

# The journey to revitalising the Cape's number 1 music station

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Primedia Broadcasting Western Cape CEO, Trish Taylor, discusses the Kfm 94.5 brand journey and success in the last year.

## The journey to revitalizing the Cape's number 1 music station

**TRISH TAYLOR**

CEO - Primedia Broadcasting Western Cape



*early 2017*

### The beautiful problem

In 2017, commercial music radio station, Kfm 94.5, was the number two station in the Cape and we needed to find a way to differentiate ourselves to existing audiences, potential listeners as well as clients and advertisers.

*June 2017*

### Risky business and the most music to make you feel great

Kfm showcased a new strapline and refreshed logo, unveiled a new line-up, music offering and strategy-based approach to marketing. Considered by many at the time as radical shifts for the well-loved station and their audience.

The shifts and changes started early in 2017, our strategy was simple- understand the listener and the Cape, offer listeners a top talent line-up, revive the music strategy and disrupt the market through innovative marketing efforts.

*April 2018*

**Bigger & Better**





## Bigger & Better

Kfm 94.5 brand values emanates through all touch points with our audience - on-air, social and at events. Listeners new and old tune in because we have fun and create opportunities for fun, we make an emotional difference in the community whilst being able to surprise and delight by telling great stories.

From our music offering to the heavyweight line-up of seasoned and bright stars in radio we have been able to hit the right note with our multi-cultural audience. Kfm Mornings with Darren, Sherlin and Sibs wins the award for the best commercial radio breakfast show in the country at the 2018 Liberty Radio Awards.



*May 2018*

## The Cape's biggest music station

Kfm 94.5 regained its position as the radio station with the most listeners in the Western Cape following the BRC RAMS release.



*September 2018*

## Breaking the 800k listener mark

The station has documented its third diary of growth, and the best performance (growth) relative to all other stations. Listenership increased from 787 000 listeners in the May dairy results to 806 000. Kfm breaks the 800k listener mark for the first time under the new BRC RAMS model.

The results so far are testament to our talent, content capabilities, and our world-class broadcasting approach. We still have a long way to go but are encouraged by the success of the station and the positive reception by our audience.

Station	Apr' 17 - Sep' 17	Jul' 17 - Dec' 17	Oct' 17 - Mar'18	Jan' 18 - Jun'18	Growth
KFM 94.5	726 000	711 000	787 000	806 000	11.0%

Source: BRC

\*\*Increase in three of four diaries

**Kfm 94.5 The most music. Feel Great**

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