

Kfm 'Music Saves The Day' drives daytime listening

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Kfm 94.5, the number 1 commercial radio station in the Western Cape, is bringing to life its positioning of 'The most music. Feel great' through its latest workplace-listening marketing campaign.



The new campaign celebrates the positive role music plays during the time of staying at, and working from, home. Kfm's 'Music Saves The Day' gives daytime audiences - listeners who tune in on weekdays for Mid-Mornings with Tracey Lange (9am-12pm) and Lunch with EB Inglis (12-3pm) - the opportunity to win their share of R20,000 cash. To do this, they need to identify the song of the day as played in the station's popular 7-in-a-row feature. The Kfm Mornings team is also getting in on the fun as they announce the song of the day at 08:40 every morning. The competition runs until Wednesday, 3 March, with the winners' announcement on Friday, 5 March.

"Outside of being a presenter, I'm also a songwriter and music producer in my spare time," says EB Inglis. "My love for music started in high school at Settlers High, where I participated in musicals like *The King and I* and *Little Shop of Horrors*. I even started a boyband! After school, I studied sound engineering to

become more proficient in studio. Since then, I've released some original music and collaborated on songs with Clint Brink and Jack Parow. So yes, you could say I love music."

Research shows that currently 79% of radio listening in the Western Cape happens from home. The use of apps for radio listening is also increasing, with 43% of listeners in the Western Cape stating that they have used an app to listen to the radio. In general, music dominates when it comes to preferred content, with the Western Cape experiencing an increase in music consumption and listenership between the hours of 9am and 3pm*.

Music is also Tracey Lange's first love. "I come from a very musical family," she says. "All my uncles and aunts either sing or play in orchestras. So, my initial interest in music was classical. Today my love of music and different genres is vast. Music is like that best friend who knows what to say and do. It's what Kfm 94.5's music does - it's always there for you, in hard days and happy days."

Stephen Werner, Kfm 94.5 Station Manager on the importance of listening to music whilst working from home: "Music has become an increasingly important part of the modern-day work session. Our listeners can expect the most music for a feel-great workday at Kfm 94.5. Tracey Lange kicks off your workday with an upbeat and positive start. Followed by EB who takes you through lunch and the final stretch of your workday with great music, easy-going entertainment and interesting conversation. Between 9am and 3pm, Kfm 94.5 offers the best mix of music and entertainment to make your workday feel like a breeze."

Listen to Mid-Mornings with Tracey Lange (9am-12pm Monday to Friday) and Lunch with EB Inglis (weekdays 12-3pm) for a chance to win your share of R20,000 cash as #KfmMusicSavesTheDay.

* Source: PMB Continuous Tracker: Oct-Dec 2020, Western Cape 3-month sample: 1090

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