



TOP TEN SA RADIO CASE STUDIES 2009

**Client:** Unilever – AXE Deodorant  
**Campaign Name:** Axe Cheese Girls  
**Station:** Gagasi 99.5 fm

**OBJECTIVE:**

The objective was to define the brand proposition for Axe within the Black Urban KZN market and to create a perceived celebrity (The Cheese Girls) for the audience by offering insights/interviews and connection points for this new music phenomenon.

**THE BIG IDEA:**

To create a South African celebrity trend that is disillusioned with the average Joe ghetto guy.

**THE MECHANICS:**

To initiate the hype and create a personal connection with the audience, The Cheese Girls were invited to co-host and be interviewed by the afternoon drive crew.

The soon to be a hit single track, eKasi No No, was broadcast and the big question of “what’s wrong with us Ghetto Guys?” was discussed.

The girls clearly have issues with ghetto guys – as per their hit single - and this was their chance to elaborate.

Listeners were offered the opportunity to re-mix the track via a competition, adding an interactive element to the campaign.

This track was played every four hours until it was noted by listeners as a hit.

The station hears a rumour that the lead singer is dating a ghetto guy – and live interviews are conducted.

The Final reveal: eKasi No NO lyrics reworked to praise the ghetto guy and used as backing track to Axe commercial.

### **THE RESULTS:**

**Affinity in the market place initiated as the previous proposition was aimed at a WCI market.**

### **KEY INSIGHTS:**

**The original concept involved utilising a music video to launch the affinity proposition – cost was prohibitive.**

**Radio not only gave a highly affordable version of the campaign, but also allowed for additional cross-over connection points to the potential market which could now interact personally with the campaign.**