

African penguin attends BRC RAMS presentation

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Kfm 94.5, a Primedia Broadcasting regional radio station in the Western Cape, has unveiled the addition of a new member to the team - an African penguin called Rocket who joins the business as an extension of the brand activations team.



The mascot was launched early in April 2018 with a strategic marketing campaign with community newspapers in the Western Cape calling on Cape Town kids to give him a name. Following thousands of entries from primary school learners and a vote by the Kfm audience, the penguin was named Rocket in May 2018.

Earlier this week, the latest The Broadcast Research Council of South Africa (BRC) figures were released which researches and measures audiences in radio. Rocket was at the Cape Town BRC figures presentation and celebrated Kfm 94.5 regaining its position as the radio station with the most listeners in the Western Cape.

"The station underwent a brand refresh in June 2017 and the latest results are testament to audience buy-in for the heavyweight line-up, music offering and big brand events. Kfm 94.5 in the Cape has delivered a strong performance, showing a jump from 726,000 to 787,000 weekly listeners year on year, and making Kfm 94.5 the biggest regional music station in the Cape. We still have a long way to go but we are out to prove radio still has a big place in the hearts and minds of our listeners. We were happy that for the first time in history the presentation was attended by a penguin and that Rocket was there to celebrate the stations success," says Saskia Hickey, Marketing Manager for Primedia Broadcasting for Western Cape.

Follow Rocket's adventure on Kfm's social media channels - @Kfmza.

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