

PRESS RELEASE



## **Sinar FM ‘*MENYINARI HIDUPMU*’, REINVENTED FOR MODERN MALAY LISTENERS**

**KUALA LUMPUR, 10<sup>th</sup> February 2015** – Sinar FM the number 3 radio station in the country reinvents its brand to meet the preferences of its targeted listeners. The newly designed content is incorporated in the stations various programme segments and popular trio, Salih Yaccob (SY), Krill and Kak Engku (KE ). Unique programs such as *Arena Rock Keras* and *Cetusan Hati dan Dedikasi* are among Sinar FM’s products that have created identity brand of its own, and have successfully become the chosen radio programs in Malaysia.

Sinar FM station began its broadcast in 2004, Sinar FM playing the best music from the 80s and 90s. Known as the no. 1 retro music station in the country which provided listeners with the ‘Best Retro Music’, Sinar FM played hits from both the local and international music scenes such as Carefree, Alleycats, Datuk Sharifah Aini, Search, KRU, Aerosmith, Queen and many others. With the rebranding Sinar FM is set to provide listeners with a more diverse selection of music from classics to modern tunes, and content that attributes the modern Malay listener.

Sinar FM also provides listeners with current news, branded content, lifestyle, cultural and spiritual topics that are relevant for the successful, confident and forward thinking modern Malay. By incorporating these elements, this gives SINAR FM and identity of its own.

Starting 12 January 2015, Sinar FM reinvented its brand, simultaneously designing content to meet its target demographics of listeners creating emphasis to meet today’s modern Malay lifestyle. Sinar FM has continued to evolve in the last 10 years to meet its listener’s choice. The reinvention kicked-off with campaign Komen Sinar, where listeners gave their feedback and

music choice, through a survey. With the feedback and results from the campaign, the team gained new insights in redesigning song choice and content.

The new Sinar FM targets a specific group of modern Malay listeners who are single and married, while providing listeners with content that has to do with holistic well-being and values for the urban and rural listeners. The targeted listeners are individuals aged between 25 to 39 years of age.

Sinar FM has also incorporated content that contain elements of spirituality that encompass positive social values in its songs selection. This is the differentiating factor of Sinar FM as compared to other radio stations.

Rasidah Khasim, Content Manager for Sinar FM says,

*“Sinar FM reinvents its brand for the modern Malay, by designing lifestyle content. Elements that are incorporated into the lifestyle content crafted to instill positive values amongst listeners. The elements used for the content are everything to do with the society and its values”.*

Rasidah Khasim adds,

*“Recently a #harapansemangatkekuatan campaign was launched in conjunction with the “Menyinari Hidupmu” tag line –translated in English as ‘Light Up Your Life’. Having been through a number of tragedies as a nation last year, we want to inspire listeners that have suffered losses. During this campaign Sinar FM’s radio presenters handed out food and drinks, and supplies to school children at various locations in the country.*

Sinar FM has also enhanced its social media space to interact with its listeners. This enables an effective two-way communication between its audience and the announcers through Q&A sessions on current lifestyle topics such as culture, holistic well-being and social values.

**INFO Sinar FM**

**Sinar FM** consolidated its position as the country's No.2 Malay station with 3.7 million listeners and its breakfast show grew to reach 1.9 million weekly listeners. Sinar's Exclusive Audience increased from 846k to 1.1 million while its TSL settled at 9 hours 46 minutes.

Tune in to Sinar FM "Menyinari Hidupmu!"

**Program Segment (Monday – Friday)**

6.00 am	–	10.00 am	<b>Sinar Pagi</b> with Salih Yaccob, Kak Engku dan Krill
10.00 am	–	3.00 pm	<b>Sembang Sinar</b> with Abby Fana
3.00 pm	–	7.00 pm	<b>Santai Sinar</b> with Feeya and Zaidi
7.00 pm	–	8.00 pm	<b>Laman Rohani Sinar</b>
8.00 pm	–	12.00 am	<b>Sinar Malam</b> with Jamal Jamaluddin
12 am onwards			<b>Menyinari Hidupmu</b>

**Logo**



The circular shape symbolizes station that covering all aspect and completes life. The connecting end of the circle on the letter 'R' represents the words radio and reflects a radio station with a holistic content. Crescent moon in a circle reflects 'Sinar' which is the name of the station, and its nature that is always dynamic. The chosen font is to portray the invigorated appearance and that it is always relevant. The green colour represents the spiritual aspect, fresh, commitment and the Malay culture. Finally, the purple colour shows the elements of sophistication, wisdom, integrity and creativity. Overall, this new logo is featuring the image of Sinar FM radio station as a modern, lively and harmonious.