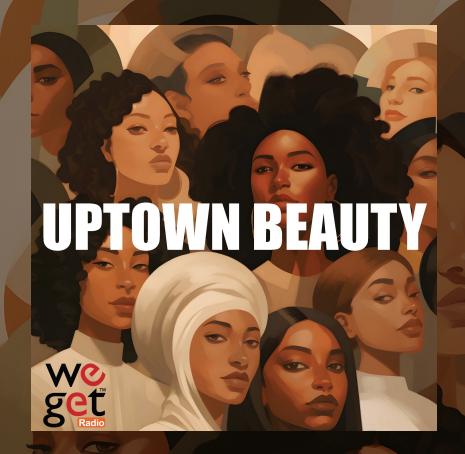
WEET TETAIL CUSTOM IN-STORE RADIO

MUSIC MESSAGING & MARKETING

Delivered at the "Point of Purchase"



MARKET

CUSTOMERS: Women of color of all ages

LOCATION TYPE: Retail Chain: Health & Beauty

LOCATIONS: 16 Stores In Houston, Texas

TRAFFIC: 250,000+ of monthly in-store traffic

MUSIC

MUSIC GENRES: R&B • Hip-Hop • Power Pop • Latin Pop MUSIC SOURCE: Independent Artists from 79 Countries TONE & VOICE: Urban Casual Positive (DJ Adam Beason)

MESSAGING

TONE & VOICE Urban Casual Positive MONTHLY CAMPAIGNS

AWARENESS: 1 Spot Per Day Per Location • Total Spots 500 • Cost \$250

ENGAGEMENT: 4 Spots Per Day Per Location • Total Spots 2,000 • Cost \$1,000

IMPACT: 8 Spots Per Day Per Location Total Spots 4,000 Cost \$2,000

PRICE PER SPOT: \$.50 for each spot at each location



Wegetretail

Low Cost

(Less than \$.50 a Mention/Spot)

Targeted Customer

Point of Sale





No Cost

(Station costs paid by advertisers)

Free Marketing

More Revenue



PAID SUSTAINABLE

FAIR PLAYED CERTIFIED

Meaning all of the music played at this location has been tracked and reported. All of the music creators and rights holders have been fairly paid for the use of their compositions, recordings, and performances.



