

heart
FM
cape town's beat



SAVING



SAVINGS MONTH

Money is not always an easy topic, especially for those who find it hard to use money wisely and save. For July Savings Month, we want to encourage our audiences to engage in conversation around money habits and saving.

The idea is to create a podcast series that will take place weekly on our 9-12pm shows.

FESTIVAL DETAILS



JULY



09h00
12h0



KZN
WC



Podcast



Tech savvy, access a large and engaged audience, you'll have the opportunity to reach and connect with your target customers effectively.



146 336

Total Downloads
of the Gagasi FM App



49 202

Total Downloads
of the Heart FM App

CAMPAIGN EXECUTION

- 4 Part podcast episode that will run for 20 mins.
- Key discussions around spending and the importance of saving.
- Brand content integrated into discussion.
- Accessible via station's mobile app.
- Billboard ad on the app to drive listeners on when to tune in.
- Social media posts to drive appointment listening (static & video snippets).
- Pre-roll ad to play before podcast.
- Supported by call-to-action on-air promos.
- Allow audience to engage around their particular money habits through voice notes, messages and directly on the app.
- On a weekly basis 1 x listener will be chosen through the different entry mechanics based on the story they shared.
- The winner can then be rewarded with R5000 cash to put into their savings account.

SO WHY SPONSOR SAVINGS MONTH?

- Promote debate around key aspects of saving.
- Empower South Africans to become more educated about their finances.
- Promote saving products through content integration.

