

East Coast Radio's 'Get a Life' goes bigger and better

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"East Coast Radio's Get a Life competition is back and bigger than ever," says station CEO, Trish Taylor. At the time of its first run in 2004, the competition was the biggest promotion in the history of South African radio, with a lucky winner receiving the keys to a luxury home in KwaZulu-Natal valued at more than R2.2m.



Rythmic Beat is the primary point of entry to the competition. A Backbeat membership from this national retail music outlet is all it takes to get a place in the draw for the home. Giving 'Get a Life 2' increased appeal, Backbeat memberships can be purchased at any Blockbuster Video Store or Hirsch's Home Store nation wide.

This year's winner of 'Get A Life 2' will receive a dream home valued at over R2.5m, situated on the Brettenwood Coastal Estate on the North Coast, just five minutes from Ballito. Once again, the house comes complete with the finest furniture and appliances imaginable, as well as groceries for a month, jewellery, patio furniture, quad and mountain bikes and much more.



Programme manager, Naveen Singh says, "Due to the excellent brand synergy between East Coast Radio and its strategic partners, we are able to leverage our involvement in the competition with a strong on-air component -12 of the 40 finalists will be chosen from East Coast listeners."

Cross-branding is just one of the benefits of this synergy, with East Coast Radio boasting both a branded banner and internet link to the station's official website on Rythmic Beat, Brettenwood Coastal Estate and Suncoast Casino websites.

"Through our established partnerships and strong relationships with Rythmic Beat and Brettenwood Coastal Estate, we are able to offer a unique and exciting competition for our almost two million listeners, while all the brands benefit from massive on-air exposure," adds Taylor.

Besides the Backbeat membership, the only other way to enter the competition is through East Coast Radio's nine-week on-air competition. Here, East Coast Radio DJ's give out a unique number every weekday. The number is repeated during the day to fit in with listening patterns and to increase TSL (Time Spent Listening). On Friday morning, the station invites listeners to call in with the complete 'access code'. The first person through who has all five correct digits in the right order wins a place in the final draw (on 8 October 2006) for the dream house and lifestyle makeover.

According to Rythmic Beat's Corporate Development Manager, Brian Thorpe, the company has enjoyed a close relationship with East Coast Radio for several years now. "For us the focus of the campaign is to increase Backbeat membership, which it is doing," he reports.

"This prize is so much more than just a house - it has such a strong emotional appeal and guarantees a lifestyle change," concludes Taylor.

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East Coast Radio



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