



Client : DStv
Campaign : More Than Just Numbers
Stations : Various (including Jacaranda 94.2 & East Coast Radio)

The Big Idea

DStv is associated with abundance, variety and choice. The “more than numbers” campaign was a device to pull all of those characteristics into a single message. Similarly, this campaign served as a launch pad for the new channel numbers on the DStv bouquet in an entertaining way.

The Mechanics

DStv ran two concepts, over six months across the various regional radio stations. The first concept involved ball design, where the radio DJ would toss balls bearing random numbers live on-air, referring to the different channels. This was followed by a series of open-ended questions tied into content found on the specific channel. The second part of the promotion made use of sound effects, where a machine selected the numbers, which were allocated back to the channel. This was a form of education, based on general knowledge trivia. Each ball had a prize value that tied in with the brand’s positioning of “giving so much more”.

The Challenges

It is difficult to assess the background clutter that listeners could be experiencing in their daily lives. Radio ads therefore need to be quick, sharp and to the point, while still imparting the necessary information.

Regional radio was specifically targeted to minimise wastage. Radio stations played a key role because they understand the local intrinsic of their audiences. Radio’s reach in frequency was appealing in terms of drawing in a mass audience and made it cost-effective to run this promotion over a long period of time.

The Results

As a result of flooding the market via the web, print, TV and radio, there was an increase in sales. DStv was also able to retain brand loyalty among its current subscribers. The use of radio allowed the brand to speak to loyal subscribers while creating a new subscriber base.

Key Insights

“Clients can add value to their radio partnerships by creating a synergy between the various marketing platforms at their disposal.”