
	<p><b>PAY YOUR BILLS</b></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><b>THE IDEA</b></p> <p>With the worldwide economic crisis finally hitting home, South Africans were finding themselves with less money in their pockets to pay the monthly bills. In June 2008, Jacaranda 94.2 embarked on a 9 month feel-good campaign called Pay Your Bills (PYB), aiming to make life a little easier for their listeners. School fees, medical bills, groceries, insurance premiums, clothing accounts, vehicle finance, bonds... listeners sent in any and every type of bill for the radio station to consider.</p>

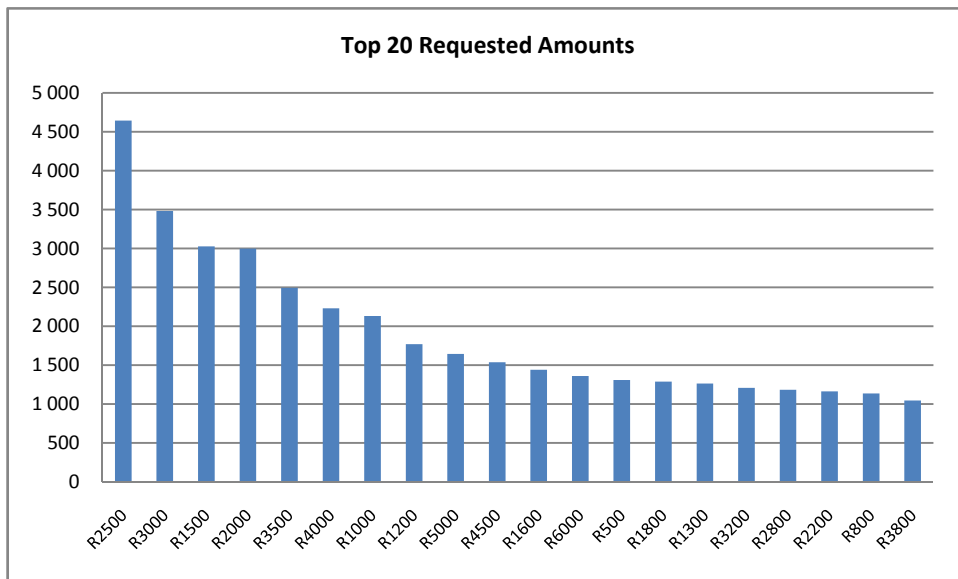
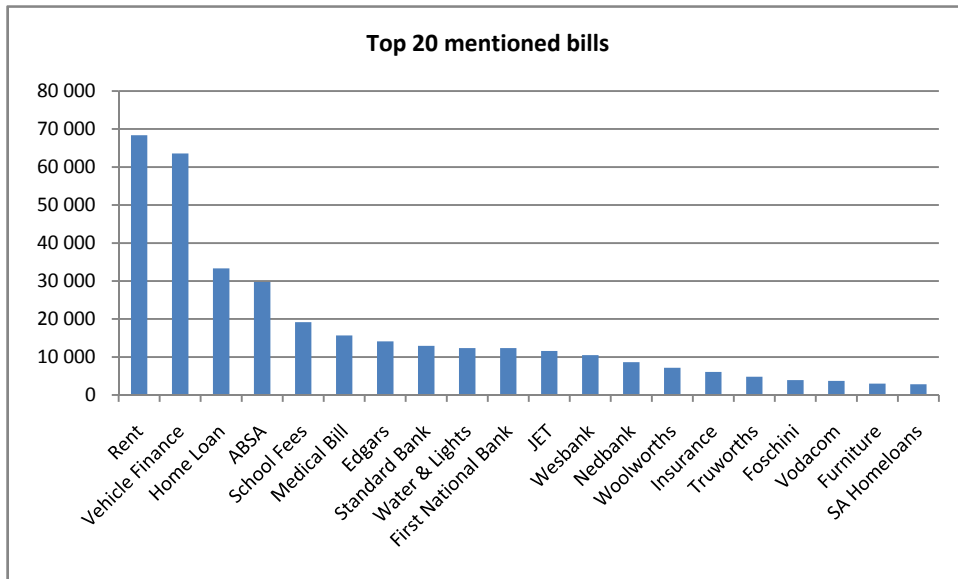


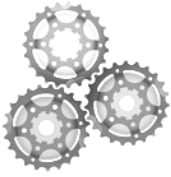


## THE OBJECTIVE

**Radio campaign drives Listener interaction and consumer research and identifies peak listener response times.**

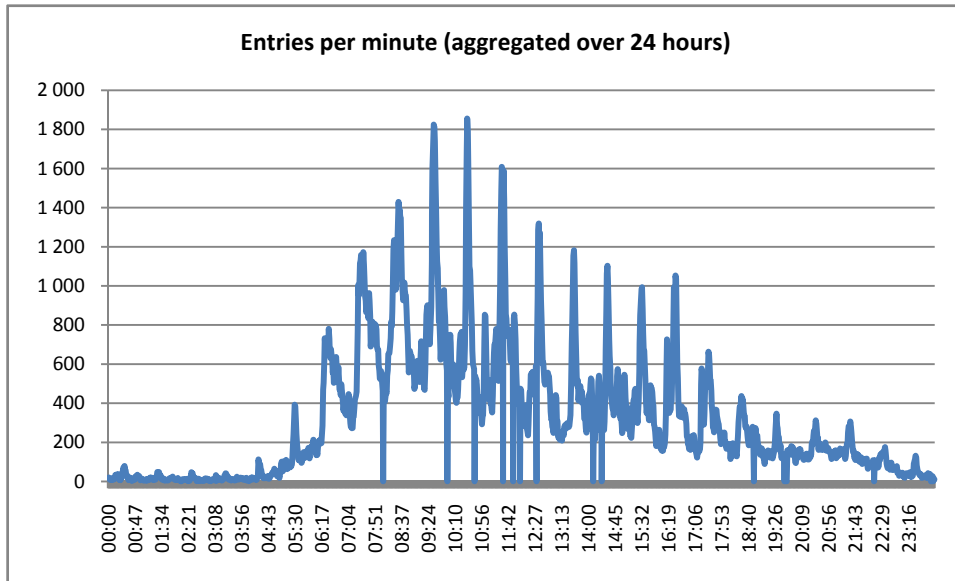
The pay your bills campaign built to not only drive listener participation but also create extensive intelligence about our audience. It emphasises the power of radio in driving structured responses.





## MECHANICS

Part of the research identified the power of the workzone program to drive responses. In fact, a higher number of responses were recorded during the 08h00 to 16h00 time slots rather than the drive time slots alone. It illuminated the power of workzone promotions in driving interaction.



## RESULTS

Jacaranda 94.2 Head of Talent, Content and Programming Lloyd Madurai reports: "Based on audience participation the success rate of PYB was phenomenal."

He adds that PYB received more than 473 000 SMS entries - of which 120 000 were unique users - and more than 22 000 online entries. The campaign paid more than R600 000 in bills, helping listeners to have a little bit of extra money left over to cover other expenses.

