

Media Monitoring & Advertising Analytics Proposal

Proposal Overview

Durants Media Ltd

Proposal for Media Monitoring & Advertising Analytics Services

Date: 16th July 2025

Prepared For: Sunda International

Executive Summary

Durants Media Ltd is a leading provider of real-time media intelligence, monitoring, and advertising data analytics in East Africa. We deliver actionable insights across TV, radio, digital, and print media—allowing brands to track their content, monitor competitors, and measure advertising impact with precision.

Our solution is designed to support marketing teams, communication agencies, media buyers, and brand managers with rich data and media reports to drive more efficient decision-making.

What We Offer

- **Real-Time Media Monitoring:** Track your brand mentions and ads across 200+ radio & 50+ TV stations
- **Ad Alerts:** Immediate alerts for pre-set ad categories and competitor content
- **Ad Expenditure Tracking:** Market spend analysis (your brand + competitors)
- **Audio/Video Proofs:** Secure daily footage & proof-of-flight clips
- **Competitor Analysis Reports:** Deep insights into advertising activities in your sector
- **Custom Dashboard Access:** Access to interactive web-based dashboards & historical reports

Benefits

- Eliminate manual campaign verification
- Get proof-of-broadcast within minutes
- Reduce media billing disputes
- Simplify internal campaign tracking & reporting
- Access flexible historical and real-time reporting formats
- Gain visibility over competitor actions

Coverage

Radio: 200+ stations (Nationwide)

TV: 50+ stations

Streaming channels available

Client Portfolio



Contact Us

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Office No. 7
PO Box 52372 – 00100
Valley Arcade,
Nairobi, Kenya

Commercial Proposal

Monthly Subscription Fee

2.3% of Budget

Inclusive of:

- Media & Ad Monitoring Reports
- Ad Spend Data (Your brand + competitors)
- Daily Audio/Visual Proofs
- Competitor Review Presentations
- Sector-specific insights and post-campaign reporting

Contract Duration

Optional or ad hoc as required.

Optional Add-ons (Quoted Separately)

- Industry Trend Reports & Forecasts
- Regional Media Monitoring (East & West Africa)
- Social Media Listening & Sentiment Analysis
- Programmatic Ad Tracking & Web Analytics

We look forward to your response and engagement.

Thank you.

Warm regards,

Lisa Karanja

Media Director

Sample Report

Below is a sample log from Citizen TV for July 11th. Entries highlighted in red correspond to Sunda International.

ROYAL MEDIA SERVICES - CITIZEN TV					
Date	Time	Duration	Brand	Title	Category
11/07/2025	16:42:34	0:22	Sunda International	Softcare Diapers Ad 2	Ads
11/07/2025	16:43:00	0:24	WEEGO Mobility Ltd	Trusted Ride Hailing English App Ad	Ads
11/07/2025	16:43:30	0:02	Brava Food Industries	Brava Juice Tonight 2	Sponsorship
11/07/2025	16:43:44	0:10	Hayat Kimya	Molfix Improved Diapers Ad	Ads
11/07/2025	16:43:54	0:03	Hayat Kimya	Molfix New Quality Diapers Tips Ad	Ads
11/07/2025	16:44:00	0:24	Sunda International Ltd	Kleesoft Powder Hygiene Tip Ad	Ads
11/07/2025	16:44:28	0:22	Sunda International	Softcare Diapers Ad 2	Ads
11/07/2025	16:44:54	0:21	Jambojet Airlines K Ltd	Travel Tips Ad	Ads
11/07/2025	16:45:45	0:04	The CocaCola Company	Coke There's Real Magic Citizen TV Family Times Sonia	Sponsorship
11/07/2025	16:45:56	0:12	Woolworths Kenya	Tshirt Offers Ad	Ads
11/07/2025	16:59:30	0:12	Sunda International	Softcare Baby Diapers Space Series Baby's Corner Comfortable Diapers	Sponsorship
11/07/2025	16:59:42	0:13	Sunda International	Softcare Baby Diapers Space Series	Ads
11/07/2025	17:00:35	0:20	Safaricom PLC	Buy Airtime From Mpesa To Any Network	Ads
11/07/2025	17:01:04	0:51	Royal Media Services	Kenya's Gold USA Ad	Ads
11/07/2025	17:02:02	0:09	Cooperative Bank of Kenya	Pre Owned Car Financing English (2)	Ads
11/07/2025	17:02:15	0:24	Sunda International Ltd	Kleesoft Powder Hygiene Tip Ad	Ads
11/07/2025	17:02:54	0:10	Weetabix East Africa Ltd	Weetabix Fuel Energy Ad	Ads
11/07/2025	17:03:58	0:12	Sunda International	Softcare Baby Diapers Space Series Baby's Corner Comfortable Diapers	Sponsorship
11/07/2025	17:04:10	0:13	Sunda International	Softcare Baby Diapers Space Series	Ads
11/07/2025	17:04:27	0:04	The CocaCola Company	Coke There's Real Magic Citizen TV Family Times Sonia	Sponsorship
11/07/2025	17:04:31	0:05	Brava Food Industries	Brava Juice Tonight 2	Sponsorship
11/07/2025	17:04:37	0:13	Woolworths Kenya	Tshirt Offers Ad	Ads
11/07/2025	17:14:58	0:14	Safaricom PLC	Hook Up Youtube Ad	Ads
11/07/2025	17:15:17	0:14	Woolworths Kenya	Denim Jeans Ad	Ads
11/07/2025	17:15:34	0:30	Colgate Palmolive EA	Colgate Toothpaste Hygiene Smile Ad	Ads
11/07/2025	17:17:07	0:12	Sunda International	Softcare Baby Diapers Space Series Baby's Corner Comfortable Diapers	Sponsorship
11/07/2025	17:17:19	0:13	Sunda International	Softcare Baby Diapers Space Series	Ads
11/07/2025	17:17:36	0:15	Delivery Hero Ltd	Glovo Order Snacks Now Ad	Ads
11/07/2025	17:17:54	0:04	The CocaCola Company	Coke There's Real Magic Citizen TV Family Times Sonia	Sponsorship
11/07/2025	17:18:04	0:14	Woolworths Kenya	Tshirt Offers Ad	Ads
11/07/2025	17:27:14	0:25	WEEGO Mobility Ltd	Trusted Ride Hailing English App Ad	Ads
11/07/2025	17:27:44	0:14	Woolworths Kenya	Denim Jeans Ad	Ads
11/07/2025	17:28:02	0:23	Wrigley Co East Africa Ltd	Juicy Fruit Gum Ad	Ads
11/07/2025	17:28:28	0:31	Interconsumer Products	Nice & Lovely Body Lotion Ad	Ads
11/07/2025	17:29:02	0:31	Safaricom PLC	Yebo Skiza Tune Ad	Ads
11/07/2025	17:29:36	0:14	Safaricom PLC	Hook Up Youtube Ad	Ads
11/07/2025	17:29:55	0:26	Colgate Palmolive	Colgate Herbal Herbal Kids Ad	Ads
11/07/2025	17:30:24	0:04	The CocaCola Company	Coke There's Real Magic Citizen TV Family Times Sonia	Sponsorship
11/07/2025	17:30:29	0:04	Brava Food Industries	Brava Juice Tonight 2	Sponsorship
11/07/2025	17:30:35	0:13	Woolworths Kenya	Tshirt Offers Ad	Ads
11/07/2025	17:41:55	0:04	The CocaCola Company	Coke There's Real Magic Citizen TV Family Times Sonia	Sponsorship
11/07/2025	17:41:59	0:05	Brava Food Industries	Brava Juice Tonight 2	Sponsorship
11/07/2025	17:42:05	0:13	ROK Industries Ltd	ROK Plastic Ware Ad	Ads
11/07/2025	17:42:23	0:04	The CocaCola Company	Coke There's Real Magic Citizen TV Family Times Sonia	Sponsorship
11/07/2025	17:42:33	0:07	I&M Bank Ltd	Bank to Mpesa Sare Kabisa Ad	Ads
11/07/2025	17:42:52	0:25	Royal Media Services	Uliza Daktari Wellness Check Ad	Ads
11/07/2025	17:44:06	0:51	Royal Media Services	Kenya's Gold USA Ad	Ads
11/07/2025	17:45:06	0:06	Cooperative Bank of Kenya	Pre Owned Car Financing English (2)	Ads
11/07/2025	17:45:17	0:15	Loreal East Africa	Garnier Vitamin C Booster Serum Ad	Ads
11/07/2025	17:45:32	0:14	Loreal East Africa	Garnier UV Sunscreen Ad	Ads
11/07/2025	17:45:50	0:35	Royal Media Services	Travel To Capetown With Viusasa Ad	Ads
11/07/2025	17:46:28	0:29	P2 Cussons	Imperial Leather Family Products Ad	Ads
11/07/2025	17:47:01	0:35	Royal Media Services	Travel To Capetown With Viusasa Ad	Ads
11/07/2025	17:47:38	0:22	Royal Mabati K Ltd	Mid Year Big Sale Ad	Ads
11/07/2025	17:48:04	0:18	SLT Group	Dabur Herbal Toothpaste English Ad	Ads
11/07/2025	17:48:38	0:15	Zetech University	September Intake 2025 Ad	Ads
11/07/2025	17:48:56	0:23	Wrigley Co East Africa Ltd	Juicy Fruit Gum Ad	Ads
11/07/2025	17:49:20	0:14	Royal Media Services	Citizen TV Jingle (2)	Jingle
11/07/2025	17:49:36	0:04	The CocaCola Company	Coke There's Real Magic Citizen TV Family Times Sonia	Sponsorship
11/07/2025	17:49:50	0:11	Multichoice Africa Holdings	GOtv Reconnection Upgrade Ad	Ads
11/07/2025	17:50:16	0:11	Cooperative Bank of Kenya	Pre Owned Car Financing English (2)	Ads
11/07/2025	18:11:57	0:13	Proctor & Gamble	Downy Refill Pack Ad	Ads

11/07/2025	18:29:27	0:14	Loreal East Africa	Garnier UV Sunscreen Ad	Ads
11/07/2025	18:29:45	0:43	Aleeeas Group	Lilly Mary Jenny Salon Spa Ad	Ads
11/07/2025	18:30:34	0:14	Woolworths Kenya	TCotton Sleepsuits Ad	Ads
11/07/2025	18:31:19	0:24	Sunda International Ltd	Kleesoft Powder Hygiene Tip Ad	Ads
11/07/2025	18:31:47	0:11	Sunda International	Softcare Baby Diapers Space Series Baby's Corner Diaper Sizes	Sponsorship
11/07/2025	18:31:59	0:13	Sunda International	Softcare Baby Diapers Space Series	Ads
11/07/2025	18:32:26	0:10	Jambojet Airlines K Ltd	Travel Tips Ad	Ads
11/07/2025	18:32:40	0:02	The CocaCola Company	Coke There's Real Magic Citizen TV Family Times Sonia	Sponsorship
11/07/2025	18:32:56	0:09	Hayat Kimya	Molfix Improved Diapers Ad	Ads
11/07/2025	18:33:05	0:04	Hayat Kimya	Molfix New Quality Diapers Tips Ad	Ads
11/07/2025	18:46:38	0:06	Cooperative Bank of Kenya	Pre Owned Car Financing English (2)	Ads
11/07/2025	18:46:45	0:04	The CocaCola Company	Coke There's Real Magic Citizen TV Family Times Sonia	Sponsorship
11/07/2025	18:46:49	0:05	Brava Food Industries	Brava Juice Tonight 2	Sponsorship
11/07/2025	18:46:54	0:13	ROK Industries Ltd	ROK Plastic Ware Ad	Ads
11/07/2025	18:47:13	0:03	The CocaCola Company	Coke There's Real Magic Citizen TV Family Times Sonia	Sponsorship
11/07/2025	18:47:17	0:04	Brava Food Industries	Brava Juice Tonight 2	Sponsorship
11/07/2025	18:47:25	0:05	Brava Food Industries	Brava Juices Tonight	Sponsorship
11/07/2025	18:47:38	0:04	The CocaCola Company	Coke There's Real Magic Citizen TV Family Times Sonia	Sponsorship
11/07/2025	18:47:42	0:05	Brava Food Industries	Brava Juice Tonight 2	Sponsorship
11/07/2025	18:47:48	0:06	I&M Bank Ltd	Bank to Mpesa Sare Kabisa Ad	Ads
11/07/2025	18:48:01	0:25	WEEGO Mobility Ltd	Trusted Ride Hailing English App Ad	Ads
11/07/2025	18:48:30	0:18	SLT Group	Dabur Herbal Toothpaste English Ad	Ads
11/07/2025	18:49:28	0:46	Premier Bank Kenya	New Beginnings Possible Ad	Ads
11/07/2025	18:50:45	0:18	Majid Al Futtaim	Carrefour Deals Kibao Wiki 13th July Ad	Ads
11/07/2025	18:51:08	0:21	NCBA Bank Kenya	Loop Squad Ad	Ads
11/07/2025	18:51:32	0:03	NCBA Bank K Ltd	LOOP Squad Mobile Loan App Ad	Ads
11/07/2025	18:51:41	0:02	The CocaCola Company	Coke There's Real Magic Citizen TV Family Times Sonia	Sponsorship
11/07/2025	18:52:18	0:29	Unilever Kenya	Vaseline 3 Times Oil Infused Serum	Ads
11/07/2025	18:52:52	0:29	Bidco Africa Ltd	Gentle Care Baby Pants Ad	Ads
11/07/2025	18:53:25	0:28	Groupaco Holdings Limited	Fillows Crunchy Oat And Cereals	Ads
11/07/2025	18:54:40	1:32	Airtel Africa	Tunagrow Network Ad	Ads
11/07/2025	18:56:16	0:02	The CocaCola Company	Coke There's Real Magic Citizen TV Family Times Sonia	Sponsorship
11/07/2025	18:56:32	0:05	Brava Food Industries	Brava Juices Tonight	Sponsorship
11/07/2025	18:56:43	0:27	Kenya Revenue Authority	Nairobi City County 100% Land Rates Waiver On Outstanding Pen	Sponsorship
11/07/2025	18:57:14	0:06	Royal Media Services	Citizen TV News 7pm Intro	TV News Intro
11/07/2025	19:15:21	0:20	Beiersdorf East Africa Ltd	Nivea Nourishing Cocoa Lotion Ad	Ads
11/07/2025	19:15:45	0:28	Upfield Kenya	Blueband Choco Kids Ad	Ads
11/07/2025	19:16:18	0:44	Bidco Africa	Msaifi Aunty Laundry Detergent Ad	Ads
11/07/2025	19:17:06	0:32	Joy Millers Ltd	Wendo Kavagarah Flours Ad	Ads
11/07/2025	19:17:42	0:29	Groupaco Holdings Limited	Shapies Chocolate Filled Pillows	Ads
11/07/2025	19:18:15	0:30	Bidco Africa Ltd	Gentle Care Baby Pants Ad	Ads
11/07/2025	19:18:48	0:25	WEEGO Mobility Ltd	Trusted Ride Hailing English App Ad	Ads
11/07/2025	19:19:19	0:02	Brava Food Industries	Brava Juice Tonight 2	Sponsorship
11/07/2025	19:19:33	0:10	Hayat Kimya	Molfix Improved Diapers Ad	Ads
11/07/2025	19:19:43	0:03	Hayat Kimya	Molfix New Quality Diapers Tips Ad	Ads
11/07/2025	19:22:22	0:05	Royal Media Services	Sports News	TV News Intro
11/07/2025	19:23:42	1:32	Airtel Africa	Tunagrow Network Ad	Ads
11/07/2025	19:25:17	0:31	Interconsumer Products	Nice & Lovely Body Lotion Ad	Ads
11/07/2025	19:25:50	0:19	Majid Al Futtaim	Carrefour Deals Kibao Wiki 13th July Ad	Ads
11/07/2025	19:26:13	0:22	NCBA Bank Kenya	Loop Squad Ad	Ads
11/07/2025	19:26:38	0:02	NCBA Bank K Ltd	LOOP Squad Mobile Loan App Ad	Ads
11/07/2025	19:26:47	0:15	Loreal East Africa	Garnier Vitamin C Booster Serum Ad	Ads
11/07/2025	19:27:02	0:14	Loreal East Africa	Garnier UV Sunscreen Ad	Ads
11/07/2025	19:35:39	0:07	The CocaCola Company	Coke There's Real Magic Citizen TV Family Times Sonia	Sponsorship
11/07/2025	19:35:46	0:03	Brava Food Industries	Brava Juices Tonight	Sponsorship
11/07/2025	19:35:49	0:07	I&M Bank Ltd	Bank to Mpesa Sare Kabisa Ad	Ads
11/07/2025	19:37:27	0:40	Royal Media Services	Tembea Europe Ad	Ads
11/07/2025	19:38:11	0:04	Newlife Prayer Centre	End Year Service English Ad	Ads
11/07/2025	19:38:15	0:26	Newlife Church Mombasa	Saba Saba Service Ad	Ads
11/07/2025	19:38:45	0:12	Sunda International	Softcare Baby Diapers Space Series Baby's Corner Comfortable Diapers	Sponsorship
11/07/2025	19:38:57	0:13	Sunda International	Softcare Baby Diapers Space Series	Ads
11/07/2025	19:39:24	0:15	Zetech University	September Intake 2025 Ad	Ads
11/07/2025	19:39:42	0:24	Sunda International Ltd	Kleesoft Powder Hygiene Tip Ad	Ads
11/07/2025	19:40:07	0:14	Royal Media Services	Citizen TV Jingle (2)	Jingle
11/07/2025	19:40:24	0:03	The CocaCola Company	Coke There's Real Magic Citizen TV Family Times Sonia	Sponsorship
11/07/2025	19:40:28	0:05	Brava Food Industries	Brava Juice Tonight 2	Sponsorship