

Agencies win their share of R100 000 with OFM's annual SOYL game show

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OFM's marketing manager, Nick Efstathiou, programme manager Tim Zunckel and presenters Rian van Heerden and Tim Thabethe, embarked on a two week road trip in August, presenting the Sound of Your Life (SOYL) game show and giving away more than R100 000 worth of prizes to 30 advertising agencies in Cape Town, Durban and Gauteng.

The game show is set up to be fun and interactive and does not only showcase OFM as the number one commercial radio station in central South Africa, but also gives advertising agencies the opportunity to brush up on their OFM facts and win a share of R100 000 in prizes - including cash, CD's, I-pods, DVD's, DVD players.

This year all the agencies competed for the main prize - three boat cruises - one for region. Agency executives, Keeva Arnold from TBWA in Cape Town, Chris Norgarb from Vizeum in Durban and Merina Willemse from The Efficient Group in Gauteng each won themselves and a partner a cruise with OFM and Starlight cruises aboard one of MSC's amazing liners.

The annual SOYL game show is organised and presented OFM and its national sales house, United Stations.

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OFM Radio



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