

Jacaranda 94.2 Iaunches Bid Wars

Jacaranda 94.2 has launched an innovative sms reverse auction as a summer season promotion. In partnership with Montecasino, Jacaranda will invite listeners to play Bid Wars to win a convertible Peugeot 307cc, but instead of the highest offer winning the car, the Bid Wars will reward the smallest unique offer.

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