

## Proving radio's captivation

[Radmark](#) and [Kagiso Media](#) are bringing a new concept, Radio Blockbusters, to the market, which involves a substantial investment in delivering standout content to audiences for the benefit of advertisers. In association with Jacaranda 94.2 and East Coast Radio, the concept shows the diversity of reality radio campaigns and, by combining different platforms, how these connect and captivate the audience.

Charlie Wannell, marketing manager of Radmark says that one would expect new media technologies to dampen radio's influence. "Instead, we are proving that, with a combination of different platforms and listener-driven content, radio remains the top companion medium for the benefit of our advertisers."

"Radmark has heard advertisers and their need for solutions that deliver return on investment and value for their budgets that doesn't simply reach more heads but touches more hearts."

A movie screening of reality radio ideas, followed by a panel discussion designed to demonstrate that radio still commands attention, will be screened in Johannesburg to a select audience during 4-6 October 2011 followed by Cape Town and Durban in November. For more, email [Lorin.vanlelyveld@radmark.co.za](mailto:Lorin.vanlelyveld@radmark.co.za).