

Client : TBWA Johannesburg  
Campaign : AIDS Awareness Campaign  
Stations : Various



### **The Big Idea**

This radio concept developed from a need to change customer behaviour in terms of their debt. A lot of radio is message driven. The aim of the Khomanani advert was to create an impact and a kind of honesty that's required when handling a subject like AIDS. This was a simple idea but what made it shocking, was that it was true!

### **The Mechanics**

Print was the starting point for this campaign with classified ads in The Star newspaper for different prostitutes using the same number. An actress was hired to take the calls at the advertising agency. There were literally hundreds of calls, with the earliest being at 7:15am on the first morning!

The actress first engaged in a provocative conversation with the caller and then suddenly asked if they knew a shocking fact about the Aids epidemic. Another component of the campaign was a viral element where MP3's were distributed to people to pass around once they had listened. The real strength of this campaign was that it was targeted at a section of the population that AIDS awareness campaigns don't normally reach.

### **The Challenges**

Clients tend to believe that if you repeat something loud enough, then people will listen. That has created a predictable state of radio that is rules based. With so many channels of new media, creating media-neutral content remains one of the biggest challenges. There is also limited thinking in radio because creatives fail to see it as a diverse tool.

### **The Results**

What worked for this campaign was amplification - a way of generating interest from the media by doing one small but very newsworthy event. Once the media got hold of the message, they became the actual drivers of the campaign. This campaign was also effective because of its reality quotient, which people were obviously drawn to.

### **Key Insights**

*"People have shifted but advertising hasn't."*

*"The convergence of new media with creative ideas is the future of advertising."*