



Southern Comfort Big Easy show up for Sony Award



Our Southern Comfort Big Easy show has been nominated for Best Live of Brands Content at this year's Sony Radio Awards. It's presented every Saturday night from 8-11 to our resident New Orleans expert Mike Chabwick who takes listeners on a 1000 mile journey (including the music) of Louisiana and New Orleans, birthplace of Southern Comfort.

Our chief executive Richard Whately said: "We are thrilled with the Sony nomination for this project as it recognises creativity at its very best. It's been a real team effort between Southern Comfort, Lail London and Jazz FM. The unique way 'The Southern Comfort Big Easy' was produced has given Jazz FM the ability to create a bespoke piece of programming which is specifically designed to capture the spirit of New Orleans, every Saturday night. Mike Chabwick, the presenter and his producer Christian Bragg have created something really special here."

Lisa Ineson, Southern Comfort Senior Brand Manager, said: "The Southern Comfort Big Easy show has taken listeners on a multi-sensory tour of the life and culture of New Orleans perfectly reflecting the myriad of flavours within Southern Comfort, a New Orleans Original since 1874. New Orleans is the birthplace of both Southern Comfort and Jazz so the partnership has been extremely creative and exciting in making this connection with fans."

The winners are announced on 10th 12th. Click here for more information about the programme, options to listen again, weekly competitors and the latest news and reviews about Southern Comfort Jazz FM events.

Right: Eachwood UK Tour. Chair of Band on the Wall nominated for Jazz Award

This photo was created on Bing, Jazz FM Press Releases, News, The Southern Comfort Big Easy with Mike Chabwick. Supports the permalink.



- In 2010 Jazz FM began an exclusive relationship with Southern Comfort who took ownership of 'The Big Easy', one of Jazz FM's most popular shows, to create **The Southern Comfort Big Easy**.
- The brand's objective was to bring to life their roots in the Deep South of America.
- The show centred around New Orleans, amplifying the provenance of the Southern Comfort brand: the music, culture, people, venues, festivals and history that make it a truly special place.
- The Jazz FM team regularly travelled to New Orleans to gather and develop content.

The results:

- Response and engagement levels with the show were extremely positive, proving that the partnership achieved increased brand awareness and propensity to purchase.
- The Southern Comfort Big Easy resonated with the Jazz FM listener seeing increased listenership figures to the show.
- The show also **won a Silver award for the 'Best Use of Branded Content' at the Sony Radio Awards 2010**, as well as being nominated for the same award at the Radio Advertising Awards.