

ARN PARTNERS WITH TOYOTA TO SUPPORT SMALL BUSINESSES

Friday, 20th March 2020 – ARN has partnered with Toyota and The Media Store to successfully deliver the *Toyota WorkHorse Workforce* campaign, which reached listeners across the *KIIS* and *Pure Gold* stations nationally.

Utilising its multi-channel assets, across radio, digital, social and experiential platforms, ARN connected Toyota to small business owners across Australia, enabling four selected businesses to participate in bespoke consultations with a range of business experts across marketing, finances, and human resources.

The campaign also featured national street activations showcasing Toyota's own HiAce through the bespoke *WorkHorse Workforce* experiential tactic.

Demonstrating the ability of radio assets to connect business-to-business objectives seamlessly while driving meaningful engagement, a winner was then selected from a broad field of small business entrants to the *Toyota WorkHorse Workforce campaign*; Georgia Irwin, owner of bakery *The Kindness Echoes* from South Yarra. Georgia secured a major prize focussed on building business acumen and enhancing her business capability. This included personalised mentoring support from experts in business development, a Toyota WorkHorse vehicle to the value of \$50,000, plus \$10,000 cash.

Georgia Irwin, owner of bakery *The Kindness Echoes* winner of the major prize said: "Winning ARN's *Toyota WorkHorse Workforce* competition is both life and career changing. It has given me a real hand-up and an opportunity to accelerate my business in ways I never thought were possible. A huge thank you to Toyota and ARN for taking a chance on small business and me."

ARN Chief Commercial Officer Pete Whitehead said: "ARN's partnership with Toyota on the *Toyota WorkHorse Workforce* campaign is testament to our commitment to defining audio, leading the market in creating the best audio solutions for our clients and driving impactful and relevant connections with our audiences."

Toyota Chief Marketing Officer, Wayne Gabriel said: "The number and breadth of entries received from small businesses around the country was overwhelmingly positive. Toyota Australia are delighted to have been able to support Georgia and *The Kindness Echoes*, and we look forward to seeing the growth of her business with the help of the Toyota HiAce."

Head of Partnerships & Integration at Toyota's media agency The Media Store, Sandra Wiles said: "This partnership was a true demonstration of two brands with shared values. ARN demonstrated how they were able to activate Toyota's proposition of 'Making hard work easy' as well as giving something back to local businesses by authentically connecting with their audience base, delivering value to Australian SMEs by providing them with much needed support and the opportunity to tell their important stories."

About ARN

ARN is one of Australia's leading Broadcast and On-demand audio companies, 'Defining Audio', with ownership or investments in 12 radio stations nationwide in addition to digital entertainment platform, iHeartRadio. ARN's vision is to deliver the most complete audio offering for audiences and advertisers, and its network brands KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over five million listeners each week across Australia.

Its KIIS network consists of Sydney's KIIS 1065 with Kyle & Jackie O, Melbourne's KIIS 101.1 with Jase & PJ, Adelaide's Mix102.3 with Jodie & Soda, Brisbane's 97.3FM with Robin, Terry & Bob and Perth's 96FM with Botica's Bunch for Breakfast. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney's 101.7 WSFM with Jonesy & Amanda, Melbourne's GOLD104.3 with Christian O'Connell, Brisbane's 4KQ with Laurel, Gary & Mark and Adelaide's Cruise 1323 with John Dean.

The Edge is available on FM as The Edge 96.ONE in Sydney and nationally via iHeartRadio and DAB+. The Edge Breakfast hosts are Mike E & Emma.

iHeartRadio, the world's fastest growing digital service, was launched by ARN to the Australian market in 2013 and since then, the platform has had over 2.1 million downloads of the app and over 1.5 million registered users. iHeartRadio is a free, all-in-one radio, music streaming, podcast and live events platform. In addition to being able to access their favourite music from around the globe, audiences can access their favourite stations in Australia from ARN, the ABC, SBS and Macquarie Media, as well as stations from New Zealand and the USA. In 2020 ARN launched iHeartPodcasts Australia, providing advertisers with access to significant scale across local, global and catchup podcasts.

ARN's suite of digital and social assets are the online home to Australia's leading radio stations, providing highly engaged entertainment content and news, complementing the on-air experience ARN's stations are best known for.

ARN is a HT&E company. For more details, head to www.arn.com.au.
