TURN LEFT × LOGAN®

CASE STUDY

Reconnecting Afrikaans Audiences Through Performance Precision.

A targeted app-install campaign helping OFM exceed its install objective through culturally aligned audience targeting.

The Challenge.

- OFM is a South African radio station with a loyal and influential Afrikaans-speaking audience, but its reach was limited to the broadcast area.
- To expand their audience beyond the broadcast region, the OFM app became the most effective opportunity for growth. However, installation numbers remained low.
- OFM presented this challenge to Turn Left. With a limited budget and an untested approach, we targeted Afrikaans-speaking communities in Cape Town over one month.
- The goal was to achieve over 400 app installs in April 2026, demonstrating the model's effectiveness and establishing a new growth channel for the brand.

Logan's Approach.

Planning

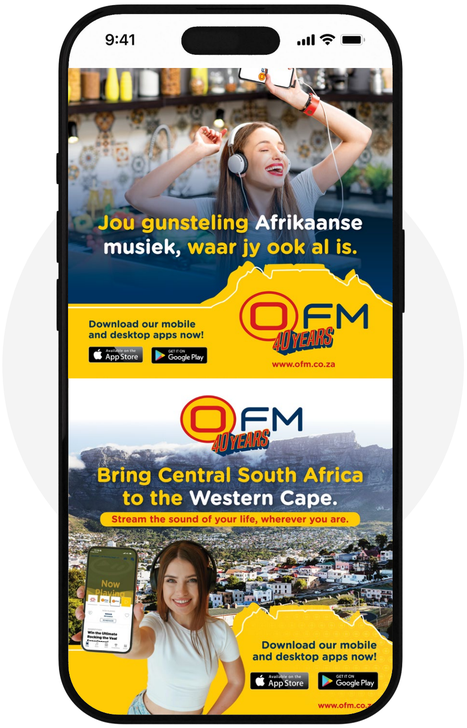
We developed a CPI-focused strategy targeting Afrikaans speaking music lovers aged 25 to 55 living in Cape Town.

Audience targeting considered language, regional affinity, cultural relevance and music-related interests.

Execution

The campaign was delivered through full-screen display performance banners optimised toward app installs.

Performance was monitored across installs, conversion rate and cost per install to drive measurable results.



Results & Insights.

489 INSTALLS — AT A COST OF — **R30.67 PER INSTALL**

89 INSTALLS OVER TARGET

69 682 IMPRESSIONS — DELIVERED WITH A — **3.85% CTR**

BENCHMARK CTR: 1%–1.5%

18.22% CONVERSION RATE.

Performed higher than expected for a performance-led campaign.

The OFM creative resonated strongly with culturally aligned Afrikaans speaking audiences.

Full-screen display formats supported strong conversion and cost-efficient acquisition.

The campaign successfully demonstrated the viability of app acquisition outside OFM's traditional broadcast region.

Audience targeting focused on language, regional affinity and cultural relevance.