

MEDIA RELEASE



ARN LAUNCHES NEW KIIS 1065 MARKETING CAMPAIGN FEATURING KYLE & JACKIE O

Monday 5th February, 2018 – ARN has launched **KIIS 1065's** new cross-platform **marketing campaign** for 2018 including new TVC creative featuring **Kyle & Jackie O**.

See the four new KIIS 1065's Kyle & Jackie O TVCs here
Creative Agency: JOY Production: Brilliant Films

The 2018 TV campaign builds on from previous creative set in a Kyle & Jackie O focus group while the Breakfast duo watch on and react from behind a one-way mirror.

The new TVCs launch today, following the unveiling of the first stage of the **outdoor campaign on January 22** ahead of Kyle & Jackie O Show returning to air for 2018.

The campaign is a key part of ARN's strategy for KIIS 1065 in 2018 and reflects an ongoing investment in marketing in the competitive Sydney market.

The KIIS 1065 marketing campaign, with **Kyle & Jackie O** at the centre, will roll out in a number of phases and includes **targeted TV, outdoor, digital and social**.

The Sydney campaign features new TVC creative for the pair as well as a powerful outdoor presence across the Adshel Rail and Adshel Live Digital networks along with **station dominations at Parramatta train station** and high impact large format outdoor.

ARN Chief Marketing Officer, Anthony Xydis said: "This campaign is designed to maximise impact and targeted reach of KIIS 1065's core demographic and key fans of KIIS 1065 and The Kyle & Jackie O Show.



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“It’s also an opportunity to introduce Will & Woody to our Sydney audiences as a ‘fresh way to drive home’.

“ARN is committed to ongoing investment in marketing and this campaign for KIIS 1065 and Kyle & Jackie O is one of our most extensive to date.

“Sydney is a very competitive market so we chose a high impact campaign across multiple channels to reinforce key messaging for the show, utilising TV and multiple outdoor platforms complemented by an extensive digital and social campaign.”

About ARN

ARN is one of the leading broadcasters in the country with ownership or investments in 12 radio stations nationwide. Its network brands KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over four million listeners across Australia.

Its KIIS network consists of Sydney’s KIIS 1065 with Kyle & Jackie O, Melbourne’s KIIS 101.1 with Jase & PJ, Adelaide’s Mix102.3 with Jodie & Soda, Brisbane’s 97.3FM with Bianca, Terry & Bob and Perth’s 96FM with Paul & Lise. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney’s WS FM101.7 with Jonesy & Amanda, Melbourne’s GOLD104.3, Brisbane’s 4KQ with Laurel, Gary & Mark and Adelaide’s Cruise 1323 with John Dean.

The Edge is available on FM as The Edge 96.ONE in Sydney and nationally via iHeartRadio and DAB+. The Edge Breakfast hosts are Mike E & Emma.

ARN also launched iHeartRadio, the world’s fastest growing digital service, to the Australian market in 2013 and the platform has had over 1,541,000 downloads of the app. iHeartRadio is a free, all-in-one radio, music streaming, entertainment and live events platform. In addition to being able to access their favourite music from around the globe, audiences can access their favourite stations in Australia from ARN, the ABC, SBS and Fairfax, as well as stations from New Zealand and the USA.

ARN is a HT&E company.