



CBS Radio

Changing formats at a radio station is no small feat.

CBS came to Brainforest for help in branding—The New—AMP Radio 97.1 FM in Los Angeles. The station was changing their format from talk radio to Top 40 hits. With an entirely new demographic and a competitive LA market, Brainforest captured the look and feel of their new listeners. We created an urban, grassroots and irreverent logo that appeals to their younger female listeners. We then went on to develop a website home page to reflect the real, anti-glitzy attitude of the station and out-of-home advertising for billboards and buses with bold graphics featuring artists from Lil Wayne to Katy Perry.

INDUSTRY

Media and Entertainment

PROJECTS

Logo
Visual Identity
Advertising Campaign
Web Site

Brainforest is a creative agency rooted in strategy. Your brand has fleeting, valuable opportunities to make a connection with your customers. Through our strategically based **AccessPaths™** process, Brainforest creates meaningful, vivid experiences to ensure all points of customer interaction are embraced. **To begin creating your own success story, contact Nils Bunde at 312.492.6600 or nils.bunde@brainforest.com**

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a creative agency rooted in strategy

www.brainforest.com