

# Radio ad competition increases pay-TV subscription rate

A radio ad campaign aimed at stimulating listeners' creativity is claimed to have achieved significant results for pay-TV channel.

RadMark's five radio brands, East Coast Radio, Heart 104.9, Jacaranda 94.2, Kaya FM and Gagasi 99.5, recently ran a DStv campaign inviting listeners to create an ad for a show, movie or channel using key words in a given genre and encouraged them to visit the radio's websites to obtain background for their adverts

Busi Msimango, DStv's assistant promotions manager, says "The 30-second adverts were judged on entertainment value and professionalism. Daily prizes included DStv decoders, installation and three month's free subscription. The two highest scoring contestants competed against each other for the overall winner's prize of a Sony Bravia TV set."

However, the results of the ad campaign, released late last week, were that it attracted 3431 new DStv subscribers to the Premium Bouquet and 10 440 new Compact Bouquet subscribers - well over the monthly targets.

The campaign stimulated listeners by challenging them to tap into their creative sides and DJs reported that the campaign was different in that it cut through the clutter and gave listeners the chance to do something they may have wanted to do for a long time - create their own ads.

RadMark MD Graham Willcock says this once again proves that radio is not only capable of showing a measurable return on investment but is as relevant today as it has ever been.

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