



## “Love-a-Child” Fun Day

~ February 2015 ~

Smile 90.4FM recently demonstrated our shared belief of optimism and family values at the inaugural **Smile 90.4FM** Love-a-Child event, whereby parents spent valuable, quality time with their children at Bugz Family Playpark.

Listeners could buy tickets for their children and were also given the opportunity to ‘pay it forward’ by sponsoring tickets for less privileged children from the St Joseph’s and Durbanville Children Homes. They arrived full of excitement which really touched the hearts of all attendees as their laughter could be heard echoing throughout the park during the course of the day.

All attendees were welcomed by the **Smile 90.4FM** team and each child received a goodie bag which consisted of a branded drawstring bag, a yoyo, a Sasko lunchbox, MySmart Kid discount voucher and a copy of the National Geographic Kids magazine. A bright sunny day made for the perfect setting for the children to enjoy their slushies and ice cream and we loved seeing their faces painted in their favourite Disney characters as part of the fun.

To round off the experience, everyone had an opportunity to have a photo taken with Smile Drive presenters Maurice Carpede and Bailey Schneider, and even the Bugz characters joined in the fun.



# Cape Town Cycle Tour Junior Tour ~ 05 March 2016



## Smile 90.4FM is the official radio partner to the Junior Cycle Tour

Sporting events are key to our marketing strategy, due to the large number of Capetonians who embrace sport as part of their active lifestyle.

This year, **Smile 90.4FM** formed a partnership with the Cape Town Cycle Tour Trust team; and together created the perfect atmosphere for the Junior Cycle Tour that

took place at Youngsfield Military Base on Saturday, 05 March 2016.

Smile Breakfast team members, Lindy Hibbard and Morne Esben, together with the Smile Ranger, made sure that all the 'little riders' had lots of fun while racing; while **Smile 90.4FM's** feel good mix of music provided the perfect soundtrack to the family fun day.

Supporters relaxing in the 'race village' were hosted by **Smile 90.4FM** presenters, Benito Vergotine and Gavin Arends, and were treated to loads of lucky prize draws throughout the day.



<https://www.youtube.com/watch?v=l4kL0oLVFfg>

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# Cape Town Cycle Tour

~ 06 March 2016 ~

**Smile 90.4FM** entered a team in this year's Cape Town Cycle Tour, made up of clients and staff. This was a first for the station and a fantastic way to spend a week-end together relaxing and competing in Cape Town's most iconic cycling race. The week-end kicked off with a team dinner on the Friday evening, welcoming all our cyclists, even those who travelled from Johannesburg to take part. Each team member received a **Smile 90.4FM** 'Cycle Tour Survival Kit' consisting of: A branded Smile cycling top and bandana, Bike magazine, 32GI energy supplements, lip ice, water bottle and a copy of Tim Brink's Bike book.

On race day, **Smile 90.4FM** hosted a vibe point at the bottom end of Queens Road in Seapoint. Cyclists enjoyed the encouragement from our presenters, Sam Roy and Gavin Arends, together with a great mix of music and support from the **Smile 90.4FM** team. The vibe kept cyclists in high spirits as they faced their final 3km stretch of the race. It was definitely another event to which we added a perfect 'Smile' for all who participated.



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# Intermedia Cricket Challenge

## Bringing smiles to a cricket tournament

On Sunday 28 February, **Smile 90.4FM** participated in the annual Intermedia Cricket Challenge for the very first time. Team 'Strike-a-Smile' was represented by **Smile 90.4FM** presenters and off-air staff; and cheered on by a large contingent of supporters dressed in yellow. To complete the day, another radio station challenged team 'Strike-a-Smile' to a 'runs-for-rands' charity game in which R9000 was raised towards the NGO Sporting Chance.

## This is what our listeners have to say about our station

*Gimme a S Gimme a M Gimme a I Gimme a L Gimme a E J Love the choice of being HAPPY the second my eyes are open Whooooopaaaaaaaaaaaaa!! YES MAN!!!!*  
~ Dean Duke Bierstöker (29 January)

*Footloose, what a nice way to start the working day!!!*  
~ Dominique Dale (3 February)

*Smile 90.4FM - We don't like it We Love IT!!! – we just need some bumper stickers!!!*  
~ Chris Beukman (5 February)

*Off to Rodriguez tonight. Finally. Thanks guys u r awesome. And being last week on Office Party was incredible. Thanks Maurice for a great interview. #feeling grateful.*  
~ Melanie Kavnat Schkolne (5 February)

*Loving the new weekend show #presenterschoice on smile 90.4fm great selection of hits tonight from our legendary Dj's #smiley4life.*  
~ Moe-ain Daniels (6 February)

*Just love your radio station and have been an avid listner from the beginning! My daughter shares a birthday with you. She is turning 13 on Saturday!! Thank you for the awesome music and for always putting a smile on my face xxx*  
~ Lisa McIntyre (24 March)

*Hey Bobby & Lindy, I'm smiling today because we had a wonderful weekend away with friends and for the Roxette show tonight at Grand West Casino. THANK YOU Smile 90.4FM for the tickets that I won last year made my day.*

~ Natalie van der Westhuizen (8 February)

*Happy Happy 3rd Bornday Smile 90.4FM! You guys rock! Here's to many more years of happy days listening to Cape Town's best and most awesome radio station!*

~ Flatdog Promotions (24 March)

*Sjoe! Eloise hoe laat jy my öe nou weer traan! Ek was nie ingeskakel op daai dag nie maar my hart is geel & my bloed pomp blou sedert ek in Julie 2013 ingeskakel het. Geluk met julle verjaarsdag Smile 90.4FM & met die wonderlike geskenk wat julle ook gister ontvang het! Kon nie beter uitgewerk het nie. Hugs aan alma.*

~ Jo Orr-Bosman (25 March)

We have reached  
**100 000**  
listeners!

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# Programming Features

**Smile 90.4FM** has recently launched exciting new benchmark features in all day-parts, which provide excellent sponsorship opportunities to companies and brands who are looking to maximize their on-air presence. Remember to also look out for this section in future editions of Smilestones as we'll be showcasing more of these features through audio examples. Please contact your **Smile 90.4FM** sales representative for more information and sponsorship rates.

## Smile Breakfast

Tune into "BEKKIG" every weekday at 07:17



[https://soundcloud.com/marcel-158/bekkgig\\_30-march-2016](https://soundcloud.com/marcel-158/bekkgig_30-march-2016)

**Smile 90.4FM** turns the attention to our princess and princesses of promise, the Grade 1s of Cape Town, and we get their perspective on everyday life. Did you know that a vegan is a striped animal with spots? Or, that chameleons change colour because they have rainbow coloured hearts? Catch Bekkgig – truth from the mouths of babes.



## Smile Drive

Tune into 'Bailey's Brain Basher' every weekday at 17:42



<https://soundcloud.com/marcel-158/2016-01-26-17h39-baileys-brain-basher-link-1-01>

What calls for help and when written in capital letters is the same forwards, backwards and upside down? SOS of course. Bailey tests the logic of our listeners with her intriguing riddles.



I'm the presenter of Spotlight on SA Entertainment – weekdays 20:00 – 21:00 with Josie Eveleigh. That's where we tell you what's happening in and around the Mother City. I also do the What's On feature, otherwise you'll hear me reading the news.

My radio career started off at the SABC in Johannesburg where I wrote news for the Teledata service on TV, from there I moved to the SABC in Pretoria where I became a field reporter covering the first democratic elections and military stories.

The best part of my day at **Smile 90.4FM** is arriving in the news office and catching up on all the gossip, errr... I mean the NEWS of the day!

My favourite Smile memory was the first day we went on air – 25 March 2013. A magical moment!

I would love to present a travel programme where I travel in luxury to overseas countries and taste delicious wines and the best cuisine. Otherwise a weekend away show – discovering the hidden secrets of Cape Town. One can dream!

– Reinard Ludick

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# SOCIAL MEDIA STATS

## Under the Mistletoe

04 – 11 December

**Total Facebook fans reached with this 1 week campaign:**

- 14 facebook posts
- 88 290 people reached
- 11 293 post clicks (photo views, other likes & link clicks)
- 1 706 total likes, comments & shares



## Take the Leap

22 – 26 & 29 February

**Total Facebook fans reached with this 1 week campaign:**

- 19 facebook posts
- 143 823 people reached
- 71 383 post clicks
- 2 610 total reactions, likes & shares
- 7 779 time video views
- 5 587 minute's video was viewed – this means 93 hours & 12 minutes
- 7 278 unique video viewers



<https://www.youtube.com/watch?v=z6Z91zXYWBE>



## Love Letters

08 – 12 February

**Total Facebook fans reached with this 1 week campaign:**

- 16 Facebook posts
- 53 386 people reached
- 1 540 post clicks (photo views, other likes & link clicks)
- 1 481 total likes, comments & shares

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