

# MEDIA RELEASE



## 'READY FOR MELBOURNE' MARKETING CAMPAIGN TO LAUNCH 'THE CHRISTIAN O'CONNELL BREAKFAST SHOW'

*Friday 1 June* - ARN has today announced its new marketing campaign to introduce **GOLD104.3's *The Christian O'Connell Breakfast Show*** to Melbourne.

Through various executions it embraces the concept that international radio legend, **Christian O'Connell**, is '*Ready for Melbourne*'.

[See the first GOLD104.3 The Christian O'Connell Breakfast Show TVC here.](#)

[See two additional TVCs here.](#)

**Creative Agency: JOY**  
**Production: HunkyDory Films**

The GOLD104.3 marketing campaign showcases new talent **Christian O'Connell** and will roll out in a number of phases including **targeted TV, outdoor, transit, digital and social.**

It represents one of the largest investments in market by ARN.



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The TV campaign for launch shows Melbourne’s distinctive Australian culture through a different lens, pointing out how bizarre, unique and funny it can be when taken out of context through the eyes of an outsider.

Through a series of Melbourne entrance exams, **Christian O’Connell** is tutored by his new sidekick, Melbourne-native **Jack Post**, in themes that shine a light on the idiosyncrasies of Australian culture which include quizzing the radio host on footy team names, colloquial nicknames and where to buy the best BBQ sausage.

**ARN Chief Marketing Officer, Anthony Xydis** said: “This campaign is a significant media investment to launch Melbourne’s newest Breakfast show and aims to build familiarity with Melbourne for The Christian O’Connell Breakfast Show.

“Leveraging GOLD104.3’s established strength and popularity in the market, it was incredibly important that the creative elements of this campaign reinforce a simple key message that emphasises Christian’s unique Breakfast show is ‘Ready for Melbourne’.

“We wanted to share the honesty of Christian’s personality in his move to Melbourne, and his chemistry with Jack is a great glimpse into the show’s entertainment factor for audiences.

“The campaign is a key part of ARN’s strategy for GOLD104.3 in 2018 and reflects an ongoing investment in marketing nationally and in the competitive Melbourne Breakfast market.”

**The TVCs will be unveiled on free to air TV on Sunday ahead of The Christian O’Connell Breakfast Show’s first show on air in Melbourne on Monday 4 June,** with the second stage of the campaign to see the release of the outdoor campaign on Sunday 10 June.

[Images of the campaign creative can be accessed here.](#)

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| • <b>Creative agency</b>    | JOY   |
| • <b>Production Company</b> | HunkyDory Films                                 |
| • <b>Director</b>           | Nick Jones, HunkyDory Films                     |
| • <b>Photographer</b>       | Steve Ullathorne, Steve Ullathorne Photography, |

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## 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 with Christian O'Connell, 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, podcast 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.

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