



YAWA - GO - GAS O!



YAWA- GO – GAS BRIEF

YAWA GO GAS – A TV comedy presentation program by YAWAMASTER:

SYNOPSIS: Oga Yawamaster is a drunkard Old Headmaster who always 90% of his salary on pool and booze. This always bring quarrel between him and his wife Mishishi Eliza. Their relationship is nothing less than that of cat and rat. The only time the can be in harmony is bedtime, when Yawa claim to have repented and desires pardon of his ill treatment and misconduct from Mishishi.

As weak as a woman is, in spite of Yawa's mischief on his wife, she will always forgive him and accept sleeping together, Yawa continues his misconduct and ill-treatment from whose he paused.

Another notions aspect is that Yawa's friend, Mazi Njoku always misleads him, in that even when Yawa wants to have remorseful feeling of his wife's and the devastation condition of his household, Njoku takes him to another appalling level.

Eliza on her own side has Anti Concorde as her sympathizer and advice, who succeeded in bending the house to drink water at the stream by inoculating Mishushi with wayward, wicked, unfaithful and dis-respectful spirit and her advice set Oga Yawamaster house hold ablaze dividend wielders of Husband and wife generates miserable dividend to the family as their children Play their various wings and everyday one ugly story of mischief, misconduct, immorality pregnancy, pregnancy rape ect fills all the pages of Yawa's House hold tabloid.

What happens..?

Finally, this situation gets to the stage of break apart, and what happens...?

This piece talks about family management, the effects of improper family management and how to apply useful remedies to such parental flaws for a better child up-bringing and conducive livelihood.

PROPOSED TV STATIONS

- (1) STV
- (2) LTV
- (3) GALAXY TV
- (4) MITV
- (5) GATEWAY TV

ESTIMATED BUDGET (FOR SPONSORSHIP)

45mins program.		N	K
1.	AIRTIME (unit) 82,000.00 (gross) x 13	1,066,000.	00
2.	PRODUCTION 13,000 x 13	390,000 .	00
3.	VENUE 40,000 x 13	520,000 .	00
4.	PRESENTATION cost 40,000.00 x 13	520,000 .	00
5.	LOGISTICS 10,000 x 13	130,000 .	00
	TOTAL COST	2,626,000.	00

ADVERT VALUE.

(a)	3 advert slotted x 13 90,000 x 13	11,70,000.	00
(b)	Product Display (45mins) 2,5000 x 3	325,000 .	00
(c)	Studio / Hall Branding 150,000 x 13	1950,000 .	00
(d)	Product Promotion 30,000 x 13	390,000 .	00
	TOTAL	3,835,000.	00

DIFFERENCE. 1209,000 . 00

NOTE: In addition to the normal TV viewing coverage, advertising through the Home Video Medium has an additional value of reaching about 20m people