



# MEDIA RELEASE



## 'HEAR IT, LOVE IT, KIIS IT' ARN LAUNCHES NEW KIIS 1065 KYLE & JACKIE O MARKETING CAMPAIGN

Monday January 21<sup>st</sup> 2019 – ARN has launched KIIS 1065's 2019 marketing campaign featuring **Kyle & Jackie O** and new campaign position: **HEAR IT, LOVE IT, KIIS IT**.

The new campaign coincides with *The Kyle & Jackie O Show's* first day back on air for 2019 as KIIS 1065 celebrates its 5<sup>th</sup> birthday.

ARN created and launched KIIS 1065 in January 2014 as the new home of Sydney's #1FM Breakfast *The Kyle & Jackie O Show*. The KIIS 1065 brand has continued to evolve over the past five years embodying the best of Sydney's vibrant and energetic culture.

The multi-platform campaign has gone live across outdoor, digital and social with two new TVCs, to be launched in coming weeks.



**[Download all campaign images here.](#)**

**ARN's Chief Marketing Officer Anthony Xydis** said: "This campaign is the next evolution of the KIIS 1065 brand, while staying true to its essence as an irreverent, vibrant and fun station showcasing the best of Sydney and, of course, the home of Sydney's #1FM Breakfast *The Kyle & Jackie O Show*."

"The new campaign positioning reflects the strength and character of the Kyle & Jackie O brand. Sydney remains a very competitive market, and this high impact campaign reinforces ARN's ongoing commitment to supporting our brands."





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This morning Kyle & Jackie O kicked off their first show of 2019 with the unveiling of a five-tiered birthday cake to celebrate KIIS 1065's 5<sup>th</sup> birthday and their fifth year at the station. Celebrations continued throughout the morning with listeners calling in to congratulate the duo.

## 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, Mike & 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 1.8 million 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. For more details, head to [www.arn.com.au](http://www.arn.com.au).

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