



TOP TEN SA RADIO CASE STUDIES 2009

**Client:** First National Bank

**Campaign Name:** Personalised Interest Rate Promotion

**Stations:** Jacaranda 94.2, East Coast Radio and Kaya FM

**The Objective:**

Retain existing FNB clients and attract new customers.

**The Big Idea:**

First National Bank was introducing its personalised interest rate product onto the market.

Existing FNB card holders' rates are based on their unique risk profile - as your profile changes in line with your good credit management, FNB rewards you by improving your original rate to match your current status - this allows FNB to offer their clients a truly flexible and customised product.

This concept was followed through by matching the idea to a 'personalise your playlist' competition, demonstrating the benefits of flexibility.

**The Mechanics:**

Listeners were asked to send the radio station a list of three of their favourite songs. If their list was chosen at the competition time, they won prize money courtesy of FNB.

Product information was given through live reads and the website,

This campaign ran for 3 weeks.

**The Results:**

The campaign was well presented and allowed the 'Personalise your playlist' concept to be tied in with 'Personalise your interest rate.' The campaign format was non-traditional and allowed the client and presenters to expose the listeners to the concept as opposed to using traditional pre promos.

The live reads that were part of the campaign package further communicated FNB's personalised interest rate offering.

**Key Insights:**

Radio stations are in most cases, able and willing to tie the clients' campaign to a concept that works for the station and the brand.

