



BULLS SEMI FINAL AND FINAL TICKETS

Jacaranda 94.2 has carved a niche in South Africa's radio market as the 'feel good' station. Offering the soundtrack to your life, Jacaranda 94.2 broadcasts "Life's Greatest Hits" to over 2.3* million listeners a week in Gauteng, Limpopo, Mpumalanga and the North-West Province.



THE IDEA

You have to love the rugby mad South African public. And nowhere else will you find a more unique type of loyal rugby supporter like the Bulls fans than amongst Jacaranda 94.2's listenership! When the Vodacom Bulls first beat the Sharks to host a home semi-final, and then followed it up with a home final, the first to be held at Loftus, the station knew fans would do anything to get their hands on some tickets.





THE OBJECTIVE

The power of Jacaranda 94.2 to drive direct listener interaction and brand activation.

The stage was set to drive listener interaction off the Vodacom Bulls' success in the Super 14.

First, the station gave away 20 tickets to attend the Super 14 Semi Final at Loftus Versfeld Stadium in Pretoria on Saturday 23 May 2009 and in a two day campaign leading up to the game, through the use of on-air imaging and an outside broadcast, a tactical SMS campaign generated over 47 000 SMS entries.





MECHANICS

Between 26 May and 29 May 2009, leading up to the final, and again through the use of on-air imaging and an outside broadcast, a tactical SMS campaign ran asking listeners what it is they would do to show their support for the radio station and their favourite Super 14 team, possibly winning themselves R30 000 in cash in the process. Listeners could also win tickets to the final and since tickets were all sold out on the Monday before the final already, the campaign really caught the attention of the listeners. Four finalists were chosen to show their 942 and two of them got Jacaranda 94.2 front page newspaper coverage.



RESULTS

This four day campaign generated over 90 000 SMS entries.

The campaign shows not only the dedication of Jacaranda fans, but also the power of radio to drive interaction and response in a short period of time. A well crafted campaign with adequate on-air exposure can deliver amazing results and brand activation!

