


	<p>LIEFIE ONLINE DATING</p> <p>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.</p>
	<p>THE IDEA</p> <p>Maybe it was just meant to be, but the month of love was also the month Jacaranda 94.2 and Dating Buzz started a beautiful relationship on-air and online to play match-maker for Jacaranda 94.2 singles. The portal, in truly South African style, called liefie.co.za, was designed through Kagiso Media's partnership with Dating Buzz.</p>
	<p>THE OBJECTIVE</p> <p>Optimising on-line and on-air campaigns to maximise marketing impact.</p> <p>Dating Buzz appeals to a sub-set of audience and initially there was concern of whether Radio was too broad a marketing tool.</p> <p>The communication strategy used a number of incremental steps to identify the greatest drivers for on-line interaction.</p>
	<p>MECHANICS</p> <p>The First Month:</p> <p>An on-line only campaign was undertaken, providing "run of site" coverage using "below the fold" banners.</p> <p>The Second Month:</p> <p>This saw the addition of radio advertising to the web banners. Initially, this was advertised in the Love Zone between 9 and 11 PM week days.</p> <p>The Third Month:</p> <p>8 Afrikaans live read spots per day were utilised for five days a week.</p>





RESULTS

The First Month:

With around 451 000 impressions from 72 000 unique visitors, a clickthrough rate of roughly 2.6% was reached. From the total visitors, 234 active subscribers signed up.

The Second Month:

A limited growth to 331 active subscribers within 9 days was showed.

The Third Month:

This saw the growth of active subscribers reach 1111 within 9 days, and 2558 active subscribers after another 21 days.

