

Superbrands

Media Coverage

Country	Date	Publication
Mozambique	2014	Press Clippings

Mozambican saxophonist MOREIRA CHONGUICA to be awarded SUPERBRAND status

JUNE 24, 2015 BY [MARTIN MYERS](#) [LEAVE A COMMENT](#)

Award winning Mozambican saxophonist MOREIRA CHONGUICA has been selected to receive individual recognition by Superbrands Mozambique at a ceremony to be held in Maputo on Tuesday 30 June 2015. He is the first individual in Mozambique to receive this accolade. It has previously only been bestowed on companies.



Moreira Speaking at Music Exchange 2014 –www.mex15.co.za

Superbrands is the world's largest independent arbiter of branding. It identifies and pays tribute to exceptional brands by recognising, rewarding and reinforcing leading brands from all over the world. They have launched programmes in over 80 countries including all the key global markets. These programmes aim to identify those brands that are performing above and beyond others within the market. At the heart of each programme is an independent and voluntary council of leading experts comprising individuals with a deep appreciation of the "brandscape" in the country being examined.

In a world of global commerce and competition, excellence matters above all else. Outstanding brands distinguish themselves through collaborative enterprise, creative marketing, and superior products. These are exceptional brands which stand apart, elevating themselves to the prestigious distinction of being named a Superbrand. Participation in Superbrands is by invitation only, and offered to the most outstanding brands in their field. Attaining Superbrands Status strengthens a brand's position, adds prestige, and reassures consumers and suppliers that they are buying the best brand in its category.

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"I am deeply honoured to be recognized in this way by an organization such as Superbrands. For the past ten years my team and I have worked hard to ensure that the Moreira Chonguica brand stays relevant and focused. We will continue to raise our marketing standards and pursue excellence and professionalism in all our endeavours." says Chonguica.

<https://martinmyers.wordpress.com/2015/06/24/mozambican-saxophonist-moreira-chonguica-to-be-awarded-superbrand-status/>

LM Radio launches

Mon 14 Sep 2015, 12:04

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MultiChoice has announced the launch of LM Radio, the music radio station for Happy Listening on DStv audio channel 921 on 17 September 2015.

LM Radio will be well remembered by people aged 45 years and older as the music station that broadcast popular music from Mozambique and entertained generations of young and old. The original LM Radio closed in 1975 shortly after Mozambican independence but was revived in 2009 by the current CEO, Chris Turner. Since its establishment in 2009, LM Radio, a commercial radio station broadcasts in Southern Mozambique and in Lesotho, on free to air satellite platforms and the internet. LM

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Radio has attracted a fast growing audience of young and old alike with its mix of nostalgic adult contemporary hit music and personal style of presentation.

“We at LM Radio are delighted to become part of the DStv audio package as this will widen the choice of music radio entertainment available to DStv customers. Music entertainment for the more mature listener is in short supply in Southern Africa and LM Radio meets that need,” commented Chris Turner founder and CEO of LM Radio.

LM Radio broadcasts in English and has received prestigious awards in Mozambique including Top Radio Station of the year for music and entertainment for the three successive years: 2013, 2014 and 2015. LM Radio was awarded the SuperBrands seal of excellence in media in 2015.

The music played on LM Radio ranges from the 1960s to present day, in the style of Pop, Rock, R'n'B, Country and Easy Listening music with the "feel and sound" from the mid-1960s through the 1970s to the mid 1980s. The presentation style is personal and intimate.

LM Radio presenters are household names with their roots planted deeply in the South African radio industry. Nick Megens, Tinky Pringle, Peter de Nobrega, Peter Wise, Vic Hall, Gavin Buckle and Mark Williams, to name a few, bring you a best mix of hit tunes through the decades together with informed and relevant lifestyle and music related conversation for the more mature listener.

<https://www.dstv.com/en-za/news/lm-radio-launches-20150914>