

Lowest bidder shines with East Coast Radio and Suncoast Casino

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East Coast Radio and Suncoast Casino partnered up again for another successful competition. Bid Wars, a recent on-air SMS interactive competition, enabled one lucky bidder to walk away with a six-carat Tanzanite stone and a massive cash prize.



*Naveen Singh, East Coast Radio Programming Manager,
Aveshan Naidoo, Winner,
Eugene Boniface, Suncoast Casino and Entertainment World Brand Manager.*

Competition entrants had to SMS through their lowest unique bid via cell phone. The bidding could be stopped at any time and the lowest unique bid at that time was announced. A Bid Wars status report indicated valid bidding ranges and was broadcast four times a day, both on-air and on the East Coast Radio website. SMS entries tallied at 95,000 at the end of the campaign.

“Each of our competitions has the key objective of generating fun and excitement,” says Trish Taylor, Managing Director of East Coast Radio. “Bid Wars was a reverse auction – so instead of aiming higher, listeners needed to aim to be the lowest bidder for an item. This elevated excitement and captivated listeners, whether they actively participated or not.”

Comments Eugene Boniface, Brand Manager of Suncoast Casino and Entertainment World: “East Coast Radio has become a valued part of the Suncoast family. The station is always on the lookout for new ways to entertain its listeners and strengthen our partnership. This competition created an excellent platform to build the Suncoast brand. BidWars attracted a lot of anecdotal debate and got people talking. Teaming up with East Coast again proved that together we are a winning combination.”

Aveshen Naidoo from Amanzimtoti had the lowest unique bid of R45.38 when the competition closed. Not only did he win the Tanzanite stone, one of the most coveted gemstones in the world, but also an additional R50 000 in cash. The total prize was worth R120 000.

The campaign ran from 9 - 26 January 2007.

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East Coast Radio



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