

License to win

How do you grab the attention of an audience as diverse as only 6.8 million television households across South Africa can be? If you're TV Licences, you choose the road less travelled by using alternative methods and media to cut through the clutter with a single, yet comprehensive message.

Such is the case with the TV Licences/Teljoy "Good Things Happen" competition, which has the dual objective of rewarding loyal licence holders and updating the personal information held on the TV Licences database. The pay-off line, 'Good things happen to those who pay their TV licences' should also encourage non-licence holders to 'do the right thing' by obtaining a TV licence, effectively giving them the chance to win the R450 000 worth of prizes such as televisions, home theatre systems, cellular telephones and other consumer electronics that are up for grabs, courtesy of TV Licences and Teljoy.

Designed to reinforce the ready accessibility of TV licences, the competition gives licence holders the option of several easy-to-use entry channels to confirm or update their personal details on the TV Licences database between 1 July and 3 September this year, including:

- SMSing their email address to 35330: TV Licences will automatically send an email that will link them through to an online form, which will take no more than a few minutes to complete and submit.
- Calling 0860 2211 000 and updating their information telephonically.
- Visiting www.tvlic.co.za, selecting the competition button and following the online prompts.
- Completing a printed entry form (mailed to existing clients on the TV Licences database) and returning it by mail or fax.

"This is the first time that TV Licences has used the push-pull methodology offered by the convergence of SMS and email communications technologies for an initiative of this nature," says Mike Rubenstein, TV Licences Marketing Consultant and the brainchild behind the campaign. "It's also the first time that we're using our website as a push-pull channel to communicate with our licence holders."

A novel approach has also been taken to promoting the competition, with a 25 second TV promo and 5 radio commercials that use wry, tongue-in-cheek humour to call licence holders to action in a thoroughly entertaining and memorable manner. Rubenstein advises that the competition promos will be broadcast on eight SABC radio stations (in English, Afrikaans, Zulu and South Sotho) and all three SABC TV channels.

"We're delighted with the content and the creative execution of the various television and radio promos developed for this campaign," says Rubenstein. "Not only is each one very clever and catchy on its own, but together they communicate a single message very clearly - namely that it's good (and potentially rewarding) to do the right thing."

A firm believer in positive affirmation as a motivational tool, Rubenstein explains that the rewards, in this instance, include both the fantastic prizes at stake and the improved service that TV Licences will be able to deliver on the strength of an up-to-date database. "The SABC, as the public broadcaster, is committed to informing, educating, entertaining and uplifting South Africans," he says. "We can only fulfil this mandate - if all viewers across South Africa honour their legal obligation to pay TV Licence fees."

As Rubenstein points out, buying and/or renewing a TV licence is easier today than ever before, thanks to an extended network of outlets across the country. A new TV licence can be purchased from branches of Hi Fi Corporation, the SABC Makro stores and the Post Office or via the TV Licence website at www.tvlic.co.za. Licence renewals can be effected through these same places, as well as via EasyPay at Pick 'n Pay and Shoprite/Checkers outlets and the ATMs of South Africa's four major banking groups (i.e. ABSA, Standard Bank, Nedbank and First National Bank). A TV licence is now also included in the rental agreement entered into between Teljoy and its clients.

In closing, Rubenstein says that the drive to update the TV Licences database is grounded on the fact that good customer relationship management depends on accurate information. "Although the SABC TV Licences database is information-rich, it needs to be updated on a continuous basis," says Rubenstein. "By updating their information, licence holders will give us

greater insight into our various audience sectors and equip us to provide better service. All information provided will, of course, be treated with the strictest confidence. The SABC respects the privacy of the viewing public and will not sell the database or divulge its contents to outside parties."

Editorial contact

Magna Carta for SABC TV Licences

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