



TOP TEN SA RADIO CASE STUDIES 2009

Client: Pernod Ricard

Campaign Name: Pernod Ricard Malibu Love Cruise

Stations: Heart 104.9FM

The Objective:

For Malibu to grow its market share, particularly within the coloured market

The Big Idea:

A partnership was entered into between Heart 104.9FM and Starlight Cruises. Despite the global recession, it was felt that this would be a successful campaign.

The cruise was promoted as a getaway package targeted at couples where the cruise itself was promoted and not the actual destination.

The Mechanics:

The first objective was to create an awareness of the campaign. This was achieved with low frequency pre-promotions, which ran from June – August 2008.

The second objective was to drive sales. A special booking promotion (3 special deals were offered) was run on-air from September – November. This proved to be highly effective.

The third objective as to sell remaining tickets, increase Malibu sales and create a heightened awareness. This was achieved by intensifying the on-air activity from December to February. The Island Style theme was introduced with the new audio recording featuring AZ Abrahams. Competition promotions, weekly give-aways and power spots were all utilised.

The Event:

Heart 104.9FM's positioning as a true friend to the listener was entrenched on the cruise with interaction between guests and radio personalities through specialised events.

Brand presence was highly visible with Malibu branded bar staff and passengers wearing Heart 104.8FM and Mailibu promotional clothing. The brand was further highlighted by the successful drink and cocktail specials run for the duration of the trip by Mailbu.

The Results:

All expectations were exceeded with tickets sold out three weeks before the departure date. There was also a waiting list of listeners who wanted to join the cruise.

Malibu sales exceeded the sponsor's expectation with 192 bottles of Malibu sold on the cruise ship.

Key Insights:

The set-up and execution by Heart 104.9FM and the Malibu team was spot-on.