



TOP TEN SA RADIO CASE STUDIES 2009

Client: Wimpy

Campaign Name: Wimpy Breakfast Show Sponsorship

Stations: Jacaranda 94.2 and East Coast Radio

Objective:

Wimpy prides itself on its breakfast menu and has been consistently promoting this offering on radio stations around the country. By adding Jacaranda and East Coast Radio to the media mix, it was hoped it would further increase awareness in these regions.

The Big Idea:

Wimpy sponsored the Jacaranda Just Plain Breakfast and the East Coast Radio Big Breakfast.

The Mechanics:

The launch of the Jacaranda Breakfast sponsorship took place at the Wimpy Kollanade Retail Park with a live broadcast. Over 500 people were present. Wimpy paid for 100 breakfasts and there was a give-away of 600 key rings.

A breakfast show package was created for Wimpy with an opening and closing spot played at the beginning and end of the show. Generic spots and live reads reminded the listeners about Wimpy's in-store activations.

There were further stings played through out the show that reminded the listeners that the show was sponsored by Wimpy. All the on-air and on-line elements creatively tied in Wimpy's in-store campaigns.

They also ran a themed weekend (The Best of 2008) giveaway with 24 Wimpy vouchers to the value of R500 each. The themed weekend required listeners to call in to the station and identify the artist and the song title. Wimpy effectively utilised this platform to communicate the fact that they were nominated by the 'Your Choice awards' as the Best Breakfast for 2008.

The Results:

The client was very happy with breakfast attendance in these regions.