

A trek to remember with Castrol and Jacaranda FM

Tiaan Jordaan and Sonsie Scott of the Locked-Up Lovebirds of Polokwane walked off with a R100,000 cheque in the five-day Castrol Magnatrek challenge, promoted by Jacaranda FM, which saw eight teams hauled across South Africa's northern regions, ending at Roodepoort's Walter Sisulu Botanical Gardens on Friday, 4 October.



Tiaan Jordaan and Sonsie Scott of the Locked-Up Lovebirds

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The expedition had teams travel through Limpopo, Magaliesburg, Parys and Soweto to increase awareness of the product and its benefits for cars. While filled with tough competition, the contestants also took time to do a community service task in Orange Farm, emphasising that the brand not only cares about car engines but also its consumers and the environment at large.

Teammates road tripped and partook in different activities using intellectual and physical skills to see who would be the ultimate winner. Points were also earned by being socially active on Facebook and Twitter - speaking to this year's strong converged media approach. Point standings were kept secret from the group until the very last moment - making for an intense finish.

Jacaranda exclusive

Having previously been synchronously broadcast on various regional radio stations, this year the campaign was given exclusively to Jacaranda FM.

Castrol's field marketing manager, Winston Khumalo explained, "The intention of the campaign has always been to dominate totally the airwaves in a fun, exciting way. Our aim with the competition is to bombard listeners with our brand throughout the day - always keeping it top of mind. We chose to keep the campaign with Jacaranda FM because it is always willing to listen to us and bend over backwards to help us achieve our creative goals. For us, it is a perfect fit. The station has also blown us away with its digital cross-promotion, which has been phenomenal this year."

On choosing radio to drive a major campaign he added, "Radio is the best vehicle to promote the brand's unique attributes and to educate the listeners."

Competition host, Janina Oberholzer of The Martin Bester Drive described this as her favourite event of the year and stated that she is already counting down the days to the start of next year's competition.

Thanking Castrol and Jacaranda FM, The Locked-Up Lovebirds described their win and the competition as "the best experience of their lives" and urged anyone who is able to enter, to do so next year.

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