



TOP TEN SA RADIO CASE STUDIES 2009

Client: Momentum

Campaign Name: Momentum Multiply

Station: Jacaranda 94.2

The Objective:

To promote Momentum's wellness programme.

To promote the name of the programme: Multiply

To promote the pedometer, which had an added benefit of being linked to an on-line community, allowing users to challenge friends, family and colleagues

The Big Idea:

Momentum presented the 'Make the Change with Momentum Multiply' competition. This six-week promotion gave listeners the chance to win great prizes from Momentum Multiply partners to encourage them to make healthy changes in their lives.

The Mechanics:

The promotion was launched with two weeks of power spots during Afternoon Drive time with Martin and Riva. The power spots introduced Momentum's wellness programme to the listeners with Martin and Riva each receiving a pedometer and sharing their experiences with listeners. The power spots took place twice a week.

Following the power spots, a freestyle competition was launched asking listeners to reveal what bad habits they would like to change. Promo's directed listeners to the website where they were asked to select a cornerstone and submit a short write up about their bad habits. From the pool of entries, daily winners were selected and rewarded with a selection of prizes, compliments of Momentum Multiply and partners.

The Results:

There were a total of 311 website entries.

There were a further 200 entries requesting a Momentum representative to contact them with additional information on various products.

The database was updated on a regular basis and sent to the Momentum sales team. The leads generated had a 50% success rate.

Key Insight:

The competition served well to creatively promote Momentum's Multiply wellness programme and their partners. Listeners responded very well, with the majority of entries

stating that they would like to lose weight, have healthier diets, or stop smoking, showing that listeners really considered making a change in their lives with Momentum's Multiply at the top of their minds.