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GMG Radio finds a Soul Mate

GMG Radio has recently launched a new dating service across 11 of its radio stations, with the help of a London dating firm.



The service is branded to each station, either Real Soulmates or Smooth Soulmates, and is run by London based dating agency g8wave. Recruitment to the service is being encouraged via a major on-air ad campaign across all the stations, inviting listeners to text a memorable keyword to receive the freephone registration number.

Mark Challinor, MD of g8wave, said: "The wide, combined national reach of GMG Radio's family of stations means that our, already substantial, membership base will grow considerably, allowing more people to find more relevant – and local – matches.

Richard Lucas, Acting Deputy Digital Director at GMG Radio, said: "The main appeal of g8wave's dating service is that it allows us to brand the property as our own. From the websites to the phone scripts, it's all about the stations. We know our listeners trust our brands and the increasing number of registrations is testament to that."

03 MAR 2009



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