

New marketing manager for Metro FM

The new marketing manager for Metro FM is Victor Koaho, effective today, Monday, 2 February 2009. Koaho was previously acting media strategy manager at SABC Commercial Enterprises.

Koaho is tasked with maintaining the brand's current status and further building on the market position of the station, which reports 5.3 million listeners weekly. "I'll be looking after the brand health of station, and managing perceptions among all stakeholders - the listeners, the advertisers and the industry as a whole," he explains. Last year, South Africans voted the station as their favourite English-language radio station in the Ipsos Markinor/*Sunday Times* Top Brands Survey.

The challenge, he points out, lies in boosting and improving a brand that is already extremely strong - it's far more difficult than building up a new or neglected brand.

Station manager Matona Sakupwanya has welcomed Koaho, saying: "The new year has brought with it a fresh, renewed and reinvigorated focus for Metro FM. Now that we've got a full team on board, we're looking forward to taking even greater strides with the station this year."

"I'm very excited about this opportunity," Koaho enthuses. "It's one of those things that come around once in a lifetime - to look after a brand and a station as big as Metro FM."

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