

AVATAR

THE COOL FM



Your 1 Music Station!

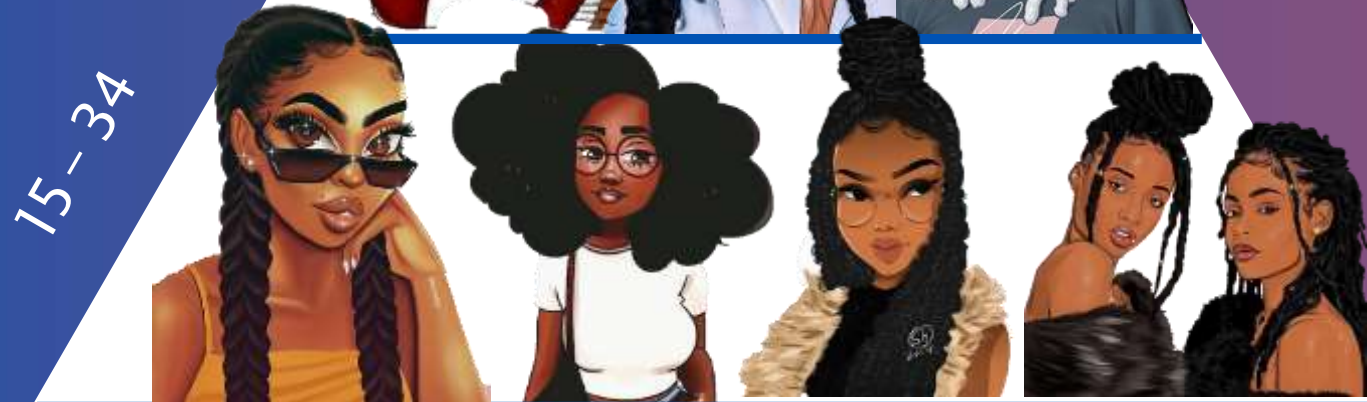
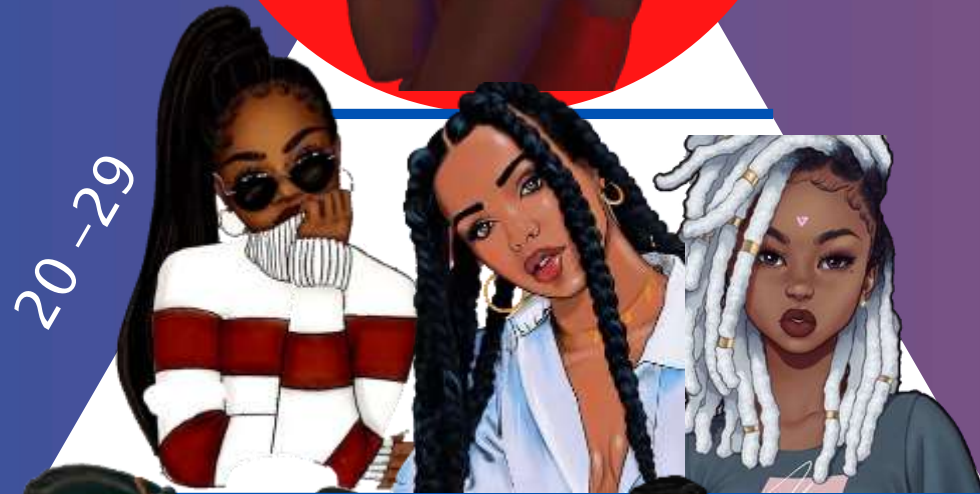


Cool FM is a station with a primary target audience slated as a 24 yrs.old female. Code name BOLA

WALTER SABO



24 F



EVERYBODY

AUDIENCE COMPOSITION



Your 1 Music Station!

We are in
her plan

Meet
Bola

She is our VIP



Spends
30 – 40k
on Uber monthly

Customer Service at Telco,
Works shift and earns

80k

Earns 40k extra a month
from her side hustle in
hair & beauty

Home is in Yaba mainland

250k

yearly rent, which she shares
with 3 females.

24

Single and in casual
relationship with Femi

Bsc

in Mass Communication
Graduated from school at age 21

Music!!

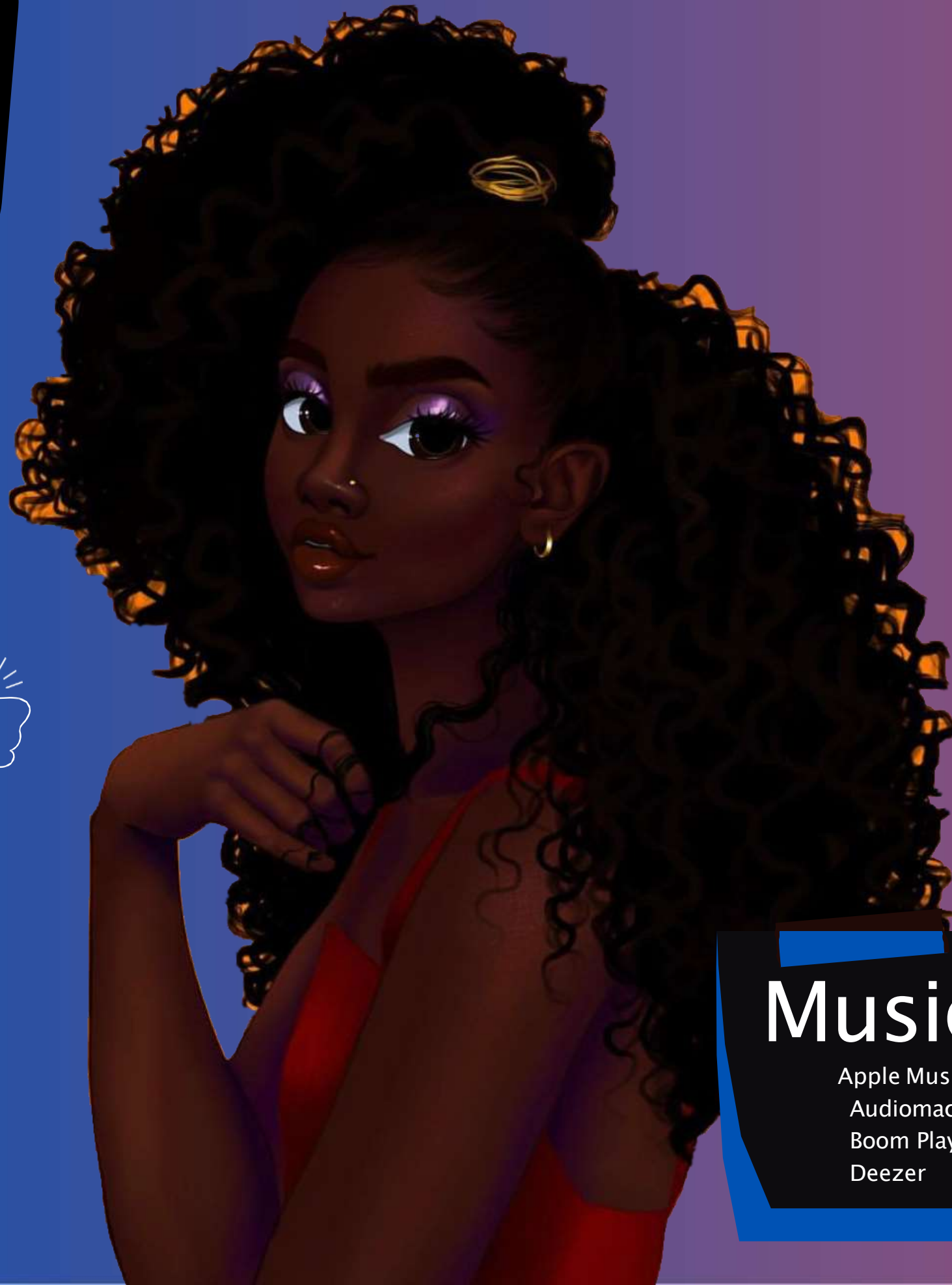
- Apple Music
- Audiomack
- Boom Play
- Deezer

COOL

Your 1 Music Station!

We are her connection

Meet Bola
She is our VIP



4 - 6
hours online daily



Social Media is her
Getaway



to the world



Radio

Cool FM for OAPs &
Social Media Content



Music!!

Apple Music
Audiomack
Boom Play
Deezer



Your 1 Music Station!

Friends

Church

Once a month

Cinema

twice a month

Eating out

twice a month

Beach

once a month

Work

Side
Hustle

Commute

We are her

lifestyle



We are her reality



Meet Bola
She is our VIP



Rent!!

Data

Rent!!

iPhone 12
two years old

Send Money Home

Clothes
and fashion

Eating Out

Hair
and beauty

We are Her Mind

Looks
Family Career Friends
Relationship Health Money
Office Politics

Make up Fashion Celebrity Gossip!!
Gym Music & Concerts Sex!!
Men!! Work
Skin care



Meet Bola
She is our VIP



Your 1 Music Station!

Superstar
Wednesday
12noon - 3pm



Breakfast
Show

5am - 10am
WEEKDAYS

Cool Nigerian vibes
12noon - 2pm
WEEKDAYS

Breakfast show
weekend
9am - 12noon
SUNDAY



The Road Show
4pm - 9pm
WEEKDAYS

Midday
Weekend
12noon - 4pm
SATURDAY/SUN



cool

Your 1 Music Station!

We are into what she is into

80% her
20% any
cool you



cool

Your 1 Music Station!

WE ARE

COOL FM

LIT

FUN

CONNECTED

TUNE IN
TO
96.9



Your 1 Music Station!