European Broadcasting Union | Seminar

Marketing & Radio: challenged Brands

Programme

EBU, Geneva, Switzerland
20 September 2007

Produced by
EBU International Training

EBU·UER
EBU Radio Department

Never stop tuning into radio

Brand building is ideal for Radio. It gives the radio broadcasters a chance to connect with an audience, build a relationship and reach listeners in the right environment. This seminar will demonstate that the creative use of new distribution platforms offers outstanding return on the media investment.

Today, a clear trend stimulates radio stations to intensify and diversify their marketing strategies. Marketing campaigns can reinforce brands, visibility and positioning on the market.

This seminar is an opportunity to build a new network of branding, marketing and communication managers from EBU Radio Member organizations.

EBU Radio Department and EBU International Training have combined their efforts and experience to launch this project.

Objectives

- To understand the challenges facing radio stations and how targeted marketing can help (re)position them.
- To share best practices and tools on Radio Marketing.
- To create a network of EBU Radio Marketers in view of sharing common resources, market intelligence and experiences.

Who should attend

- Marketing, brand and communication managers from EBU Radio Broadcasters.
- Head of radio programme departments.
- Cross media producers and strategy development managers who use audio as part of their strategy.

08:45 – 09:15 Registration & coffee

09:15 – 09:20 **Welcome**
by Raina Konstantinova, Head EBU Radio Department, Switzerland

Chairperson Sue Lynas, Head of Marketing, Communications & Audiences, BBC Audio & Music, United Kingdom

09:20 – 09:30 **Introduction – "What happened to Radio in my job title"?**
by Sue Lynas
- Brand values for Radio versus Audio
- Positioning Radio stations in a multi-platform environment

09:30 – 11:15 Session 1 – Current Radio Brands and the Challenges ahead

09:30 – 09:55 **Emerging voices - Comparative European Market research**
by Alexander Shulzycki, Head EBU Strategic Information Service, Switzerland
- European listening trends & market research. Good news?
- The new distribution platforms. Delivering what was hyped? If not, when? How do we measure the impact of new platforms?
- Social and cultural trends.

09:55 – 10:20 **Marketing ORF Radios - a basket of strong brands**
by Gudrun Neunteufel & Clemens Kopetzky, ORF, Austria
- Unique brands generate larger ORF audience share. How to capitalize on listeners' loyalty to (public service) broadcasters.
- What are the common values across ORF radios (Ö1, Ö3, radio FM4)? Is there a danger of brand confusion? Is the family brand more important than the radio brand?
- Successful and creative marketing campaigns.

including questions & answers

10:20 – 10:45 **BBC Radio 2, a successful brand : the challenges of large markets**
by Sue Lynas, Head of Marketing, Communications & Audiences, BBC Audio & Music, United Kingdom
- Brand values and positioning of Radio 2.
- Successful marketing campaigns.
- How to introduce and work with new talents?

including questions & answers

10:45 – 11:00 Coffee break

11:00 – 11:25 **Tap into your listeners' identity – making radio personal**
by Christian Rauch, Deputy Head of Marketing, Swedish Radio, Sweden

- Interactive digital concepts can strengthen the relationship between the listener and the radio channel.
- How to target youths in a cost-effective way by making radio part of their identity, like any fashion accessory.
- Case studies of several national award-winning campaigns using a relevant marketing mix.

including questions & answers

11:25 – 11:50 **Changing skin, not bone**
by Michele Gulinucci, Rai Direzione Radio, Italy

Audience trends and technologies are challenging radio identity:

- Radio Rai in a poly-media context : many tools for many targets.
- Can a strong Public Service face the liquid environment of multi-platform distribution without losing its DNA?

including questions & answers

11:50 – 12:10 Coffee break

12:10 – 13:00 Session 2 – How do we celebrate our heritage without looking old and tired?

12:10 – 12:20 **Introduction**
by Sue Lynas

12:20 – 12:40 **Bulgarian radio celebrates in 2005 its 70th Anniversary**
by Stefan Radovanov, BNR, Bulgaria

- Leading the brands through times of transition.
- How has Bulgarian radio adapted to today's markets?
- Organising the Birthday Party.

including questions & answers

12:40 – 13:00 **Reflections on celebrations that marked the 75th and 80th years of RTÉ Radio. Where is the public value?**
by John-Paul Coakley, RTE, Ireland

- How old slogans when radio started still reflects the brand values of today.
- The evolution of the Brand through times.
- Organising the Birthday Party.

including questions & answers

13:00 – 14:30 Lunch

14:30 – 16:00 Session 3 – Trendy, Sexy Brands for Public Service

Many EBU Members have strong, creative and successful stations for the youth market. What can we learn from their experiences? Is this sustainable?

Marketing strategy: experience Marketing:

- Connect with the young audience.
- Visualization of radio Brands (web space, logos, animation of logos).
- Diversified Marketing activities (design contests, Photo contests, lotteries, concerts, co operations and self organized events, etc.).
- Involve listeners - activities seen as a direct part of radio programming.
- Are the digital channels mainstream enough for campaigns to succeed? Or is digital radio still too niche to benefit from brand marketing?

Studio Brussels: If you can't beat them, join them

Embracing new technologies and stimulating listener participation to turn a strong radio brand into a cross-medial experience brand.
by Peter Claes, Marketing Manager, VRT, Belgium

BBC Radio 1

Exploring the digital space with a cutting edge vision – MySpace, Music Cubes, MSN tabs
by James Wood, Marketing Manager, BBC Radio 1, United Kingdom

Couleur 3

Resourcing its values - audacity, surprise, elegance, emotion
by Yan Luong and Blaise Duc, Switzerland

16:00 – 16:30 Coffee break

16:30 – 17:30 Session 4 – The transition from marketing Radio to marketing Audio

16:30 – 16:55 **Radio Fades, but Audio Shines Through**

by Alejandro De Pablo, Director of Marketing, Cadena SER and Union Radio, Spain

- How do marketers react and support programming people through this current Radio transformation?
- Reinforce Radio brands through new types of marketing
- How to build on Radio brands strengths – visualisation of radio, growth of pod-casting, the relationship of the portfolio to the individual service

16:55– 17:20 **Marketing Audio in an Interactive world**

by Jonathan Marks, Critical Distance BV, the Netherlands

- Why does Radio need to change its approach as new streaming and podcasting of audio files appear? How do we get there?
- If it's not broken, don't fix it. So what's the problem that needs solving?
- Is there proven synergy between radio and audio-on-demand?
- TV to mobile has so-far failed in Europe. Could audio be the killer application telecom is waiting for?

17:20 – 17:30 **Conclusions, evaluation & next topics for Marketing seminar**

17:30 End of Seminar

General information

Language
The seminar will be held in English.

On-line registration
Registration is compulsory. Please register using the on-line registration form available on:
http://www.ebu.ch/_tools/uccass/survey.php?sid=77

Registration fee
No registration fee. The lunch, refreshments and proceedings are offered by the EBU.

Venue
EBU Headquarters
L'Ancienne-Route 17A
1218 Grand-Saconnex / Geneva
Switzerland

Hotel accommodation
A block booking has been made in the Crowne Plaza hotel.
Hotel reservations should be made on an individual basis by contacting the hotel directly.

Crowne Plaza hotel
34 route François Peyrot
1218 Grand-Saconnex / Geneva
Tel.: +41 22 747 02 62
Fax: +41 22 747 03 03
E-mail: reservations@cpgeneva.ch

Location: International airport and EBU area

EBU rate
single room: CHF 205.-
breakfast: CHF 34.-
local tax: CHF 4.25 per pers. per day

Business Block N° EEQ - 69887

Hotel reservation deadline: 30 August 2007 - Beyond this date, we cannot guarantee rooms availability

Cancellation policy
In case of cancellation, please inform the **hotel directly** at least 48 hours before the day of your arrival in order to avoid the invoicing of your hotel expenses.

Contacts
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