

# Don't sleep on the untapped power of community radio

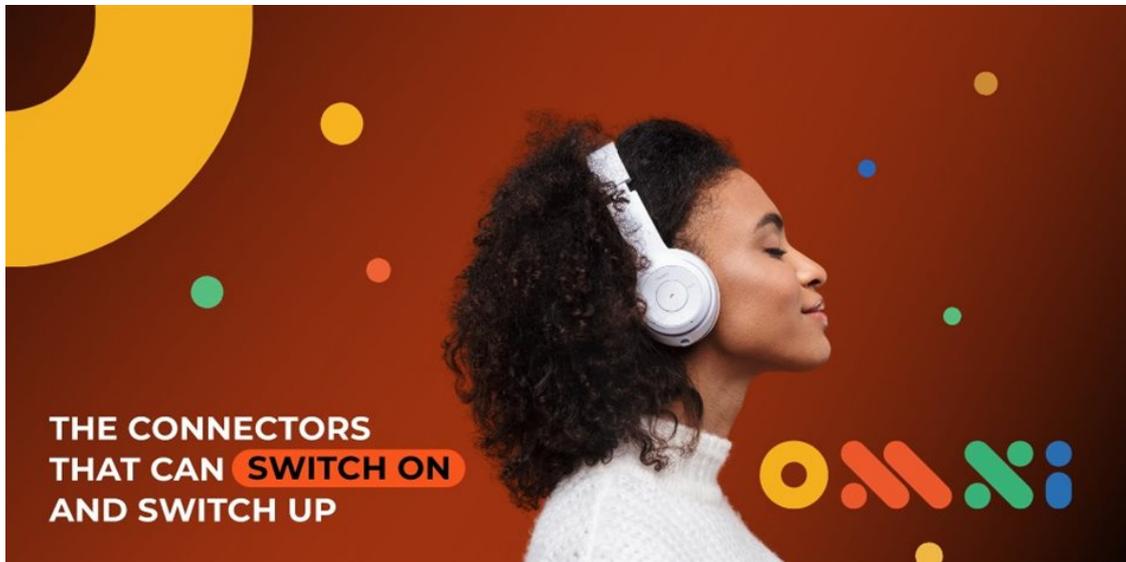
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We get it. You're a brand on a mission. You want to connect with real people, in real communities, and make a genuine difference. That's where community radio steps in and let us tell you – it's a game changer.

Forget generic campaigns. **Community radio is all about authentic connections.** It's the local DJ who speaks your language, the late-night call-in show where real people share their stories, and the on-the-ground events that bring neighbours together. This isn't just radio; it's the heartbeat of a community, and it's where your brand can find its true voice.

We, at [Motherland OMNi](#) are passionate about building authentic relationships. We know that impactful brand experiences go beyond catchy slogans. It's about understanding the unique needs and desires of each community and then crafting messaging that resonates on a deeper level.



## Community radio, the soul of local connections

Unlike mainstream media, community radio stations are focused on their audience. They celebrate local talent and tackle the issues that matter most to their listeners. This means your brand message can be tailored to resonate deeply, building trust, and fostering genuine connections.

Look at Alexandra Township, for example. Alex FM reaches 20.7% of the community, over 145,000 listeners, and 106,000 Facebook followers, that's a level of engagement you just can't replicate with traditional media.

## Giving voice to the local. Trust and authenticity.

Community radio isn't just about broadcasting; it's about **giving a platform to everyday people.** Imagine your brand message being championed by a trusted local voice, someone your target audience truly connects with.

A 2023 Township CX Report revealed that 77% of FMCG shoppers are avid radio listeners, spending over 3 hours daily, making it a powerful channel to amplify the impact of a brand message delivered by a trusted community voice.

However, preferences can vary. Spaza shoppers, known for their frequent radio consumption, might have different purchase habits than supermarket shoppers. By leveraging data like this, we can tailor brand messaging for maximum



## Beyond entertainment: Building a better future

Community radio stations are the backbone of their communities. They tackle local issues, bridge the digital divide by keeping everyone informed, and empower residents to participate in civic life. By partnering with them, your brand becomes part of something bigger, something that makes a real difference.

The bottom line? Community radio isn't just a marketing channel; it's a strategic partnership. It's about aligning your brand with the values and aspirations of real people. It's about building trust, fostering connections, and making a positive impact.

Ready to join the movement? We are. Let's work together to turn up the volume on brand experience, create a symphony of success, and leverage the impact of community radio – **one community voice at a time.**

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