



Radio Group



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WOMEN'S DAY
SPECIAL PROPOSAL



Game Mechanics

For my Mother / Wife / Girlfriend

Modern women look at their husbands, children and boyfriends. For 8 days before the holiday, we will provoke listeners to share the strengths of their spouses, mothers, girlfriends.

Under a special post on the Facebook page of Radio N-JOY, they will be able to share which of their qualities they admire, why they can't imagine life without them and how they make life more beautiful, more meaningful and easier. Every day one participant, chosen at random, will win a prize from the sponsor, with which they will be able to delight their lady for the holiday.

We will present eight of the shared revelations on air on March 8.

On-air Interpretation

A game with a wink at the multi-layered female nature.

We will challenge listeners to get involved in collecting and interpreting female lines and have fun together.

Example:

Maybe/ We'll see = No.

We should = I want.

Do what you want = You will pay for it later.

Fun and playful, this game will give participants the chance to win prizes for their favorites, with 8 fun examples that we will feature on air.



Example parameters for 8 days

On air

- Promo announcements in an advertising block, distributed evenly throughout the day, presenting the mechanics of the game and information about the sponsor - 40;
- Sponsorship tags before the appearance of hosts in order to present the game and the sponsor in the morning block - 8;
- Sponsorship tags before broadcasting the recordings from listeners – 8 on the 8th of March.;
- Live announcements from the hosts about the game and the sponsor - 24;
 - Announcement of the awards and awardees on air - 8;

Online

- Presentation of the game, the sponsor and the prizes in a special subpage, during the entire period of the game - <https://njoy.bg/games/>;
- Publication of news at <https://njoy.bg/games>, at the start of the game;
- Planned posts in the Facebook group of Radio N-JOY - <https://www.facebook.com/RadioNJOYBulgaria/> - 10 in total.

Campaign cost – BGN 3,925.

The cost includes a 5% agency and 20% volume discount; The cost includes BGN 350 production and organizational costs. Cost is without VAT. The sponsor provides 8 prizes with a minimum value of BGN 30 each.



We will be happy to work successfully together!



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