

## Comutanet's shining Star Radio launched





ComutaNet, leading commuter media owner, recently launched Star Radio to great reception at the Randburg Taxi Rank. A new addition to the stable, Star Radio is a fully-fledged, live digital satellite radio station with an exclusive offering for advertisers to promote products within the largest taxi ranks nationally. As the Star Radio banner clearly states, "In a galaxy of music, there is only one Star - Star Radio!!!"

ComutaNet lived up to the focus of its brand and expertly transformed Randburg Taxi Rank into a township landscape. Guests had a ball and gained first hand experience of this new shining Star! The boomed off area of the rank displayed ComutaNet branded taxis, buses and other media belonging to the forerunner of the industry.

Guests received a warm welcome at the reception area and were presented with nametags made from brown cardboard cards, names were preceded by Sis or Bra, as you might typically address someone in the townships. The rank displayed typical signage you are likely to find in taxis like "No R200 notes to driver in the morning", "This taxi stops anywhere, anytime" and different signs used by passengers to signal destinations to drivers, something familiar and unique to commuters. They also had stalls with goodies, a common sight at any taxi rank, the only difference being guests could indulge for free.

The bar area was redecorated to mirror a Shebeen in the township and everyone was encouraged to do it the loxion way - from the food to the music, including guests drinking straight from their beer bottles. A group of dancers kept guests entertained the entire night with their funky bits, dance moves and other astonishing stunts. The Star Radio launch proved that anything is possible - even a successful launch and late night party at a taxi rank - something that got most people asking 'Has ComutaNet gone nuts?' Much to their delight, guests embraced the festivities and danced the night away!

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