



Motherland
OMNi

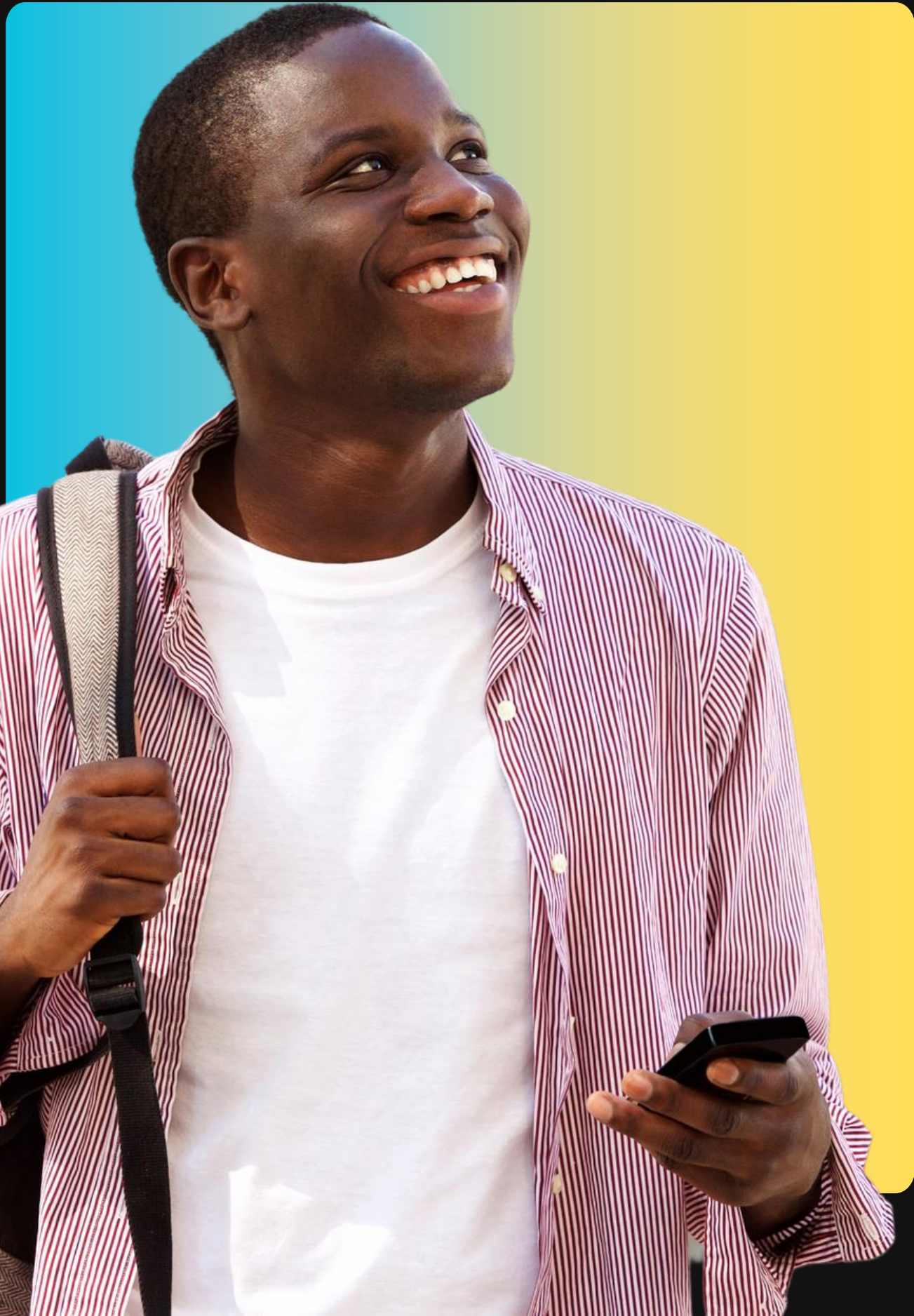
Student Packages 2025

Whats inside?

Marketing to the student and **youth market** is vital, as they hold influence, set trends, and shape **brand loyalty** early. Students are at a life stage where they're forming habits and **open to trying new products**. Their FOMO-driven culture and high social connectivity amplifies **brand visibility** through peer recommendations. Engaging this market effectively positions brands for **long-term growth and relevance**.

www.motherlandomni.co.za





SUMMARY:

South Africa's public universities collectively enroll over **one million students**. Specifically, in the 2023 academic year, more than 1,1 million spaces were provided across these institutions, marking a steady increase from the previous year. The University of South Africa (UNISA) is the largest contributor, with around 365,000 students.

Source: StatsSA

REACH:

SOLUTIONS

Campus Radio
Digital Platforms
Student Accommodation











AUDIENCE

400 000 Listeners
297 000 Online Audience
10 000 Tenants

SUMMARY

707k
Nationwide

STATION SELECTION:

 UJFM University of Johannesburg	 VOW University of Witwatersrand	 NWU FM North-West University - Vaal	 NWU FM North-West University - Mafikeng	 RHODES FM Rhodes University
 TUKS FM University of Pretoria	 VUT FM Vaal university of Technology	 CUT FM University of Technology	 MOTHEO FM University of Technology	 UNIVEN FM University of Venda

1 Million
STUDENTS

400 000
COMBINED LISTENERSHIP

40%
REACHED THROUGH RADIO

1 BRAND AWARENESS

By being highly visible in student environments, brands can capture youth attention, staying top-of-mind and driving awareness. Frequent exposure builds familiarity, credibility, and cultural relevance, making the brand a go-to choice in a competitive market.



CONCEPT OVERVIEW

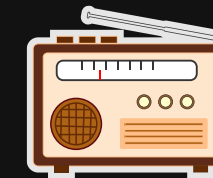
Position the brand as a central figure in campus life by fostering a culture of storytelling, competition, and community engagement. Through campus radio challenges, a welcoming lounge, and social amplification, the brand becomes a vibrant thread in the fabric of student life.

THE APPROACH:



Student Res

Bring your brand to life in communal spaces with vibrant wall murals and eye-catching light boxes across our student residences. Infuse the messaging with a lighthearted and encouraging tone to connect authentically with students. Additionally, create a pop-up student lounge featuring cozy, branded decor, engaging games OR a selfie station with mirror decals to foster interaction and amplify your brand's presence.



Campus Radio

Excite your audience with weekly challenges like 'Story Time' or 'Funny Story'! Encourage listeners to join the fun by calling in or recording their entries by the mirror decal. Winners can score amazing rewards, including cash prizes, internships, food vouchers, or event tickets.

Success Metrics:

Track and measure the number of selfies entries and recordings submitted at the pop-up lounge/by a mirror decal, along with call-in participation for challenges. Measure the reach and impressions of content featuring selfies, behind-the-scenes radio snippets, and weekly winner highlights on the brand's social platforms.

LEAD GENERATION

Interactive and personalized campaigns convert youth engagement into measurable actions, such as sign-ups or purchases. Strategies like influencer partnerships, gamified experiences, or limited-time offers tap into their FOMO culture, creating a steady flow of potential customers.



CONCEPT OVERVIEW

Build a multi-channel lead-generation ecosystem to generate leads by creating engaging, value-driven experiences that position the brand as a key enabler of student success and social connection.

THE APPROACH:



Digital

Encourage student engagement through QR codes placed around campus. Students scan these codes to access event invites, discounts, rewards, and participate in a scavenger hunt with a daily prizes. The campaign promotes interaction via posters, social media, and WhatsApp updates, using a unique hashtags #UnlockYourCampus,



Campus Radio

Promote the scan and explore campaign on campus radio by announcing QR code locations, encouraging students to scan for rewards/discounts, and updating listeners on the scavenger hunt. Radio station's will highlight participant stories to boost engagement.



Student Res

Collaborate with campus influencers OR radio DJs to authentically champion your brand, boosting sign-ups and competition participation. Equip them with tailored training and resources to seamlessly achieve your KPIs while maintaining.

Success Metrics:

The campaign's success will be measured through QR code scans, social media engagement, participation rates, and lead generation, creating a fun and dynamic way for students to connect with campus life.

BRAND AWARENESS



Student Res

- 11 - Branded wall murals (1 per res)
- 26 - Light boxes (number varies per res)
- 62 - Mirror decals (number varies per res)

Campus Radio

- 6 x 40 Second promos per week
- 2 x 3-minute feature

Digital

- 2 x Facebook post per month as AV

R609K

PER MONTH (COST EXCLUDES VAT & PRODUCTION)

LEAD GENERATION



Digital

- 1 x Microsite & QR Codes
- 2 x Facebook posts per month - Campus Radio

Campus Radio

- 2 x 60 Second power spots per week
- 2 x 3-minute feature per week
- 10 x Radio DJs as brand presentative (1 per station)

Student Res

- 1 x WhatsApp group chat

R558K

PER MONTH (COST INCLUDES VAT & PRODUCTION)



MARKET RESEARCH

Market research unlocks insights into youth preferences, guiding tailored strategies and impactful campaigns. It can inform pricing, messaging, and channels of engagement, ensuring campaigns resonate and drive meaningful connections.



CONCEPT OVERVIEW

Utilise this solution to engage, test and connect with the youth market directly by tapping into student lifestyles, conversations and gathering actionable insights through an innovative engagement strategies.

THE APPROACH:



Student Res

Leverage our WhatsApp group chat in student residences to conduct surveys on the youth opinions on your brand.

On site activations: book communal spaces like laundry rooms or kitchens for product workshops, and real-time engagement.



Digital

Engage a wider audience with Facebook polls, sparking interaction and gathering valuable insights effortlessly.



Campus Radio

Motivate listeners to share their feedback via the WhatsApp group chat or the station's Facebook poll for a chance to win a grand prize of R5,000!

Success Metrics:

Achieve an 80% completion rate for surveys distributed via the WhatsApp group chat and an average of 50+ students attending each activation session. 500+ responses on Facebook poll and a reach of 5,000+ within the student demographic.

MARKET RESEARCH



Student Res

- 1 x WhatsApp group chat (All res)
- 2 x Half day Activation / Product Sampling

Campus Radio

- 6 x 40 Second promos per week
- 1 x 3-minute feature to announce the winner

Digital

- 2 x Facebook polls (2 x per station(x10) per month)

R450k

PER MONTH (COST EXCLUDES VAT & PRODUCTION)





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THANK YOU

