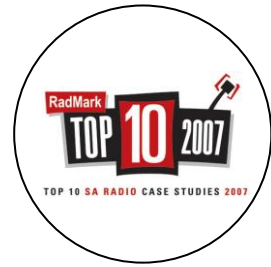


Client : Vodacom / DRAFTFCB Johannesburg
Campaign : Welcome Tones / Airtime Transfer
Stations : Various



The Big Idea

Radio became the medium of choice when Vodacom embarked on a campaign to remind consumers and listeners alike about their existing products to encourage them to use them more often.

The Mechanics

A concept highlighting Vodacom's services was conceived. With 'Jeff the BEE guy' as the central character, numerous scenarios were created. This saw Jeff, his associates and his family members placed in day-to-day situations such as being stuck in traffic. Typically, a cell phone becomes one's lifeline in such situations; thereby making the use of Vodacom's services almost an obvious choice. Jeff and the predicaments he is often in, have translated into a soap opera-like drama, unfolding during morning and afternoon drive time shows, with scores of listeners tuning in daily.

The Results

This groundbreaking concept has enjoyed immense success and has opened the way for most of Vodacom's services and products to be filtered through, using Jeff's character. The radio advert has become part of popular culture.

Sales on welcome tones alone increased by over 550% in the first month that the executions highlighting this product were aired.

Key Insights

It is crucial that both marketers and media owners are able to identify which DJs resonate best with brands in order to bring about the authenticity of a promotion. The use of regional radio stations also brings about local relevance but care should be taken to ensure that it is not offensive or insulting e.g. the use of a stereotypically Indian voice for a Durban radio station. Advertising during drive time can be extremely beneficial because people are at their most attentive for the latest developments with regards to news and traffic reports.

Quote

"When people love a concept and take it into their hearts, their wallets soon follow"