

ARN DELIVERS PIMPED-UP PARTNERSHIP WITH MENULOG

Thursday August 20, 2020 – ARN’s KIIS Network has partnered with Australia’s home-grown food delivery App, Menulog, to serve up a multi-channel, national campaign to amplify Menulog’s new brand campaign, featuring Snoop Dogg’s take on the brand’s ‘Did Somebody Say Menulog’ jingle.

The campaign leveraged the new Snoop track, calling on Aussies to do (and eat) whatever they crave in pursuit of happiness, regardless of the status quo.

As part of the collaboration, the KIIS Network amplified Menulog’s new jingle and mission to deliver happiness with innovative and fun integrations across both KIIS 1065’s *The Kyle & Jackie O Show* and KIIS FM’s *Will & Woody* national drive show. Both shows, not to mention their talent, embodied the spirit of new hip-hop hit, with their unique sense of fun and willingness to challenge social conventions.

Of the campaign **Kyle Sandilands** said, "This campaign had everything - Snoop Dogg, Menulog deliveries and me dancing. What a great partnership!"

The Campaign

Activity across the four-week campaign featured on-air, digital and social elements including voiced commercials, Kyle and *Will & Woody* ‘Delivery Dance’ TikTok videos, *Kyle & Jackie O’s* \$5,000 Door Drop and Will & Woody’s \$10,000 ‘Big Rappetite’.

Identifying Kyle & Jackie O as a core ingredient to the campaign and aligned with Menulog’s ‘unapologetic’ brand tone, Kyle Sandilands voiced the radio commercials heard right across the KIIS Network. Kyle also created his own joyful Menulog ‘delivery dance’ video, which was shared across the Kyle & Jackie O Show TikTok and Instagram socials. Drive’s Will & Woody also shared in this joy, creating their own dance and again sharing across their own show socials.

[You can see Kyle’s Delivery Dance video here](#) and [Will & Woody’s Delivery Dance video here](#)

KIIS 1065’s *The Kyle & Jackie O Show* delivered Menulog happiness across Sydney, with “Menulog Mitch” stepping in for Snoop (fur coat and all), dropping off doggie bags of cash on people’s doorsteps with *Kyle & Jackie O’s* ‘Door Drop’. For the unapologetically lazy, it was the perfect way to win. All listeners needed to do was register online and open their door for the chance to win a doggie bag containing \$5,000 and \$100 Menulog voucher



Across Drive, *Will & Woody* listeners were asked to go head to head in a knockout rap battle live on air. The raps had to be themed around the listeners favourite Menulog food item. Guest judges for the Rappetitie battles included Chris Sebastian (fresh from his win on *The Voice*) and Guy Sebastian. Ultimately one final winner took home \$10,000. To launch the competition *Will & Woody* performed their own rap which featured across KIIS Networks' Facebook pages.

[You can see video of the Rappetitie winning rap here](#)



ARN's Chief Commercial Officer Pete Whitehead said, "Our partnership with Menulog demonstrates ARN's ability to create talent-led, innovative and creative content which can be seamlessly integrated across all of our channels – on-air, digital, social and experiential. Both *The Kyle & Jackie O Show* and KIIS FM's national Drive show *Will & Woody* embody Menulog's brand tone in a unique way. It's another example of ARN's commitment to creating market-leading commercial solutions and meaningful connections between brands and our audiences.

"Investing in advertising is an investment in future business growth and history tells us, especially in an economic downturn, advertising works. And at a time when all businesses need to ensure every spend delivers a strong return, ARN is proud to be supporting brands to deliver impactful, creative campaigns that connect - as this partnership with Menulog shows."

Menulog's Chief Marketing Officer, Simon Cheng, said, "Partnering with the superstars at KIIS was a natural fit to launch Snoop Dogg's hip-hop take on 'Did Somebody Say Menulog'. We worked closely with the ARN team to deliver this across multiple channels to not only drive maximum awareness, but serve up a range of content we knew listeners would love. Whether it got them up and dancing or calling in to rap battle, we saw great engagement across the campaign period." harness multiple channels to drive awareness of the campaign, serve up light entertainment and get listeners dancing and rap battling."

A spokesperson from UM Sydney, partners with Menulog on media strategy and implementation, said, "There was clearly an opportunity to go deeper into the attitude and star power that Snoop Dog brings to the campaign. We worked with Kyle & Jackie O and the wider KIIS network to craft a partnership that accelerated relevance to local audiences. This allowed us to introduce action such as Doggy Door Drops, recognise Kyle's love for fast food and create a rap battle for Will & Woody, plus other initiatives, that strongly connect to local audiences."

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 2.2 million downloads of the app and over 1.6 million registered users.

ARN's 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.

In 2020 ARN launched iHeartPodcasts Australia, providing advertisers with access to significant scale across local, global and catchup podcasts. The network quickly became Australia's number #1 podcast publisher alongside holding the #1 podcast in Australia.

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.

About Menulog

Menulog is an app-based food delivery service offering Australians the greatest choice of restaurants and cuisines across the country. Menulog connects more than 3.1 million active customers with more than 21,600 local restaurants, servicing more than 87 percent of the addressable population.

Born in Australia more than 14 years ago, Menulog is now part of Just Eat Takeaway.com, a leading global online food delivery marketplace. Download the Menulog App via the App Store or Google Play. Follow facebook.com/menulog.com.au and @menulog.com.
