



TOP TEN SA RADIO CASE STUDIES 2009

CLIENT: McCarthy Ford Mazda Pretoria East

CAMPAIGN NAME: McCarthy Ford Mazda Egg-Secution

STATION: Jacaranda 94.2

THE OBJECTIVE:

McCarthy Ford and Mazda Pretoria East, a new car dealership brand in the Pretoria east area, wanted to raise awareness of the brand profile.

THE BIG IDEA:

A reality radio concept that centered on the Currie Cup final between the Sharks and the Bulls and used radio presenters as proponents of these teams to set the scene for a showdown at the car dealership.

THE MECHANICS:

At the heart of the campaign was an on-air challenge between Darren Scott and Afternoon Drive host Martin Bester. With both DJ's rallying support for their teams and on-going bantering over several days, the scene was set for the big Egg-Secution. The supporter of the losing side of the Currie Cup final would be pelted with 1000 rotten eggs.

McCarthy received branding as the sponsor of the big reveal. Their premises were used for the show down where hundreds of listeners and fans turned up to be part of the egg pelting.

The eggs that were used were not for human consumption, and in line with its 'Feel Good' strategy, the station went on to donate 1 500 fresh, eggs to charity.

THE RESULTS:

Awareness was raised of the McCarthy Ford and Mazda dealership in the minds of the targeted audience and its association with the greater Pretoria area established.

A key reason why the promotion was such a success was the use of on-air promo mentions and generic live reads, enriched with online content including entertaining skits, videos and photos. This encouraged listener buy-in and participation.

KEY INSIGHTS:

The Egg-Section idea shows that station-driven, proactive ideas that resonate with our audience (The station and the teams have huge resonance in the greater Gauteng area) and tie into the strategy of the station are definitely the way to go.