has become a standout monthly event on **Cape Town's** social calendar. Hosted at the exclusive NASDAK rooftop in the CBD, it blends urban elegance with high-energy entertainment, featuring top local DJs and **Heart FM** personalities like Lunga Singama.

The event has evolved from invite-only to ticketed, reinforcing its aspirational appeal and exclusivity.

EVENT DETAILS



Date:
6 September 2026
(Sunday)



Time:
Afternoon into evening



Venue:
Kenilworth Racecourse



Audience:
Urban, aspirational,
Heart FM's younger core



Ticketing:
Paid entry
(details vary per event)

AUDIENCE PROFILE

- Age: 20–40
- LSM: 7–10
- Gender: Male & Female
- Interests: Music, lifestyle, premium social experiences

SPONSORSHIP OPPORTUNITIES

- On-Air: Promos, DJ mixes, content mentions, billboards
- Event: Naming rights, activation spaces, lead generation
- Digital: Logo placement, branded social media posts, app pre-rolls
- Visual Branding: Event posters, carousels, reels, countdowns



THE 30'S COLLECTIVE

EXCLUSIVITY MADE FOR YOU

A MEMBERS-ONLY CLUB
FOR CAPE TOWN'S 30-SOMETHINGS



THE VALUE

Exclusive invites unlock access to sought-after rooftop venues, secret events, VIP moments and partner benefits.



THE COMMUNITY

Curated for 30-somethings who love the city and living it well.



THE EXPERIENCE

Cape Town's best experiences are not advertised — they're whispered about.

NOT ON
SOCIAL.
IN REAL
LIFE.



HOW IT WORKS



APPLY

Apply via the Heart FM App; eligibility is reviewed privately.



APPROVED

Approved members receive a private invite and app-channel access.



EVENT DROPS

Event drops arrive on WhatsApp; details stay under wraps until release.



ENJOY PERKS

Members get perks, VIP access and once-off experiences at rooftop venues.



3

EXCLUSIVE
EVENTS



OCT – DEC

CAMPAIGN WINDOW



30 – 39

LISTENER
APPLICATIONS



50 TO 100

TYPICAL RSVP CAP

HEART FEST

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♥ CAPE TOWN COMES TO FEEL THE MUSIC AND LIVE THE VIBE

Heart Fest is **Cape Town's ultimate summer music celebration**, bringing together some of South Africa's hottest artists, DJs and entertainers for an unforgettable day of live music and feel-good energy. From the unmistakable sounds of **Mi Casa** and **Youngsta CPT** to electrifying sets from top DJs including **Clint L** and more, the festival delivers a soundtrack made for summer.

Adding to the energy, **Heart FM's very own DJs and on-air personalities** will bring the station's signature vibe to the stage, keeping the crowd moving from afternoon into the night. Expect **big performances, incredible music, high-energy DJ sets** and **a buzzing festival atmosphere** as thousands of music lovers come together to dance, connect and celebrate summer — **Heart Fest is where Cape Town comes to feel the music and live the vibe.**



DATE
19 DEC 2026



VENUE
HOLLYWOODBETS
KENILWORTH RACECOURSE



TIME
FROM 2PM
TILL 11PM



TICKETS
FROM R300



CAPACITY
FROM 5 000 WE ARE
INCREASING IT TO

10 000
ATTENDEES IN
2026



SPONSORSHIP OPPORTUNITIES: ON-AIR INTEGRATION.
DIGITAL INTEGRATION. ON THE GROUND ACTIVATIONS.





HEART FM TOP 100

31 DECEMBER 2025

heart
FM
cape town's beat

Each December, Heart FM celebrates the year in music with the **Top 100 Countdown**. A high-energy, listener-driven campaign that delivers non-stop hits and a chance to win big. Listeners vote for their favourite song of the year and tune in on 31 December to hear the final countdown and find out if they've won **R10,000 cash!**



CAMPAIGN ROLL-OUT

Voting period:
9–24 December

Broadcast:
31 December, 12:00–22:00

MECHANIC

- ✓ Vote via the Heart FM WhatsApp line
- ✓ Winner announced live during the countdown
- ✓ Prize: R10,000 cash for one lucky winner!



CAMPAIGN ELEMENTS



Countdown promos:
3 x 30-sec promos per show



Sponsored prizes
and mentions



Digital integration:
Heart FM app, website,
social media



Social amplification:
Facebook, Instagram, Twitter



SPONSORSHIP OPPORTUNITIES

- ✓ Full Pack* 5-week campaign
- ✓ Multi-platform engagement
- ✓ Own the Day
- ✓ Full-day brand exclusivity
- ✓ Top of Mind Awareness



ONE SONG. ONE COUNTDOWN. ONE WINNER.
R10,000 COULD BE YOURS!

VOTE. TUNE IN.
WIN BIG!



GAGASI FM



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BACK TO SCHOOL



- ☒ NEW CLASSES
- ☒ NEW FRIENDS
- ☒ NEW OPPORTUNITIES





GAGASI FM

THE GLOCALIST

The Gagasi FM Glocalist is proudly rooted in KZN while connected to the world. The Glocalist is aspirational, progressive and upwardly mobile, they are digitally savvy, economically active and always switched on. They value authenticity, seek knowledge and experiences, influence decisions at home and confidently make bold choices about the brands, lifestyles and opportunities that move them forward.



ROOTED
LOCALLY



CONNECTED
GLOBALLY

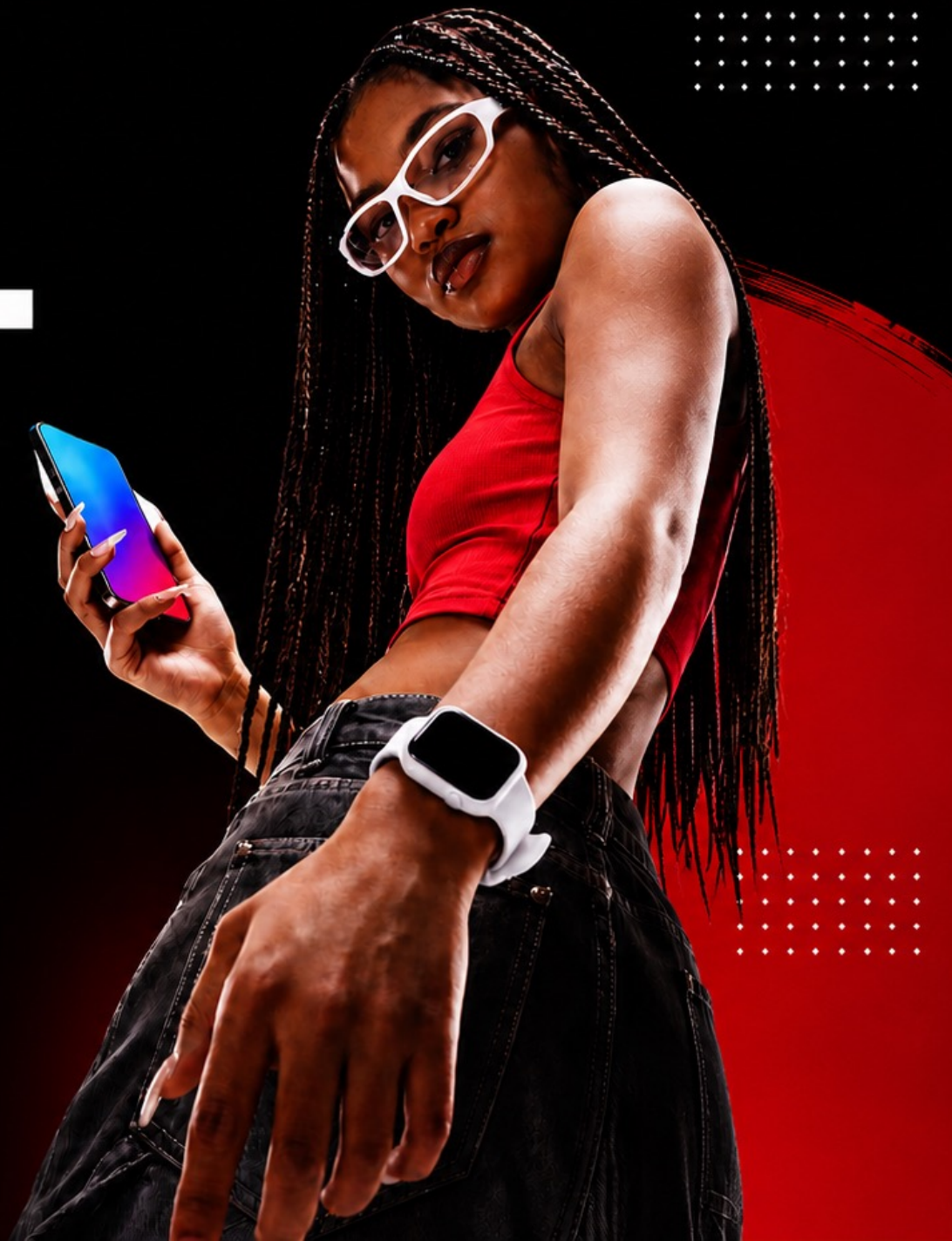


MODERN &
ASPIRATIONAL



CULTURALLY
FLUID

GLOBAL OUTLOOK + LOCAL IDENTITY = **THE GLOCALIST**



WE ARE...

heart 
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COMMUNITY & FAMILY
ORIENTATED



LOYAL LISTENERS WHO
VALUE CONNECTION



PROGRESSIVE &
ENTREPRENEURIAL



SUPPORTER OF SMALL
LOCAL BUSINESSES



ENTERTAINED &
ENGAGED



NOSTALGIC MUSIC IS
OUR HEARTBEAT



PROUDLY CAPETONIAN



DIVERSE YET ROOTED

Heart FM's blend of **entertainment**, **trust**, and **local relevance** makes its listeners engaged, progressive, and **proudly Capetonian**.



2027 BACK 2 SCHOOL OPPORTUNITIES



CAMPUS ACTIVATIONS

Campus activations that move students from awareness to app download, entry and action.



KZN
G-Squad
on campus



WC
Heart Squad
on campus



ONE CAMPUS-TO-AIR ACTIVATION ENGINE

Physical presence + radio amplification + social content for both stations.

1



ON CAMPUS
G-Squad +
Heart Squad

2



ON AIR
DJ mechanics +
live reveals

3



CONTENT
Stories, clips,
leaderboards



UNLOCK YOUR FUTURE

Key + locked prize boxes

- ✓ Download app to earn one official play
- ✓ Draw a key, choose a box and attempt the unlock
- ✓ Every participant enters the grand prize draw
- ✓ Live winner reveal and listener "Choose Your Box" game



STUDENT SURVIVAL SPIN

Wheel mechanic + survival prizes

- ✓ Download app for one spin; bonus for social or quiz
- ✓ Cash boost, data, vouchers, survival kits and re-spins
- ✓ Speak Your Truth converts student stories to on-air
- ✓ Fast, visual, high-turnover campus participation

DELIVERS FOR THE INSTITUTION



REGISTRATION AWARENESS

Trusted station reach across KZN and WC.



STUDENT FINANCIAL RELIEF

Real prizes and support tied to access.



MEASURABLE OUTPUT

App downloads, entries, filmed content and on-air moments.



ENTRY MECHANIC:



Download the
Gagasi FM or
Heart FM App



Show proof
to the Squad



Participate



Enter grand
prize draw



GAGASI FM

GELEZA neGAGASI

"Learn or Study
with Gagasi FM"

Geleza neGagasi is **Gagasi FM's** long-standing annual education-focused initiative, running successfully for over 9 years. It rewards academic excellence, encourages learning, and supports disadvantaged learners and students across **KwaZulu-Natal**.

CAMPAIGN DETAILS



DURATION:
Yearly
starting in
January



TARGET AUDIENCE:
Primary, Secondary
& Tertiary



The award was presented in the "Partnership" category at the **KZN Top Business Awards**, recognising the long-standing and impactful collaboration between **Gagasi FM** and the **Hollywood Foundation**.

This recognition was based on the collaborative work we have delivered through our flagship CSI initiatives: **Geleza neGagasi** specifically **adopt a school** and **Christmas Miracle**

OUR CSI PILLARS

1 BACK TO STUDY



Academic
support



Study
resources



Motivation
& growth

2 BACK TO SCHOOL



School essentials
& stationery



Uniforms &
school fees
support



Ready to learn,
ready to win

3 ADOPT A SCHOOL



Partner with a
disadvantaged
school



Infrastructure,
resources &
support



Stronger schools,
stronger
communities



ENTRY PLATFORMS:



www.gagasiworld.co.za



school@gagasi995.co.za (Back to School)



tertiary@gagasi995.co.za (Back to Study)



GAGASI FM

GAGASI FM MATRIC RESULTS VIGIL

The **Gagasi FM Matric Results Vigil** is an annual, high-impact youth activation that accompanies the release of South Africa's National Senior Certificate (matric) results. The campaign is designed to be the first destination for KwaZulu-Natal matric learners as they count down to midnight, check their results, celebrate their achievements, and receive encouragement for the next stage of their journey.



CAMPAIGN CONCEPT

The campaign creates a shared experience for thousands of matric learners by:



Hosting a live countdown to the official release of matric results.



Broadcasting from a central venue in KwaZulu-Natal.



Providing live entertainment, DJs and presenters.



Offering learners a safe, exciting environment to receive their results alongside friends and family.



Capturing emotional success stories for on-air, social media and digital platforms.



BRAND INTEGRATION OPPORTUNITIES

For advertisers, the campaign provides multiple sponsorship opportunities, including:



Naming rights ("Matric Results Vigil powered by...")



Venue branding and experiential activations.



On-air sponsorships and live reads.



Outside broadcasts.



Social media content and livestream sponsorship.



Prize giveaways and bursary announcements.



Career guidance or tertiary education partnerships.

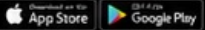


Sampling and promotional stands at the event.



Digital display advertising across Gagasi FM platforms.

DOWNLOAD OUR APP
AVAILABLE AT



MATRIC RESULTS VIGIL



12 JAN



8PM
TO 1AM



eGARAGE, F SECTION
UMLAZI



LIVE
BROADCAST

AFTER 8 IS AFTER 8 with Sizwe Sibisi | 8pm to 10pm

LATE NIGHT OBSESSION with Lwandle Masoka | 10pm to 1am

f @gagasiworld

t @gagasifm

@gagasifm

d gagasifm

HEART FM FIRST DAY FLY IN®



Heart FM's "First Day Fly In" campaign is a heartwarming initiative where Grade 1 learners are flown by helicopter to school on their very first day, turning a milestone into an unforgettable memory. In addition, the winning learners flown to school also win their class a party with food, drinks, party pack, hampers and more.

KEY HIGHLIGHTS



MEMORABLE FIRST DAY

Instead of the usual nerves, learners start school with excitement and pride.



COMMUNITY SPIRIT

The campaign emphasizes meaningful experiences that extend beyond the first school bell.



EMOTIONAL IMPACT

It's about creating "core memories" for children and their families, reinforcing the importance of education as a celebrated milestone.



MEDIA COVERAGE

Heart FM amplifies the event through radio and social media, showcasing the joy and reactions of the children and parents.

CAMPAIGN ELEMENTS



ON-AIR

- Promos and live reads
- Stings
- Competition moments
- Content moments/Powerspots



DIGITAL

- CTA posts on social media (Facebook, Instagram, TikTok) this includes surprise winning moments, as well as the helicopter moment.
- Billboard ad on Heart FM app
- Banners on Heart website



ON THE GROUND

- OB of Aden & Suga in the morning 6-9am



DATES:

Campaign to start in November.

1 week before schools open in January we will run elements leading up to the day the schools open.



**FIRST DAY.
LIFELONG
MEMORIES.**





LET'S OWN SUMMER & BACK 2 SCHOOL TOGETHER

GH
MEDIA GROUP



20Years
of Engagement | Impact

connect@ghmediagroup.co.za | www.ghmediagroup.co.za

Rates excl. VAT | Effective 1 March 2026 | E&OE