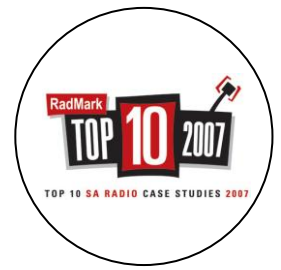


**Client** : Flora / Lowe Bull Johannesburg  
**Campaign** : cheaphumanheartsforsale.com  
**Stations** : Various



### **The Big Idea**

Flora's primary mission with this campaign was to make hearts healthier. By raising awareness about the dangers of heart disease, diabetes and other lifestyle-related health concerns; Flora was proactive in empowering consumers to combat these silent killers. Given that the deluge of advertising and warnings around smoking, cancer and life insurance policies, in today's fast-paced world is often reduced to ineffective noise, the challenge for Flora was to break through the clutter and deliver a message with impact.

### **The Mechanics**

In an effort to create interactivity, quick 30-second lifestyle testimonials were flighted on air as normal generic adverts. These 'testimonials' consisted of consumers waxing lyrical about their reckless lifestyles, while punting 'Cheap Human Hearts for Sale', as their saviour when their hearts failed to function. These bogus testimonials set the tone for the second step in the campaign.

This came in the form of a cooler box containing a live pig's heart. As part of a hoax to create hype around the 'Cheap Human Hearts for Sale' campaign, these cooler boxes were delivered to DJs who 'played along' by punting the initiative. A massive response in terms of listenership was noted, as listeners called in to enquire about the veracity of the campaign. The prank proved not only entertaining, but also drove home an increasingly important message of getting real about our heart health. 'You have only 1 heart, look after it'

### **The Results**

The objective of the campaign was not to get people rushing into stores to buy Flora but was in fact to raise heart health awareness. This was successfully executed given that in the first month, more than 300 000 hits were recorded on the Flora website, indicating a pique in interest from consumers.

### **Key Insight**

Radio is an important tool in building hype around a campaign. This is evident in the way it successfully drove a highly-entertaining hoax and helped achieve the objectives set by Flora.