

## **GOAFEST 2009 - GOLD - Best Use of Radio for Saffola Life**

### **Communication Goal:**

Mumbai, India's heart ailments capital loses maximum lives to this dreaded killer. Ignorance of the risk posed by heart disease has led to an attitude of "Till it's not me, its ok".

The goal: Maximum awareness for Saffola Life's free Cholesterol tests offer to ascertain individual heart disease risk levels.

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### **Innovative Media Strategy:**

Saffola Life's previous attempts to address key risk groups (Smokers, Hypertensive, Obese & Diabetics) to build recognition of the danger met with limited success, since people lapsed into their regular routines; the voice of the heart continued to be ignored.

Of the five human senses, only the auditory sense can connect you to the heart. The message was to persuade people to listen to their heart – and recognize that they had ignored its voice far too long.

This called for a disruptive message – a bold media placement - something that would make the audience embrace a healthy lifestyle for good.

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### **Engaging Creativity:**

Radio, just like the heart, can be heard, but not seen. Imagine then, a radio station without music, without RJ chatter and adverts, playing just the sound of a beating heart. Now imagine 6 of Mumbai's radio stations playing the heartbeat, together, in unison.

That's exactly what happened; the 6 FM stations gave up their 'sound' to put the people of Mumbai in touch with their heart, despite the risk of listeners tuning out.

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### **Encompassing the Audience:**

A week prior to the World Heart Day, spots and RJ announcements were aired, announcing that they were sacrificing their 'sound' for the sake of Mumbai's heart.

On the day of the program, irrespective of the FM channel the listener tuned in to, the heartbeat would have been heard by her.

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The heartbeat appropriately conveyed the state of Mumbai's heart, creating immediacy, eeriness and looming fear to address the problem

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**Effectiveness:**

Programming disruption created the Call for Action, shaking people out of their stupor. It strengthened the Brand's equity on Heart Care.

8000 plus SMS' received on World Heart Day. Generated 22000 plus Cholesterol test requests from Mumbai. 93% TOMA for Saffola's association with World Heart Day.

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