



TOP TEN SA RADIO CASE STUDIES 2009

Client: Eagle Corner
Campaign Name: The Real Deal Feature
Station: Kaya FM

The Objective:
Increase sales figures.

The Big Idea:
Listeners were given the impression that Kaya's DJs were getting the best deals directly from Eagle Corner's salesman, OB.
Listeners became very familiar with OB, a celebrity in his own right, and so were very keen to meet him.
A feature was created that allowed OB to establish a connection with listeners through his interaction with the breakfast team. OB became a friend to the listener, someone who could offer them the best deals when it came to purchasing a motor vehicle.

The Mechanics:
To create interactivity, the Breakfast team called OB at the dealership during a feature programme. During the general banter between them an opportunity is created for OB to offer wonderful deals to Abomkaya.
OB gives input and details of all the features included in the price.
The Breakfast team cajole him and ensure that the deal he is offering is the best deal for the listener.
The benefit for the listener is that if they go to Eagle Ford and announce themselves, they are eligible for the special deal of the week.
A button and URL link were added on the Kaya newsletter and website to measure direct response.

The Results:
Initially there was a slow response from the listeners, however as people became more familiar with the feature and OB, there was a direct increase in sales. This could be linked directly to the Real Deal Feature.
OB has become somewhat of a celeb and the trust that listeners place in the DJ's and OB is phenomenal.
The response from the listeners varied depending on the specials on offer.
The campaign is now in its third year, which is an indication of the great success achieved.

Key Insights:
Radio is the key to the success of this campaign: By creating 'theatre of the mind' entertainment between the dealership; OB and the morning drive DJs, listeners were kept

intrigued by the voice of OB. His identity would remain a mystery unless they went to the dealership.