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# 2020 ADVERTISING SPENDS REPORT

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Nation Media Group (NMG) laid off 175 employees due to the ongoing global economic crisis caused by COVID-19 pandemic. Affected media outlets include Daily Nation, Nation FM and NTV.



Standard Group Plc sent home about 170 employees citing shift in media consumption trends due to the Coronavirus pandemic affecting The Standard Group, KTN, KTN News, Burudani TV, Radio Maisha among others.



Mediamax Networks Ltd fired over 100 employees blaming a drop in advertising revenue due to COVID-19 pandemic. The outlets include The People Daily, K24, Kameme FM, Mayian FM, Milele FM.



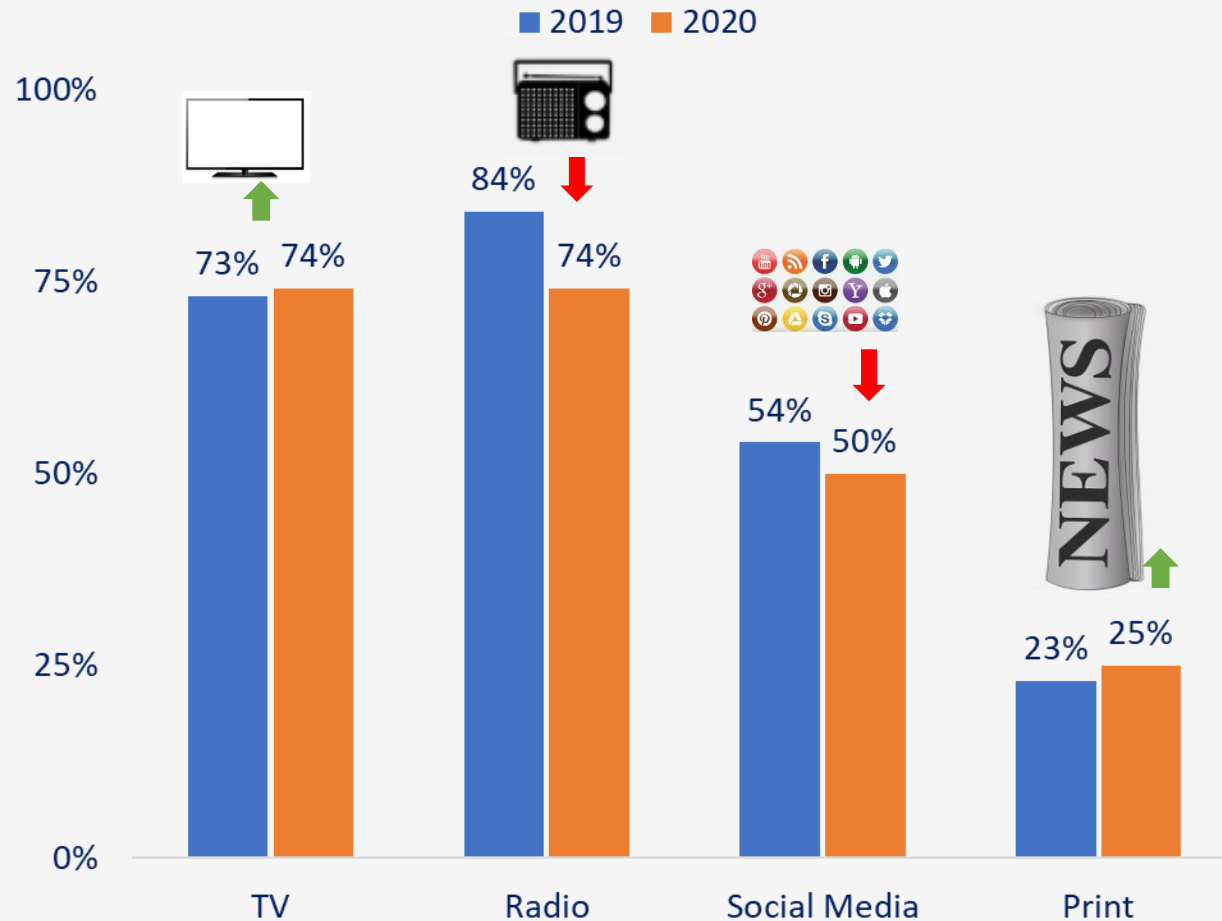
Royal Media Services (RMS) announced a 20-30 percent salary cuts for its employees due to coronavirus. Citizen TV, Radio Citizen, Inooro TV, Inooro FM, Musyi FM, and Mulembe FM were among those affected.



# Media Consumption Trends in Kenya



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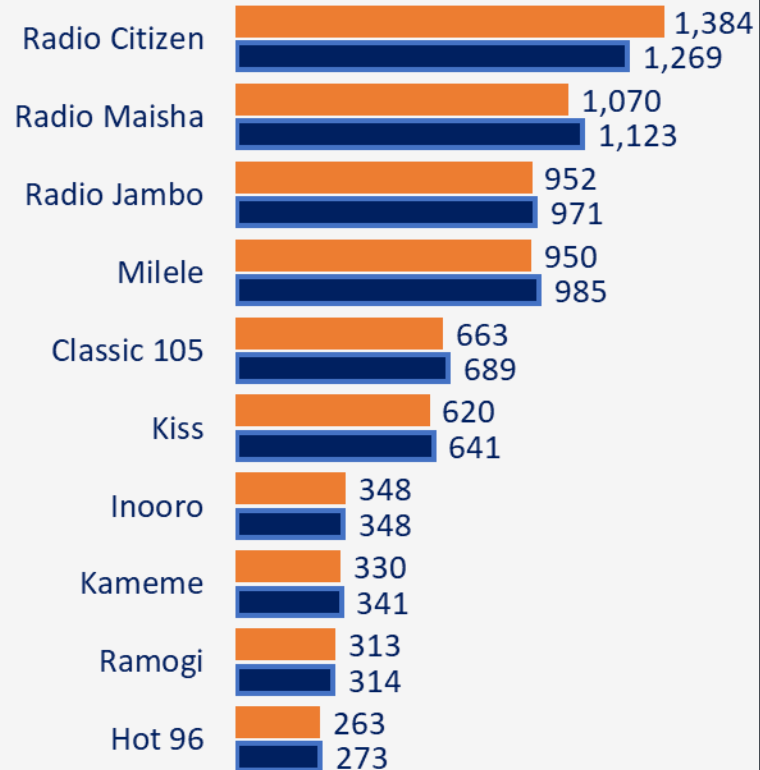


Source: Media Council of Kenya.

- ❖ Increase in TV viewership during the COVID-19 pandemic was linked to stay at home directive by the government as a measure to curb the spread of the virus. This resulted in a drop in radio listenership.

## Radio Listenership ('000)

During COVID Before COVID

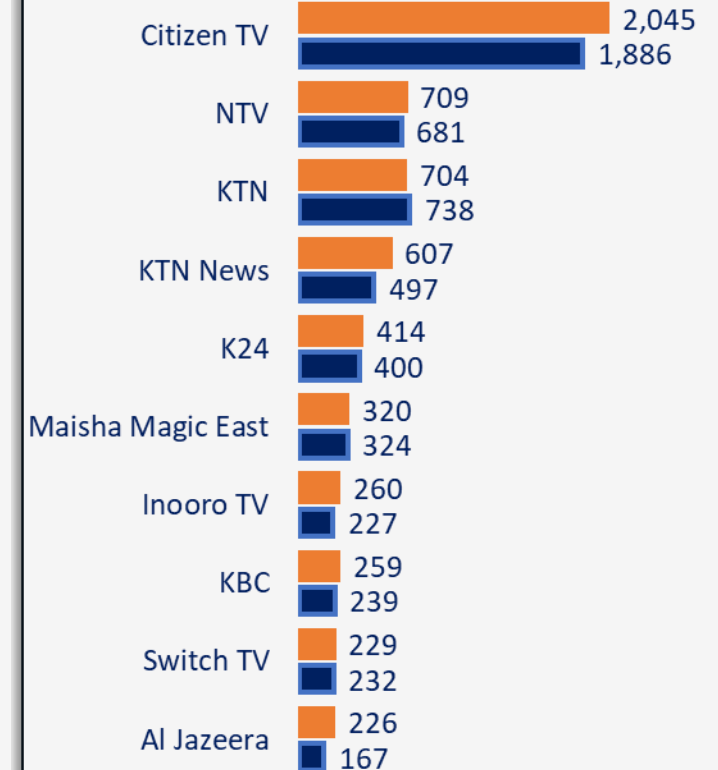


- Radio Citizen was the only radio station among the top ten that recorded an increase in audience numbers after COVID-19 outbreak in the country.
- Most Kenyans listened to Swahili stations which have a national reach.

- Most of the top 10TV channels recorded a rise in viewership since the COVID-19 outbreak in Kenya.
- The rise in viewership could be explained by the stay at home orders among other measures taken by the government

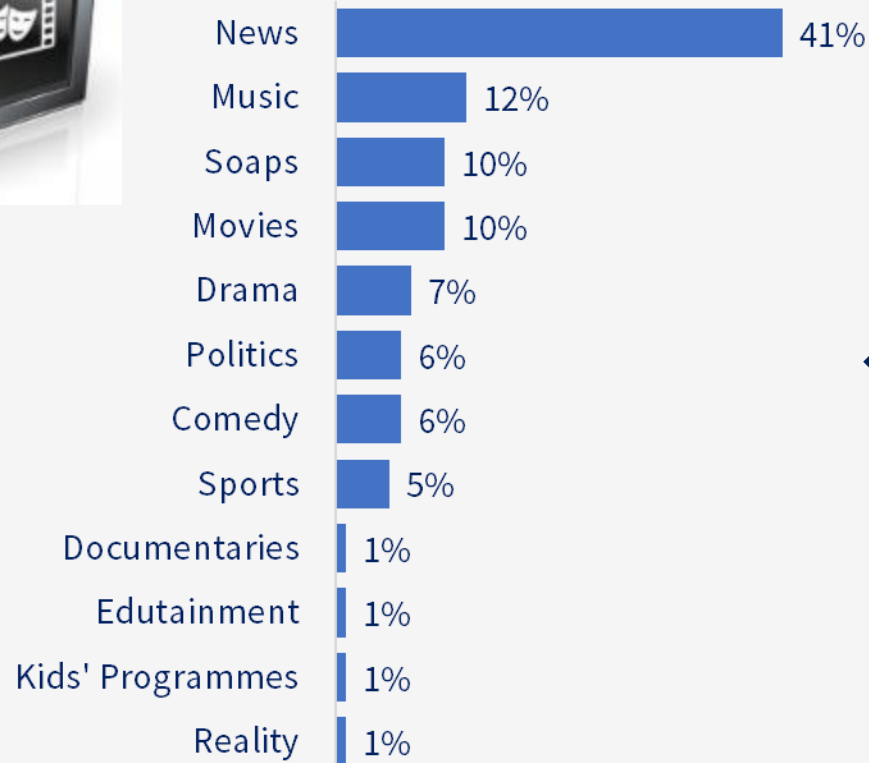
## TV Viewership ('000)

During COVID Before COVID



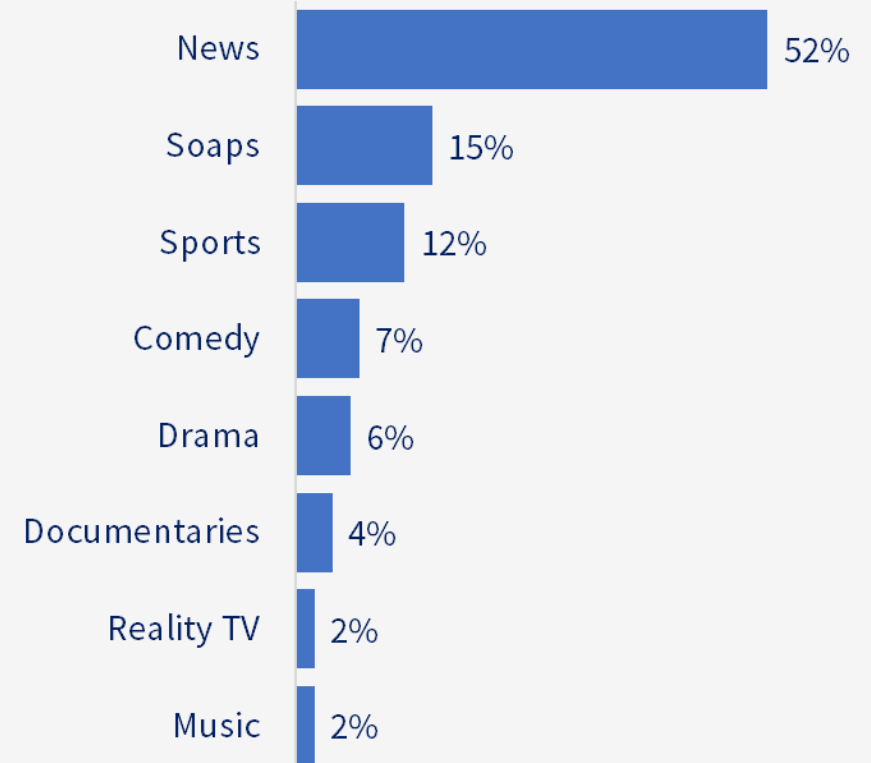


## 2020

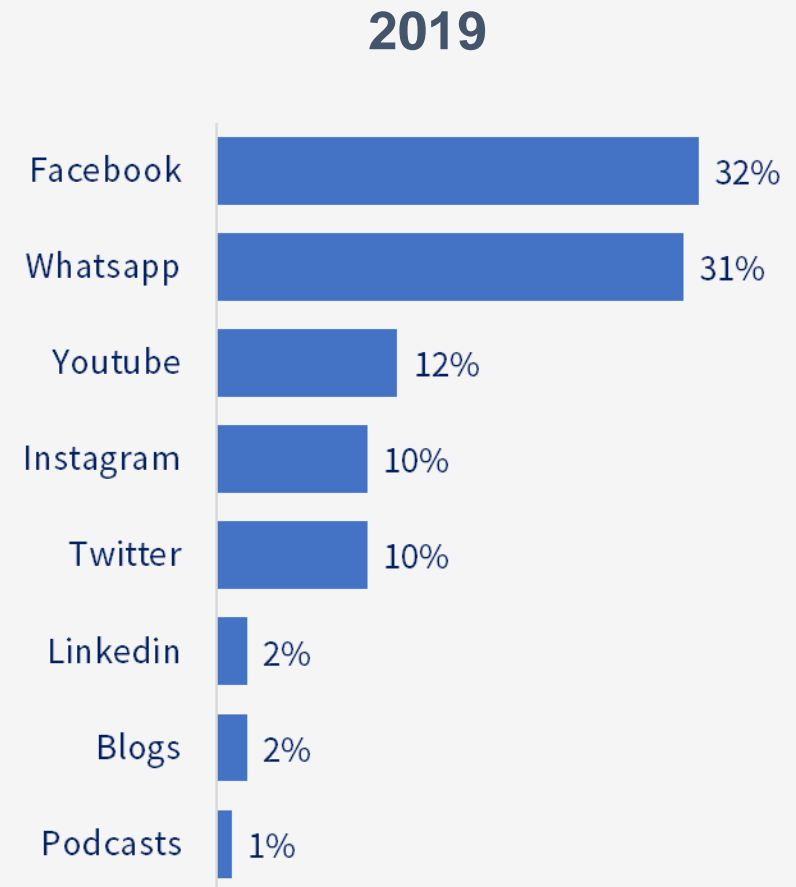
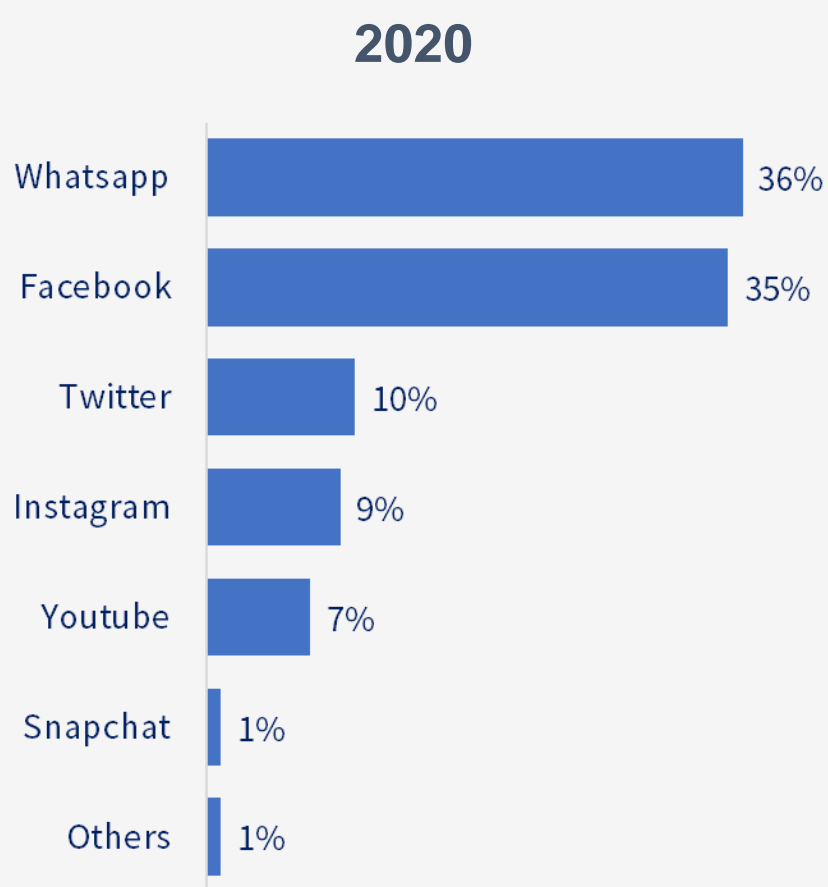
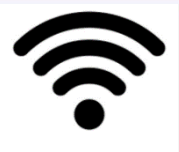


❖ News was the most watched segments on TV.

## 2019

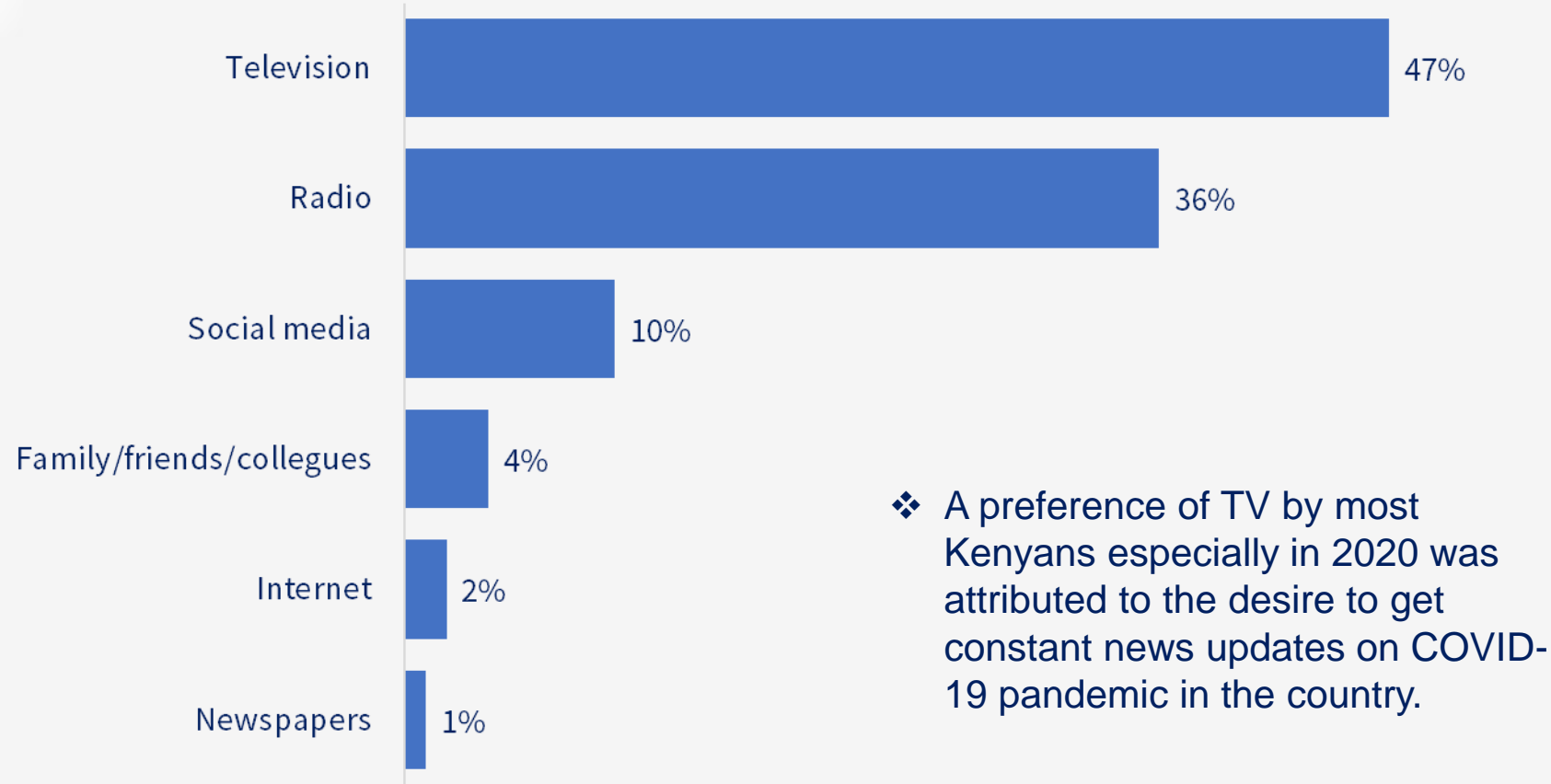


*Source: Media Council of Kenya.*



❖ Whatsapp and Facebook are the most popular social media platforms.

*Source: Media Council of Kenya.*



*Source: Media Council of Kenya.*

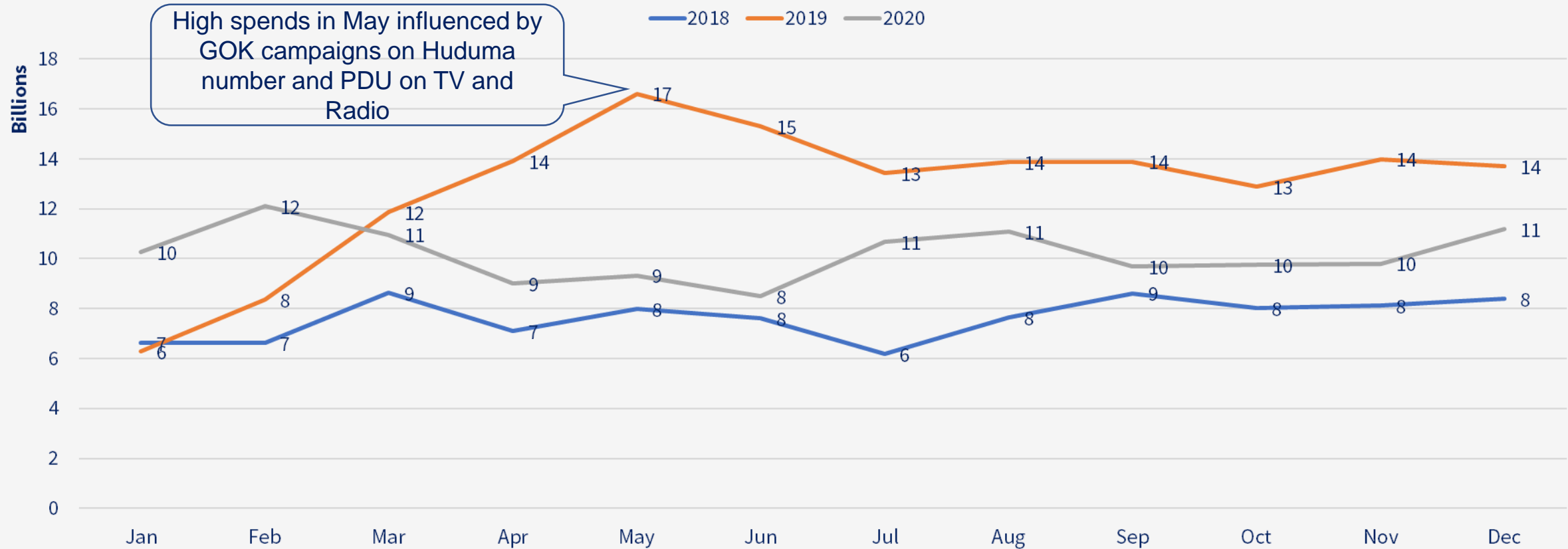




# Advertising Trends

1<sup>st</sup> January 2020 to 31<sup>st</sup> December 2020





- ❖ Advertising trends in 2020 were on the rise between Jan-Feb 2020, with industry spends consistent with projections. However, when the Novel Corona Virus hit home in March 2020, a drop in advertising was noted. There was a significant drop in commercial Ads by corporate clients; media spaces being dominated by Covid19 sensitization awareness messaging.
- ❖ The lifting of cessation of movement, return to normalcy in business operations led to a jumpstart in advertising activity for the better part of September 2020.

Industries	2019 (Millions)	2020 (Millions)	% Change in Spends
Media	22,163	17,685	-20%
Finance	18,042	16,463	-10%
Communication	22,391	16,324	-27%
Society	2,766	11,882	325%
Betting And Gambling	30,366	9,897	-68%
Personal Care	7,374	7,788	6%
Beverages	6,484	5,606	-14%
Foods	6,530	5,475	-16%
Household	4,771	4,493	-6%
Agriculture	3,778	4,429	17%
Others	29,420	22,303	-26%
<b>Total</b>	<b>154,090</b>	<b>122,350</b>	<b>-21%</b>

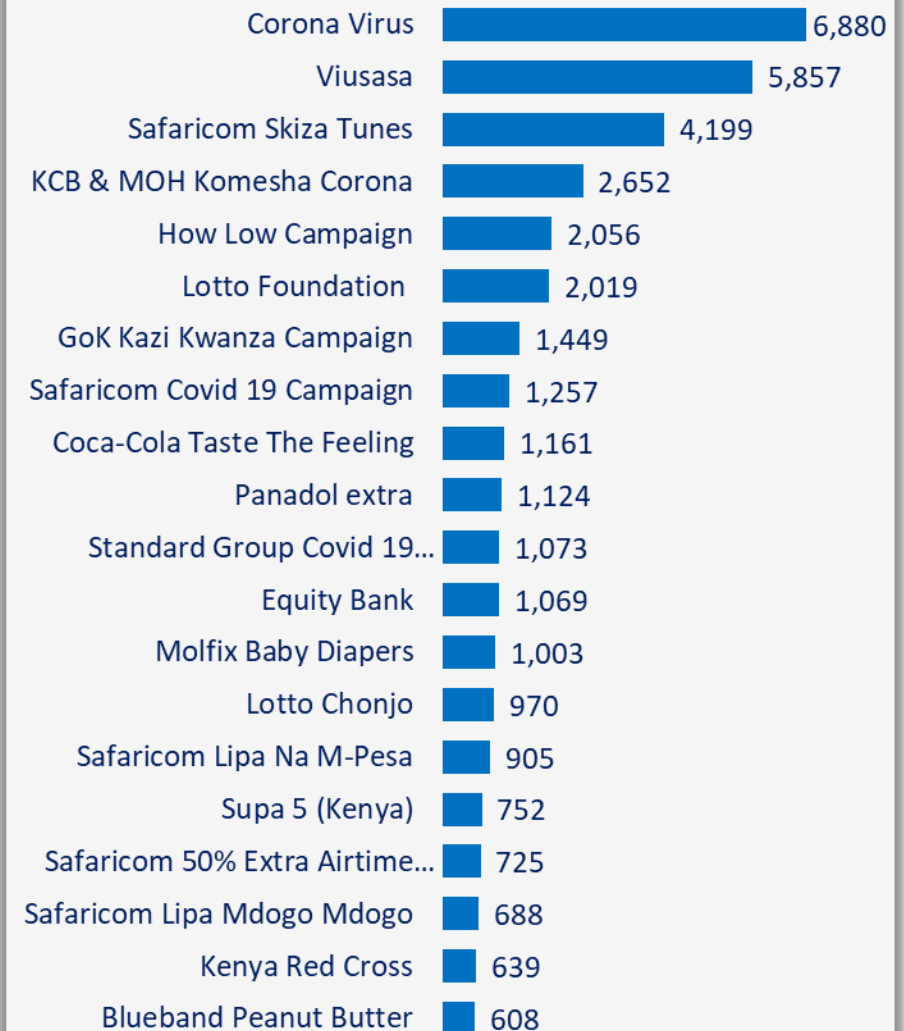
- Media Industry recorded the highest advertising activity in 2020, highly attributed to self advertising by media houses which accounted for more than 12% of the total Ad spends rate card value. Campaigns such as Viusasa, Shabiki as well as Standard Group accounted for the highest spends.
- Campaign sensitization on vernacular stations was heightened in 2020 across all industries owing to the desire to reach a wide populace especially at a time most advertisers had campaigns with COVID 19 sensitization messaging.

## Top Companies

Company	2019	2020	% Change in Ad Spends
Safaricom Limited	13%	10%	-41%
Royal Media Services	7%	6%	-27%
Mins. Of Health (MOH)	0.4%	6%	1038%
KCB	2%	4%	18%
Lotto	3%	3%	-20%
The Standard Group	2%	3%	41%
MultiChoice Kenya Ltd	2%	3%	4%
Glaxo Smithkline	1%	2%	128%
East African Breweries Limited	1%	2%	12%
Coca-Cola	2%	2%	-13%
Reckitt Benckiser	2%	2%	-23%
MojaGate Limited		2%	
Pwani Oil Limited	2%	2%	-30%
Equity Group Holdings Ltd	1%	2%	-2%
<b>Total</b>	<b>155B</b>	<b>122B</b>	

- ❑ Safaricom maintained its dominance in the Kenyan advertising space; posting at least 5 different campaigns in the top 20 spenders in 2020. In Comparison to its competitors, only Equity bank featured in the top 10 companies.
- ❑ Interestingly, a significant number of Advertiser's messaging in 2020 carried a COVID-19 sensitization messaging.

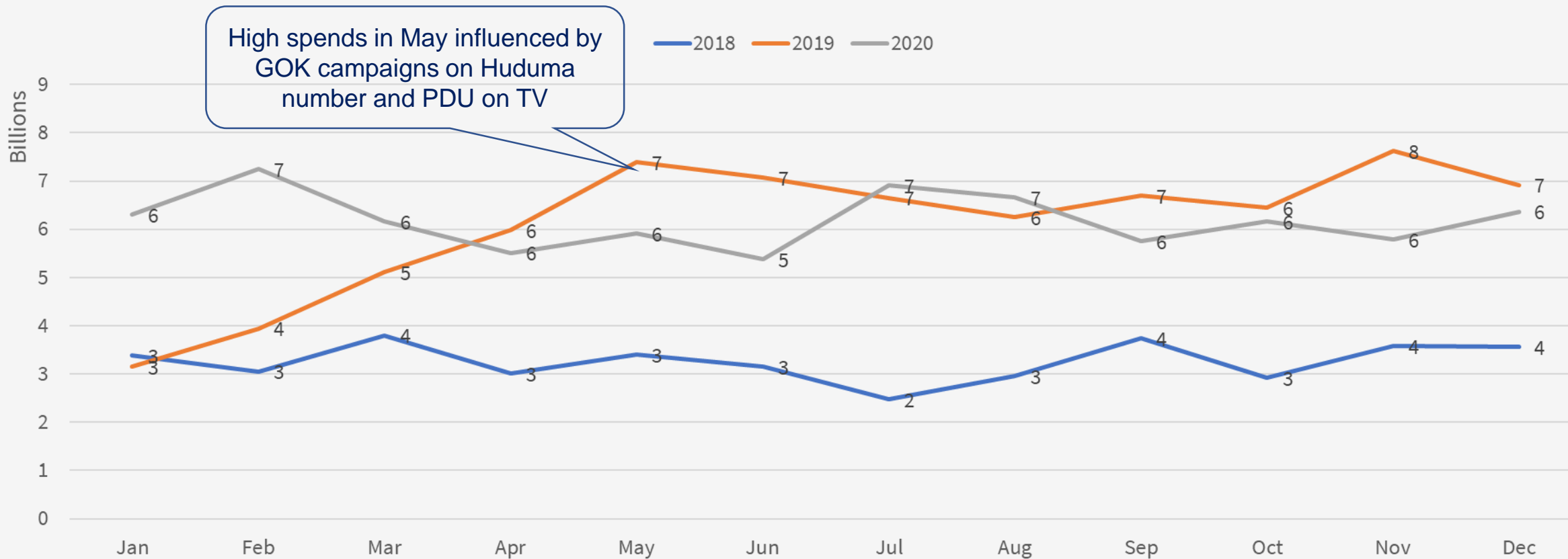
## Top Campaigns



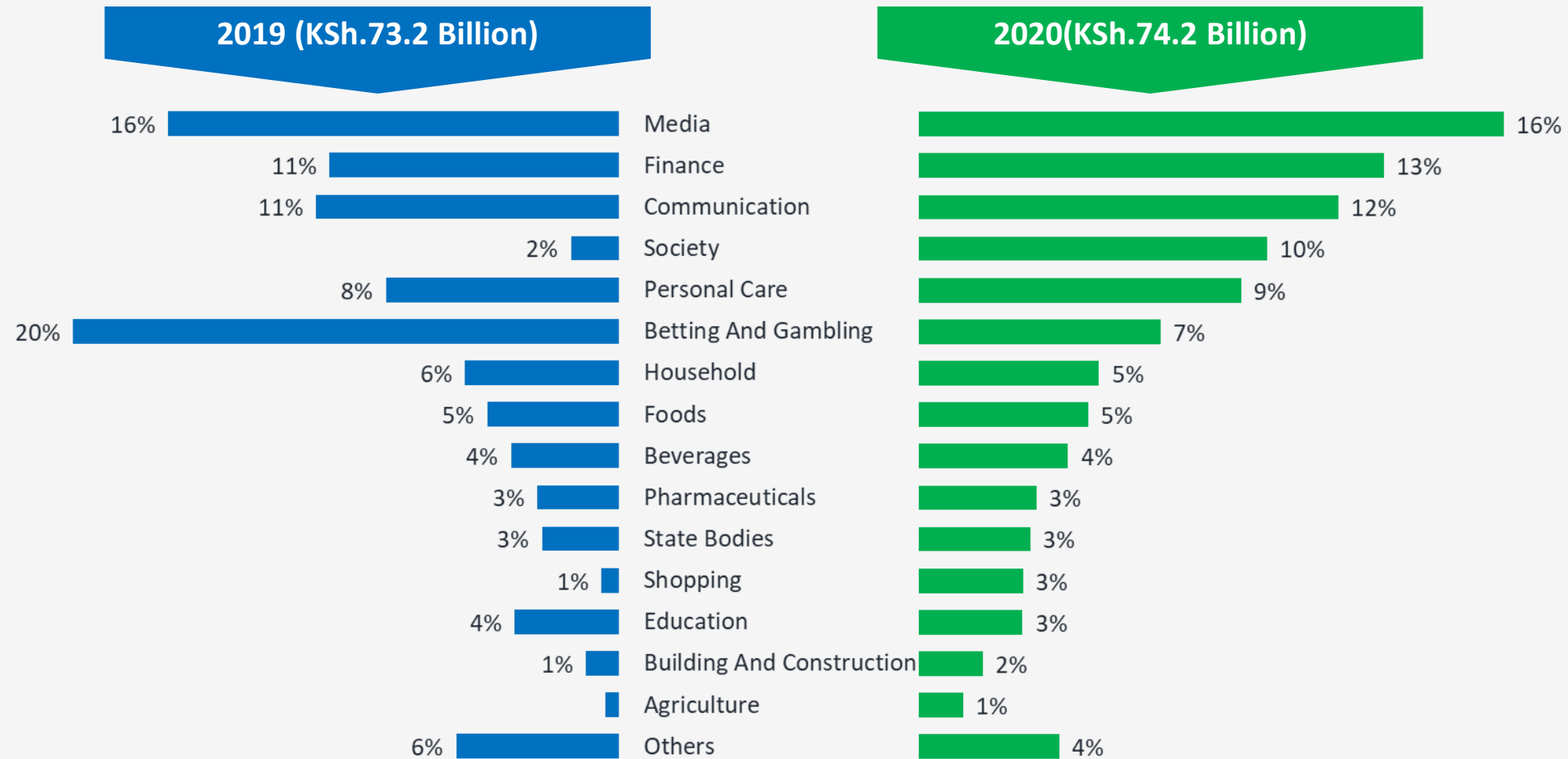


# Advertising on TV reel**analytics**

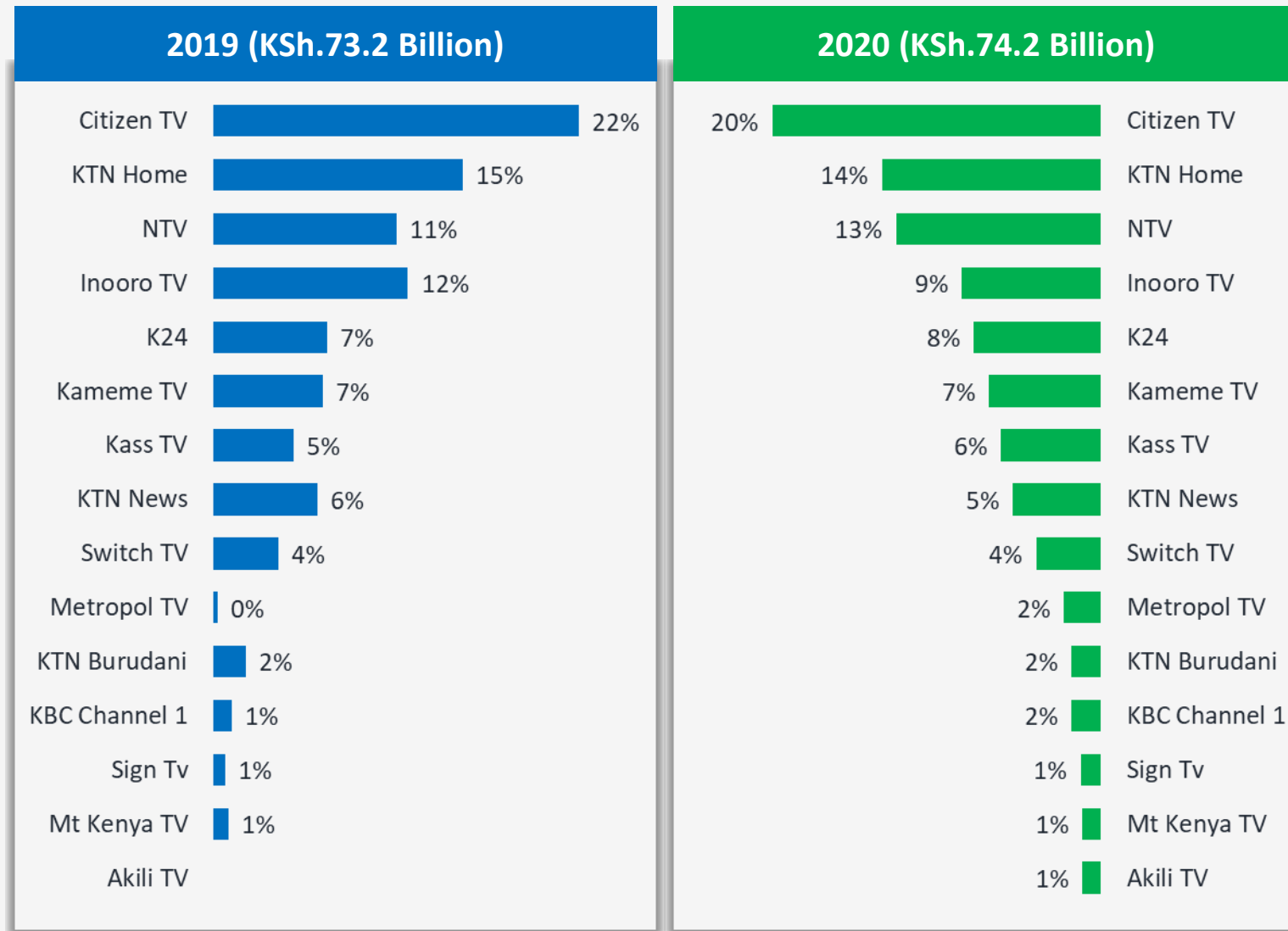
1<sup>st</sup> January 2020 to 31<sup>st</sup> December 2020



- ❑ The pandemic lead to a shift in TV media consumption compared to Radio as advertising activity was highest on TV platform in 2020, leading to a marginal growth of 1% in Ad activity year on year.
- ❑ Much advertising on TV was during prime time.



- ❑ Self Advertising led to Media Industry dominating the advertising scene as media houses tried to expand their scope and audience bases.
- ❑ Betting & Gambling was the top industry in 2019. Advertising activity had spiraled downwards following the government crackdown on the sport-betting firms that saw the withdrawal of the top spenders in the market.



- Finance, Communication and FMCG sector players preferred campaign exposure on Citizen TV and NTV owing to the stations high reach with companies such as KCB, Safaricom, Reckitt etc accounting for the highest share of spends on the platform.
- The top National stations in terms of viewership dominated the advertising space with the regional outlets skewed towards the central Kenya populace also having a substantial share of the pie.



## Top Companies

Company	2019	2020
Safaricom Limited	8%	7%
Royal Media Services	6%	6%
Mins. Of Health (MOH)	0.5%	5%
The Standard Group	3%	4%
KCB	2%	4%
Lotto	4%	4%
Glaxo Smithkline	1%	3%
MultiChoice Kenya Ltd	3%	3%
Reckitt Benckiser	4%	3%
Coca-Cola	2%	2%
MojaGate Limited		2%
Pwani Oil Limited	2%	2%
Hayat Kimya	1%	2%
Government of Kenya	1%	2%
Equity Group Holdings Ltd	1%	2%
<b>Total</b>	<b>73.2B</b>	<b>74.2B</b>

## Top Campaigns (Millions)

Viusasa	3,448
Corona Virus	3,418
Safaricom Skiza Tunes	2,514
KCB & MOH Komesha Corona	2,514
Lotto Foundation	1,629
How Low Campaign	1,412
GoK Kazi Kwanza Campaign	1,048
Panadol extra	1,019
Molfix Baby Diapers	1,003
Standard Group Covid 19...	979
Coca-Cola Taste The Feeling	900
Equity Bank	748
Safaricom Covid 19 Campaign	696
Kenya Red Cross	631
Sesame Street	553
Kleesoft Washing Powder	551
Wonder Phone	519
Dettol Products Range	492
Sensodyne Rapid Action	485
Eno	444

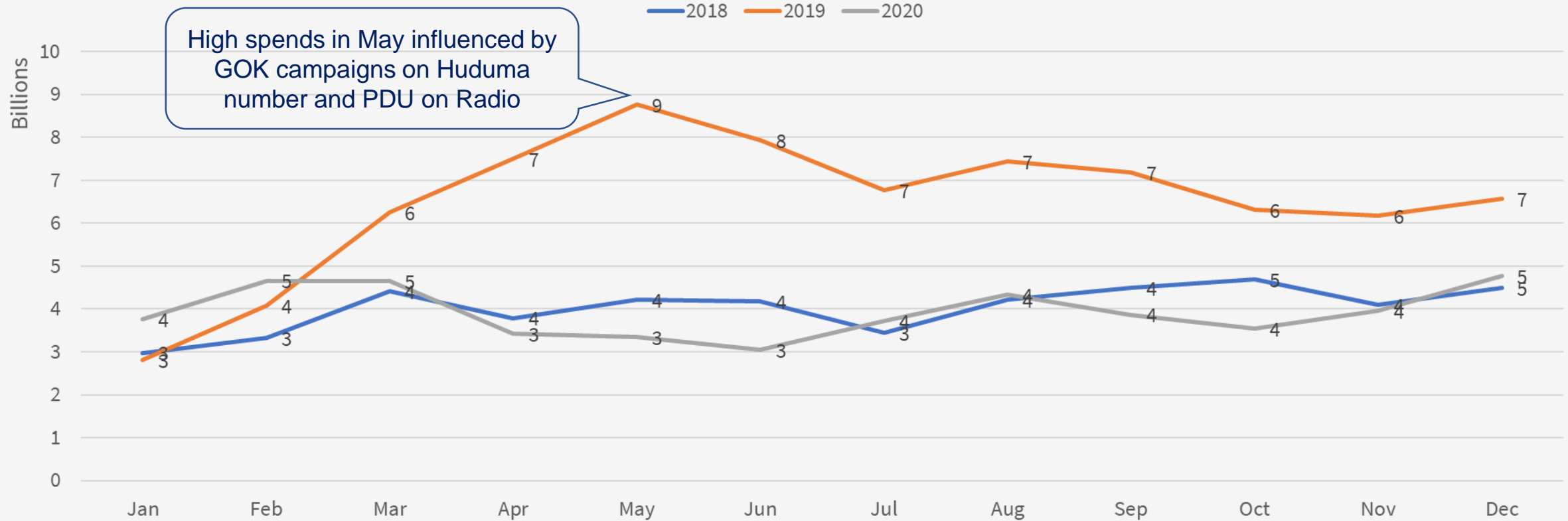


# Advertising on Radio

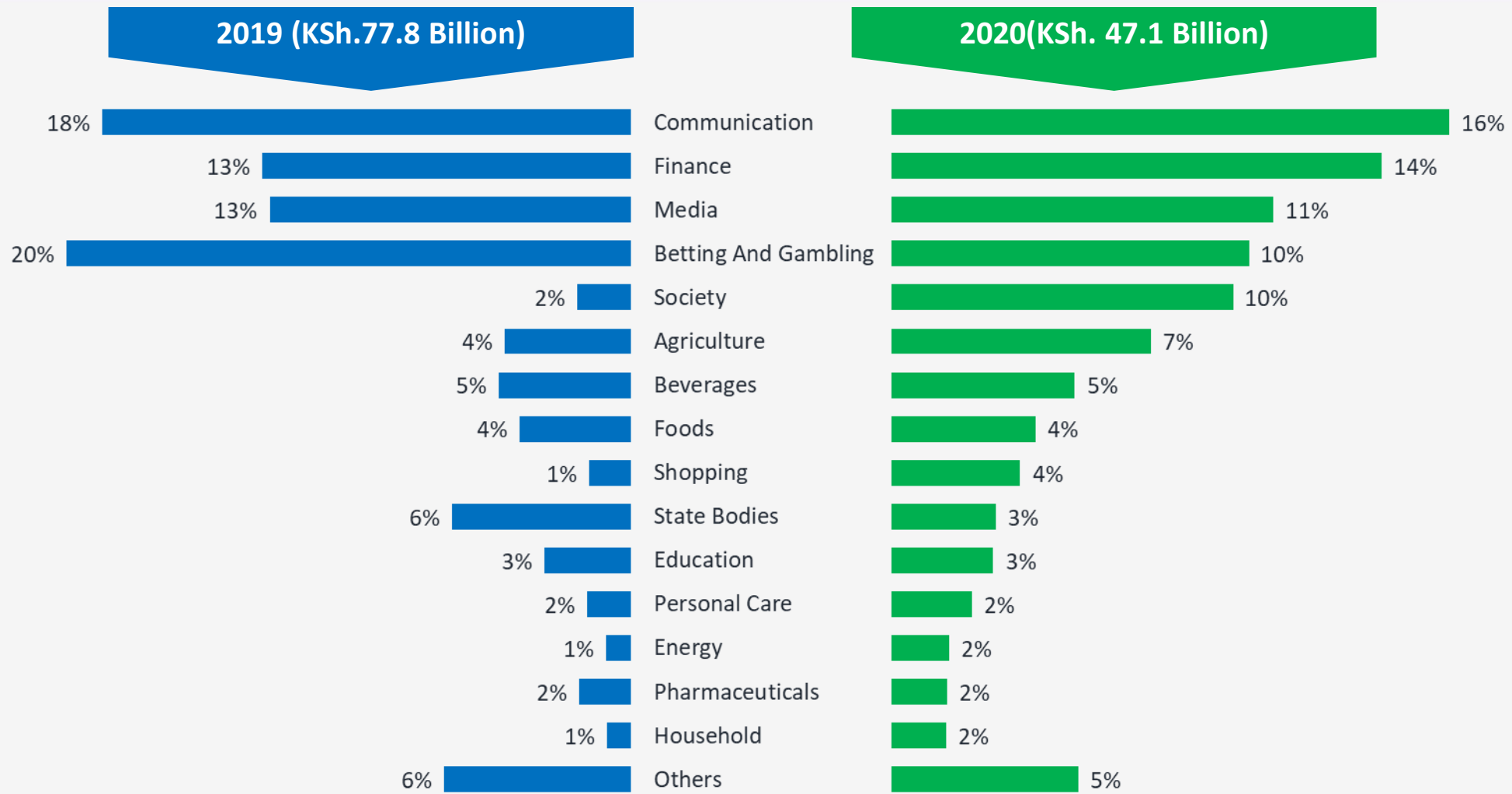


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1<sup>st</sup> January 2020 to 31<sup>st</sup> December 2020

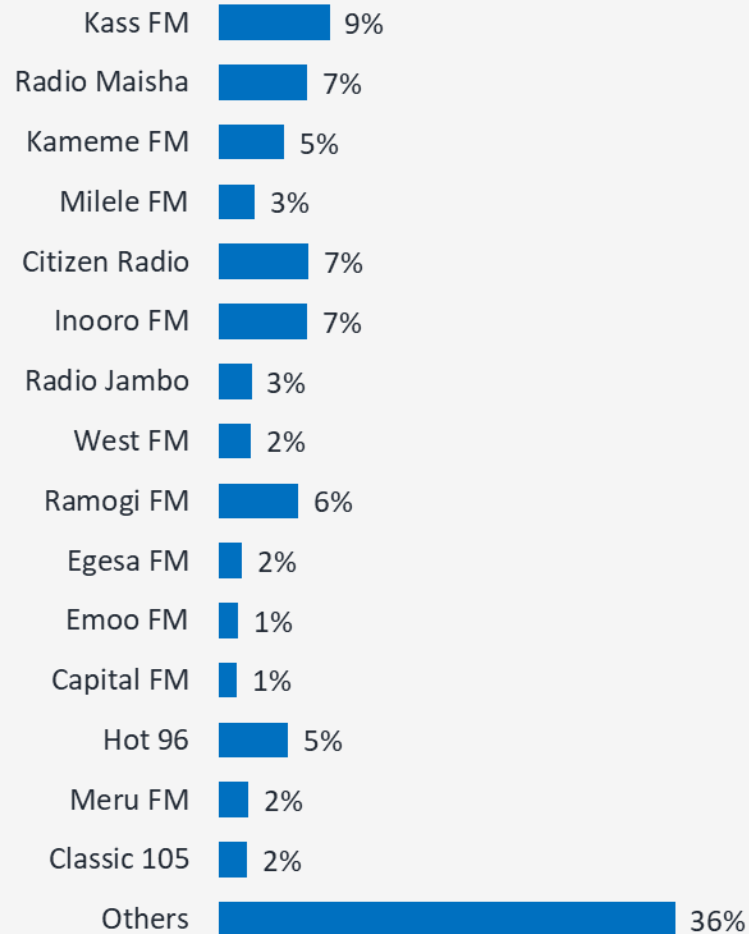


- ❑ As opposed to the previous year where Radio was by far the most utilized medium, activity on the medium declined in 2020. This is attributed to a shift in media consumption as a result of the effects of Covid-19.
- ❑ As from the month of March, Ad activity on the Platform could not match the previous year's activity leading to a cumulative decline of 39% in 2020 vis a vis 2019.

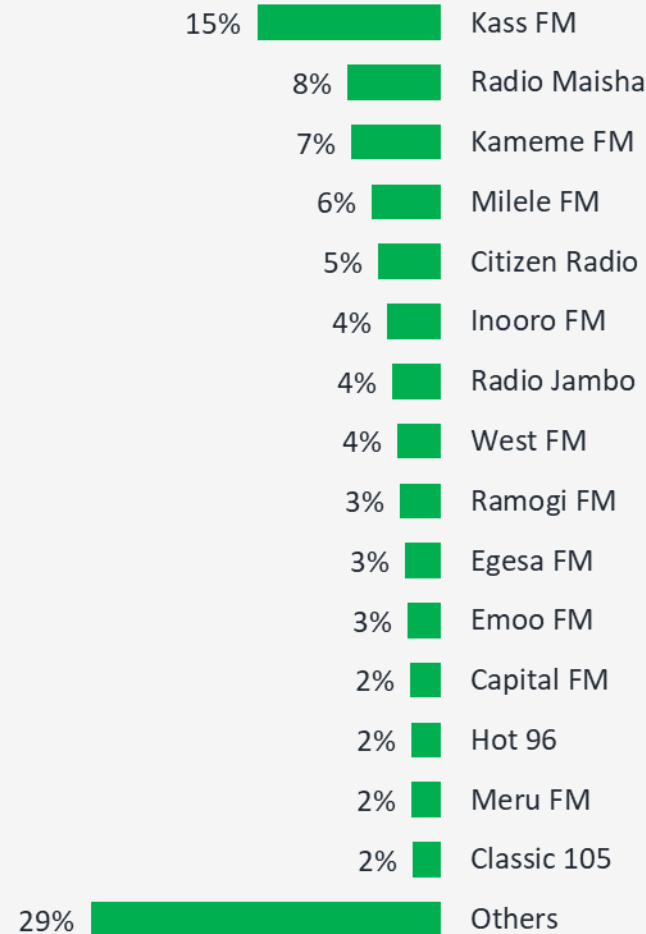


- ❑ Safaricom advanced its numerous campaigns, influencing the rigorous activity on communication industry in 2020, with Safaricom Covid-19 campaign being the most advanced campaign in the year.
- ❑ Interestingly in 2020, none of Safaricom's competitors featured in the top 10 advertisers.

## 2019 (KSh.77.8 Billion)



## 2020 (KSh. 47.1 Billion)



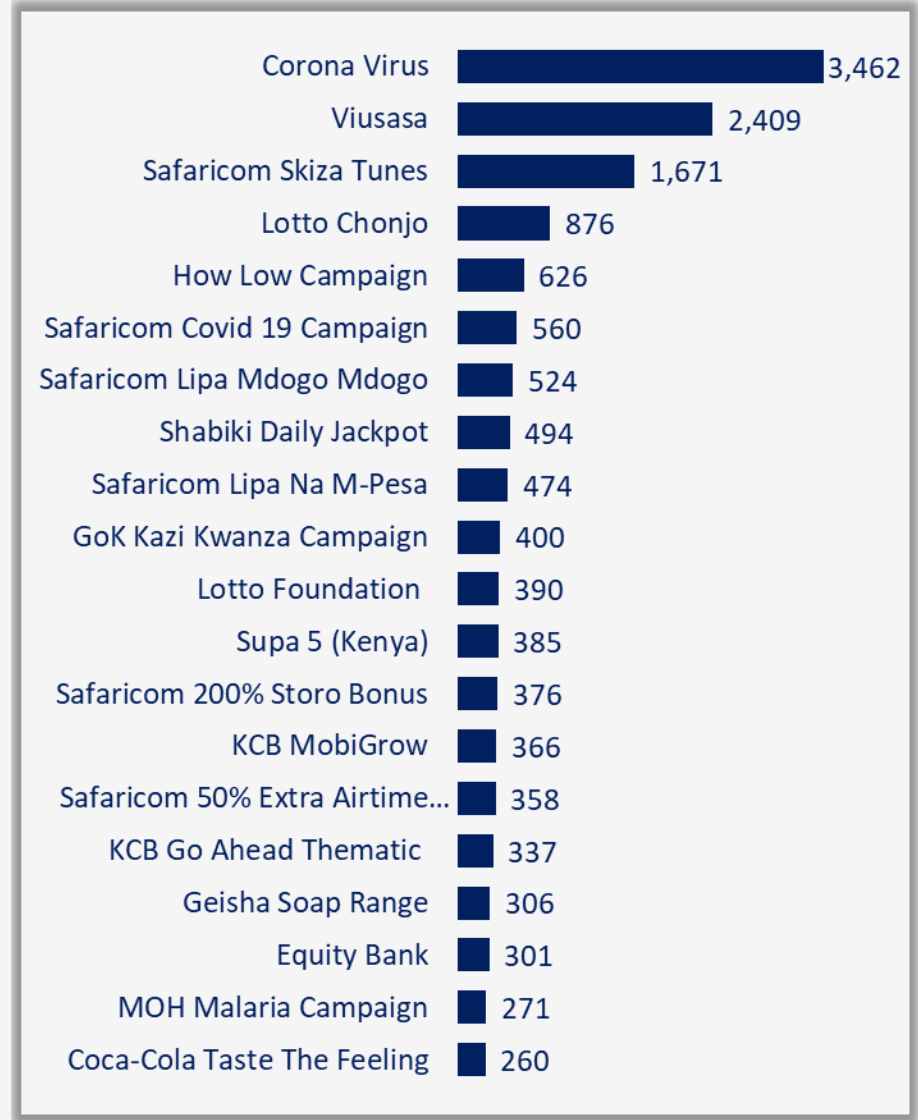
- ❑ Swahili and vernacular stations dominated the Radio Ad Scene due to their high reach.
- ❑ Finance, Communications and FMCG sector players were the top spenders on Radio with the choice of media outlet being informed by target audience.
- ❑ Corona virus awareness messaging topped Radio advertisements since most advertisers messaging had a COVID-19 sensitization component.

## Top Companies

Company	2019	2020
Safaricom Limited	19%	15%
Mins. Of Health (MOH)	0.4%	8%
Royal Media Services	8%	7%
East African Breweries Limited	2%	4%
KCB	3%	3%
Lotto	3%	2%
Lotto Chonjo		2%
Tatua	2%	2%
Equity Group Holdings Ltd	1%	2%
Co-operative Bank of Kenya	1%	2%
MultiChoice Kenya Ltd	1%	2%
Shabiki	9%	1%
MojaGate Limited		1%
Pwani Oil Limited	2%	1%
MediaMax Network Limited	0%	1%
<b>Total</b>	<b>77.8B</b>	<b>47.1B</b>

- ❑ Corona Virus awareness campaign by MOH was the most advertised campaign having gained exposure across most of the radio platforms, as the government strived to reach the entire population.

## Top Campaigns (millions)

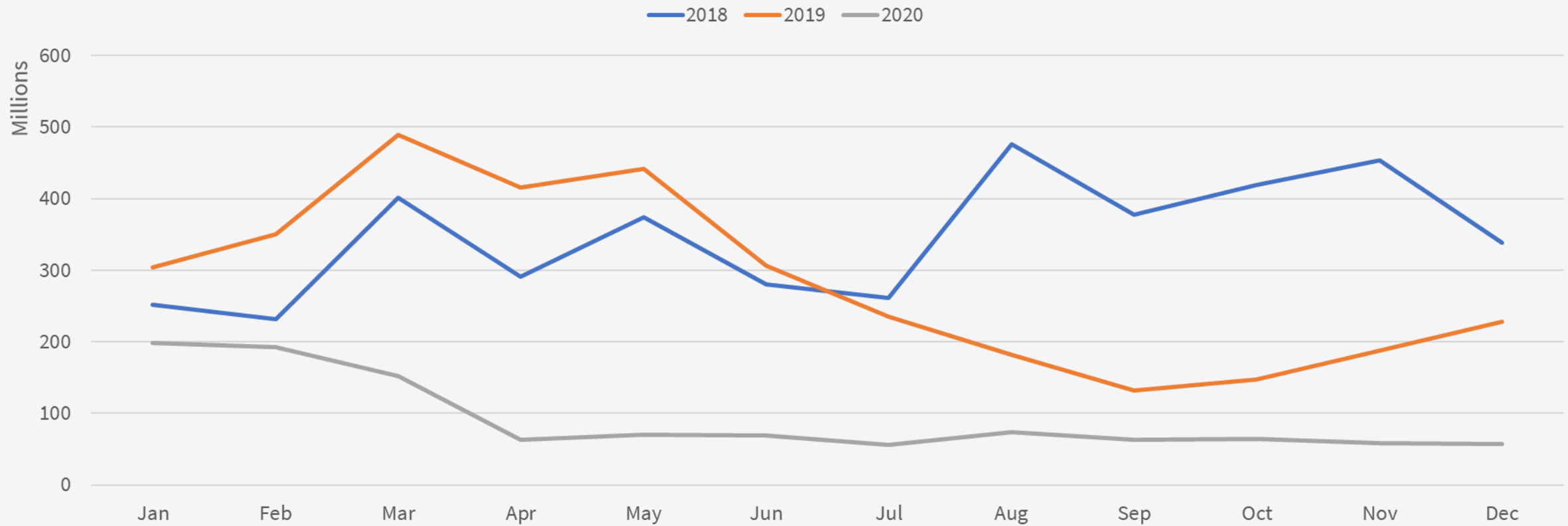




# Advertising on Print

1<sup>st</sup> January 2020 to 31<sup>st</sup> December 2020

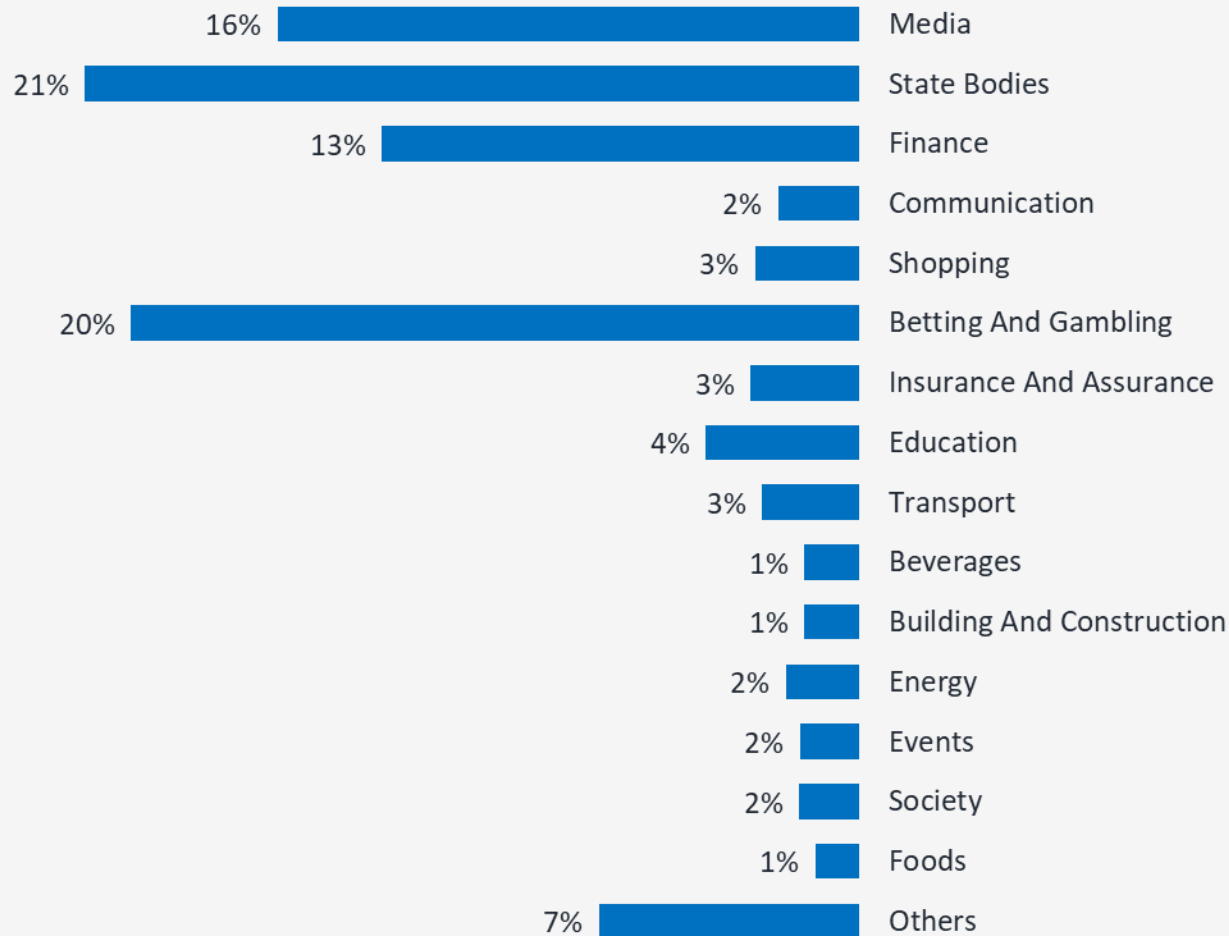




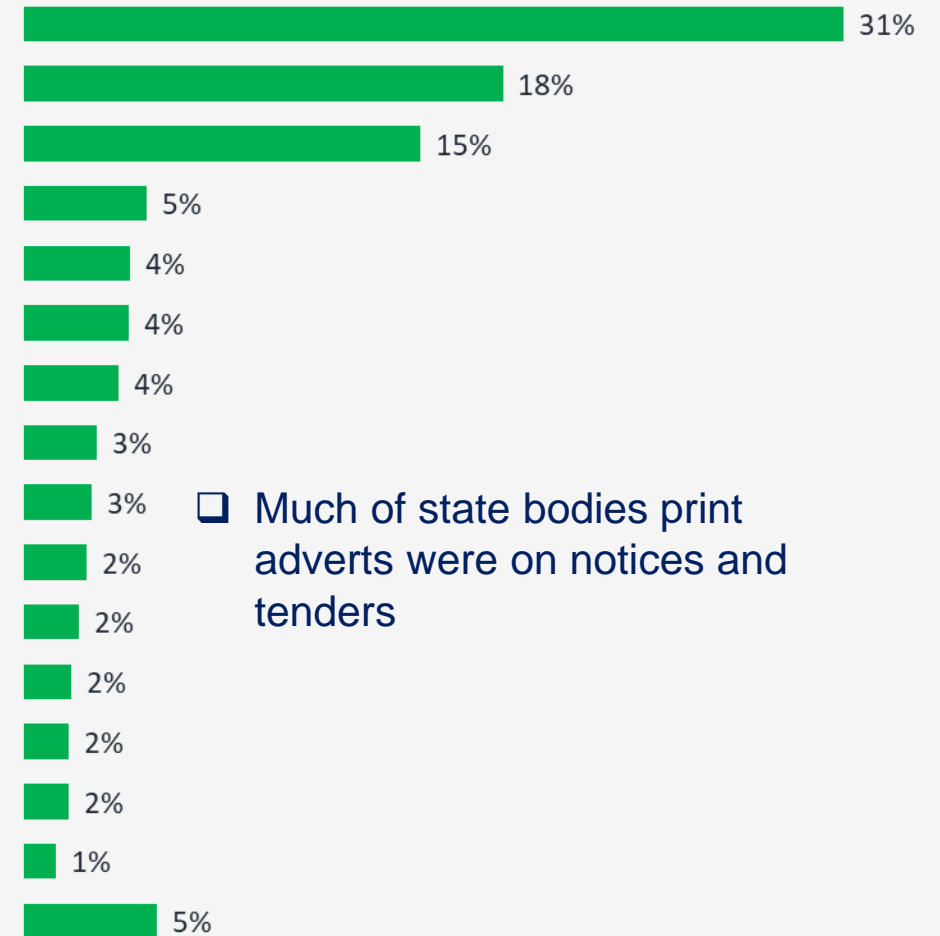
- ❑ Advertising on print medium has over the years been on a decline. The stay at home orders as well as other measures specifically affected the distribution of print publications.
- ❑ Some media houses such as standard group became innovative by pushing the e-papers, while others resorted to commercializing their website to help generate more revenues while at the same time keeping Kenyans informed.



## 2019 (KSh. 3.4 Billion)



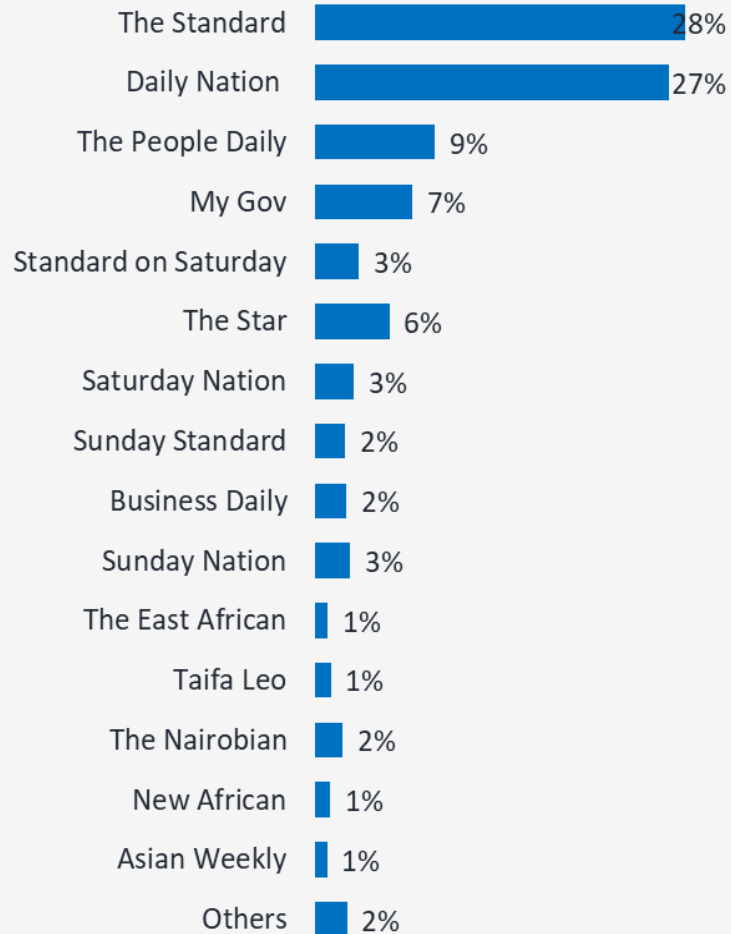
## 2020(KSh. 1.1 Billion)



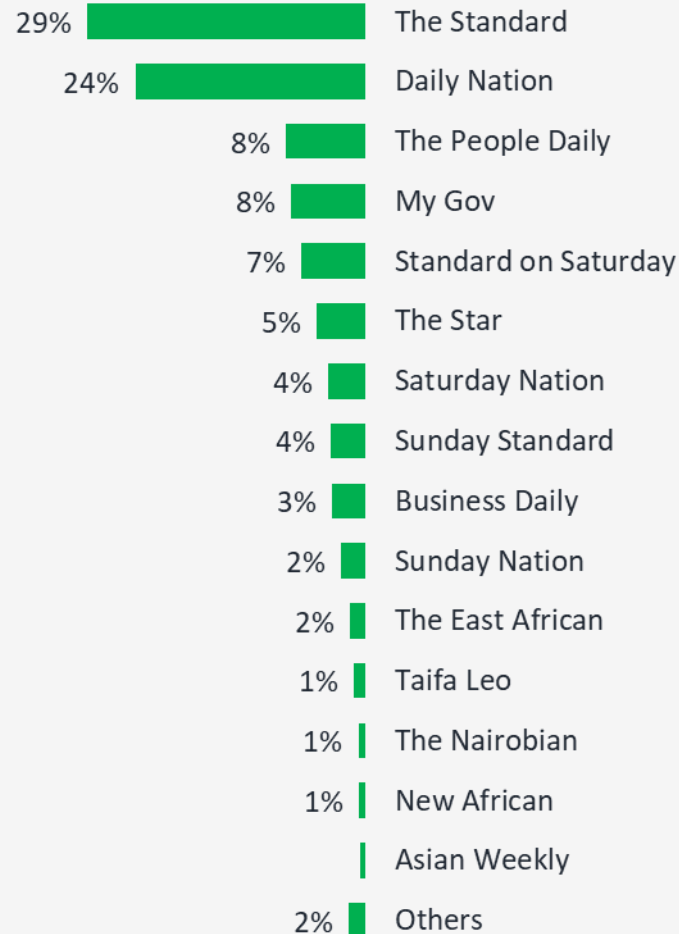
☐ Much of state bodies print adverts were on notices and tenders

# Ad Spends Distribution by Channel

## 2019 (KSh.77.8 Billion)

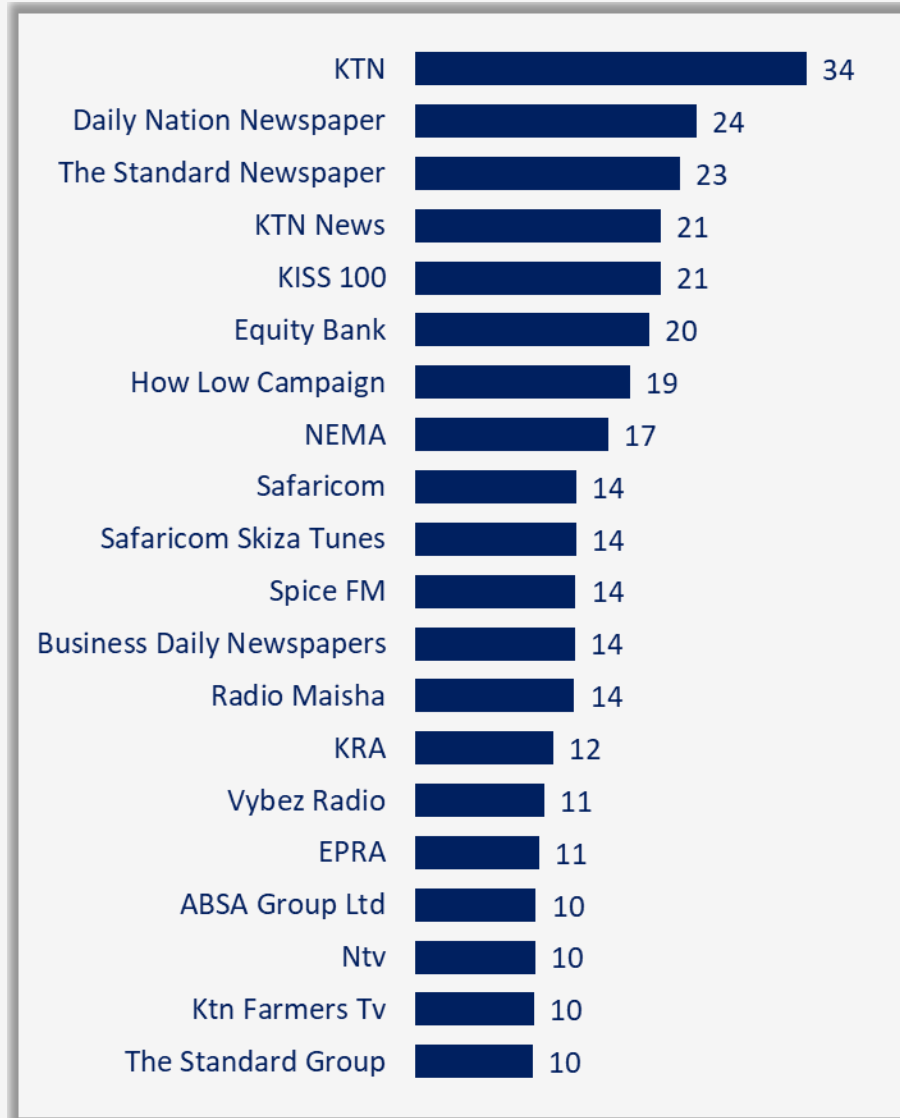


## 2020 (KSh. 47.1 Billion)



- Daily publications maintained their dominance in the print sector with over 70% share across the two period under review.

## Top Campaigns (millions)



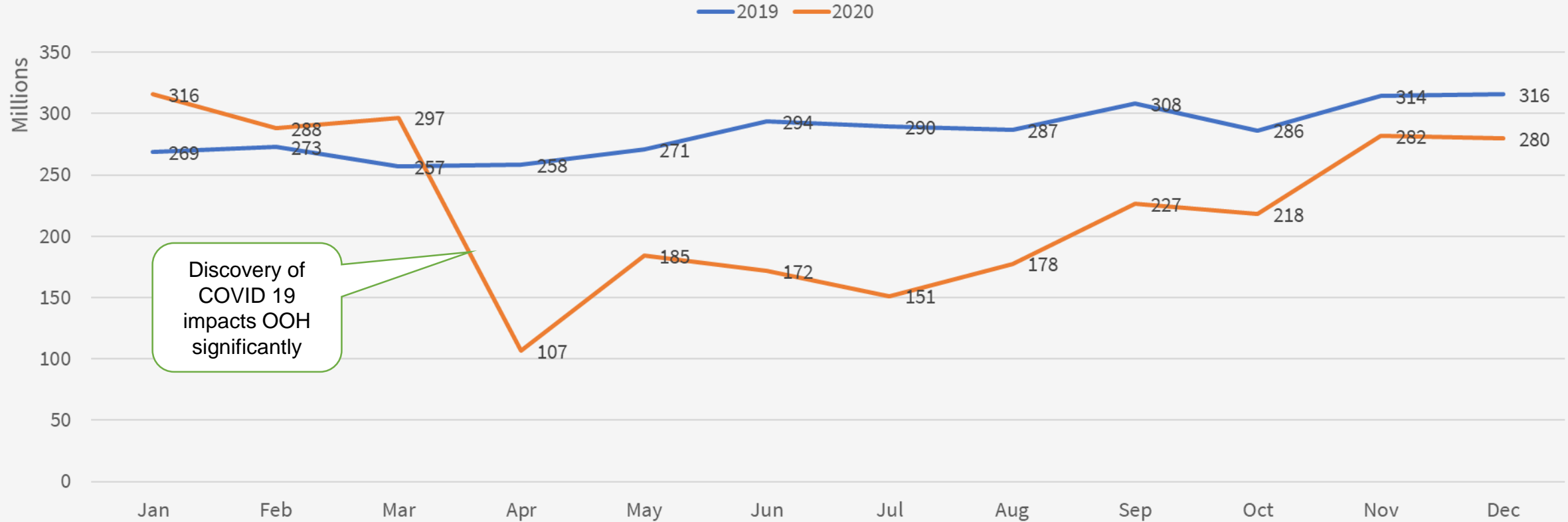
- As witnessed in electronic media ( TV & radio), self advertising has become a major factor in the advertising scene thus media houses are advancing their outlets across all their mediums to help grow their reach.



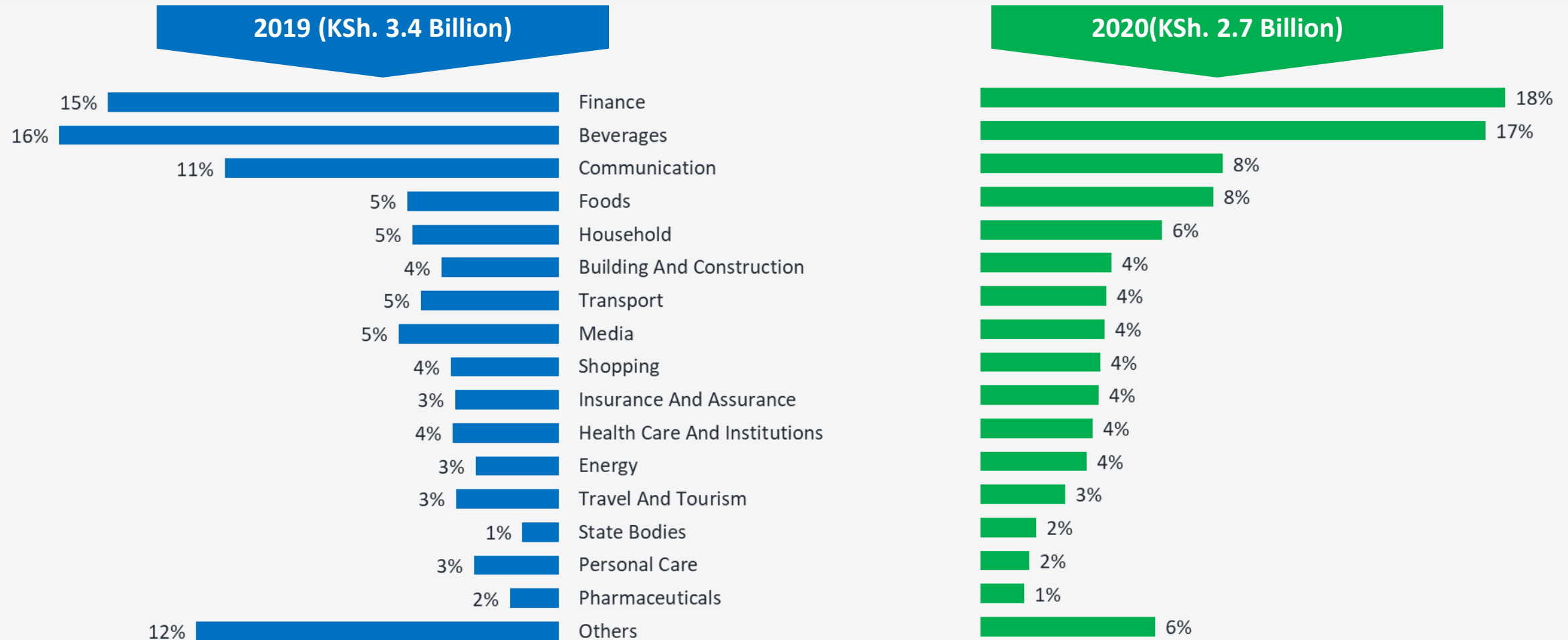
# Advertising on OOH

1<sup>st</sup> January 2020 to 31<sup>st</sup> December 2020





- ❑ As COVID-19 impacted the economy, there was a significant drop in OOH advertising between March 2020 and April 2020 as most OOH assets became empty across the country.
- ❑ Measures to combat the spread of Covid-19, such as stay at home orders, indirectly impacted the OOH space as there was no rationale for industry players to target few potential audiences.



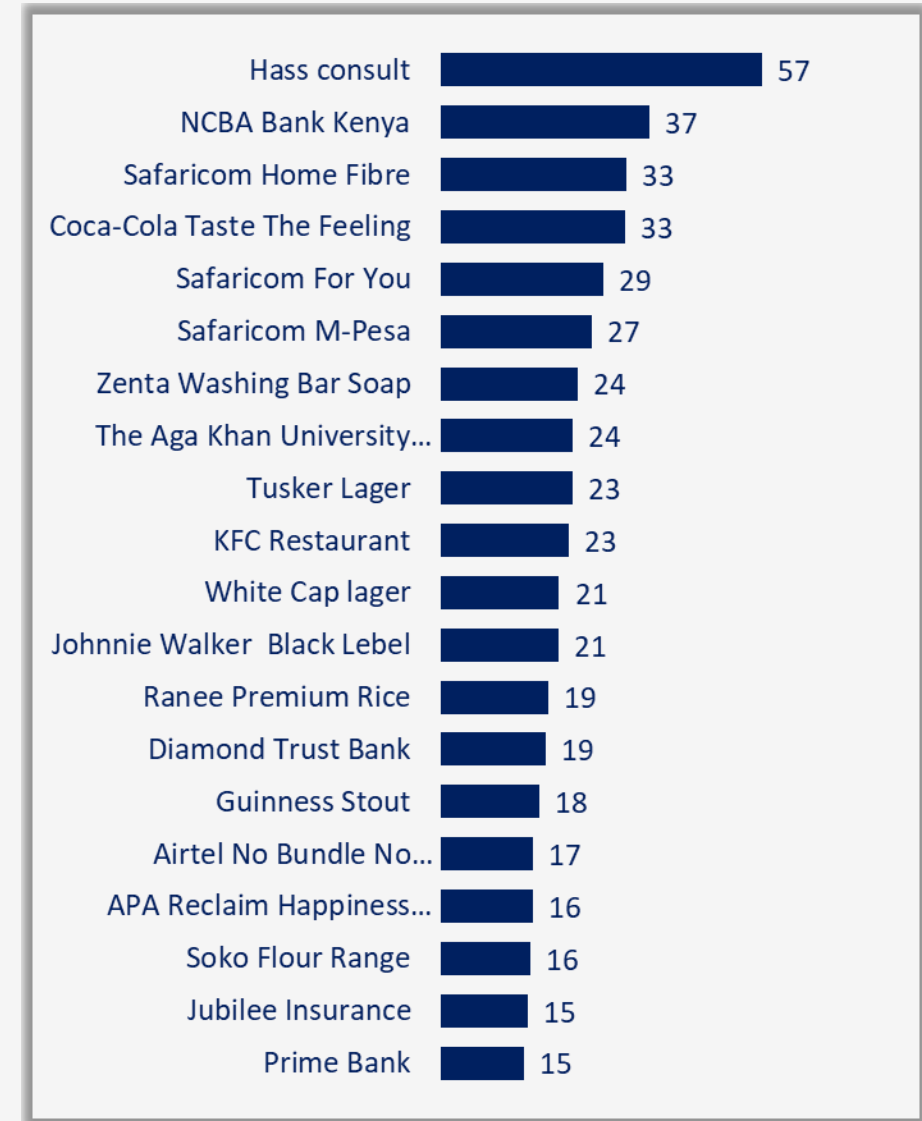
- ❑ In spite of the ravaging effects of Covid-19, EABL dominated The OOH space advancing their different brands across the country by utilizing different platforms for maximum reach.
- ❑ In the communications sector, Safaricom continued mass targeting with the “Twende tukiuke” campaign which accounted for relatively high Ad spends on OOH.

## Top Companies

Company	2019	2020	% Change In Ad allocations
East African Breweries Limited	8%	10%	4%
Safaricom Limited	6%	6%	-25%
Hass Consult	2%	2%	1%
Coca-Cola	4%	2%	-47%
Capwell Industries	1%	2%	188%
KCB	1%	2%	15%
MultiChoice Kenya Ltd	1%	2%	-17%
NCBA Bank Kenya Plc	0%	1%	299%
Telkom	2%	1%	-30%
Kentucky Fried Chicken Restaurant(KFC)	1%	1%	8%
The Aga Khan University Hospital	1%	1%	0%
Unilever Kenya	1%	1%	22%
Co-operative Bank of Kenya	1%	1%	36%
Kenya Wine Agencies Ltd	1%	1%	-5%
Mombasa Maize Millers	1%	1%	32%
<b>Grand Total</b>	<b>3.4B</b>	<b>2.7B</b>	

- ❑ Hass consult advancing its real estate portfolio was the most advanced brand in the sector during the period under review.

## Top Campaigns (millions)



- The advertising value equivalent ( AVEs) used in this report are the **actual rate card values**.
- The number of stations & print publications analysed are as per Reelanalytics limited stations & publications media monitoring list.
- The exact discounts advanced to different advertisers **have not** been taken into consideration in this report.  
The exact number of value Ads that advertisers get from media houses **is unknown** unless such information is divulged to the media monitor.
- The scope of media monitored took into account all **unpaid for** sections in Daily and Weekly print publications, Radio and Television.





Reelanalytics is a marketing & media intelligence company that seeks to empower brand owners to help them understand people and markets, so that they can develop and execute effective media, marketing and communication strategies.

With a presence in East Africa, Reelanalytics provides clients with value-added information built on insights, recommendations and actionable truth in Market research, Media intelligence, Business intelligence and Digital advertising.

Please visit [www.reelanalytics.net](http://www.reelanalytics.net) for more information.

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MSK is the national umbrella body for all marketers in Kenya whose key mandate is to empower and regulate the marketing industry by creating policy that governs the Marketing Industry (self-regulated), education and training of professionals, corporates and entrepreneurs, marketing and business mentorship and arbitration through the Advertising Standards Board.

Please visit [www.msk.co.ke](http://www.msk.co.ke) for more information.



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