

The most summer to make you feel great!

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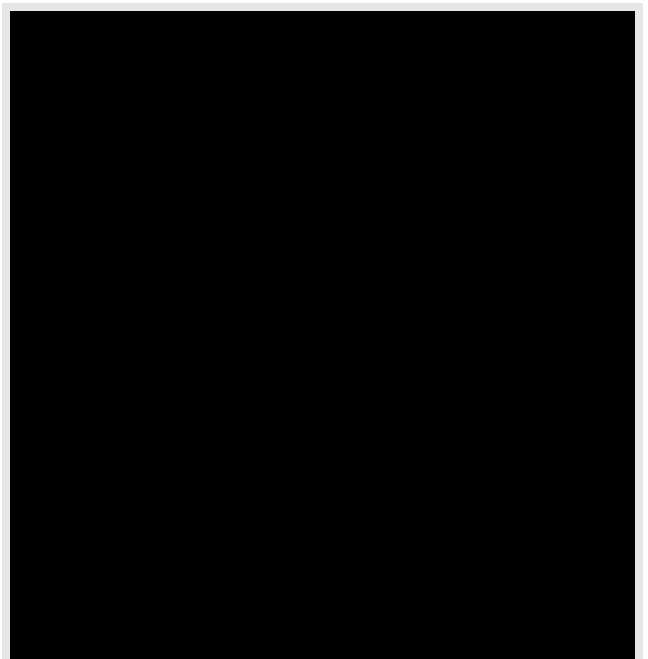
The Cape's biggest radio station, Kfm 94.5, recently unveiled its latest brand campaign - #KfmSummerFeels. This launch follows the station's Radio award-winning 2018 #KfmLovesKaapstad 360 integrated marketing and communications campaign.



Sunday Funday took on a new meaning when DJ Fresh and Kfm 94.5 hosted the #KfmSummerFeels launch last week. Cape Town faces toasted to summer at the V&A's Life Grand Cafe as part of the celebrations, with DJ Fresh broadcasting live from the event in addition to getting the crowd into the summer feels by dropping some of his best beats during his live set.

The event wrapped up with the filming of the Ultimate Summer Music video, featuring Cape Town's cool set including Zola Nene, Siv Ngesi and Craig Lucas, against the backdrop of DJ Fresh and Shona's latest release, Icarus.

"During our 2018 brand campaign, we showcased our love for the city by cleverly inserting the "K" in our logo into key locations in Cape Town. This was represented in our creative and activation executions, highlighting areas in the Cape featuring a K - Sybrand Park, Platteklouf, Kensington, Tokai and Kenilworth (to name a few). We really wanted to celebrate our audience, Cape Town's iconic suburbs as well as the inclusiveness in our on-air offering. Kfm 94.5 is a unique radio brand in the Cape and our diverse audience make-up allows us to speak and engage with all the people who call the city their home", said Saskia Hickey, Senior Marketing Manager, Kfm 94.5.



Hickey added: "Through this new brand campaign #KfmSummerFeels, we are celebrating the music that our audience loves. Creatively, we decided to build on the design concept of the last campaign by adding the "K" to highlight some of the key artists on our musical playlist for example, Beyonce Knowles, Kold Play and Black Coffee. We understand the power that music has to move people, lift spirits and create connections and through the campaign we are celebrating the Mother City's love of music."



The campaign, currently in progress, takes a three-phased approach and is driven through above the line advertising, a public relations and influencer movement, social media, activations and on-air content.

Phase 1: The Ultimate Ticket to Summer: Early November 2019

A mini version of Kfm's Big Red K moved around the city with the Kfm Crew and supported through on-air programming and social media. Seven listeners got the chance to win their passport to summer's hottest music events, featuring tickets to every big Kfm 94.5 event including Toni Braxton, Cosmo Summer Party, AHA, the Kfm Vinyl Classic party and Huawei K-Day.

Phase 2: Ultimate Summer playlist: November - mid December 2019

The station has invited listeners to curate the best mix of feel-great summer tracks. Listeners share their favourite summer jams with the station for a chance to win their share of R40, 000. The official summer playlist will be played all-day on-air on 13 December 2019 and public activations on the day will drive additional awareness.

Capetonians can also get into the summer party spirit at the Kfm Vinyl Classic Party – Shimmy Beach Club on 29 November 2019.

Phase 3: Ultimate Summer Gig Guide: December 2019

Kfm 94.5 will assemble the Ultimate Summer Gig Guide, a list of all the hottest events and activities in the Mother City for the summer holidays. The brand will come alive through consumer activations at these premium experiences and the gig guide will be shared through a strategic PR and social media campaign.

Listeners are invited to find Kfm 94.5 at the highlighted events and to come and complete the "FM" in Kfm 94.5 to win R10k by posting the pic to social using the official hashtag for the campaign #KfmSummerFeels .

For more around #KfmSummerFeels and the most summer to make you feel great, follow @kfmza on social media and listen to Kfm 94.5.

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