



TOP TEN SA RADIO CASE STUDIES 2009

**Client:** Dial Direct

**Campaign Name:** Dial Direct Payroll

**Station:** Heart 104.90

**THE OBJECTIVE:**

There were two essential objectives – to raise awareness for the brand and to generate leads.

**THE BIG IDEA:**

A competition that pays out directly – much like the brand; no added fuss, no forms, just a bonus.

**THE MECHANICS:**

Two weeks prior to the promotion, listeners were encouraged to register their details either On-Line or via SMS. By registering for the competition and remembering a specific payoff line listeners could win a cash prize of R1000. To further the stakes, if there was no winner, the cash prize 'rolled over'.

At the competition time, a DJ phoned a random entrant. If the listener answered with the correct line, they won the cash amount in the jackpot at that time. If not, R1000 was added to the jackpot and spilt over to the next competition moment.

A return SMS and OPT IN was used to elicit a database for Dial Direct.

**THE RESULTS:**

A grand total of 229 554 SMS entries were received.

The campaign was designed to be simple and straight forward with the accompanying promo's and live reads giving clear, educational messages.

The station's website had a dedicated page which promoted the competition while also providing a 100-word advertorial, logo and URL. A total of 1 263 people viewed the Unique Page Views with a further 1 128 people looking at the Page Views.

**KEY INSIGHTS:**

This competition was the station's largest and most successful campaign to date; it creates huge attraction for listeners and great radio moments.