

Published based on [Chevrolet Spark Vote Do Na Yaar Campaign](#)

Chevrolet Spark Vote Do Na Yaar Campaign



BIG 92.7 FM has joined hands with Chevrolet Spark to launch a 'Vote Do Na Yaar' campaign in Jammu, which is aimed at motivating citizens to cast their votes. Primarily aimed towards the youth of the city, the campaign launches on 9th April 2009 and will continue till 16 April 09. BIG FM and Chevrolet Spark will organise various on-air and on-ground activities to enhance awareness on voting rights and also to encourage the youth to come forward to cast their votes.

As part of the programming content, BIG FM will first launch interstitials to ridicule people who do not believe in voting and will also play interesting promos to educate people on the advantages of voting. BIG FM will also come forward to guide on any discrepancies in voter list and voter cards.

"This initiative is part of BIG 92.7 FM's endeavor to reach out to listeners through a combination of on air and on ground offerings, while positively impacting their lives. We are happy to have Chevrolet Spark partnering us in this initiative. We take this opportunity to reach out to people across Jammu and motivate them to cast their vote sensibly as this will ensure a bright future for our city," Jagmeet Bahri, Cluster Head (J&K), BIG 92.7 FM said.

BIG 92.7 FM and Chevrolet Spark will also take the campaign on-ground with rally, test drives and other contests. On 13 April, BIG FM and Chevrolet will organise a car rally in which brand new Chevrolet Spark with RJs seated in the same, will move around the city to enhance the campaign awareness. On 16 April, BIG FM will also invite people to test drive Chevrolet Spark with BIG FM RJs and only those people who carry the voting mark on their fingers will be allowed to test drive the car. People who are caught carrying a voting mark on their fingers will be showered with various gratifications as well. 'Vote Do Na Yaar' Campaign will ensure optimal utilisation of the radio platform in reaching out to the masses and spreading the message around.

You can also find this article published on [Chevrolet Spark Vote Do Na Yaar Campaign](#), and on the tag pages [Chevrolet Spark](#).