

Smiles blossom on Joburg roads

Last week, the first phase launch of the Smile Dammit campaign from the 94.7 Breakfast Xpress saw rows of trees adorned with colourful blossoms along both William Nicol Drive and Atlas Road, Johannesburg.

A campaign that not only captures the essence of the show and its personalities, it also encourages people to see the lighter side of Joburg and life. "We wanted to make people smile and we did just that," said Breakfast Xpress host, [Darren Simpson](#). "It really got our listeners talking."

By the end of yesterday's show, [@Xpress947](#), #JHBBlossoms and #SmileDammit were trending across South Africa and Facebook was abuzz with conversations around the campaign.

"The show is a key focus of 94.7 Highveld Stereo and, while the team has managed to grow its listenership extensively, we believe this campaign will further launch it into the hearts and minds of all who live in Joburg," said [Ravi Naidoo](#).

Black River FC, an award winning advertising agency, conceptualized the campaign.



"The show doesn't take itself too seriously, nor does it dwell on the negative headlines that often shadow our mornings. From 6-9am, it is quite simply Joburg's happy time," said Black River FC's, Ahmed Tilly. "We thought it was the perfect opportunity to create a rally-cry, Smile Dammit."

The roll out of the campaign will continue, with new surprises in store for listeners and drivers.

