



Radio Group

switch

stream

inspire **on**  Radio Group

Game-segment "The Master in You" on Radio N-JOY

## Game-segment "The Master in You" on Radio N-JOY

You are a manufacturer of construction materials, tools or heavy equipment, but you want to communicate your products in an easy and fun way to end consumers? We at Radio N-JOY have a solution on how to make your wish a reality.

Every day for four weeks we will create a special segment for you on the air of one of the largest radio stations in the country, called "The Master in Me" (working title). Every Wednesday, the radio hosts will share information about your products and how they can be used. Imagine that "you are a young lady who has to renovate her bathroom," says the host. "The ceiling is moldy, the tiles are falling, the joints are broken - well, our partners have a solution to your problems," the voice continues.

The delicate positioning of your brand in a segment aimed at improving our surroundings (let's say we're talking about repairs) allows listeners to link the brand name to a specific context. Positioning the product in the mind of the consumer is one of the main goals that every brand manager strives for.

With additional tips embedded in the daily program of the radio, we will strengthen the sponsor's presence on the air by sharing brief guidelines for the use of the advertised product / tool.

As with all alternative advertising offers, in order to strengthen the sponsor's presence on air and to entice the listeners, we will broadcast promo announcements, live announcements, sponsored tags, announce the time of the segment and publish posts on the FB page of the radio. If desired by the sponsor, we can implement a game in the period of the segment, as listeners will have the opportunity to win prizes and associate the brand in a positive direction.

### Goals of the campaign:

- To maximally engage the attention of the audience and to provoke participation in the game;
- To provide detailed information about the advertised product;
- To reach a larger audience with different advertising methods;
- To increase the interest in the segment and the product by conducting a game in which the participants win prizes;
- To provide quality information that will entice and inform the audience adequately.

# Parameters of the proposal

## Campaign period: four working weeks (20 working days)

- ✓ Broadcasting promo-announcements for the segment with 6 promos per day on Mondays and Tuesdays - a total of 48 promos with included 20% BONUS broadcasts (40 paid + 8 BONUS);
- ✓ Broadcasting of a sponsored tag before and after the segment, at 2 per week - a total of 8;
- ✓ Broadcasting a sponsored tag before the tips, at 4 per day in the daily program of the radio - a total of 80 (67 paid + 13 BONUS);
- ✓ Preparation of a subpage on the site of Radio N-JOY with visuals of the sponsor, information about the communicated products and a link to the site of the sponsor;
- ✓ Production of advertising forms (tips, promo announcement and sponsored tag);

## **BONUSES:**

- ✓ Every Wednesday - a segment within 1-2 minutes with an emphasis on the sponsor's product;
- ✓ Broadcasting the tips of the sponsor at 4 per day - a total of 80
- ✓ Live announcements from the hosts with an emphasis on the sponsor, at 2 per day - a total of 40;
- ✓ Posts on the radio's Facebook page - 4;
- ✓ When implementing a game, announcing the prize on air with an emphasis on the product and the sponsor;

**Final net value of the campaign at N-JOY: BGN 7,492\***

\*The amount includes a 25% volume discount. The price is without VAT.

# Further information:

1. All values are in BGN, without VAT.
2. The mechanics of the game are discussed in detail and finalized between the client and the radio advertising specialist a week before the start of the activity.
3. All materials (information, texts and images) necessary for the implementation of the campaign are submitted at least 5 working days before its start date.
4. The content of all live announcements and PR materials is subject to approval in terms of the requirements of applicable law.
5. The images for the game are submitted by the client in the size of 1920 x 1080 pixels, and the basic information about the game should be in the middle of the image.
6. The visual materials and the texts to them, which will be published on the social media of the radio, are subject to approval by the team of the Marketing Department.
7. The parties agree on the terms and prizes in the game, such as the daily prizes should be worth not less than BGN 30, etc. Prizes cannot be tied to a purchase, nor can they represent a percentage reduction / discount on the value of a product / service. All regulatory requirements for awarding prizes also apply.
8. The winner (s) are chosen at random.
9. If you change the parameters, you will receive a new offer.
10. For more information: <http://www.njoy.bg/>



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