

Chai FM gets new brand strategy

Late last week, Chai FM held a launch to releases its brand strategy, logo and lineup. Speaking at the launch, recently appointed CEO Kevin Fine said the new look will benefit not only the Jewish community but any listener within the broadcast footprint.



He also announced several partnerships including Associated Magazines, AD Reach, Wide Open Media, VW Hatfield and Lifeline Johannesburg, showing the station's care for the community and its repositioning as the collective heartbeat of communities across Johannesburg, South Africa and globally.

Listenership, internet and Facebook connectivity are increasing and he promised media, listeners and advertisers a credible '1st in class' radio platform.

Through its mix of adult contemporary music and talk radio, it reaches out to a broadcast community that includes SA's top decision makers with an entertaining mix of current news trends, spirituality, music and lively debate. It offers marketers the opportunity to speak to a community of achievers, decision makers and thinkers who are all influential in South African society, many of whom attended the launch.

Go to www.chaifm.com for more information.

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