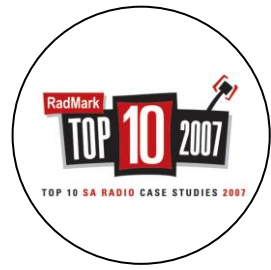


Client : ABSA
Campaign : ABSA 'Silver Package Payroll' Promotion
Stations : Gagasi 99.5



The Big Idea

ABSA's main objective was to acquire new customers within the LSM 6-9 groups from the open market and from existing banks. The call to action was for them to open new accounts with the bank. Initially ABSA was approached by Gagasi 99.5 to sponsor its first birthday bash and to celebrate the station's exponential growth since its inception. With its mass-market appeal and ability to 'cut through the clutter', combined with ABSA's limited budget, radio became an obvious choice.

The Mechanics

ABSA successfully launched a 'Silver Package' and the 'Silver Payroll' competition with the station. Listeners were asked to open a Silver package account, SMS their details to the provided number and were then contacted by a DJ. Upon proving their knowledge on the mechanics of the Silver package, listeners were then eligible for winning large amounts of cash. The response from both listeners and DJs was phenomenal. Gagasi 99.5, as a bilingual (English and Zulu) and very approachable station, ensured that the campaign enjoyed immense success.

The Results

It was an extremely successful campaign nationally, but especially in the KZN region, where more than 50% of new accounts were opened. This is indicative of the success brought about by regional radio stations.

Key Insights

It is imperative that the medium of radio is consistently relevant, topical and speaks to listeners in their language, tone or style. New and innovative ways of using radio nationwide and pod casting must be implemented. The contribution made by DJs in conveying the message cannot be overlooked, as they are the icons that listeners are familiar with. Marketers shouldn't be naive and assume that listeners are techno-illiterate. For example, the success of various campaigns has highlighted consumers' uptake and understanding of cell phone technology.

Key Quote

"Radio stations focusing on a niche market e.g. women, tackling women's issues, should be explored; the success of projects like First for Women Insurance is a prime example"