

STARCOMMS PARTNERS BEAT FM TO REWARD FANS IN CORPORATE CAMPAIGN PROMO

In appreciation of their consistent patronage, Starcomms Plc in partnership with Beat FM is offering its customers exciting gifts using the platform of its newly launched corporate campaign, 'the Listening Network' that features award winning singer/song writer, Nneka.

To take part in the promo, currently being aired on Beat FM 99.9, a customer must sign on to the Starcomms Facebook page and become a fan, click on the like option and then post a comment in response to a question that will be asked.

Already, Beat FM 99.9 is running a campaign sensitizing its listening audience on the exciting packages that Starcomms has for those that tune in to the station and become a Starcomms fan on Facebook.

Chief commercial officer of Starcomms, Tushar Maheshwari described the new promo as another of Starcomms way of listen to customers through comment on Facebook. This is an opportunity for customers to 'speak' to the listening network

According to him, "every week Beat FM will sensitize listeners to sign on to the Starcomms Facebook fan page by posting different questions" saying that recent questions asked are 'why do I like Starcomms', which of Nneka's songs do you like best?

He explained that winners will be selected randomly but based on the quality nor quantity of the response while 99 gift items will be given every week saying that the promo comes with a star prize of the Starcomms first of its kind MyPAD tablet with three months internet access and myfi(wifi router)

He added that other prizes that will be won every Friday after a random selection and announced on Beat FM are Sleek Dual Sim Phones, Smart phones, IZAP modems, recharge cards and other wonderful gifts stressing that all gift items will be redeemed at Beat FM premises while list of winners will be posted on the Beat FM website and on Starcomms Facebook page.

Maheshwari further said that the new campaign, has been translated to a work philosophy for Starcomms. He added that the choice of Nneka as the brand ambassador was as a result of her achievement in the music industry both at home and abroad.

He noted that since Nneka has enjoyed a lot of listening audiences in her musical career, it blend to have her as an ambassador of a superbrand that has enjoyed the massive patronage of its customers having cultivated the habit of listening to its customers.

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