

702 keeps an ear to the ground

702 Talk Radio reinforces its message on election day with some creative campaigning of its own!



By [Louise Marsland](#) 14 Apr 2004

Gauteng's 702 Talk Radio gets our vote for creativity! A couple of days prior to election day, the radio station put up its own 'election posters' advertising its blanket live coverage of the historic 2004 elections signalling South Africa's 10 years of democracy.

Then on Tuesday, the day before election day - to reinforce its election message of an "Eye on Election 2004" - the radio station delivered a hamper to media and key clients consisting of a can of Red Bull energy drink, pronouncing: "The only bull you'll get from 702 this Election".

On election day, listeners woke up to eyewitness accounts from voters at polling stations around the province and indeed further afield, setting the scene for comprehensive coverage of the largely peaceful poll day.

Post elections, 702 will continue with wall-to-wall coverage, 24 hours a day, to bring the results and updates to listeners. No bull.

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMCG Files newsletter. Web: www.sourceagency.co.za.
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