

# A NEW LOOK FOR SMOOTHFM IN 2020

Friday 14 February 2020

NOVA Entertainment today announced the launch of a refreshed smoothfm brand, the first in seven years, commencing from Sunday 16 February. The brand will have a reinvigorated look and feel to modernise and energise the station's visual appeal, better reflecting the station's timeless and contemporary playlist and commitment to creating an environment that allows the audience to relax and feel good.

Robbie Williams, one of the world's most recognisable entertainers, will be the new face of smoothfm. Williams will feature in a TVC and multi-platform marketing campaign, to support the station's fresh new look and positioning.

smoothfm's refreshed vision will be supported by an extensive marketing and media campaign in Sydney and Melbourne across TV, OOH, cinema, digital and socials. The TVC was shot in London and was directed by Vaughan Arnell, a British music videos and television commercials director. The creative features Robbie Williams enjoying the feel-good sounds of smoothfm and is set to three iconic tracks, Williams' *Feel*, *September* by Earth, Wind & Fire and Billy Ocean's *Get Out of my Dreams*, to give audiences a taste of smoothfm's playlist which features tracks that lift the spirits and soothe the soul. The campaign is designed to familiarise audiences with the brand and highlight the station as the feel-good destination from 16 February.

In addition, Robbie Williams will take the stage later this year for *smoothfm's Feel Good Night With*, to deliver a unique and immersive fan experience through smoothfm's live music brand.

Paul Jackson, NOVA Entertainment's Chief Programming & Marketing Officer said, "We launched smoothfm with a more music and less talk format, an emotive and timeless playlist and announcers handpicked to create an easy place for listeners to feel good and escape their busy lives. Over the past seven years the station has experienced impressive ratings and commercial growth and the playlist continues to evolve to make listeners feel good. Now we are giving the brand a refreshed look and feel while maintaining the consistency that people expect."

"The refresh will be supported by an extensive marketing campaign and new logo, with one of the most well-known artists, Robbie Williams, as the new face of smoothfm. Robbie is charming and cheeky, he's a contemporary artist who has evolved over his career and his music remains timeless making him the perfect choice for smoothfm in 2020. He joins the likes of Michael Bublé, Sam Smith and Spandau Ballet as a smoothfm ambassador. We couldn't be more delighted with smoothfm's success and look forward to further growth of the brand," said Jackson.



Australia's  
*feel good*  
station

Since launching in 2012, smoothfm has cultivated a loyal audience with its unique offering of more music and less talk, and a music format designed to help listeners relax. smoothfm is Sydney and Melbourne's feel good station. smoothfm launched with a 4.1% share in Sydney and Melbourne and 275,000 and 337,000 listeners\* (combined audience of 612,000\*) respectively and in seven years has increased by over 200% to 1.838 million\*\* listeners. smoothfm is currently the number 1 FM station in Sydney with 9.3% (over 10 consecutive surveys) and number 2 FM in Melbourne with 8.5% share\*\*.

smoothfm recently increased its offering by creating additional smoothfm stations, smooth Relax and smooth Chill in September 2019, on the DAB+ spectrum and via smooth app, broadening the smooth platform and creating new commercial opportunities. smooth Relax (49,000 in Sydney and 45,000# in Melbourne) has seen strong results in only one survey with results for smooth Chill to be available in survey 1, 2020.

Over the past seven years the brand has built a highly engaged audience, diversified across multiple platforms and created innovative client solutions based on deep audience connections. smoothfm's reinvigorated look and feel in 2020 is designed to continue to grow audience appeal and ensure smoothfm remains a strong and relevant radio brand for a broad audience into the future.

Peter Charlton, NOVA Entertainment's Chief Commercial Officer said, "smooth is one of the most uniquely effective FM offerings out there, in terms of both its 'feel good' format and its landmark success to date. Last year, we saw double-digit revenue growth in an undeniably tough market and spent a year as Sydney's #1 FM station and secured consistently strong results in Melbourne. That kind of success comes down to being able to connect with and engage listeners in a way no other station can, in turn, opening the door for advertisers to do the same. We're incredibly proud of what smooth represents, both commercially and creatively, and recognise its enormous potential into the future."

smoothfm's reinvigorated look and feel, with the unveiling of a new logo, will be shared with audiences on Sunday 16 February. A national version of the 30 second TVC can be viewed [here](#) with the 15 second TVCs available here – [Shower](#), [Golf & Kitchen](#). smoothfm 95.3 Sydney and smoothfm 91.5 Melbourne versions are available on request.

**smoothfm's TVC and multi-platform marketing campaign launches on Sunday 16 February  
smoothfm can be heard on smoothfm 95.3 in Sydney, smoothfm 91.5 in Melbourne  
and nationally on DAB+**

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media release



## ABOUT ROBBIE WILLIAMS

Robbie is one of the most decorated music artists in the world with six of the Top 100 best-selling albums in British history, a huge 80 million album sales worldwide, 14 Number 1 singles and a record 18 BRIT Awards – more than any other artist in music history.

Robbie released his first ever Christmas album 'THE CHRISTMAS PRESENT' last year which reached #1 on the ARIA Chart and capped another huge year for Robbie. The music icon kicked off his 2019 in spectacular style with his first ever sold out Las Vegas residency, while in July he performed an incredible sold out headline show for Barclaycard presents British Summer Time Hyde Park to rave reviews.

## SOURCES

\* 10+ share of 4.1% and 275,000 cumulative listeners in Sydney and 10+ share of 4.1% and 337,000 listeners in Melbourne, combined cume audience of 612,000– Source: Sydney & Melbourne radio survey 4, 2012, Nielsen radio ratings (survey period 25 March to 28 April and 6 May to 9 June 2012)

\*\* No 1 FM station in Sydney with 9.3% share and 953,000 cumulative audience & No 2 FM in Melbourne with 8.5% share and 884,000 cume listeners, with a combined Sydney and Melbourne cumulative audience of 1.838 million – source: GfK Sydney & Melbourne radio survey 8 results, released 17 December 2019 (survey period 29 Sept to 7 Dec 2019)

# smooth Relax is available on DAB+, via streaming and on the smooth app. Source for results: GfK DAB+ stations for Sydney and Melbourne, (survey period 29 Sept to 7 Dec 2019)

+ smooth Chill is available on DAB+ in Adelaide and on the smooth app.