

# MEDIA RELEASE



## ARN LAUNCHES NEW WSFM MARKETING CAMPAIGN FEATURING JONESY & AMANDA

*Friday 8<sup>th</sup> June, 2018* - ARN today announced its new marketing campaign for Sydney's #1FM station **101.7 WSFM** featuring Breakfast duo **Jonesy & Amanda**.

The cross platform campaign kicks off with the launch of a new TVC featuring **Jonesy & Amanda** showcasing the **fun and energetic spirit of WSFM**. The campaign launches on **Sunday 10 June**.

See the new TVCs for 101.7 WSFM and Jonesy & Amanda here: [30 second TVC](#), [15 second – Amanda](#), [15 second – Jonesy](#)

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

**Creative agency: JOY**  
**Production: Brilliant Films**

The TV campaign **embodies the sense of fun** and energy of 101.7 WSFM and the dynamic, genuine friendship between Breakfast duo Jonesy & Amanda.

The filming of the TVC required the radio hosts to channel their inner child by jumping and having fun on a trampoline. And while there were a few close calls during filming, there were also plenty of laughs along the way – not unlike Jonesy & Amanda's #2FM Breakfast show.

The campaign will roll across TV, outdoor, digital and social.



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**ARN Chief Marketing Officer, Anthony Xydis** said: "Using a simple concept, we wanted to capture the on-air chemistry of Jonesy & Amanda, who are loved by their audience for their sense of fun, cheeky banter and genuine friendship.

"We also wanted to showcase the energy of the station, embrace its heritage and unique music positioning, utilising the unique WSFM 'jungle' which recently launched on air.

"This unrivalled combination has made WSFM #1FM and there is no better time to demonstrate ARN's ongoing investment in marketing as a key part of our strategy for WSFM and the broader network."

- **Creative agency** JOY
- **Production Company** Brilliant Films
- **Photography** Nicholas Wilson, Nicholas Wilson 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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