

FNB signs with Smile 90.4FM

FNB has signed up as an advertiser with Cape Town's new audio brand, Smile 90.4FM.

"We're delighted with the deal. FNB is the first bank to have signed with us and we hope more will follow suit. This is the most significant deal we've made so far, given that we've only been on air for three months," said Tony Mallam, MD of [Smile 90.4fm](https://www.smile904fm.com).



"The bank was sufficiently convinced to switch budget to us, as we have no published listenership figures yet. It has put its faith in us and we hope in turn will be handsomely rewarded by our loyal listenership base. Its investment was for a business campaign and the station matched its requirements perfectly."

"The company's advertising strategy is to ensure that our message reaches all our customers across South Africa and we believe that this radio station will provide us with this additional reach via its audiences in the Cape," says Bernice Samuels, FNB chief marketing officer.

"As an active participant in the South African economy, we believe in supporting new and upcoming businesses and believe the station's proposition is a logical fit for the bank. We are also proud to be the first bank to advertise on the station and look forward to this relationship," added Samuels.