



NKALAKATHA: MANDOZA'S LIFE STORY

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TX 16 August 2023
Premier: Wednesday 21:00
Repeat 1: Sundays 19:00
Repeat 2: Fridays 18:00



GENRE : BIOPIC

The 6 part biopic will re-enact the rise of Mandoza. The audience will see his upbringing in Zola, Soweto and how his biggest desire was to provide for single mother as well as his sisters. Providing for his family by any means necessary.

The story will then showcase how he landed up in the music industry and becoming a platinum album recipient and releasing his well known hit, Nkalakatha.

CAST:

Mandoza – Wiseman Mncube
Mpho (Wife) – Lorraine Moropa





Campaign Duration	3 months
On-Air integration BET	<ul style="list-style-type: none">6 eps x 24 min Nkalakatha: Mandoza's Life story on BETChannel On-Air Promotional Assets:5" tag on Show Launch Awareness Promo5" tag on Weekly Episodic Promo <p>Brand Specific Creative:</p> <ul style="list-style-type: none">Generic TVC during Ad-breaksOpening and closing Billboards5 sec Sting: Opening and closing ad break30 sec Watch-and-win Promo (To be costed separately)Display brand integration (To be costed Separately)
Digital Integration BET	<p>Digital Promotional Elements</p> <ul style="list-style-type: none">Facebook postsTwitter postsInstagram posts <p>Brand Engagement Elements (to be costed separately)</p> <ul style="list-style-type: none">Launch Party Integration

VALUE

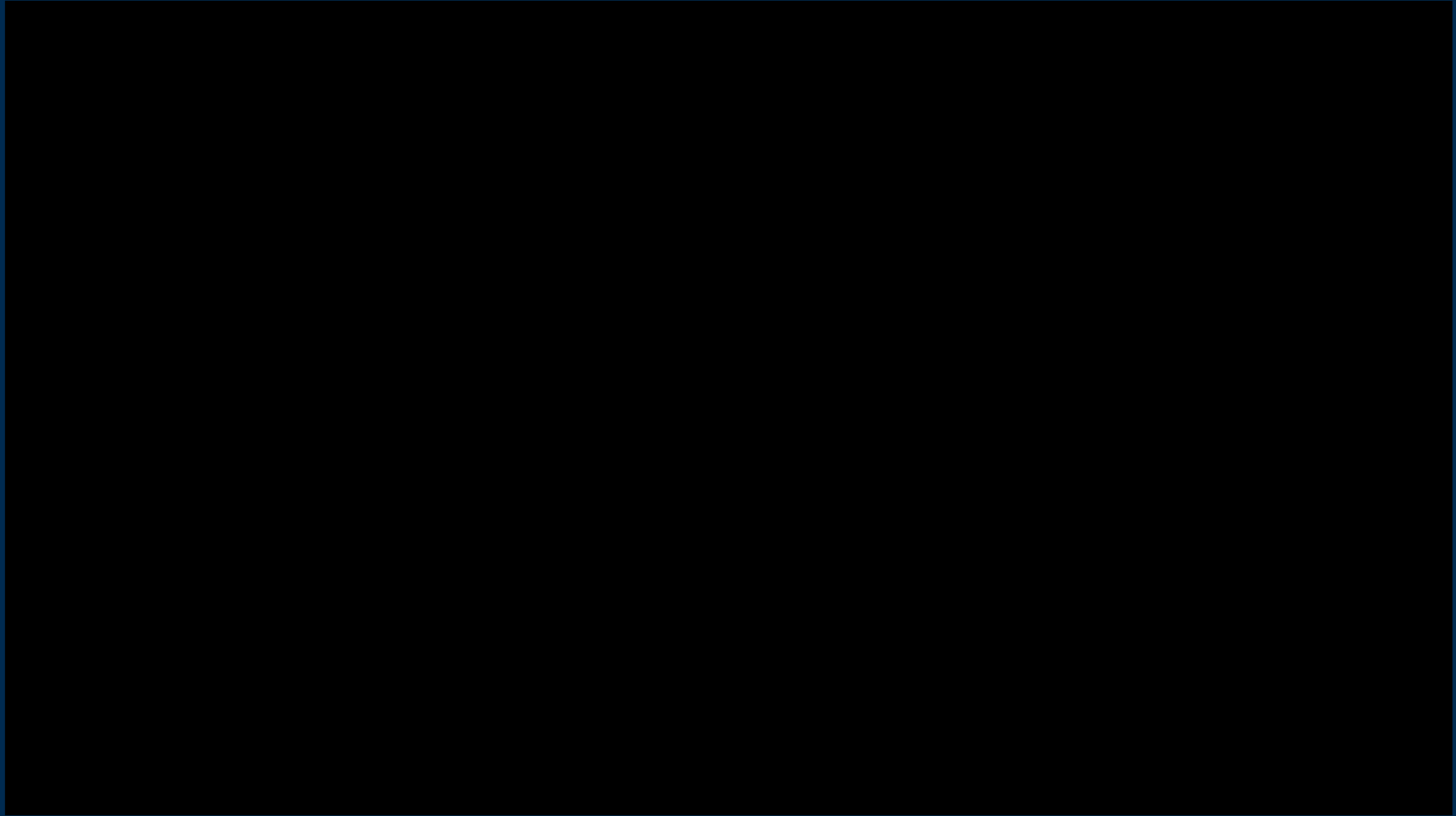
R3.2M

INVESTMENT

R1.2M

SHOW ELEMENTS

MANDOZA



SIZZLE REEL



THANK YOU

MANDOZA