

Hello... My name is: Kfm 94.5 launches mascot

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Cape-based radio station Kfm 94.5 has revealed a new mascot - a friendly penguin who will act as an extension of the station's marketing activations arm.





The mascot, affectionately called 'K' internally, was recently unveiled on the brand's social media channels and with community newspapers which kicked off an open call for kids of the Cape to help the radio station finalise his ID card for his first day of work at Kfm 94.5. Specifically targeted at primary school learners, schools across the Cape are also encouraged to get involved in the competition to name the mascot and design his unique Kfm 94.5 t-shirt.

The mascot - an African penguin with a funky style, a serious dancer and a cheerful personality is the personification of the station's brand values and will make the brand's personality more explicit through his traits and mannerisms.

Some of the Kfm 94.5 Mascot characteristics:

- Cheerful
- Warm
- A little mischievous but mostly playful
- A little shy or bashful
- Expresses himself through music, body language and gestures

Kfm 94.5 Mascot likes and dislikes:

- Loves to dance and is an expert swimmer
- A proud resident of the Cape
- Enjoys nothing more than to make people smile and laugh
- Favourite colour is Kfm Red
- Sushi lover
- T-shirt and Sneaker aficionado
- Motto: "Dance like no one's watching"
- Pet hates: Adulthood and Plastic Waste

HELLO
MY NAME IS

LOVES TO DANCE AND TO SWIM

A PROUD SOUTH AFRICAN

PET HATES: ADULTING AND PLASTIC WASTE

YOU'LL NEVER CATCH HIM WITHOUT HIS HEADPHONES

BECAUSE MUSIC IS THE SOUNDTRACK TO HIS LIFE

MOTTO: "DANCE LIKE NO ONE'S WATCHING"

"Kfm 94.5 has always been highly visible in the Western Cape with our world class activations and immersive station events carefully curated with our audience in mind. The Kfm 94.5 activations arm includes the internal events team, the Kfm 94.5 Crew powered by Toyota and now the Kfm mascot. We strategically selected the African penguin, which has been synonymous with Cape Town since the first colony settled in Boulders Beach in 1982. The aquatic birds are known for their charisma and The Kfm mascot will have just that plus boundless energy and of course happy feet," said Saskia Hickey, Kfm 94.5 Marketing Manager.

Hickey added: "We are asking Primary school learners and by extension their schools and families to get involved by helping us to give "K" a proper name and identity.

The competition to name the mascot will close at 9am on 10 May and the winner will be announced on Kfm Mornings with Darren, Sherlin and Sibs on the morning of 18 May. The winner will win an exclusive Toy Kingdom trolley dash to the value of R5000. The winners school will also win R10,000 worth of vouchers for art supplies or fundraising initiatives.

To follow the journey of naming the Kfm 94.5 penguin mascot follow @KFMZA on social media and visit www.kfm.co.za.

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