

Wetpaint FM Qualcomm radio campaign

Issued by [Wetpaint Advertising](#)

10 Jul 2012

Wetpaint FM recently scripted and recorded a series of radio adverts as a part of an integrated advertising campaign for Qualcomm. The campaign makes use of street pole ads, a radio and online competition, as well as a custom designed augmented reality app which truly brings the print and online adverts to life.

Wetpaint booked the adverts flying on 5fm and ran an interactive radio competition in association with Rob Forbes in which listeners were able to win a Snapdragon smartphone every day for five days. The competition closed off with a grand prize giveaway of an all-expense paid holiday for two including a range of adventure getaways and a smartphone for each guest. The radio competition was also used to generate traffic to the online competition which was hosted on the ZA Tech Show's website (zatechshow.co.za/snapdragon/) and as such the radio presence was a corner-stone of the entire campaign. By sponsoring the popular ZA Tech Show's podcast we were able to take this campaign beyond the traditional radio advertising sphere and into the new and exciting world of online radio broadcasting.

The Qualcomm campaign marks a significant step for Wetpaint, as they move further into the digital sphere in terms of clientele and campaign structure. Qualcomm's Snapdragon processor, which can already be found in the world's leading mobile phone brands like Samsung, HTC, Blackberry, Nokia, and Huawei. Our brief was to create awareness for the international tech-giant's mobile processors among South African consumers.

The campaign, which is loosely modelled on the ground-breaking "Intel Inside" campaign, has already generated a huge amount of success with online entries in the competition sky-rocketing.



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