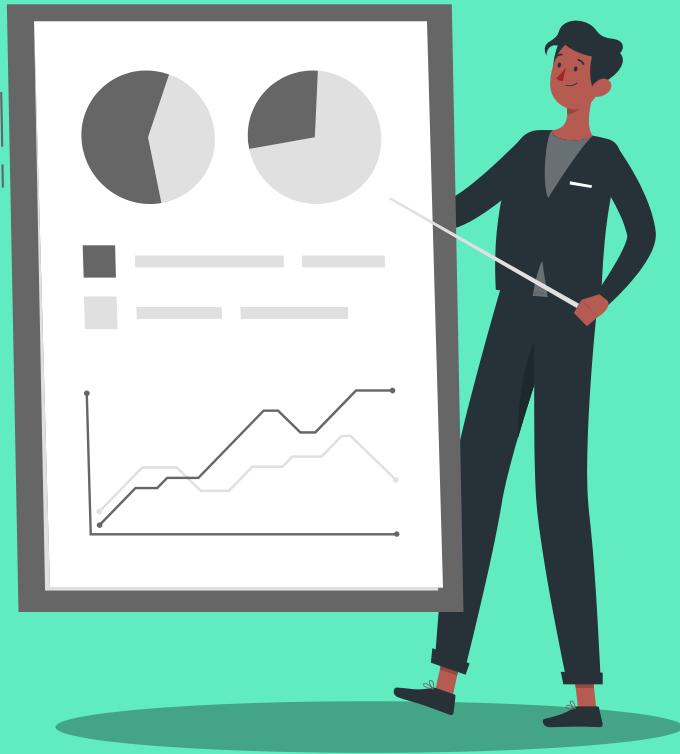


PHSAN COVID-19 VACCINATION AWARENESS CAMPAIGN:

End of Campaign Report
July – December, 2022



Executive Summary



- In order to drive top of the mind awareness for the COVID-19 vaccination program, most effective social media and display marketing platforms were deployed to amplify the ongoing vaccination program and consideration
- The campaign was executed using the mixture of Radio, Facebook, Instagram, and Google Display to achieve maximum reach impression, and frequency offline and online
- For the online ads over 2,367,382 impressions were recorded, with the ad reaching over 1,374,887 people across the deployed channels. Overall, 11,612 clicks were recorded.

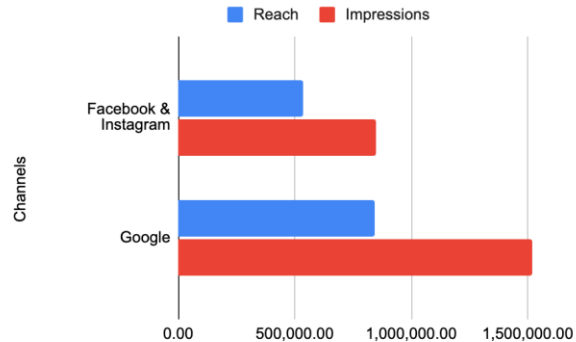
DIGITAL

Campaign Overview

The awareness campaign for the COVID-19 vaccination started with plans to reach 1,200,000 people on two different channels within 5 months – Facebook and Google Ads network.

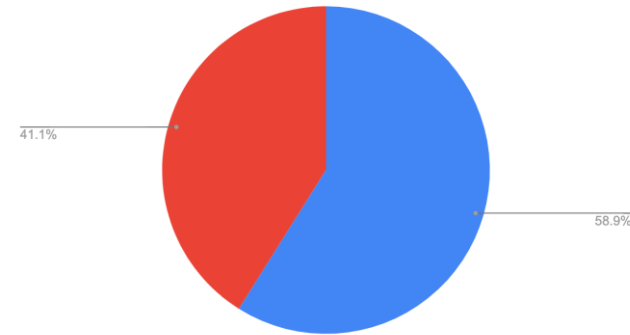
We reached 114.6% of the total planned reach with an interaction rate of 0.31% on Google ads. Meanwhile, we had a total of 6,842 interactions on Facebook.

Reach and Impressions



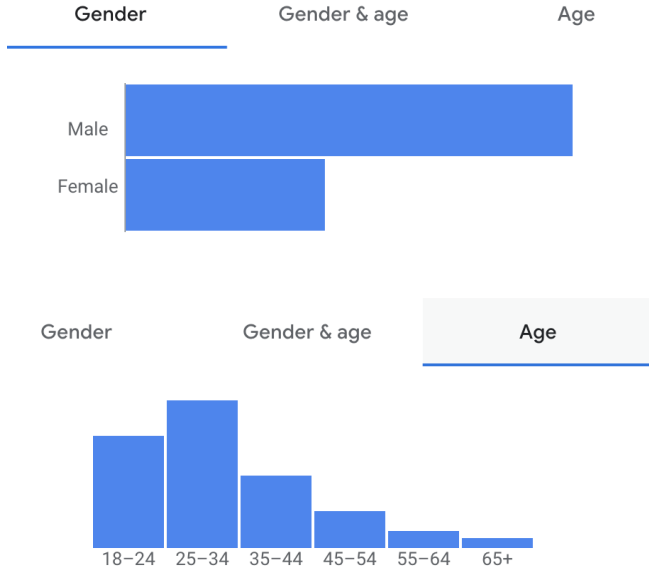
“Google” has the highest values for “Reach” (841,000.00) and “Impressions” (1,520,000.00)

Clicks

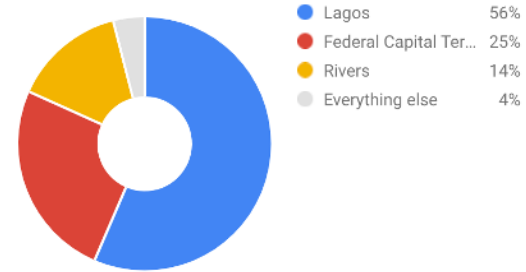


“Google” has the lowest value for “Clicks” (4770)

Google Ads | Audience



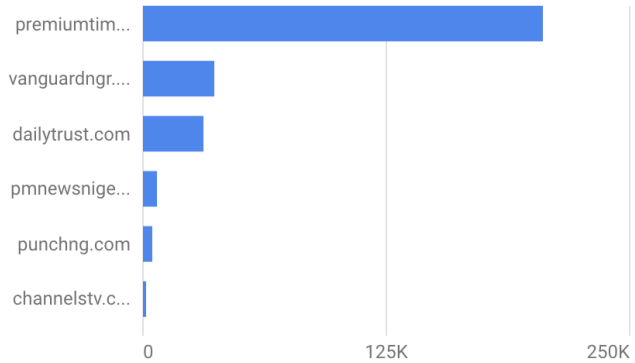
88% of ad interaction were male and age group with the highest clicks on the ads were 25-34



More people in Lagos, Abuja and Port Harcourt viewed the ads. While 84% of people saw the ad through their mobile devices

Google Ads | Performance

selected placements Impressions



Placements Excluded placements Where ads show

The top 3 placement on Google Ad network includes: Premium times, Vanguard and Daily Trust



PHSAN COVID-19 VACCINATION AWARENESS CAMPAIGN: End of Campaign Report | July - December, 2022



Facebook Ads | Audience

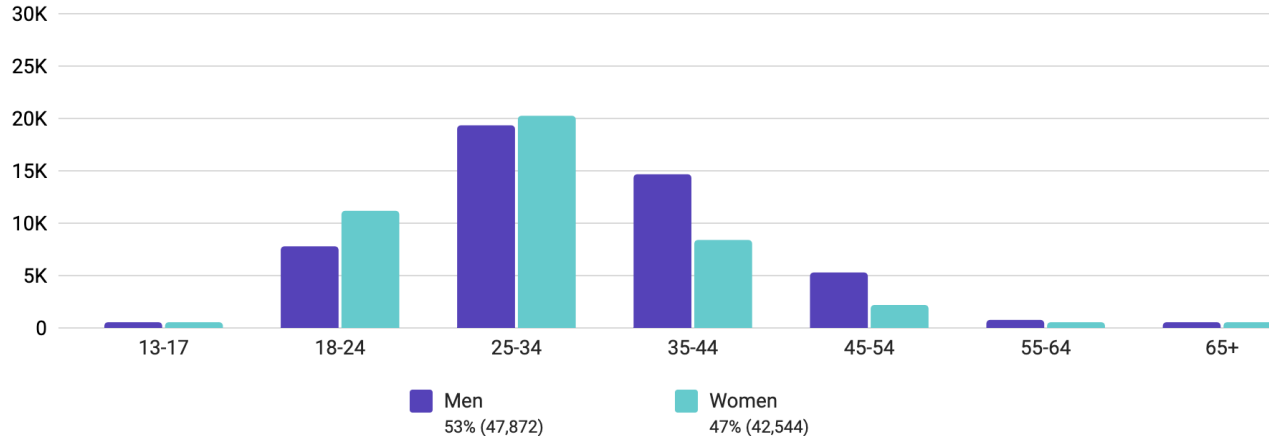
Demographics

Platform

Age and gender distribution

All

Results



Unlike Google ads, more of the younger age group saw the ads on Facebook

Google Ad Samples



Sort by: Impressions

Ad group 1

Ad	Impressions	Clicks	CTR
Enabled	304,159	141	0.05%

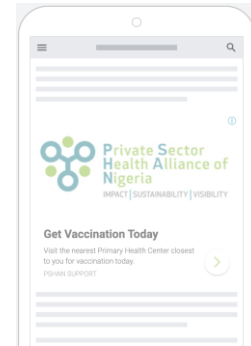


Ads

Sort by: Impressions

Ad group 1

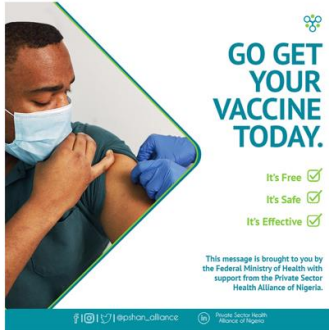
Ad	Impressions	Clicks	CTR
Enabled	620,655	1,085	0.17%



Facebook Ad Samples

Private Sector Health Alliance ... X
Sponsored · 🌐

Safety is our collective responsibility. Protect one another by getting vaccinated today. Click on the link below to check and visit ...See more



Private Sector Health Alliance Nonprofit Organization [LEARN MORE](#)

👍❤️👎 105 6 Comments 1 Share
Like Comment Share

Private Sector Health Alliance ... X
Sponsored · 🌐

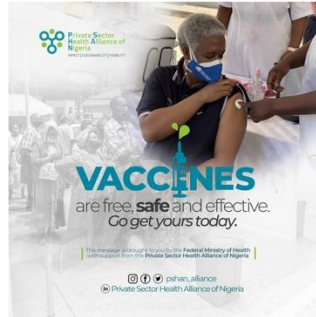
The recent spike in numbers is more reason to protect yourself and those around you. Your life is a priority, do not hesitate to get ...See more



👍 109
Like Comment Share

Private Sector Health Alliance ... X
Sponsored · 🌐

Securing our neighborhoods requires more than vigilant responsible Nigerians. Protect yourself and your community by ...See more



Private Sector Health Alliance Nonprofit Organization [LEARN MORE](#)

👍 Taiwo Qudus and 25 others 1 Comment
Like Comment Share

Private Sector Health Alliance ... X
Sponsored · 🌐

"Procrastination is the thief of time." Today, take the step to find the closest vaccination center to you. ...See more

Like Comment Share

Private Sector Health Alliance ... X
Sponsored · 🌐

"Time is of the essence." Ensure you visit the nearest vaccination center in your locality and get vaccinated ...See more



Private Sector Health Alliance Nonprofit Organization [LEARN MORE](#)

Like Comment Share

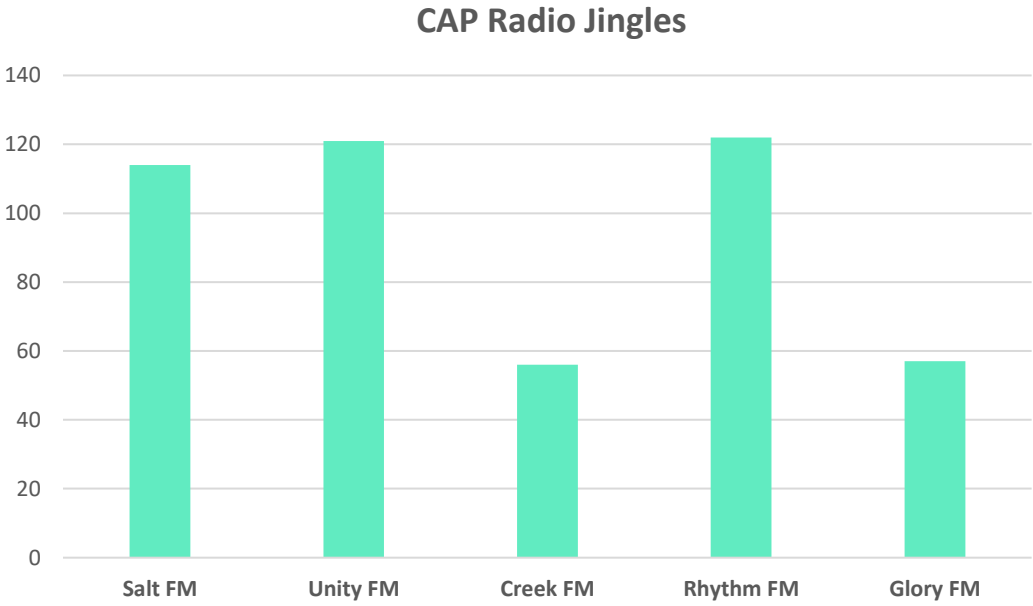
RADIO

CAP Radio Jingles

- At the commencement of the CAP radio campaign in July 2022, Chenist Communications developed a script and produced approved jingle copies which was deployed to the below radio stations in Ebonyi State and Bayelsa State to create awareness for Covid-19 and vaccination
 - Salt -112
 - Unity – 121
 - Creek - 56
 - Rhythm - 112
 - Glory - 57
- At the end of the radio campaign in November 2022, below number of jingles per radio stations in Ebonyi State and Bayelsa State was achieved
 - Salt FM - 114
 - Unity FM - 121
 - Creek FM – 56
 - Rhythm FM - 122
 - Glory FM – 57
- CCL got extra jingles from Salt FM and Rhythm FM stations

Achieved Number of CAP Radio Jingles

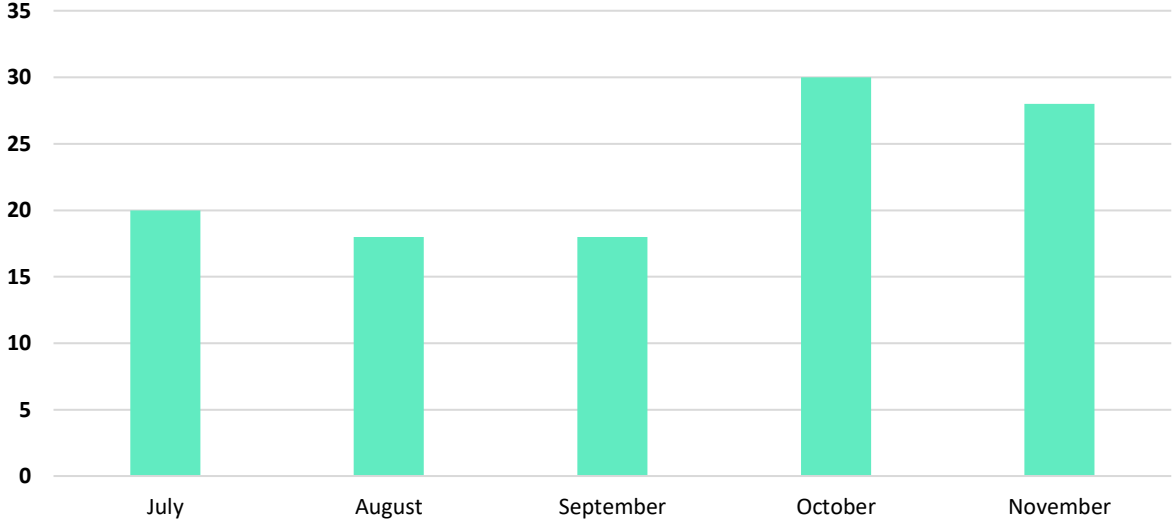
Salt FM and Rhythm FM aired 114 and 122 number of jingles respectively which was above the paid for number of jingles for the period of the campaign



Month By Month Jingles Aired on Salt FM in Abakaliki



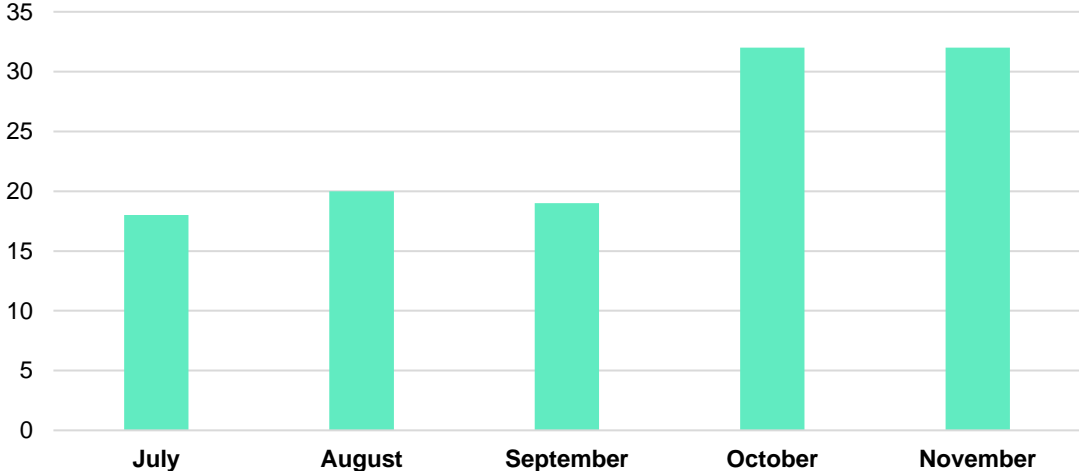
Number of Jingles Aired on Salt FM



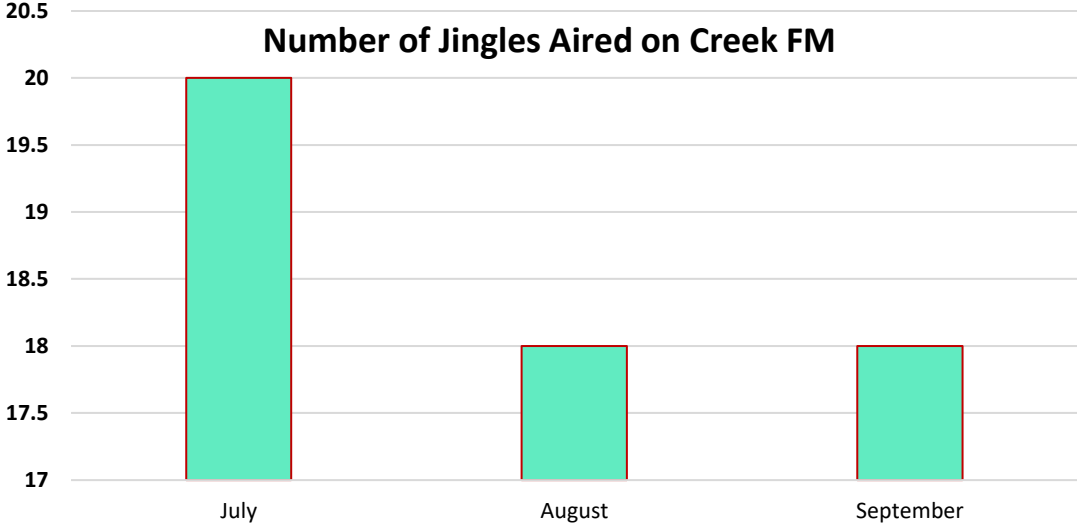
Month By Month Jingles Aired on Unity FM in Abakaliki



Number of Jingles Aired on Unity FM



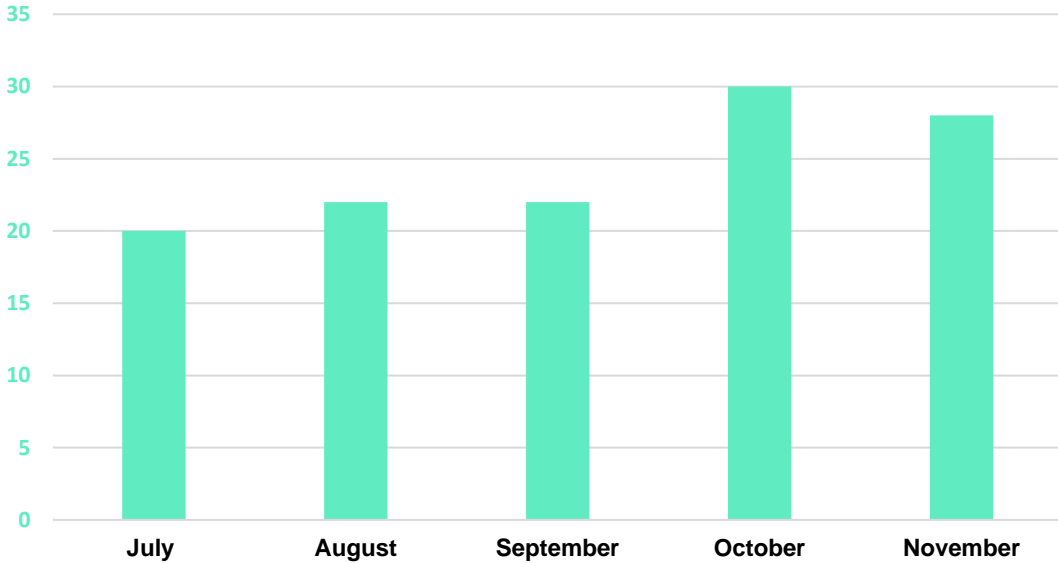
Month By Month Jingles Aired on Creek FM in Yenagoa



Month By Month Jingles Aired on Rhythm FM in Yenagoa



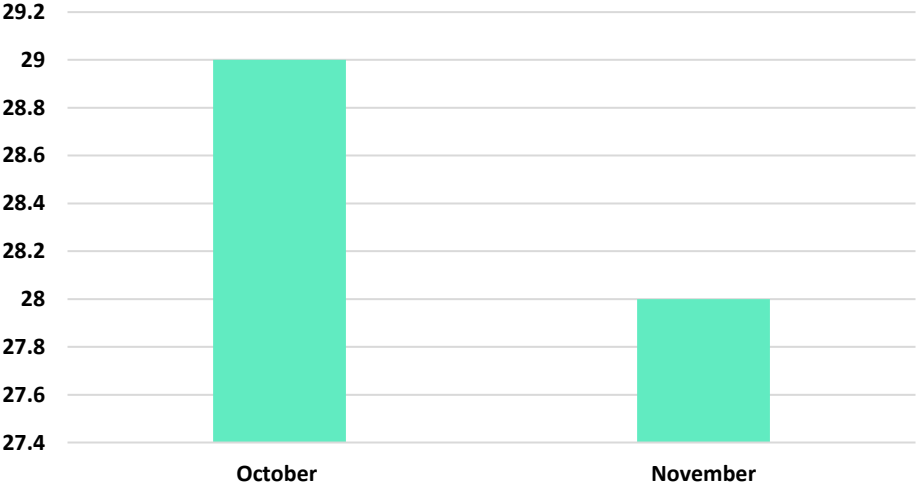
Number of Jingles Aired on Rhythm FM



Month By Month Jingles Aired on Glory FM in Yenagoa



Number of Jingles Aired on Glory FM



Certificate of Transmission for Salt FM, Abakaliki

EBONYI STATE BROADCASTING CORPORATION
P.M.B. 098 ABAKALIKI, EBONYI STATE.
 CORPORATE OFFICE: 96 Nkaliki Road, Abakaliki.
 and 94/A Abakaliki, Abakaliki, Ebonyi State.
 PHONE: 01703000000

CERTIFICATE OF TRANSMISSION

SERIAL NO. 000511 MEDIUM AM
 ORDER NO. Dshani/18/1cc/1003 SALT FM
 CONTRACT NO. CEM/17/122 SALT TV
 PRODUCT OR PROGRAMME PSHAN COVID-19 AWARENESS
 CLIENT'S NAME CHEMIST COMMUNICATION LTD DATE PREPARED 5/18/22
 ADDRESS: LAGOS

CONTRACT TERMS 56 spots of 60secs fixed time aired on the following dates

MONTH OF TRANSMISSION July 2022 FIRST DAY OF TRANSMISSION 4/7/22

DATE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	TOTAL
FIXED TIME																																
ROG	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	20	

ULL/ PART PAYMENT OF N _____ was received on _____ RV No. _____

This is to certify that the above media product was broadcast EBBC as scheduled and indicated above.

Schedule Officer _____ Director: Marketing

EBONYI STATE BROADCASTING CORPORATION
P.M.B. 098 ABAKALIKI, EBONYI STATE.
 CORPORATE OFFICE: 96 Nkaliki Road, Abakaliki.
 and 94/A Abakaliki, Abakaliki, Ebonyi State.
 PHONE: 01703000000

CERTIFICATE OF TRANSMISSION

SERIAL NO. 000536 MEDIUM AM
 ORDER NO. Dshani/18/1cc/1003 SALT FM
 CONTRACT NO. CEM/17/122 SALT TV
 PRODUCT OR PROGRAMME PSHAN COVID-19 AWARENESS
 CLIENT'S NAME CHEMIST COMMUNICATION LTD DATE PREPARED _____
 ADDRESS: LAGOS

CONTRACT TERMS 56 spots of 60secs fixed time aired on the following dates

MONTH OF TRANSMISSION AUG 2022 FIRST DAY OF TRANSMISSION 2/18/22

DATE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	TOTAL
FIXED TIME																																
ROG	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	18	

ULL/ PART PAYMENT OF N _____ was received on _____ RV No. _____

This is to certify that the above media product was broadcast EBBC as scheduled and indicated above.

Schedule Officer _____ Director: Marketing

EBONYI STATE BROADCASTING CORPORATION
P.M.B. 098 ABAKALIKI, EBONYI STATE.
 CORPORATE OFFICE: 96 Nkaliki Road, Abakaliki.
 and 94/A Abakaliki, Abakaliki, Ebonyi State.
 PHONE: 01703000000

CERTIFICATE OF TRANSMISSION

SERIAL NO. 000257 MEDIUM AM
 ORDER NO. Dshani/18/1cc/1003 SALT FM
 CONTRACT NO. CEM/17/122 SALT TV
 PRODUCT OR PROGRAMME PSHAN COVID-19 AWARENESS
 CLIENT'S NAME CHEMIST COMMUNICATION LTD DATE PREPARED 7/10/22
 ADDRESS: LAGOS

CONTRACT TERMS 56 spots of 60secs fixed time aired on the following dates (MORNING BEEF)

MONTH OF TRANSMISSION September 2022 FIRST DAY OF TRANSMISSION 2/9/22

DATE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	TOTAL
FIXED TIME																																
ROG	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	18	

ULL/ PART PAYMENT OF N _____ was received on _____ RV No. _____

This is to certify that the above media product was broadcast EBBC as scheduled and indicated above.

Schedule Officer _____ Director: Marketing

EBONYI STATE BROADCASTING CORPORATION
P.M.B. 098 ABAKALIKI, EBONYI STATE.
 CORPORATE OFFICE: 96 Nkaliki Road, Abakaliki.
 and 94/A Abakaliki, Abakaliki, Ebonyi State.
 PHONE: 01703000000

CERTIFICATE OF TRANSMISSION

SERIAL NO. 000257 MEDIUM AM
 ORDER NO. Dshani/18/1cc/1003 SALT FM
 CONTRACT NO. CEM/17/122 SALT TV
 PRODUCT OR PROGRAMME COVID-19 AWARENESS
 CLIENT'S NAME CHEMIST COMMUNICATION LTD DATE PREPARED 2/11/22
 ADDRESS: LAGOS

CONTRACT TERMS 56 spots of 60secs fixed time aired on the following dates (MORNING AND EVENING BEEF)

MONTH OF TRANSMISSION December 2022 FIRST DAY OF TRANSMISSION _____

DATE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	TOTAL
FIXED TIME																																
ROG	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	30	

ULL/ PART PAYMENT OF N _____ was received on _____ RV No. _____

This is to certify that the above media product was broadcast EBBC as scheduled and indicated above.

Schedule Officer _____ Director: Marketing

EBONYI STATE BROADCASTING CORPORATION
P.M.B. 098 ABAKALIKI, EBONYI STATE.
 CORPORATE OFFICE: 96 Nkaliki Road, Abakaliki.
 and 94/A Abakaliki, Abakaliki, Ebonyi State.
 PHONE: 01703000000

CERTIFICATE OF TRANSMISSION

SERIAL NO. 000253 MEDIUM AM
 ORDER NO. Dshani/18/1cc/1003 SALT FM
 CONTRACT NO. CEM/17/122 SALT TV
 PRODUCT OR PROGRAMME PSHAN COVID-19 AWARENESS
 CLIENT'S NAME CHEMIST COMMUNICATION LTD DATE PREPARED 5/10/22
 ADDRESS: LAGOS

CONTRACT TERMS 56 spots of 60secs fixed time aired on the following dates (MORNING AND EVENING BEEF)

MONTH OF TRANSMISSION NOV 2022 FIRST DAY OF TRANSMISSION 10/12

DATE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	TOTAL
FIXED TIME																																
ROG	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	28	

ULL/ PART PAYMENT OF N _____ was received on _____ RV No. _____

This is to certify that the above media product was broadcast EBBC as scheduled and indicated above.

Schedule Officer _____ Director: Marketing

Certificate of Transmission for Unity FM, Abakaliki

FEDERAL RADIO CORPORATION OF NIGERIA
101.5 UNITY FM STATION ABAKALIKI

8th August, 2022

RADIO NIGERIA
COMMERCIAL SERVICE
UNITY FM, ABAKALIKI

CHEMIST COMMUNICATIONS
LAGOS STATE,

CERTIFICATE OF BROADCAST

CERTIFICATE NO: _____
CONTRACT NO: _____

Specific performances for the month of JULY, 2022 in respect of CHEMIST CAMPAIGN RADIO JINGLE Broadcast as per details below:

SEG	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
AAA				2						2			2		
N/A															
FT															

SEG	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
AAA	2				2			2				2			2	
N/A																
FT																

TOTAL: 18 SPOTS

This is to certify that the above advertisement was broadcast over the transmission of UNITY FM, on the date(s) shown above and in accordance with the terms of your contract, except as noted.

[Signature]

PREPARED BY: OGAH ROSEMARY NGOZI, CNA
CHIEF ACCOUNTANT

FEDERAL RADIO CORPORATION OF NIGERIA
101.5 UNITY FM STATION ABAKALIKI

8th September, 2022

RADIO NIGERIA
COMMERCIAL SERVICE
UNITY FM, ABAKALIKI

CHEMIST COMMUNICATIONS
LAGOS STATE,

CERTIFICATE OF BROADCAST

CERTIFICATE NO: _____
CONTRACT NO: _____

Specific performances for the month of August, 2022 in respect of CHEMIST CAMPAIGN RADIO JINGLE Broadcast as per details below:

SEG	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
AAA	2		2			2				2			2		
N/A															
FT															

SEG	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
AAA		2				2			2			2			2	
N/A																
FT																

TOTAL: 20 SPOTS

This is to certify that the above advertisement was broadcast over the transmission of UNITY FM, on the date(s) shown above and in accordance with the terms of your contract, except as noted.

[Signature]

PREPARED BY: OGAH ROSEMARY NGOZI, CNA
CHIEF ACCOUNTANT

FEDERAL RADIO CORPORATION OF NIGERIA
101.5 UNITY FM STATION ABAKALIKI

7th October, 2022

RADIO NIGERIA
COMMERCIAL SERVICE
UNITY FM, ABAKALIKI

CHEMIST COMMUNICATIONS
LAGOS STATE,

CERTIFICATE OF BROADCAST

CERTIFICATE NO: _____
CONTRACT NO: _____

Specific performances for the month of September, 2022 in respect of CHEMIST CAMPAIGN RADIO JINGLE Broadcast as per details below:

SEG	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
AAA		2			2				2				2		2
N/A															
FT															

SEG	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
AAA		2				2				2			2		1
N/A															
FT															

TOTAL: 19 SPOTS

This is to certify that the above advertisement was broadcast over the transmission of UNITY FM, on the date(s) shown above and in accordance with the terms of your contract, except as noted.

[Signature]

PREPARED BY: OGAH ROSEMARY NGOZI, CNA
CHIEF ACCOUNTANT

FEDERAL RADIO CORPORATION OF NIGERIA
101.5 UNITY FM STATION ABAKALIKI

7th November, 2022

RADIO NIGERIA
COMMERCIAL SERVICE
UNITY FM, ABAKALIKI

CHEMIST COMMUNICATIONS
LAGOS STATE,

CERTIFICATE OF BROADCAST

CERTIFICATE NO: _____
CONTRACT NO: _____

Specific performances for the month of October, 2022 in respect of CHEMIST CAMPAIGN RADIO JINGLE Broadcast as per details below:

SEG	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
AAA	2	2		2		2		2		2		2		2	
N/A															
FT															

SEG	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
AAA	2		2		2			2		2		2		2		2
N/A																
FT																

TOTAL: 32 SPOTS

This is to certify that the above advertisement was broadcast over the transmission of UNITY FM, on the date(s) shown above and in accordance with the terms of your contract, except as noted.

[Signature]
09/11/2022

PREPARED BY: OGAH ROSEMARY NGOZI, CNA
CHIEF ACCOUNTANT

FEDERAL RADIO CORPORATION OF NIGERIA
101.5 UNITY FM STATION ABAKALIKI

2nd December, 2022

RADIO NIGERIA
COMMERCIAL SERVICE
UNITY FM, ABAKALIKI

CHEMIST COMMUNICATIONS
LAGOS STATE,

CERTIFICATE OF BROADCAST

CERTIFICATE NO: _____
CONTRACT NO: _____

Specific performances for the month of November, 2022 in respect of CHEMIST CAMPAIGN RADIO JINGLE Broadcast as per details below:

SEG	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
AAA	2		2		2		2		2		2		2		2
N/A															
FT															

SEG	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
AAA		2		2		2		2		2		2		2	2
N/A															
FT															

TOTAL: 32 SPOTS

This is to certify that the above advertisement was broadcast over the transmission of UNITY FM, on the date(s) shown above and in accordance with the terms of your contract, except as noted.

[Signature]
02/12/2022

PREPARED BY: OGAH ROSEMARY NGOZI, CNA
CHIEF ACCOUNTANT

Certificate of Transmission for Creek FM, Yenagoa

FEDERAL RADIO CORPORATION OF NIGERIA
SOUTH-SOUTH ZONE YENAGOA.
CREEK 106.5 FM

Telephone: 08067493453

To: CHENIST COMMUNICATION LIMITED

CERTIFICATE OF BROADCAST
RADIO NIGERIA
MARKETING DEPARTMENT
CERTIFICATE NO: 005
CONTRACT NO: 001

In respect of CHENIST COMMUNICATIONS LIMITED Specific performance for the month of JULY 2022.....

In respect of ...PSHAN COVID 19 AWARENESS JINGLE.....broadcast as per details below.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total
AAAMP	1	1				1	1			1	1			1	1					1	1			1	1			1	1	1	18	
AAAP	1	1			1	1	1			1	1			1	1					1	1			1	1			1	1	1	18	
4P																																
3P																																
Program																																
A																																
A																																
A																																
FT																																

This is to certify that the above marked Advertisement was broadcast over the transmission of Radio Nigeria on the date (s) shown above and in accordance with the terms of your contract except as noted.

FINANCE AND ACCOUNTS
CREEK FM, YENAGOA
20/07/2022

FEDERAL RADIO CORPORATION OF NIGERIA
SOUTH-SOUTH ZONE YENAGOA.
CREEK 106.5 FM

Telephone: 08067493453

To: CHENIST COMMUNICATION LIMITED

CERTIFICATE OF BROADCAST
RADIO NIGERIA
MARKETING DEPARTMENT
CERTIFICATE NO: 006
CONTRACT NO: 001

In respect of CHENIST COMMUNICATIONS LIMITED Specific performance for the month of AUGUST 2022.....

In respect of ...PSHAN COVID 19 AWARENESS JINGLE.....broadcast as per details below.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total
AAAMP						1	1			1	1			1	1					1	1			1	1			1	1	1	18	
AAAP					1	1			1	1			1	1						1	1			1	1			1	1	1	18	
4P																																
3P																																
Program																																
A																																
A																																
A																																
FT																																

This is to certify that the above marked Advertisement was broadcast over the transmission of Radio Nigeria on the date (s) shown above and in accordance with the terms of your contract except as noted.

FINANCE AND ACCOUNTS
CREEK FM, YENAGOA
20/08/2022

FEDERAL RADIO CORPORATION OF NIGERIA
SOUTH-SOUTH ZONE YENAGOA.
CREEK 106.5 FM

Telephone: 08067493453

To: CHENIST COMMUNICATION LIMITED

CERTIFICATE OF BROADCAST
RADIO NIGERIA
MARKETING DEPARTMENT
CERTIFICATE NO: 007
CONTRACT NO: 001

In respect of CHENIST COMMUNICATIONS LIMITED Specific performance for the month of SEPTEMBER 2022.....

In respect of ...PSHAN COVID 19 AWARENESS JINGLE.....broadcast as per details below.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total
AAAMP						1	1			1	1			1	1					1	1			1	1			1	1	1	18	
AAAP					1	1			1	1			1	1						1	1			1	1			1	1	1	18	
4P																																
3P																																
Program																																
A																																
A																																
A																																
FT																																

This is to certify that the above marked Advertisement was broadcast over the transmission of Radio Nigeria on the date (s) shown above and in accordance with the terms of your contract except as noted.

FINANCE AND ACCOUNTS
CREEK FM, YENAGOA
20/09/2022

Certificate of Transmission for Rhythm FM, Yenagoa

RHYTHM 94.7FM

Odun Loko Street Road, Yenagoa, Bayelsa State

RHYTHM 94.7FM

Odun Loko Street Road, Yenagoa, Bayelsa State

DATE: 3/08/2022

DATE: 1/09/2022

INVOICE

INVOICE

No.006571

No.006571

Client: CHENIST COMMUNICATION

Client: CHENIST COMMUNICATION

In Respect of: Radio Advertisement

In Respect of: Radio Advertisement

Product: JINGLE AIRING/PRODUCTION Campaign: COVID 19 AWARENESS

Product: JINGLE AIRING/PRODUCTION Campaign: COVID 19 AWARENESS

DURATION	MONTH	YEAR
60SEC	JULY	2022

DURATION	MONTH	YEAR
60SEC	AUGUST	2022

NUMBER OF SLOTS:
22

DAYS TRANSMITTED/NUMBER OF SLOTS PER DAY

DAYS TRANSMITTED/NUMBER OF SLOTS PER DAY

DATES	3	5	7	10	14	17	22	26	29	31
SAM-11AM	1	1	1	1	1	1	1	1	1	1
6PM-8PM	1	1	1	1	1	1	1	1	1	1

DATES	1	4	8	11	12	16	18	20	23	27	30
SAM-11AM	1	1	1	1	1	1	1	1	1	1	1
6PM-8PM	1	1	1	1	1	1	1	1	1	1	1

VID-

AIGN:

End of Campaign Report | July - December, 2022

RHYTHM 94.7FM

Odun Loko Street Road, Yenagoa, Bayelsa State

DATE: 30/09/2022

RHYTHM 94.7FM

Odun Loko Street Road, Yenagoa, Bayelsa State

DATE: 1/11/2022

INVOICE

INVOICE

No.006571

No.006571

Client: CHENIST COMMUNICATION

Client: CHENIST COMMUNICATION

In Respect of: Radio Advertisement

In Respect of: Radio Advertisement

Product: JINGLE AIRING/PRODUCTION Campaign: COVID 19 AWARENESS

Product: JINGLE AIRING/PRODUCTION Campaign: COVID 19 AWARENESS

DURATION	MONTH	YEAR
60SEC	SEPTEMBER	2022

DURATION	MONTH	YEAR
60SEC	OCTOBER	2022

NUMBER OF SLOTS:
22

NUMBER OF SLOTS:
30

DAYS TRANSMITTED/NUMBER OF SLOTS PER DAY

DAYS TRANSMITTED/NUMBER OF SLOTS PER DAY

DATES	2	3	6	10	11	13	16	21	22	25	26
SAM-11AM	1	1	1	1	1	1	1	1	1	1	1
6PM-8PM	1	1	1	1	1	1	1	1	1	1	1

DATES	2	4	6	8	10	12	14	16	18	20	21	22	24	26	31
SAM-11AM	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
6PM-8PM	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Oduns Ezenbido
Business Manager
Silverbird Communications,
Yenagoa.

Oduns Ezenbido
Business Manager
Silverbird Communications,
Yenagoa.

RHYTHM 94.7FM

Odun Loko Street Road, Yenagoa, Bayelsa State

DATE: 1/11/2022

INVOICE

No.006571

Client: CHENIST COMMUNICATION

In Respect of: Radio Advertisement

Product: JINGLE AIRING/PRODUCTION Campaign: COVID 19 AWARENESS

DURATION	MONTH	YEAR
60SEC	NOVEMBER	2022

NUMBER OF SLOTS:
28

Certificate of Transmission Glory FM, Yenagoa

ORIGINAL



BAYELSA STATE BROADCASTING CORPORATION

Radio House, 29 Azikoro road, Ekeki Yenagoa. Email: radiobayelsa@gmail.com. website: www.gloryfm.com

CERTIFICATE OF TRANSMISSION

NO:22606

DATE: 31/10/2022

CONTRACT:

PRODUCT: COVID 19

CONTRACT TERM: 29Spots

Specific Performance for: OCTOBER 2022

First day of the Month: Saturday

MONTH	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	TOTAL
OCT.	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	29

~~Client: The Manager,~~
Chenist Communication Ltd Lagos.

This is to certify that the above matter was broadcast over the transmission of Glory fm 97.1(BSBC) on the days stated above.

Prepared by Kelvin Koroye: Head Compliance

ORIGINAL



BAYELSA STATE BROADCASTING CORPORATION

Radio House, 29 Azikoro road, Ekeki Yenagoa. Email: radiobayelsa@gmail.com. website: www.gloryfm.com

CERTIFICATE OF TRANSMISSION

NO:22606

DATE: 30/11/2022

CONTRACT:

PRODUCT: COVID 19

CONTRACT TERM: 28Spots

Specific Performance for: November 2022

First day of the Month: Wednesday

MONTH	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	TOTAL
NOV	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	28

~~Client: The Manager,~~
Chenist Communication Ltd Lagos.

This is to certify that the above matter was broadcast over the transmission of Glory fm 97.1(BSBC) on the days stated above.

Prepared by Kelvin Koroye: Head Compliance

Comments and Recommendations

While the campaign was largely successful, we encountered challenges in a few places.

- As mentioned before the campaign commenced, online Advertising platforms (Facebook) frowns at the use of the word COVID-19. It is categorized as sensitive events. Hence, getting our ads approved took several appeals. In future, we would need to either avoid or creatively find ways to use the word COVID-19 on our ads
- The general performance was good as we were able to reach 114.6% of the total expected reach for 5 months
- The Click Through Rate was low at the beginning but eventually rose to 0.3% which surpassed industry benchmark of about 0.04%
- In future, we recommend incorporating **educative approach**. That is, deploying content marketing to help address possible concerns of people regarding vaccination. We could do creative around **“5 reasons you should be vaccinated.”** This is more likely to arouse interest more. This approach would require content post on PSHAN website though as this where the link would redirect people to
- For radio, we recommend more slots and other forms of engagement like radio hypes and interviews be incorporated alongside the jingles
- Also, more radio stations to be used to help reach a more wider audience



Thank
you!