

Madison Media creates silent innovation for Saffola

On the occasion of World Heart Day, Madison Media recently created an innovative radio roadblock for its client Saffola, where six radio stations were brought on board to raise awareness on stress related heart risks among young professionals in Mumbai. Saffola has been associated with World Heart Day for the last three years.

The roadblock consisted of 30 minutes of no sound, no jingles or RJs, just the sound of people's heartbeat on-air. The six radio stations that were a part of the roadblock included Red FM, Big FM, Radio City, Radio One, Fever FM and Meow. "The idea was to set people thinking about their risk levels. Most young people think they have nothing to worry about. In Mumbai, which is the financial capital of the country, stress related heart risks are far higher than in other cities. Why radio? There was immediacy about the initiative that radio fulfilled. It also made the activity geographically isolatable," explained Gerald Roche, buying director, Madison Media.

The radio innovation is part of a larger initiative by Saffola that looks at raising awareness about stress related heart risks among young professionals today. The company is extending free cholesterol checks across 90 cities in the country. Participants have to sms "HEART" to 57827, which will direct them to a centre close to them.



Pictured: Left to right: RJ Mahek (Meow FM), RJ Mamta (Radio City), RJ Sid (Fever FM), RJ Rohini (Fever FM), RJ Neeil (Red FM), RJ Tarana (Radio One), RJ Shaadul (Meow FM)