

ARN UNVEIL NEW 2020 MARKETING CAMPAIGNS

Monday, 20 January 2020 – ARN has launched new marketing campaigns to kick start the new year for Sydney’s **KIIS 106.5** and **WSFM**, Melbourne’s **GOLD104.3** and **KIIS 101.1**, Brisbane’s **97.3FM**, Adelaide’s **Mix102.3** and Perth’s **96FM**. All campaigns roll out across digital and social channels today with a staggered outdoor launch across coming weeks in all markets.

Sydney’s #1FM Breakfast Show, *The Kyle & Jackie O Show* returned on **KIIS 106.5** today with the new brand campaign celebrating **Kyle and Jackie O’s** successful 20-year partnership on Sydney radio.

A new positioner has been launched for **KIIS 101.1’s Jase & PJ in the morning**. *‘They’re always up to something’*, captures the authenticity, fun and unpredictability of the show, while Melbourne’s #1FM Station, **GOLD104.3** has a new, evolved creative for *The Christian O’Connell Breakfast Show*.



Following the announcement that **Robin Bailey** is returning home to Brisbane’s **97.3FM** with the reinvigorated *Robin, Terry & Bob* Breakfast Show, the new campaign celebrates the return of Robin and the team with **‘Together again for breakfast’**.

Returning to air last week, **Erin Phillips** joins **Mark “Soda” Soderstrom** as special guest presenter on the **Jodie & Soda Breakfast Show** on Adelaide’s **Mix102.3** while Jodie Oddy is on maternity leave.



About ARN

ARN is one of Australia's leading Broadcast and On-demand audio companies, 'Defining Audio', with ownership or investments in 12 radio stations nationwide in addition to digital entertainment platform, iHeartRadio. ARN's vision is to deliver the most complete audio offering for audiences and advertisers, and its network brands KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over five million listeners each week 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 Robin, Terry & Bob and Perth's 96FM with Botica's Bunch for Breakfast. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney's 101.7 WSFM 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.

iHeartRadio, the world's fastest growing digital service, was launched by ARN to the Australian market in 2013 and since then, the platform has had over 2.1 million downloads of the app and over 1.5 million registered users. 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 Macquarie Media, as well as stations from New Zealand and the USA. iHeartRadio also provides Australian's with access to over 280,000 podcasts.

ARN's suite of digital and social assets are the online home to Australia's leading radio stations, providing highly engaged entertainment content and news, complementing the on-air experience ARN's stations are best known for.

ARN is a HT&E company. For more details, head to www.arn.com.au.