

women in business

Supported by



campaign overview

We're so excited to present this Women in Business series in conjunction with the Marlborough Chamber of Commerce that celebrates and amplifies wahine across Marlborough who are leading, building and shaping our business community.

We want to share authentic stories, highlighting the people behind the business, their journeys, their challenges and their impact within the region, while also building their individual brands through meaningful connection with our engaged Marlborough audience.

Delivered across multiple MediaWorks platforms, this campaign creates strong and consistent visibility, helping to grow brand presence and recognition through trusted radio and social exposure, and on air storytelling that connects directly with local audiences.

Including:

- A 15 second commercial message within our Women in Business Directory, 120 per month across 4 local stations
- An interview on MoreFM sharing your story with Marlborough locals
- A Facebook post with a spotlight on your business on our MoreFM Marlborough page reaching over 9,000 people, as well as a giveaway for our audience to comment to win
- Inclusion on our Women in Business webpage
- Your finished audio file and social tile to use across your own social channels and marketing, so the conversation continues beyond radio

more^{FM}

Terms & Conditions: Business Directory is a shared campaign where the ad will be shared with 2-3 other non-conflicting businesses. Strictly subject to station availability. We reserve the right to alter the details of the Promotion/Partnership at any time without liability to you. All advertisements must be voiced by MediaWorks and cannot be self-voiced or supplied by the client. Standard MediaWorks rate card rates apply.

TIMING: This campaign runs over 5 months: the 5th month is free.

MINIMUM PROMOTIONAL ELEMENTS:

- 120 x 15 second commercials per month across 4 MediaWorks stations, on our Women in Business Directory
 - 1 x pre-recorded interview on MoreFM - edited to 90 seconds
 - Inclusion in our MoreFM Women in Business webpage
 - 1x Facebook post on MoreFM

REQUIREMENTS:

- \$100 voucher for Facebook giveaway
 - Key messaging

TOTAL PROMOTIONAL VALUE

\$14,000.00 + GST (min)

(5 months at \$2,800 per month)

YOUR TOTAL PROMOTIONAL INVESTMENT

\$399 + GST / month

for 4 months, 5th month free (total \$1,596 + GST)

moreFM

BREEZE

**The
edge**

BREEZE
Classic

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