

East Coast Radio and MTN develop powerful brand partnership

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East Coast Radio's Platinum Slammer Package offers advertisers more than just radio by delivering an all-encompassing campaign that immerses the consumer in a total brand experience.



Described as the Rolls Royce of East Coast Radio's multi-media platforms by Managing Director, Trish Taylor, MTN successfully utilised this innovative and interactive campaign to promote its latest prepaid and contract deals.

Designed for maximum impact, this package offered MTN a powerful, connective strategy - with advertising on radio, web and a prominent billboard, as well as print ads, brand activation promotions, DJ endorsement and an SMS competition.

The cellular service provider's four-week on-air campaign was supported by the Rush Hour Ride co-host Margaret van der Westhuizen, as the primary brand ambassador, as well as appearances by DJ Trevor Williams.

"Listeners often form emotional connections with our presenters," says Taylor, "so when your favourite on-air personality recommends a particular product, there is a higher level of trust in that product."

Promotions were launched in major shopping centres in Durban and surrounding areas including Pine Crest Centre, The Pavilion, Gateway Theatre of Shopping, Musgrave Centre and Liberty Midlands Mall. These provided new and existing MTN customers with the opportunity to find out more about MTN's latest prepaid and contract deals and access free information on various MTN products, as well as stand a chance to win R10 000.

As part of the package, East Coast Radio co-branded one of its most prominent billboards, located at one of the busiest intersections in Durban, to advertise the four week MTN promotion.

East Coast Radio also runs a double spread supplement in the Sunday Tribune every month end. 'East Coast Radio Off Air' is a funky, full colour, exclusive 'news and views' about the station, which is heavily promoted on air, and proving immensely popular amongst readers.

Flighted in two separate 'East Coast Radio Off Air' editions, both pre- and post campaigns, MTN enjoyed one full colour, quarter page advert, co-branded with East Coast Radio.

Boasting over 80 000 individual users, East Coast Radio's website is a powerful advertising medium. "In this turnkey solution, the client receives an animated button on the front page of the East Coast Radio website. This branded button clicks through to a fully branded micro-site, with details about the product or service together with the competition mechanics, and visuals of the respective DJ endorsing or consuming the product," says Taylor. "This could also include a hyper-link through to the clients own website."

Part of MTN's campaign was an SMS competition where listeners could win a cell phone and stand a chance to take home

R10 000. Entries were totalled at 16 129 SMSs at the close of the campaign.

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- **Empowering business minds at the Mancosa East Coast Radio Business Breakfast** 12 Apr 2024
- **Walk Your Way at the Suncoast East Coast Radio Big Walk** 18 Mar 2024
- **Make moves for your future at the Mancosa East Coast Radio Business Breakfast** 4 Mar 2024

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East Coast Radio is KwaZulu-Natal's number one; for hit music, for inspiring content, for updated information and for making memories. East Coast Radio is a brand as energetic and vibrant as the people from the East Coast of South Africa.

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