

Covid-19 *ideas*

#StayAtHomeChallenge

Let's tap into ongoing social media conversations, hashtags or challenges. Alternatively, the sponsor and station can create their own challenge or hashtag.

The purpose is to use the power of social media and to incentivise the listener for participating.

*"Shelves are empty.
People are panic buying.
Toilet paper is the new gold.
Well, 'Brand X' is here to help.
Let us know what you're running out of
and stand a chance to win a R5 000
'Brand X' online shopping voucher.
The prize could also be airtime/data or
a lifetime supply of toilet paper".*

Elements

- Promos
- Live liners
- Live read winner announcements
- Facebook posts
- Twitter posts
- Facebook boost
- Website for a week

Costs

Station	Duration	Value	Investment	Weekly Value	Weekly Investment
East Coast Radio	2 Weeks	R 969,137	R 461,317	R 484,569	R 230,658
Jacaranda FM	2 Weeks	R 1,169,071	R 536,648	R 584,536	R 268,324
Kaya FM	2 Weeks	R 949,648	R 623,405	R 474,824	R 311,703
Smile 90.4FM	2 Weeks	R 477,185	R 246,152	R 238,593	R 123,076

****Estimates include hard costs and exclude VAT**