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# PROPOSAL SUPERSPORT TV 2023

ADVERTISING

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# SUPERSPORT TV

## CAMPAIGN OVERVIEW



### PROJECT TITLE

Maximizing Brand Exposure: SuperSport Ad Proposal

### DESCRIPTION

Our proposal offers a unique opportunity to maximize your brand's exposure through a strategic partnership with SuperSport, the leading sports broadcaster in Africa. By leveraging SuperSport's extensive reach and viewership across 50 countries, we can help your brand gain significant visibility in the African market. Additionally, our proposal includes showcasing your brand alongside Roxstar Concierge, the ultimate in luxury travel experiences, further enhancing your brand's association with exclusivity and sophistication. Through a trade exchange deal, we offer you the chance to receive substantial TV commercial inventory in exchange for hotel stays, flight tickets, or experiences. This cost-effective marketing solution allows you to target customers in Africa efficiently while minimizing expenses. Let's explore how this partnership can elevate your brand's presence and discuss the potential benefits in more detail.

### OBJECTIVE

The objective of this proposal is to present a strategic partnership opportunity with SuperSport, the premium sports broadcaster in Africa, and showcase the benefits of advertising alongside Roxstar Concierge. By leveraging this partnership, our objective is to maximize brand exposure, increase market share in Africa, and position your brand as synonymous with luxury and exclusivity. Additionally, we aim to provide a cost-effective marketing solution through a trade exchange deal, allowing you to target customers in Africa efficiently while minimizing advertising expenses. Ultimately, our objective is to help your brand achieve significant visibility and reach in the African market, driving brand awareness, engagement, and ultimately, business growth.

### OPPORTUNITY

The opportunity presented in this proposal lies in the ability to tap into the extensive reach and viewership of SuperSport, the premier sports broadcaster in Africa. With its presence in 50 countries across the continent, SuperSport offers a massive audience and a unique platform to showcase your brand to sports enthusiasts and potential customers in Africa.

Furthermore, by aligning your brand with Roxstar Concierge, the ultimate in luxury travel experiences, you have the opportunity to position your brand as synonymous with luxury, exclusivity, and sophistication. This association allows you to target affluent travelers who seek the finest in hospitality, accommodations, and experiences, creating a strong brand connection and driving customer loyalty.

In addition to the TV ad campaign, Roxstar will run a comprehensive marketing campaign that includes social media posts, emailers, and blog content to showcase the partner and share the TV ad, maximizing brand exposure and engagement across multiple channels.

# SUPERSPORT TV

## CAMPAIGN INTRODUCTION

In this document, we present an exciting opportunity to maximize your brand's reach in Africa through a strategic partnership with SuperSport, the premium sports broadcaster on the continent. With extensive coverage in 50 countries, SuperSport offers a massive audience and unparalleled exposure for your brand.

### **SUPERSPORT: THE PREMIUM SPORTS BROADCASTER IN AFRICA:**

SuperSport is widely recognized as the leading sports broadcaster in Africa. With its extensive network and comprehensive coverage, it has become the go-to channel for sports enthusiasts across the continent. By leveraging SuperSport's platform, your brand can tap into this massive audience and gain significant visibility in the African market.

Africa's diverse and passionate sports culture makes it an ideal target for your brand's advertising efforts. Whether it's football, rugby, cricket, or any other popular sport, SuperSport ensures that your message reaches millions of sports fans, creating valuable brand awareness and engagement.

By partnering with SuperSport, you have the opportunity to showcase your brand to a wide range of viewers, including potential customers, influencers, and decision-makers. This exposure can significantly enhance your brand's reputation and increase your market share in Africa.

In the following pages, we will delve into the details of our proposal, highlighting the benefits of advertising on SuperSport and how we can leverage this opportunity to maximize your brand's visibility. Let's explore the power of SuperSport and how it can propel your brand to new heights in Africa.

# SUPERSPORT TV

## SUPERSPORT: REACHING ACROSS AFRICA - EXTENSIVE COVERAGE IN 50 COUNTRIES

This image showcases the vast reach of SuperSport, the premium sports broadcaster in Africa. With its extensive coverage spanning across 50 countries on the continent, SuperSport offers an unparalleled platform to connect with sports enthusiasts and potential customers throughout Africa. From the northernmost tip to the southernmost point, SuperSport's presence is felt, making it the go-to channel for sports content across the entire continent. This image serves as a visual representation of the massive audience and immense opportunity that awaits your brand by partnering with SuperSport. With such extensive coverage, your brand can gain significant visibility and exposure, reaching millions of viewers and establishing a strong presence in the African market.



# SUPERSPORT TV

## PRIME-TIME TV COMMERCIAL AIRTIME ON SUPERSPORT - EXTENSIVE COVERAGE AND POPULAR CHANNELS

**EVERY SPORT NOW HAS A HOME OF ITS OWN**

Channel	Content	DStv Service
Bits (200)	24-hour sports news and highlights	ACCESS
Grandstand (201)	Best of any live content on SuperSport	PREMIUM
PSL (202)	Home of the PSL and other local football	COMPACT
Premier League (203)	Home of the Premier League; also includes first choice UCL, UEL, International games	COMPACT
LaLiga (204)	Home of LaLiga, includes additional UCL, UEL, International games	FAMILY
Football (205)	Serie A, plus additional Premier League, UCL, UEL, International games	FAMILY
Variety 1 (206)	Cycling, Swimming, any additional golf, cricket, tennis, rugby and football	COMPACT PLUS
Variety 2 (207)	Gymnastics, Squash, Sailing, Hockey, plus any additional football	COMPACT PLUS
Variety 3 (208)	Athletics, Marathons, WWE live, PSL, plus any additional football	COMPACT
Variety 4 (209)	Local Sport: Netball, Schools Rugby, Varsity Sports, BNL, MDC, SRC, & WWE Highlights	ACCESS
Action (210)	Adrenalin Sports, UFC, EFC, Boxing, any additional - rugby, cricket, tennis and motorsport	COMPACT PLUS
Rugby (211)	Home of Rugby (Springboks, Super Rugby, Currie Cup, Tests matches, Int. Sevens etc)	PREMIUM
Cricket (212)	Home of Cricket (Proteas, ICC events, International Cricket, IPL, etc)	PREMIUM
Golf (213)	Home of Golf (Majors, PGA Tour, European Tour, Sunshine Tour etc)	PREMIUM
Tennis (214)	Home of Tennis (Grand Slams, ATP 1000s, 500s, etc)	PREMIUM
Motorsport (215)	Home of F1, Moto GP, Superbikes, Supercars, Formula E and more	PREMIUM
WWE (216)	Home of all WWE Live events including RAW, SmackDown, WrestleMania & SummerSlam	COMPACT
Máximo 1 (241)	Portuguese language channel featuring Premier League, UEFA Champions League, Major Boxing, UFC, F1 & MotoGP	PREMIUM
ESPN (218)	Football focused with the EFL Championship, Dutch Eredivisie, MLS & a variety of studio shows	COMPACT
ESPN 2 (219)	The home of the very best American sport: NBA, NFL, MLB, MLS & NHL	COMPACT PLUS

Settle into your **NEW HOME** from **1 SEPTEMBER** and stay connected to DStv for world class sport!

- **SuperSport Grandstand and Grandstand Africa (201):** These channels are known for broadcasting the best of any live content on SuperSport. With our large amount of commercial inventory on these channels, your brand can reach a wide audience during prime-time slots, maximizing visibility and engagement.
- **SuperSport Variety 3 (208):** This channel broadcasts a diverse range of sports content, including athletics, marathons, WWE live, EFC, PSL, and additional football. By advertising during these programs, your brand can target specific sports enthusiasts and capture their attention during key sporting events.
- **SuperSport Action and Action Africa (210):** As the action channels, they cater to adrenaline sports such as boxing, UFC, EFC, rugby, cricket, tennis, and motorsport. Advertising on these channels allows your brand to connect with viewers who are passionate about high-energy sports, creating a strong brand association with excitement and thrill.
- **SuperSport Variety 2 Africa (207):** This channel broadcasts a variety of sports, including gymnastics, squash, sailing, hockey, and additional football. By showcasing your brand during these programs, you can reach a diverse audience interested in different sports disciplines, expanding your brand's reach and appeal.

Additionally, we have popular inventory during EFC programming, providing an excellent opportunity to target fans of mixed martial arts. Furthermore, we have exciting reality series and basketball properties in pre-production, which will be available in the future, offering even more opportunities for your brand to connect with viewers.

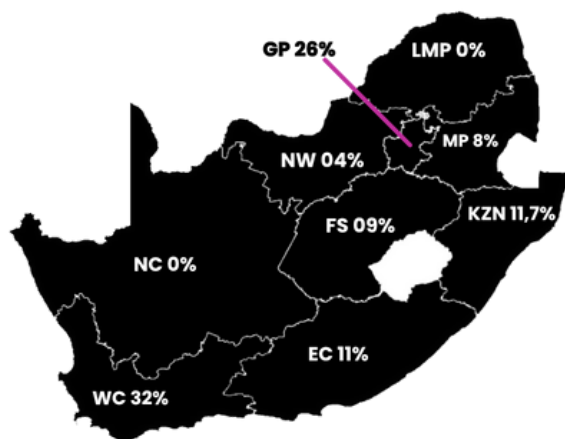
By leveraging our prime-time TV commercial airtime on SuperSport and targeting specific channels and programs, your brand can effectively reach your desired audience, generate brand awareness, and drive engagement.

# SUPERSPORT TV

## SOUTH AFRICAN VIEWERSHIP PROFILE: SNAPSHOT OF SUPERSPORT AUDIENCE DEMOGRAPHICS

- **Primarily Black Male:** The SuperSport audience in South Africa, during our programming, is primarily composed of Black males. This demographic represents a significant portion of the viewership, indicating a strong potential for targeted advertising campaigns that resonate with this audience segment.
- **Aged 35+:** The majority of the SuperSport audience in South Africa falls within the age group of 35 and above. This age bracket presents an opportunity to tailor marketing messages and content that align with the interests and preferences of this mature demographic.
- **Reside in SEM 6+ Households:** The SuperSport audience in South Africa consists of viewers who reside in SEM 6+ households. SEM (Socio-Economic Measure) is a classification system that takes into account various factors such as income, education, and occupation. Targeting this segment allows for more precise and effective marketing strategies that resonate with their specific lifestyle and preferences.
- **Based in Cape Town / Gauteng:** The majority of the SuperSport audience in South Africa is based in Cape Town and Gauteng. These regions are known for their urban centers and significant economic activity, making them key areas for targeted advertising campaigns.
- **Employed Full-Time:** The SuperSport audience in South Africa comprises individuals who are employed full-time. This indicates a level of financial stability and purchasing power, presenting an opportunity to promote products and services that cater to their needs and interests.

Understanding the South African viewership profile on SuperSport allows for targeted and tailored advertising campaigns that resonate with the specific demographic. By aligning your brand messaging and content with the characteristics of this audience, you can effectively engage and connect with them, driving brand awareness, loyalty, and ultimately, business growth.



# SUPERSPORT TV

## COST-EFFECTIVE BARTER DEAL

We understand the importance of optimizing your advertising investment, which is why we offer a flexible and cost-effective barter deal. By participating in this trade exchange, you can significantly reduce your advertising expenses while still gaining access to SuperSport's extensive audience. It's a win-win situation that allows you to maximize your brand's visibility without compromising your budget.

The barter deal works by exchanging available inventory, such as hotel stays, flight tickets, or experiences, for TV commercial inventory on SuperSport. We are very flexible and open to discussing the specifics of the inventory you can offer, including the option to provide inventory during low seasons or any other time that suits your business needs.

For example, if you offer a certain number of room nights, we can offer a 4:1 ratio in equivalent value for TV ad space. This means that for every \$1 worth of inventory you provide, we can offer \$4 or more worth of TV ad space. This ensures that you receive maximum value for your offerings and can effectively promote your brand to a wide audience.

It's important to note that the bartered hotel nights, flight tickets, or experiences will be utilized by our team or our influencers and celebrity clients. This exclusive use guarantees that your brand will receive maximum exposure and endorsement from influential individuals, further enhancing your brand's reputation and visibility.

This trade exchange deal is a unique opportunity to leverage the power of SuperSport's extensive viewership and reach while minimizing your advertising costs. With millions of potential customers accessible through SuperSport, it's a no-brainer to take advantage of this cost-effective marketing solution and establish a strong presence in the African market.



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