

# Smile 90.4FM crowd sources its listeners for kykNET TVC

Smile 90.4FM has released its first television commercial on kykNET and its website, as part of its 'Amplifying the good news in the Mother City' campaign.

Haddad Viljoen of Orijin Media conceptualised the TVC, which was produced by crowdsourcing listeners to co-create the 30-second ad.



## Enjoy the brand

The TVC, which flights until 9 July 2014, is backed up by a print and audio-visual campaign that illustrates the station's positioning, with listeners enjoying the brand as per its promise - Hear it, Feel it, Smile.

The bilingual Afrikaans and English campaign kicked off early June, which saw squads of Smile ambassadors spread positivity at all major intersections across the Cape Metropole. "The inspiration for the ad," explains Clive Ridgway, Smile 90.4FM station manager, "is the genuine connection we have with our listeners and our commitment to spread good news and positive content."

## Audience involvement

"The explosion of the Internet and social media make it easier than ever to connect. It became evident that passion levels for our brand is high and that our listeners want to engage with us. We decided to embrace our tribe of fans and get them involved."

"These station's values of positivity, inclusiveness, innovation and forward thinking have been interwoven into the fabric of the ad to attract viewers who share our values and purpose. A simple on-air call to action resulted in hundreds of listeners sending in their 'selfies', photographs of themselves and their families, uploaded via social media and used to build the visual montage used in the television and print ads. We wanted to see our listeners' faces along with our presenters in our debut television commercial, because they're the people who make this radio station what it is," he concludes.

To view the ad, go to [www.smile904.fm/tag/crowd-sourced-tv-ad](http://www.smile904.fm/tag/crowd-sourced-tv-ad).

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