

# Media Competition 2017



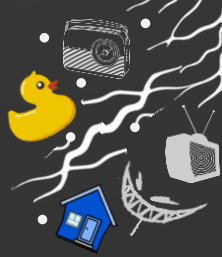
Katharina Tesch



Gabriel Délano



# The Challenge



Position FM4 as an attractive radio station for **Advertisers & Media Agencies** with a small budget of 25K

Therefore a B2B campaign needs to create the following things:



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# This is FM4



## Efficiency & Effectiveness

highly competitive CPM  
adds reach points to radio  
campaigns

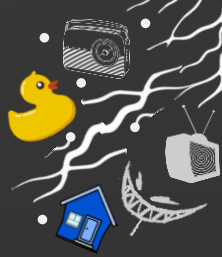
## Young & uprising target audience

well educated  
high income  
urban

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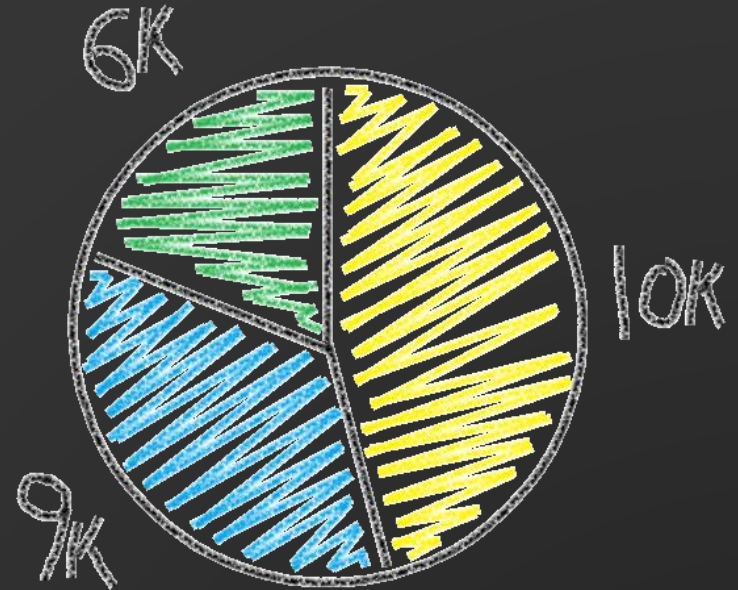





# The Strategy



How to reach the goal?

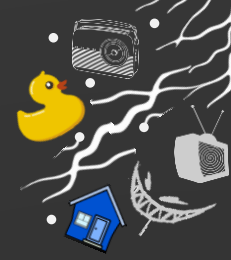
By using a combination of the following media types:



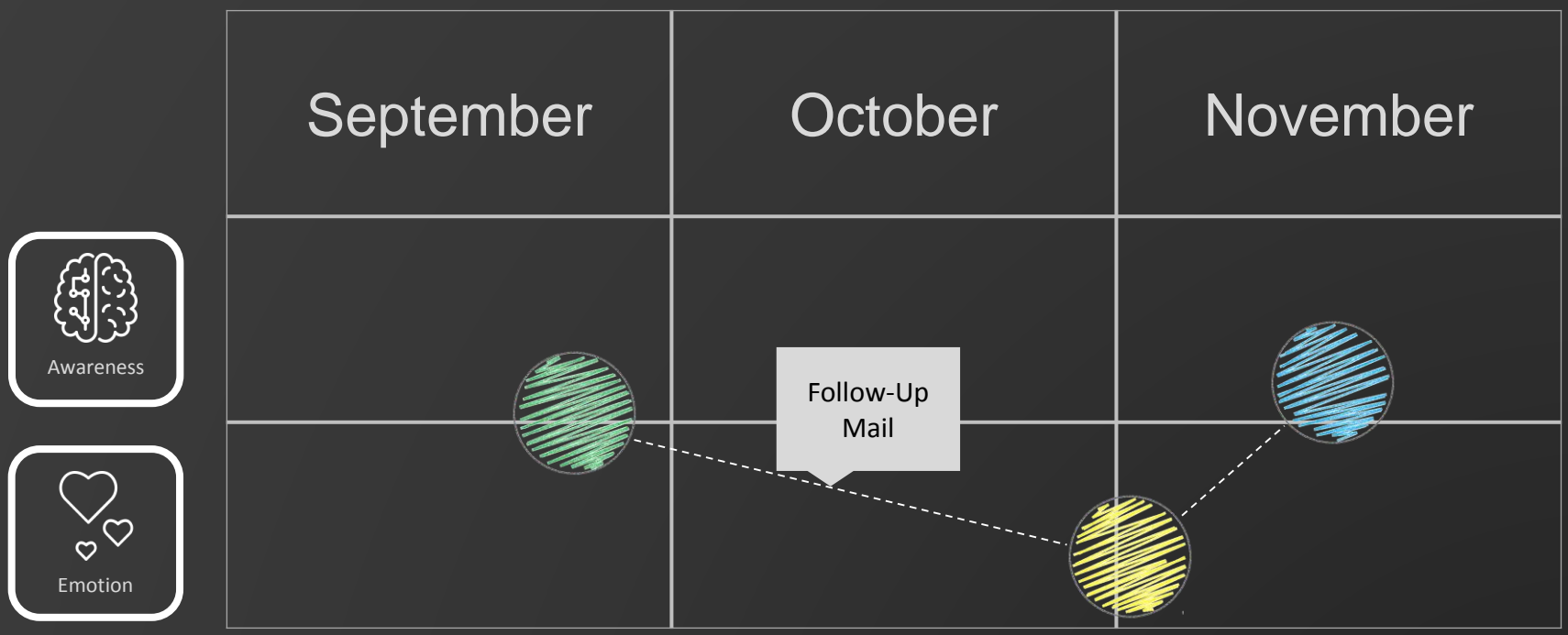
-  Event
-  Ambient Media
-  Direct Marketing

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# The Strategy

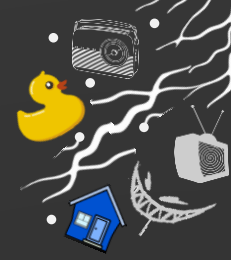


- Event
- Ambient Media
- Direct Marketing

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# The Implementation



PLAY ME

Radio & SD Card as invitation for a secret Event

audio file with the invitation

FM4 branded radio for the office

follow-up reminder mail

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# The Implementation



FM4 Unlimited Candy Shop  
Area

V.I.P Area for invited guests only  
free food & drinks  
#FM4CandyShop connects with  
a photo box



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# The Implementation



## FM4 Candy Shop

refillable gum ball dispenser

3 of the gum balls have code numbers for free radio spot seconds

the other balls are printed on with the main FM4 USP's

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# The Implementation



## FM4 Gum Balls



the gum balls carry relevant information about FM4 as advertising platform

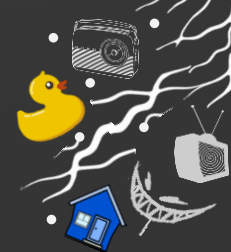
FM4's target group displayed in icons

media data & free spot codes



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# The Metrics

How to measure success?



Direct Marketing

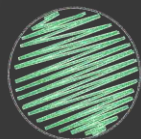
response rate



Event

quantity of people attending  
& quality of attendees

number of hashtags used



Ambient Media

number of delivered candy  
dispensers & codes used



earned media

&

word of mouth

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