

# Jacaranda FM launches 341.co.za

Issued by [Jacaranda FM](#)

13 Apr 2021

## **#341LiftOff aims to boost South African businesses in current economic climate**

Jacaranda FM wants to help business owners turn the economic tide by leveraging its two million-strong audience across Gauteng, North West, Mpumalanga and Limpopo province.

Together with its media sales arm Mediamark, the station launched **#341LiftOff**, a multi-channel, mass-reach campaign offering all businesses three(3) radio spots for(4) the price of one(1) during the months of April, May and June.

“As an immediate platform, radio is the single-best channel for short-term brand awareness to help recover lost revenue. We created this campaign to help businesses achieve immediate ‘lift-off’ and bottom-line results,” says Deirdre King, Jacaranda FM managing director. “Our business has been built from the advertising spend of our clients ranging from large multinationals to small local store-owners. We see it as our responsibility to be there for them when times are tough and keep them top of mind in their markets,” adds King.



Businesses, particularly in hospitality, beverage and entertainment, have been crippled as a result of the Covid-19 pandemic, leading to advertising revenues being cut, cancelled or put on ice.

As the country slowly starts to recover, businesses are looking for more value and return on investment in terms of marketing and advertising – without breaking the bank.

By tailoring messaging, hand-in-hand with Jacaranda FM, and getting more frequency on the country's top station, businesses can cut through the clutter, claim audience attention and meet sales and revenue goals.

The #341LiftOff campaign is aimed at boosting SMMEs, often considered the silver bullet that can help bridge the unemployment gap, which as a result of the Covid-19 pandemic, currently sits at 32%, according to Statistics SA.

Visit [www.341.co.za](http://www.341.co.za) to make enquiries or book three radio spots in the same time zone for the price of one spot. Jacaranda FM has the majority share of the economically active market (SEM nine to 10) in Gauteng, Mpumalanga and the North West, and the #341LiftOff offering represents an easy win for businesses that need an immediate and measurable approach in this new trading environment.

Radio's role is not only providing credible news but also reaching and engaging meaningfully with diverse audiences and strengthening and mobilising communities for a greater good.

For more information and booking enquiries, visit [www.341.co.za](http://www.341.co.za)

- **Jacaranda FM remains one of Mzansi's favourite radio stations with 3 SA Radio Awards** 5 Dec 2023
- **South Africa's award-winning podcast 'Don't Hold back: say it loud' is back for a second season** 21 Nov 2023
- **Spar Carols by Candlelight celebrates the theme 'Home for Christmas' as the event turns 21!** 10 Nov 2023
- **Jacaranda FM wins the hearts and ears of Pretoria for a decade** 26 Oct 2023
- **Jacaranda FM community tee up over R4.2m at Golf Day** 11 Sep 2023

#### Jacaranda FM



Jacaranda FM broadcasts at 94.2FM from Midrand, Gauteng and is one of the most popular radio stations with a substantial footprint across Mzansi. The station has the only bilingual commercial license in the country; broadcasting regionally in English and Afrikaans across Gauteng, Limpopo, Mpumalanga, and the North West Province.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>