

# Young Lions Media Competition 2017



## The Challenge

FM4 has a very attractive, young and uprising target audience. With a budget of 25.000 Euros a B2B media concept targeting media agencies and advertisers that creates awareness as well as emotions needs to be created.

## The Strategy

The goal of the media concept is to inform the media agencies and influencers about FM4's favorable CPM as well as its attractive target audience and to convince them to book more FM4 in the future.

This will be reached by using three different approaches. Firstly a special form of direct marketing will create emotion and awareness; secondly an event will introduce them to the world of FM4 and especially its music. Lastly, ambient media will inform the media agencies and advertisers about the radio station and it's USP.

The budget of 25.000 Euros can therefore be split the following way:

- 6.000 Euros direct marketing
- 10.000 Euros event
- 9 .000 Euros ambient media

## The Implementation

The agencies and advertiser will receive a branded FM4 radio via mail. This radio comes with an inserted SD card and a note saying „play me“. On the SD card is a customized audio VIP invitation to the "Unlimited Festival" spoken by a FM4 moderator. The event takes place in the Vienna town hall and features international and local artists. A couple days after the verbal invitation a summary via e-mail will follow, where the agencies and advertiser can register themselves and colleagues for the event. The radio is used as a creative invitation and underlines the specialty of the event. Furthermore it creates a positive emotion for the brand because people can use it as their office radio later on.

During the concert the participants have access to a V.I.P. area in a candy shop style and the chance to meet the performing artists backstage. Furthermore there will be a photo box where pictures can be printed by using the hashtag "#FM4CandyShop". The moto was chosen because the love for the sweets is one thing all media agencies share. Additionally food and drinks are served. The purpose is to introduce the music of FM4 and to create a good feeling about the radio station.

A week after the concert a gum ball dispenser will be send to all media agencies and advertisers. The purpose is to deliver a daily-use item that informs about FM4s USPs and target group. Due to frequent changes of media information FM4 facts are printed as icons on the gum balls. Every month new gum balls will be delivered and therefore the information is always updated. On top, three of the gum balls carry code numbers for 300 free radio spot seconds on FM4.

## The Measurements

Direct marketing in form of radio invitations can be measured through the response rate.

The event can be measured by the quantity of people attending and the "quality" of the attendees. In this case quality means the position within the company of the participants. Furthermore the number of used hashtags for the photo box shows how people enjoyed the event and adds earned media value.

The success of ambient media is displayed by the number of delivered gum ball dispensers as well as the entered free space codes.