

London Radio Station Jazz FM Billboards Promote Pop, Rock, and Soul Artists



London Radio Station 'Jazz FM' Billboards Promote Pop, Rock & Soul Artists In Attempt To Compete With Market Leader 'Capital FM' by Grant Goddard

★★★★★ 5 out of 5



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Jazz FM, London's leading jazz radio station, has launched a new advertising campaign featuring billboards that promote pop, rock, and soul artists. The campaign is designed to attract a wider audience and reflect the station's diverse programming.

The billboards feature a variety of artists, including pop stars Dua Lipa and Ed Sheeran, rock bands The Rolling Stones and Queen, and soul legends Aretha Franklin and Marvin Gaye. The ads are placed in high-traffic areas around London, including bus stops and tube stations.

Jazz FM's marketing director, Emma Jones, said that the campaign is designed to show that the station is "more than just jazz." She said: "We play a wide range of music, from jazz to pop to rock to soul. This campaign is a reflection of that diversity and we hope it will attract new listeners to the station."

The campaign has been well-received by listeners and industry experts. Radio Today editor Mark Strippel said: "This is a bold and innovative campaign from Jazz FM. It shows that the station is not afraid to think outside the box and appeal to a wider audience."

Jazz FM is a commercial radio station that broadcasts to London and the surrounding areas. The station was founded in 1990 and is owned by Bauer Media Group. Jazz FM is the UK's leading jazz radio station and has a weekly audience of over 1 million listeners.

The station's programming includes a mix of jazz, pop, rock, and soul music. Jazz FM also broadcasts a variety of specialist shows, including shows on jazz history, jazz education, and jazz from around the world.

Jazz FM is a supporter of the jazz community and is involved in a number of initiatives to promote jazz music. The station is a partner of the London Jazz Festival and the BBC Jazz Awards. Jazz FM also runs a number of educational programs, including the Jazz FM Jazz Academy, which is a training program for young jazz musicians.



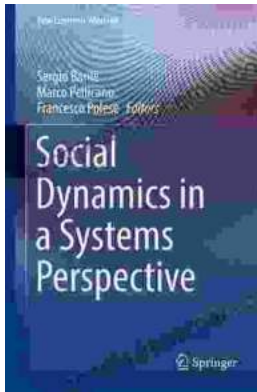
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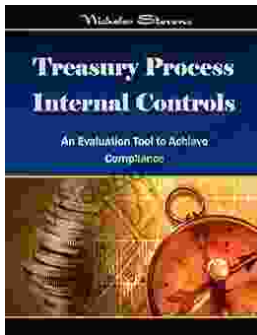
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