

Jacaranda FM's Loeries Silver needs to be a triumph for more than just one brand



By [Kevin Fine](#)

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Jacaranda FM was awarded a Silver Loerie for our “More Music You Love” campaign in the ‘Outdoor & out of home: outdoor media’ category at the 2017 Loerie Awards held at the Durban International Convention Centre.



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We were also shortlisted in the ‘PR & Media Communication Campaign’, ‘Other Screens’ and ‘Media Innovation’ categories.

This award is a huge accolade for us, especially given the fact that more than 3,000 entries were received from 800 brands, represented by 400 agencies from 18 countries across Africa and the Middle East. We made a big shift in our creative and on-air approach, and this award shows that, thanks to a passionate and absolutely focused team effort, it's paying off in a big way.

The true value of victories like these, however, lies in how your creative punching power, and your way of thinking and doing with your own brand in hand, benefits your clients:

Creative brilliance is something we take seriously for ourselves and the brands we represent every day. It really epitomises

our approach and commitment to executing crowd-moving, award-winning, return on investment opportunities for our clients.

It's about creating a solid, multi-channel space by innovating, pushing boundaries, and achieving maximum reach and frequency. Our win translated in to success for our business, including millions of rands' worth of earned media and increased metrics against all our competitors, especially in market share. We are intensely proud of the award and what it represents to the advertising, creative and brand community.

ABOUT KEVIN FINE

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