

African penguin attends BRC RAMS presentation

Issued by [Primedia Broadcasting](#)

1 Jun 2018

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.

" Nisa Allie to lead credible journalism as newly appointed editor-in-chief of EWN 18 Apr 2024

" Nothemba Madumo launches 'Jazz & Beyond' 10 Apr 2024

" 947's Anele & The Club Live: A spectacular showcase of music, entertainment, and surprises 9 Apr 2024

" Anele and The Club Live: A radio extravaganza proudly brought to you by Pepsi 28 Mar 2024

" Renowned jazz aficionado Nothemba Madumo joins Primedia Broadcasting 26 Mar 2024

Primedia Broadcasting



Primedia Broadcasting is the home to premium radio stations in Gauteng and the Western Cape and specialises in omnichannel converged solutions that deliver results.

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

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