Nkanyiso Mzimela
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SPAZASPOT MEDIA



THE FUTURE OF LOCAL INFLUENCE.

Connecting your business directly with local Kempton Park residents who are ready to buy.

WE DON'T SELL SALES. WE SELL VERIFIED ATTENTION AND TIMING.



Like major media networks (DSTV/SABC), we cannot guarantee sales. No medium can. What we guarantee is what they sell: **Guaranteed Attention**, **Verified Audience Profile**, and **Optimized Timing**

The Old Way:
Buying wasteful, generalized reach.

SPAZASPOT Way:
Buying hyper-local, point-of-sale influence.

KEMPTON PARK PROOF OF CONCEPT

VERIFIED TRAFFIC

4000+

Estimated Daily CBD Impressions
(Foot Traffic Audit)

The Captive Audience: Our in-store placement guarantees a captive audience of 3-5 minutes average viewing time. We achieve this by running a curated playlist of high-value, locally relevant, and high-engagement content (e.g., News and YouTube content).

ATTENTION

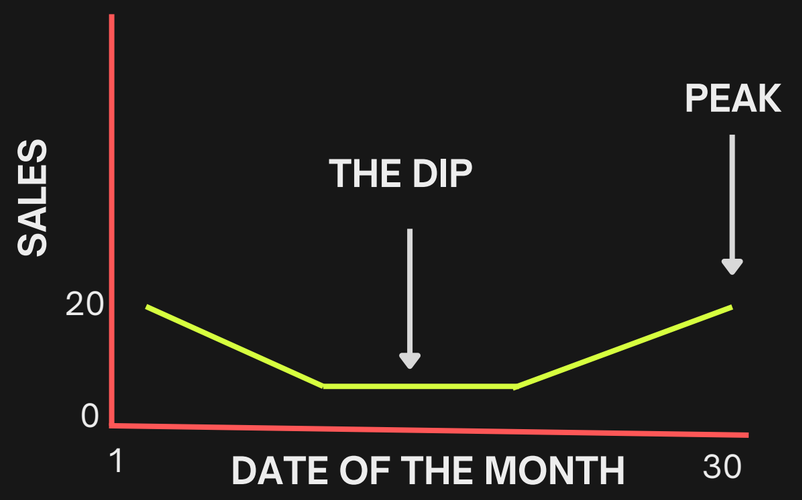
FREQUENCY

TIMING.

OUR DATA PROVES: WE PROTECT YOUR BUDGET.

Phase 1: The Failure of the Passive CTA

Running a high-impact incentive ad (the 'FREE COLDRINK' ad) during the mid-month income dip resulted in zero verifiable sales lift. Our customers were not buying because they lacked disposable income and were distracted.



CONCLUSION

We proved that purchasing incentive advertising during the dip is a waste of money and inventory.

HIGHEST INFLUENCE, HIGHEST POTENTIAL.



The Peak Conversion Test : Our active protocol (Human-Triggered Sales) during the highest spending period (Payday Rush) generated a total of **17** R38 Combos **in a single day**.

This sales volume proves that while the screen cannot force a sale, it reserves the single most valuable asset: **the customer's attention at the moment they decide to buy.**

ADVERTISING PACKAGES (PER SCREEN/PER MONTH)

/1

Branding & Awareness Slot

R1200/MONTH

Ideal for steady brand visibility and continuous promotion of services.

- ✓ **40+ Plays** per hour
- ✓ Guaranteed minimum of **28,000+** impressions/month (per screen)
- ✓ 15-second static or animated slot
- ✓ Month-to-month commitment

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Premium Peak Influence Slot

R1800/MONTH

Maximized awareness and repetition for limited-time offers or urgent calls-to-action.

- ✓ **80+ Plays** per hour (Exclusive access to the Premium Buying Window.)
- ✓ Guaranteed minimum of **56,000+** impressions/month (per screen)
- ✓ 15-second static or animated slot
- ✓ Best value for conversions

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NETWORK PILOT

R15 000/MONTH

Exclusive package for key brand partners validating the 10-screen CBD network launch.

- ✓ Slot on **All 10 Pilot Screens**
- ✓ Centralized content management
- ✓ Dedicated campaign analysis and reporting
- ✓ First right of refusal on future national expansion

We charge a premium for the Peak Slot because we sell the scarcity of the customer's wallet being open.

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THANK YOU

SPAZASPOT 2025

KEY TAKEAWAYS FOR ADVERTISERS:

- Our in-store placement guarantees a **captive audience** of 3-5 minutes average viewing time.
- The high-frequency model ensures local businesses achieve **top-of-mind awareness** among their target consumer base.
- Our R1,200 Base Slot delivers a low cost per thousand impressions (CPM) compared to traditional media in this area.

Partner with SPAZASPOT to validate the 10-screen CBD network launch and secure first right of refusal on future national expansion.