

ON AIR

**COMPANY
PROFILE**



East Africa Radio
Advertising Service
The Power of Radio

www.ears.co.ke

Experience
the power of radio





Who we are —

KENYA'S ONLY
RADIO AGGREGATOR



EARS is a radio aggregator that supports organizations to run bold, clear and impactful campaigns at national, regional and sub-region level. We use data driven and automated processes to offer end-to-end solutions for radio campaigns. In return, this offers brands and causes reach, service and impact.

Our affordable packages are designed with the highest reach at both national and sub-regional levels, ensuring inclusiveness and diversity at the best available CPM (cost per thousand listeners). We compliment your campaign with our services which include content development and translation, audio-production, distribution, monitoring and ensuring compliance as well single-radio-station add-ons.

Why EARS?

Ours is innovation and new thinking which exploits data to your advantage. Through our team of experts and deep knowledge of the radio industry in Kenya, we strive for an industry where reach and representation are the key performance indicators used by advertisers in decision making,

Alexander Sempf, Managing Director



EARS aggregates the largest audiences

Our objective is to bundle many radio stations across the country. From community, listening, to local upcountry radio and even the biggest radio stations in Nairobi, we make it possible to reach the entire population.



The infographic illustrates the concept of 'The CPM' (Cost Per Thousand) by comparing different car models to radio packages. It shows a small green car with a 'WHAT YOU PAY' flag and a large black luxury car with a 'THE VALUE OF WHAT YOU GET' flag. A man is shown reaching for the larger car. Below the cars, three icons represent 'More Radio Stations', 'Total National Reach', and 'Millions of Listeners'.

All our Packages reflect:

- CPM 
- Representation 
- Reach 

Why Radio?



GET Information, News, Announcements,
and Entertainment
ON THE MOST USED MEDIUM

www.ears.co.ke



Our Value Proposition

When you work with us, we bring you the following benefits to all your campaigns:



Talk Show
Coordination



Use of Data to
make Decisions



Efficiency and
Effectiveness



Compliance and
Monitoring



Audio Production
and Translation



Use of Data to make Decisions

EARS relies on independent 3rd party data to select the right stations to include in our packages based on various Key Performance Indicators (KPI) such as reach which is the number of listeners on a station, location and demographics of audience, geographical reach of radio station, language and the return of investment a station brings to a campaign.



Efficiency and Effectiveness

Dealing with more than one radio station can be challenging. From determining reach, programming, negotiation of costs, booking and placement of ads - this can be time consuming. We therefore save you time trying to compare reach, prices, location and language of broadcast coming up with instant customised offers for you. Work with us under one LPO and INVOICE.



Audio Production and Translation

Kenya is a multi ethnic country where if an advertiser was to ensure message fidelity on a national scale, they must have messages developed in multiple languages. Our team of creative and language translators ensure that they deliver a perfect script, master the production for your spot, mention, live or podcast.



Compliance and Monitoring

We save you the hassle of ensuring that your message is aired as and when you want it by deploying third parties as well as conducting in-house real time monitoring. We keep you abreast on the progress of your campaign which allows you to make adjustments anytime. Our end of campaign reports provide you with qualitative and summarised infographics to inform future decision making processes.



Talk Show Coordination

We seamlessly coordinate your talk shows across the entire country ensuring that your team and the radio station are in sync regarding the time, talking points and mode of dialogue.

We ensure that the radio stations promote the show in advance, are up to date with the talking points and provide ample time for feedback collection from the listeners. At the end of the campaign, we provide you with a comprehensive report which entails a summary of text extracts from the audio recording, which we also submit to you in your most preferred format.



EARS Packages

Introducing EARS packages with the right reach and representation everywhere in Kenya. Our packages are unique and budget friendly compared to purchasing single stations.

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