







# CASE STUDY

	<p><b>BEHIND THE SHARKS</b></p> <p>East Coast Radio is Durban’s number 1 adult contemporary music station and also the most diverse radio station in KZN. It is the first in the industry to create a truly South African sound and has X million listeners that represent all demographics in KZN.</p>
	<p><b>BEHIND THE BULLS</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, Mpumalanga and the North-West Province.</p>
	<p><b>THE OBJECTIVE</b></p> <p>To celebrate the all South African Super 14 final between the Sharks and the Bulls in 2007, East Coast Radio and Jacaranda 94.2 wanted to do something to mark the auspicious occasion.</p>
	<p><b>THE IDEA</b></p> <p>As sister stations representing the respective teams, it was decided to create a friendly rivalry between the two stations and their listeners. Their weapon of choice? Online blogs.</p>
	<p><b>MECHANICS</b></p> <p>Using the in-house blogs, the stations engaged with thousands of rugby enthusiasts across South Africa and even attracted international acclaim. The blog was driven on air, with listeners being encouraged to out-support the other station. The specially designed blog allowed participants to post challenges, dispute claims and interact with other bloggers and with the station. With every comment added to the blog of each team, a graphical representation of support would move accordingly, thereby showing which team has the most support.</p>
	<p><b>RESULTS</b></p> <p>By all measurements the initiative was incredibly successful. East Coast Radio’s Big Breakfast blog drew 35 000 unique users, while Jacaranda 94.2’s Breakfast Blog drew 40 000 unique users. All measured audiences reached the blogs in the three days prior to the match. This is an excellent example of how relevant on air content compels listeners to act, and how website welcomes such interactions while the proverbial iron is still hot. This complementary relationship between radio and internet has resulted in the stations’ blogs regularly featuring amongst the Top 10 most read blogs in the country. Accolades received by the Blog Awards of 2008 include Most Humorous SA Blog, Best Group Blog and Best Entertainment Blog. Refer to attached website statistics.</p>

