

Standard Bank

MyMo #MyMOves

The Client



Standard Bank

Drive brand love and customer acquisition by highlighting Standard Bank's MYMO Account benefits Drive engagement and promote the campaign in a festive and summer vibe

Mechanic + Concept

The campaign required Dj's to post their summer moves and challenge their listeners to shoot a short video of themselves doing their summer moves (dancing, hiking, singing, gyming etc) and tag the Dj of their favourite station and if the Dj likes their moves they announce them as winners of R2500. The Campaign launched with Tactical inventory creating a hype and awareness about the #MyMoves competition. (Powerspots, social media, recorded stings, Promos and live reads) were used. The recorded content features were used to integrate Standard MyMo Account benefits which was tagged to the winner announcement live read. Winners were selected by stations Dj's from their social media platforms and announce them during their show on Thursdays.

Engagement and Reach

Social Media reached over 1,8 million in the first week of launch, and more than 4 million radio listeners across 11 regional radio stations and 1 national (Metro FM) building brand affinity and awareness in the target market. Standard Bank received 13 new MyMo account acquisition and 3 new Standard Bank account holders during the campaign period.

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The Results Feedback - Vuma FM

This competition was very entertaining, demonstrating the popularity of the Standard Bank brand in KZN. It was a good driver for Standard Bank's social media presence as well. The competition added some unexpected and very welcoming 'moves' and excitement in the run up to the festive season. The days leading up to the shopping festive season of the year are usually filled with endless live reads and commercials. But the #MyMoves competition kept our content fresh and it was a nice opportunity to reward our listeners

Engagement and Reach

The mechanic was a bit unusual, but the listeners got the hang of it and with the presenter's hype on social media, the campaign picked up the momentum. It was a good campaign as we knew that our listeners would be grateful for the R2500 prize that was up for grabs.

The Results Feedback – Dj Sabby – YFM

The My Mo campaign was great. Being able to come with new moves every week and having listeners engaging with it was amazing. It was an out of the box idea which had everyone getting out their comfort zone to be more creative and freer. It was a very cool campaign." – Dj-Sabby