

OFM hitting the road with the Big Breakfast Team

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OFM, the sound of your life in Central South Africa, hit the road this week during the annual Brandwave Road Show, in the company of the notorious Big Breakfast Team.



The Brandwave Road Show is an opportunity for the OFM on-air advertising sales team to connect with existing advertisers and sign up new advertisers at fun events, where they also get to meet one of OFM's most "infamous" teams – Martin van Merwe and the Big Breakfast crew.

The Brandwave Road Show met with clients within in the OFM regional footprint in the towns of Welkom, Vereeniging, Potchefstroom and Klerksdorp, while the Big Breakfast broadcast their show live from these towns.

To make matters interesting, the show hosted the Poor and Famous Competition, in which representatives from each city had to do push-ups and karaoke to determine which town had the most talent. As an added bonus, clients also got to meet Jus Cohen, a motivational speaker and author, who shared his keys to success in business.

Says OFM General Manager, Nick Efstathiou: "Brandwave is a big event on the OFM calendar every year. It's an important networking event for the station, but it's also a chance to connect with one of OFM's most important roleplayers – the companies that advertise on air. Having the Big Breakfast team join us, injected the fun element! It gave our clients an opportunity to meet the faces behind the voices, and the team to engage with the people who advertise with us. It was an illuminating experience for both groups!"

To advertise on OFM, contact one of account executives at (051) 5050 900, or go to www.ofm.co.za for more information.

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OFM, is Central South Africa's premier commercial radio station, offering a mix of music, news and entertainment. The station serves the affluent SEM 7+ economically active marketplace with a broadcast footprint across the Free State, Northern Cape, southern Gauteng and North West.

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