

Covid-19 *ideas*

Quarantine Dreams 2

Another way of running this campaign would be through a fun feature where the presenter reviews one of the products available from an online retailer to help drive away the boredom during the extended school holidays and what could be described as the general quarantine period.

With this idea, the retailer will send a wrapped box containing a product to the presenter every morning.

After the presenter unboxed the product, the team is filmed using or interacting with the product itself before the video is placed online and on social media.

This is accompanied by a 2 minute on-air moment capturing the excitement around the product that was unboxed.

The Mechanics

- There is no limitation on what the box could contain as long as it is all available online and for delivery from the sponsor: books, board games, toys, gaming products, headphones, music, cameras, cellphones etc. Linked to the on-air feature and the video clip, listeners will be told they have the chance to win the day's featured product if they can answer a question based on the video clip itself, correctly.
- An alternative way of running this is having the presenter select the actual product they want delivered the following day and giving listeners the opportunity to try and guess what it is they selected for a chance of winning vouchers from the online retailer. The video portion will still be valid, capturing the moment the presenter unboxes the delivery.

Elements:

Promos
 Live liners
 Competition moment
 Website
 Social media
 Video

Costs

Station	Duration	Value	Investment	Weekly Value	Weekly Investment
East Coast Radio	2 Weeks	R 1,400,465	R 695,475	R 700,233	R 347,737
Jacaranda FM	2 Weeks	R 1,673,760	R 815,043	R 836,880	R 407,521