

Client : Dial Direct
Campaign : 'It Pays To Go Direct' campaign
Stations : Gagasi 99.5



The Big Idea

Radio has been extensively utilised by Dial Direct in its marketing campaigns since the inception of the company four years ago. The medium thus became the obvious choice for launching the Dial Direct 'It Pays to Go Direct' campaign. The main objective was to reach the previously untapped market of urban black people in the LSM 8 - 10 categories in KwaZulu-Natal. Gagasi 99.5 aligned perfectly with Dial Direct's objective to penetrate the environment and lift the brand.

The Mechanics

Radio is an intimate means of reaching a target audience with specific messages, especially in a sales-orientated environment like Dial Direct where straight forward 'call-to-action' messages need to be relayed. A campaign was tailor made for Dial Direct through creative input from Gagasi 99.5 management. This insight into what the target market really 'tunes into' was invaluable. Given the complex nature of insurance, the campaign was centred on educating and informing the listener. Listeners were requested to call in and ask questions which were then answered by a Dial Direct insurance expert. 30-second generic adverts, endorsements from the DJs and 45-second live-read all formed part of the added value provided by Gagasi 99.5.

The Results

The campaign enjoyed immense success, which warranted its lengthy six month duration. More than 50% of leads were noted in the KZN region and there was also an anecdotal noting of an increased awareness of the brand

Key Insights

It is important to find a formula that works and maintain it. Flighting generic adverts is not always the best method. A tailor-made package guarantees exponential growth. Radio stations and media owners should be careful not to overprice their rates as this makes their medium prohibitive.

Key Quote

"Radio remains a relevant, receptive, ever-present medium which stays abreast of technological advancements"