



# MEDIA RELEASE



## ARN LAUNCH NEW TVCS FOR KIIS 101.1'S JASE & PJ

Monday 11<sup>th</sup> March 2019 – ARN will launch new **KIIS 101.1 Jase & PJ in the Morning** TVCs which will air in Melbourne tonight as part of a bold and fresh new marketing strategy for the show.

The KIIS 101.1 *Jase & PJ* TVC release spearheads the station's broader marketing strategy and follows the February launch of the new **"Change your station, change your life"** campaign positioning across outdoor, digital and social.

The two TVCs show concerned friends and family staging separate 'interventions' for two Melbourne locals, Rachel and Tim, urging them to assess their radio listening habits at Breakfast and move on from their old station.

[Link to 30 second 'Rachel' TVC here](#)

[Link to 30 second 'Tim' TVC here](#)

[Download all KIIS 101.1 campaign images here](#)



**ARN's Chief Marketing Officer Anthony Xydis said:** "This is an unapologetically fun and cheeky campaign designed to get cut through and to entertain Melbourne audiences. *Jase & PJ* are delivering great content every day and we want to challenge entrenched habits when it comes to radio listening, and get Melbourne talking about how it's time to try something different. The TVCs capture the sense of humour *Jase & PJ* share with their loyal listeners and showcases the bold, fresh energy of KIIS 101.1."

### TVC Credits:

- ARN Marketing & Content Teams
- Creative Agency: JOY Agency
- Director: Jesse James McElroy
- Production: Brilliant Films
- Media Agency: Initiative



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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, 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 1,541,000 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's suite of digital assets are the online home to Australia's leading radio stations including KIIS1065 and WSFM, providing highly engaged entertainment content and news, mirroring what ARN's stations are best known for. And The Roar is Australia's leading sports opinion website, sparking engaged and informed discussions around sport among a loyal community on site and social.

ARN is a HT&E company. For more details, head to [www.arn.com.au](http://www.arn.com.au).