

LIVE: Jacaranda FM launches its new brand positioning with a world first for radio

 By Jessica Tennant

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Jacaranda FM teamed up with advertising agency Halo to create a world first for radio – a live, lip sync, audiovisual campaign. This stunt marks the station's launch of a new brand positioning that promises to deliver more music you love.

From 7:30am to 8:30am this morning, listeners and drivers passing through Illovo Junction will be able to experience the greatest love story never told on a live billboard, as determined by Jacaranda FM listeners and sung by actors to the station's on air music playlist.



The team has done a vast amount of product development based on research to understand what listeners want from radio stations. “They want to hear more music, longer streams of music, songs people can associate with and connect with, and the best of that music. This is exactly what our new product delivers,” said GM Kevin Fine.

“This stunt combines the two things we are really good at – storytelling and playing music that people love to listen to. It also perfectly explains our proposition, more music you love.”

The story started with a girl called Sandy, whose boyfriend breaks up with her. She bursts into song, singing Katy Perry's 'Roar'. Later, she meets someone new that makes her heart beat to the sound of Justin Timberlake's 'Can't stop the feeling', but the question is: will this turn into a 'We found love' kind of love, or 'Water under the bridge'? The skit is being simulcast on air as the story unfolds.



To see the whole thing come to life is what Minisha Patel, Jacaranda FM's marketing manager is most looking forward to. "We've planned and prepped and gone through every scenario, but it all comes down to how the listeners respond."

Tune in to Jacaranda FM on 94.2 now to [experience the stunt live](#), and for more music you love.

In case you missed it, watch the highlights here:

ABOUT JESSICA TENNANT

Jess is Senior Editor: Marketing & Media at Bizcommunity.com. She is also a contributing writer. marketingnews@bizcommunity.com

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