



TOP TEN SA RADIO CASE STUDIES 2009

Client: GI Lean

Campaign Name: The GI Lean Weight Loss Challenge

Stations: Jacaranda 94.2

Objectives:

The weight loss category is highly competitive as a result of strong seasonal consumer demand, high margins and low barriers to entry. There are many brands attempting to gain market share, often with false claims.

The objective was to increase the brand awareness for G.I. Lean, to enhance the credibility of the G. I. Brand and to create a greater awareness around the G. I. Lean Weight Loss Challenge.

The Big Idea:

Tove Kane is a respected role model for the female listeners of Jacaranda 94.2. Her open and honest nature made her an ideal candidate for a 'reality radio' campaign that tracked her progress in the G. I. Lean Weight Loss Challenge.

The campaign also took on a charity spin, with G. I. Lean making a donation to a charity of Tove's choice. The donated amount was dependent on how many kilograms Tove was able to lose during the challenge.

The Mechanics:

A pre-arranged on-air conversation between the CEO of G.I. Lean and Tove was staged, whereby Tove admitted on-air that she wanted to lose weight for the summer. The campaign was set up and Tove challenged to use the G.I. Lean product for a period of seven weeks. The campaign consisted of power spots, live reads and website information.

Power Spots: over a three-week period, there was a total of 8 to communicate Tove's progress in the G. I. Lean Weight Loss Challenge.

Live reads: offering tips and advice on how to maintain a balanced diet, while further promoting the G. I. Lean Weight Loss Challenge.

Website: a dedicated G. I. Lean branded page on the stations' website to track Tove's progress throughout the challenge. The page linked to Tove's blog, where she chronicled her personal experience of the challenge and invited listeners to interact with her.

An ad campaign ran concurrently with the promotion to amplify key brand messages.

The Results:

Tove reached her goal weight within 7 weeks, clearly proving to the listeners that the G.I. Lean product does work, unlike all the many brands which over promise and under deliver.

The sales response was overwhelming, far exceeding the previous year's figures, with sales three times that of the previous year.

This year there was very limited television (they were the sole sponsor of the TV production: Biggest Loser SA last year) and magazine activity with the bulk of the advertising spent on radio.

Key Insights:

Radio is an informative high-reach medium, with the ability to generate strong awareness in a short time period. Had the money been invested in any other medium, the results would not have been the same.

It is important in today's environment for each radio campaign to deliver higher impact through greater engagement with the listeners. Whilst frequency will always be important, more emphasis should be placed on engagement in order to truly deliver results.