



# HUAWEI

## The Client

### THE LAUNCH OF THE HUAWEI Y7P SMARTPHONE

Huawei featured on Metro, Lesedi, Ukhozi, 947, KFM, Jacaranda and East Coast to launch 'The landmark Huawei Y7P' smartphone – Each respective Radio Presenter was given the Huawei Y7P, for the duration of the campaign, to have first-hand experience of the smartphone, and this is what some of them had to say:

#### Metro FM:

KFM: Carl W...when he saw the Huawei Y7p he was amazed by the advanced tech in the Huawei Y7p

ECR: Darren M...said that, he was worried as to what was happening with Huawei, but all his worries have disappeared after experiencing the Huawei Y7p and he would consider moving to Huawei.

The campaign used integrated media touchpoints on radio through presenter powerspots, recorded generics as well as on social through the station's social media platforms. This effectively communicated to listeners the detailed specs about the Huawei Y7p.

Stations social media was used to amplify the campaign further by posting a Huawei Y7p launch video across all station's Facebook pages to give listeners a holistic view of the smartphone, detailing once again, the smartphones offering.