



MEDIA RELEASE



ARN LAUNCHES NEW TVCS FOR GOLD 104.3'S THE CHRISTIAN O'CONNELL BREAKFAST SHOW AND 97.3FM'S BIANCA MIKE & BOB

Monday 18th March 2019 – ARN has launched **new TVCs** for **GOLD 104.3's *The Christian O'Connell Breakfast Show*** in Melbourne and **97.3FM's *Bianca, Mike & Bob*** in Brisbane, as part of new marketing campaigns in each city.

The three GOLD104.3 *The Christian O'Connell Breakfast Show* TVCs officially launched on Sunday, March 17 and complement a new burst of outdoor and ongoing digital and social.

Featuring the new campaign position "Be Part of Something Special", the TVCs bring to life the variety of reasons listeners love *The Christian O'Connell Breakfast Show*, while showcasing the warmth, wit and sense of humour Christian is known for.

Also officially launched on Sunday, the 97.3FM *Bianca, Mike & Bob Breakfast Show* TVC is the first for *Bianca, Mike & Bob* and captures the unique energy and fun of the Breakfast show.

ARN's Chief Marketing Officer Anthony Xydis said: "Both the GOLD104.3 and 97.3 campaigns capture the essence of each Breakfast show and reflect the unique proposition each bring to their respective markets.

"The GOLD 104.3 TVCs showcases the connection and sense of community Christian has built with his loyal audience, and is a key component of our broader marketing strategy for the brand.

"In Brisbane, the campaign showcases the sense of fun, celebrity guests and dynamic energy of both 97.3 and the *Bianca, Mike & Bob Breakfast Show*."

GOLD 104.3 Christian O'Connell Breakfast Show

[Link to 30 second TVC 1 here](#)

[Link to 30 second TVC 2 here](#)

[Link to 30 second TVC 3 here](#)

[Download all GOLD 104.3 Christian O'Connell campaign images here](#)





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97.3 Bianca, Mike & Bob Breakfast Show

[Link to 97.3FM's 30 second TVC here](#)

[Link to 97.3FM's 15 second TVC here](#)

[Download all 97.3FM Bianca, Mike & Bob campaign images here](#)

GOLD 104.3 Christian O'Connell TVC Credits:

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

97.3 Bianca, Mike & Bob TVC Credits:

- Concepting: JOY
- Director: Matt Grossman
- Production: Elastic Studios
- Media Agency: Initiative

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.

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