

Algoa FM produces high octane results for advertisers in first month of 2009 Q4

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Algoa FM, the Eastern Cape's premier adult contemporary radio station, this week announced it produced high octane outcomes with dramatic results supporting both business and marketing objectives for several advertisers during October 2009.

"We are happy to announce that Algoa FM came first in generating the largest amount of ticket sales through Computicket for Big Concert's Sir Elton John South African tour, 'Under African Skies', scheduled for March 2010, compared to other stations," says Dave Tiltmann, Algoa FM station manager.

"When the event was announced in October by Big Concerts and when advertising commenced on our station, Computicket ticket sales in the Eastern Cape for the event constituted 65% of all national sales. Ticket sales stood at 10% in Gauteng, 3% in KZN and 20% in Western Cape at 23 October 2009."

Tiltmann said another successful case study was for CANSA last month during The Big Walk for Cancer 2009. "Algoa FM mobilised 5 470 Port Elizabethans to participate in this event in either a 5km or 10km walk to raise awareness for Breast Cancer. This was a 108% increase in the number of entrants compared to 2008.

In Q3, Algoa FM won the Vodacom Fame radio challenge, with 55% of national votes and walked away with a prize of R500 000 from Vodacom which it donated to five charities - Down Syndrome, Grahamstown Area Relief Distress Relief Association, St Bernards Hospice, CANSA and Oosterland Youth Centre.

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