

Covid-19 *ideas*

Quarantine Dreams 1

You've watched every episode of your favourite series... twice! You've gotten bored of your favourite game on your mobile. And your data runs out every second day as you stalk people on Facebook. Who said living in quarantine was going to be fun?

We did. Introducing Quarantine Dreams, a campaign running for the 4 weeks of the compulsory school holidays and aimed at making listeners' dreams... their Quarantine Dreams, come true.

Maybe it's a brand-new TV or a Netflix subscription. A nice recliner chair or having dinner sorted out every night with a home delivery voucher.

Or it could just be data to keep in touch with the online world, a shiny new gaming console or all the Harry Potter books. Whatever it is, thanks to the sponsor of Quarantine Dreams, this could all be taken care of.

The Mechanics

- On-air promos, social media and the station's website will be used to encourage listeners to SMS the station, first word SPONSOR'S NAME, with their Quarantine Dream.
- Once a day on the Breakfast Show, the presenter will pick one of the entries received, call the listener and have their Quarantine Dream become true. The winning listeners will also be encouraged to send either pictures or video of them enjoying their prize to the presenter once it's been delivered to them.
- The campaign itself is perfect for any sponsor wanting to associate their brand or product with a message of "entertainment at home" or "delivering whatever you need to your home" or "offering a wide variety of products or brands at the touch of your fingertips."

Elements:

Pre-promos & Promos
 Live liners
 Competition moment
 Website
 Social media

Costs

Station	Duration	Value	Investment	Weekly Value	Weekly Investment
East Coast Radio	2 Weeks	R 1,343,085	R 590,028	R 671,543	R 295,014
Jacaranda FM	2 Weeks	R 1,601,550	R 689,752	R 800,775	R 344,876