



STYLE 100

Spinning your originality



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OUR AGENCY : DISTINCTION PLEASE

Our advertising agency's motto is to ensure that all our client's campaign goes out successfully and comes back with a distinction victory to win the war in their industry.

Distinction Please advertising agency was established in 2000 with the intent of bringing the most effective through-the-line solutions to our clients to maximise their marketing efforts.

The agency is best known for developing unique campaign strategies for their clients, making them the leading choice for new and established brand alike. Last year, Distinction Please was awarded the Agency of Excellence by Institute of Advertising Singapore.

Our Creative Process

1. Identify our customer's problems
1. Help clients to understand the objective of the campaign
1. Developed a unique marketing campaign cater to them
2. Propose our campaign's BIG IDEA
3. Gather Customer's Feedback on Campaign Idea
4. Finalized the Campaign Idea
5. Roll out the Campaign



In the end, we ensure that our client is satisfied with the campaign.

We get **happy customers** !

1.0 MARKET OVERVIEW

In Singapore, there are several communication platforms, which expose consumers to music, mainly TV, Radio and other online platform. TV has one of the largest consumer reach figure as it has a high viewership as compared to radio and the other online platforms.

The radio industry is one of the major communication platforms in Singapore where consumers get expose to the latest music and happening news. According to an interview with the management from the local radio station for target audience between 15 to 24 years old dated in 2007, the daily listener figure is about 356,000. During the interview, they have also indicated the idea of having more local musicians and talent to be featured, as there is a demand. (Marketing Interactive. 2007) Market research has also shown that radio advertising expenditure is increasing in the recent 2 years in Singapore hence, we can infer that the listener have increased across the years.

Change View		2005	2006	2007	2008	2009	2010	
Singapore								
<input type="checkbox"/>	il	Total Adspend	1,864.0	1,940.0	2,000.0	2,119.0	1,954.0	1,999.0
<input type="checkbox"/>	il	TV Adspend	725.0	764.0	683.0	734.0	678.0	695.0
<input type="checkbox"/>	il	Radio Adspend	178.0	153.0	144.0	153.0	154.0	153.0
<input type="checkbox"/>	il	Print Adspend	830.0	879.0	948.0	974.0	890.0	913.0
<input type="checkbox"/>	il	Cinema Adspend	13.0	12.0	15.0	17.0	14.0	14.0
<input type="checkbox"/>	il	Outdoor Adspend	118.0	132.0	178.0	219.0	196.0	200.0
<input type="checkbox"/>	il	Online Adspend	-	-	32.0	22.0	22.0	24.0

[Category definitions](#) | [Calculation variables](#)

Research Sources:

1. Cinema Adspend: Euromonitor International from World Association of Newspapers
2. Online Adspend: Euromonitor International from World Association of Newspapers / Jupiter research
3. Outdoor Adspend: Euromonitor International from World Association of Newspapers
4. Print Adspend: Euromonitor International from World Association of Newspapers
5. Radio Adspend: Euromonitor International from World Association of Newspapers
6. Total Adspend: Euromonitor International for World Association of Newspapers
7. TV Adspend: Euromonitor International from World Association of Newspapers

2.0 PESTEL

Political

There is little political risk within Singapore. There is a significant political regulations over the content of news media which are the laws, regulations and restrictions in regards to material aired on media

Political messages and other anti government messages are to be avoided. In addition, there is a media responsibility towards public announcements from the government on occasional basis. It is important for Style 100 to take it into consideration . Thus, there is a necessity for regulating the content of Style 100.



Social

Singaporean has a 'fear of losing' attitude, which is frequently used to describe the social attitude of Singaporeans. This refers to people who desire to always want to be first, the best and never losing out. This could be a positive attitude that reflects the high standards of Singaporeans.

Singaporeans typically are not expressive in their behavior and emotions ; they do not criticize others openly in public; to avoid losing face. Losing face will lead to damage to one's reputation, credibility and authority in the social and working environment.

Environmental

There is an increasing trend green consumer in the global segment and since Singapore being one of the countries that is actively involved; environmentalism becomes an opportunity to introduce environmentally friendly initiatives . Targeting environmentally conscious would be a new venue to focus on having events that relate to saving the environment and helping the community.



Technology

Telecommunications and Internet facilities are state-of-the-art, providing high-quality communications with the rest of the world.

Singapore is rolling out a nationwide broadband network that promises high-speed Internet connections at lower prices. Government-linked companies and organizations operate all domestic broadcast television channels and almost all radio stations.

Furthermore, the government introduced the next generation high-speed fiber optic broadband. With the support of such technology it allows Style 100 to operate more effectively and efficiently in Singapore.



Legal:

A policy switch has occurred that has changed SBA's "tough" image to that of an "enlightened regulator." In its own words, "SBA sets in place a light-touch regulatory framework that is consultative, pro-business and transparent to the industry."

SBA encourages the industry to take the initiative to self regulate and set [its] own standards". There is a requirement to monitor and regulate the content of Style 100 to avoid legal measures and copy infringements.



Economical:

Singapore's economic growth and the standard of living in Singapore are part and parcel of the economic environment.

Singapore topped the list of world's most competitive nation in the World Competitiveness Yearbook in 2010. Singapore dethroned USA as from its 16 year reign (Lim 2010). Singaporeans have their own mobile phones and use Internet extensively on a daily basis.





Strengths

STYLE 100 is the only radio station in Singapore to allow their listeners to upload their music to be played. STYLE 100 is more than just a radio station for their listeners, it is a platform for listeners to express themselves, to showcase their originality and to present their style of music to other listeners.

Thus, STYLE 100 is receptive to all music that the listeners provides as it deem everyone has its own style.

Weaknesses

As STYLE 100 is new to the radio industry, it is not as experienced as the established radio station, and it need time to gather listeners.

In addition, there may be lesser listeners due to lesser interest in listening to local talent and music as they may perceived as lower quality of music due to the mindset of Singaporeans.





3.0 STRENGTHS AND WEAKNESSES



4.0 COMPETITORS

In Singapore, there is no direct competitor for “STYLE 100” as the market does not have a radio station that is dedicated to play home grown music made by music lovers. STYLE 100 main competitor would be 987 Home and YouTube.

	<u>987 Home</u> 987 Home is a radio programme that is playing on 987 FM every Saturday from 5 pm to 6 pm. It focuses on local singers and gigs, as well as live performances by local artistes in the studio. In addition, 987 Home plays acoustic version of music too.	<u>YouTube</u> YouTube allows their users to upload and share their video content to everyone in the world. This platform allows aspiring singers to upload their video and create online hype for themselves.
Strength	987FM is an established radio station with a strong radio following of 15 -29 years old at a weekly reach of 385,000 listeners (Mediacorp Radio Statistic). This creates a platform for listeners to be aware of such a programme just by tuning in to their stations, or through their constant radio advertisements of their radio programme. 	YouTube allows more interactions as it allows users to upload a video clips which allows other users to watch the clips, as well as share on their Facebook or twitter, and they can like/unlike. All these interactions increase exposures for the aspiring singers, as they may become the next viral hit due to multiples shares, which increases views. 
Weakness	987 Home is just an hour programme that is dedicated to local music, however it is not a main focus of 987FM, just a small segment of theirs, and thus not much attention is given to this programme. In addition, listeners can simply change stations when they hear this programme, if they are not interested as the main focus of 987FM is the famous music, not home music.	People use YouTube over the world to share video clips of themselves and it is the only platform for aspiring singers to upload videos of themselves singing and share with their friends and family. Thus, people can choose who to listen, or who to skip, thus not everyone will get notice on YouTube. In addition, as there are many users on YouTube, it is very cluttered and messy. Users who are new may not get notice through the huge piles of videos .

5.0 KEY INSIGHTS

FINDINGS

- Most important factors : Quality of music, variety of music
- Secondary important factor: To be in trend, Giveaways, Entertainment and Good DJs.
- Listeners want interactivity between them, the radio station and the music.
- They want to show their music preferences to their peers.
- Listeners feel that it is a good platform to showcase their music.
- Listeners consider radio station as a publicity platform for upcoming local talent.
- YouTube is the main channel for people to upload music.



INSIGHT

STYLE 100 needs to provide a radio platform that serve good quality music and allows listener to interact with each other

TARGET MARKET PROFILE

For this campaign we have identified two-target market, mainly the primary target market that will be the main listeners and up-loaders and the secondary market would be our additional listeners to the channel.

- Accordingly to the research on a similar radio station, it has been reflected that their main listeners are between the ages of 15 to 24 years old.
- They will be the main contributors for uploading music and listeners
- They are motivated by self-expression.
- Young and enthusiastic about new possibilities
- They seek variety and excitement, savoring the new, the offbeat, and the risky.
- They are fun loving. and excitement.

These are our primary target market that we will be aiming to entice them to upload their tracks.



People aged between 24 to 30 years old, would rather listen and comments on the tracks that are being aired therefore, we have to market to them our radio station as a place where they can listen to original music for them to appreciate at the same time.



6.0 Target Market Profile

BUSINESS OBJECTIVES:

- Create awareness among the target audience living in Singapore by encouraging them to switch over to Style100 as their preferred music medium for listening to self-made music.
- To create interest to stimulate more listeners and up-loaders of Self made music.
- Make Style100 the leader of Self-made music radio station for uploading and listening self-made music.

MARKETING STRATEGY:

- Focus on the heaviest users of the internet as our target audience
- Highlight the benefits that Style 100 can provide to their everyday lives
- Use a mix of innovative online and off-line media options, as traditional mediums are not effective in reaching the target



COMMUNICATION OBJECTIVES:

- To raise awareness, amongst the Singapore market, of the benefits provided by Style100 by 20%, within the 6 month period.
- To increase hits on the Style100 and associated websites by 50%, within the 6 month period of the campaign.
- To increase use of the Style 100 by 10% percent, over the entirety of the 6 month campaign.
- To raise awareness of Style100, encompassing the calls-to-action assisting the designated market, for uploading and listening to self made music to 55%, within the 6 month period.
- To increase awareness of “What’s your Music style?” campaign among minority target markets by 10% within the 6 month period, by means of a newly developed creative theme and associated redevelopment to the organization's services.



7.0 COMMUNICATION OBJECTIVE

8.0 KEY PROPOSITION + CREATIVE RATIONAL



Style 100 is about providing a platform for expression of music and discovering the various genres of music. The key proposition is showcasing your music style that when the target audience listens to the radio channel, it creates motivation in the target audience to express their music personality by the genre of music they relate to. The idea of expressing the personal music genre will relate to the target audience's need to stand out, be different and be original can be identified with the key benefit provided by Style 100.

Style 100 can be identified as the music station to upload and listen to self made music regardless of music genres or music styles. In order to make the target audience to upload and listen to self made music, the campaign maximizes on the Target audience's need and desire for self-expression and enthusiasm for new possibilities by providing the platform for self-expression by creating any genre of music. This will be depicted through the advertisements. The advertisements will illustrate the fun and enjoyment with youthful appeals towards interacting with Style 100 while emphasizing relationships that can be built between the target audience and the Brand. Brand recognition and recall of Style 100 will additionally be enhanced through ads and media plans put in place.

The target audience wants to show their music preferences to their peers and feel accepted for their unique taste in music. When they see the Advertisements it will create a need to show their individuality and their music personality. The tag line "What's your Style?" adds to the statement whereby listening to Style 100, it would not only allow them to relate to the music genre they listen to but also expand their musical creativity thus incorporating the key tagline is "Spinning your originality". A series of Brand imagery will be used to identify the "What's your style?" campaign with the different genre of music incorporated. The advertisements intend to create an emotional connection between the audience with the Brand image to associate the Brand with originality, the need to stand out and be different.



9.0 CAMPAIGN THEME

The Campaign theme line is to sync with Style 100 and the various music genres or styles and is represented by the tagline “What’s your style? ”.

It is the creation of the brand image where it would be perceived that when the audience listen to the radio channel, it creates motivation in an individual to express their music personality by the genre of music they relate.

The Theme “What’s your style?” also gives a flexibility that music can be styled and altered according to suit the audience’s preference. The Campaign will create a new group connected together with the benefits provided by Style 100. It is a trend created to exceed the existing music genres where by showcasing your own style, you discover a new genre.

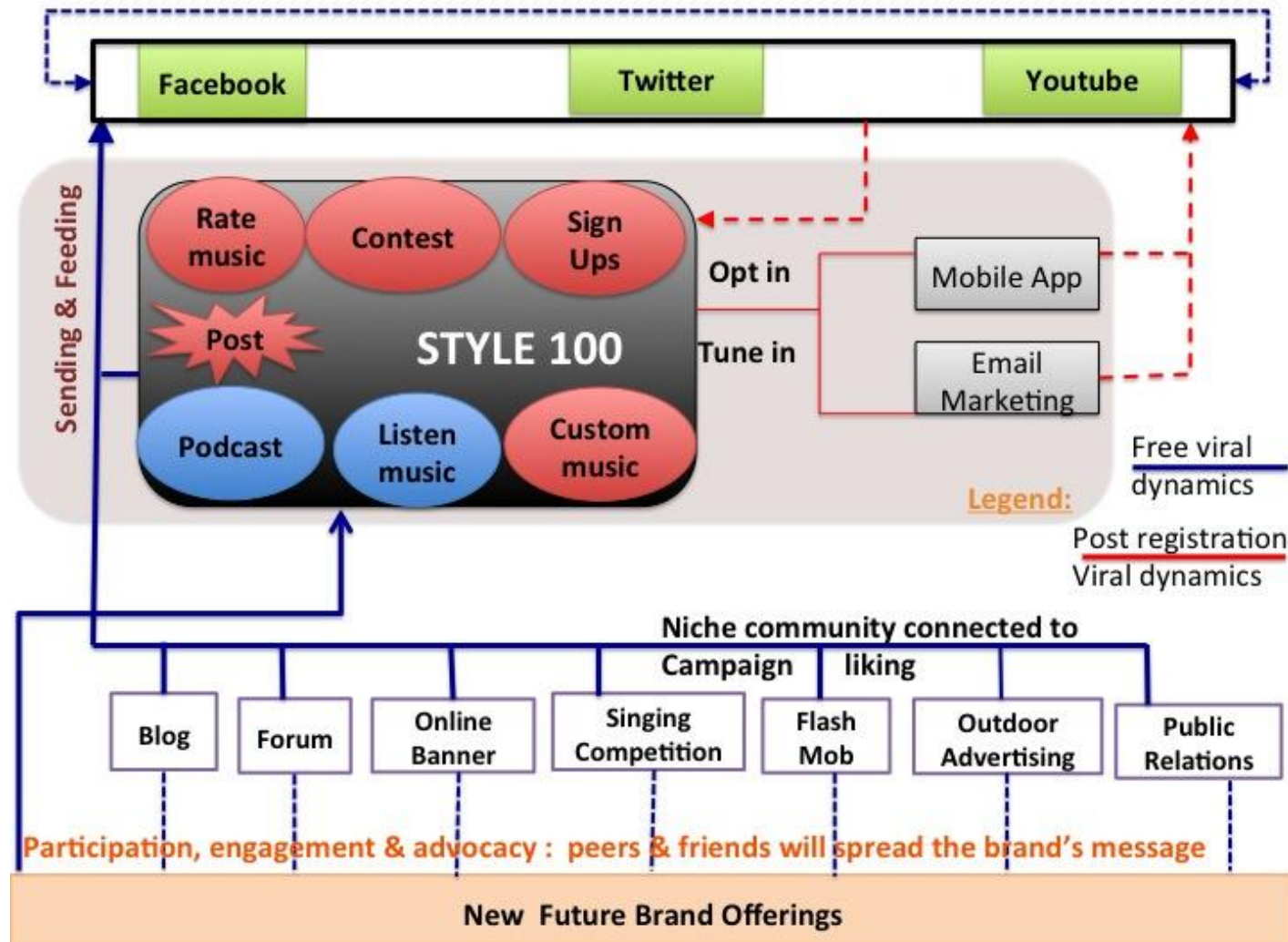
With this initiative it gives way to the audience the flexibility to use this as an umbrella to discover new genres of music and also expressing their personal music taste. The “What’s your style?” campaign is about discovering other genres of music and expressing whatever your preferred music style is.

Brand Essence: “*Spinning your originality*”

Emotional Brand Essence:

- Originality
- Individuality
- Expressive
- Having Fun, enjoyment, and
- “Being yourself” by being different.





Illustrates the various strategies using social networking sites and peer-to-peer communication to interact with Style 100 channel.

10.0 BRAND INTERACTION STRATEGIES



C - 19	C - 48	C - 6	C - 48	C - 75	C - 0
M - 98	M - 1	M - 24	M - 82	M - 68	M - 0
Y - 77	Y - 22	Y - 81	Y - 0	Y - 67	Y - 0
K - 8	K - 0	K - 0	K - 0	K - 90	K - 0



Brand Logo :

The Style 100 Logo depicts bold imagery incorporates these colors through out the campaign initiatives. The imagery used are to instill the youth appeal and create a strong affinity. Colors Incorporated with the campaign indicate the Reds express passion meaningful and patriotism. The Quiet blue was chosen to depict the coolness and serenity and calming effect. The yellow hue represents happiness like rock with warmth. Purple is a color of royalty and implies mystery often adopted for Rock Music. Black is used to depict the omnipotence and to spread messages to people through music by leaving an impact in people. Collectively the colors used depict the array of genres while implying the various styles of music. The brand identity will be observed in all collaterals.

Brand Characters:

A series of brand characters are created for the purpose of the campaign that includes animated characters depicting a girl holding a violin, a boy with a microphone, a boy with headphones, a girl with an electric guitar and a boy with a drum set. The Images relates to the various genres of music with various instruments. The animations are related towards the appeal of a fun and expressiveness and would relate to the target audience.



11.0 BRAND IDENTITY AND KEY VISUALS

12.1 PRINTS

Advertisement 1:

The Print ad illustrates a background imagery of an mp3 player with headphones to imply the music. It incorporates the brand colors with an eye catching image. The message “one radio station” indicates the unique platform offered by Style 100. It indicates to interact with audience with emotional and affective appeal. It shows that Style 100 is close to heart with “Speak to your heart”. “Ignores the world” implies the personalization offered with Style 100. Also “Appreciates you” creates a connection with the audience. “We are interested. Show us your style” the ad emphasizes calling out to the audience to participate and create enthusiasm in their minds.

This ad creates a synergy with the rest of the campaign initiatives by incorporating contact information with Style 100 Logo as well as the tag line “spinning your originality”. The Key colors are also used in this ad to identify the campaign synergy.

QR Code will lead the audience to the official website for them to learn more on how they can showcase their style through the radio station. This attractive A3 poster will be placed at music schools, tertiary schools to raise awareness.



12.1 PRINTS

Advertisement 2:

The flyer consists of an image from a “concert” with the copywriting that includes the messages “ The only music station to express your music style!” which connects with the key message theme of the campaign and “ No more reasons for any hesitation” which relates towards the urgency instilled in the target audience to be informed and interacting with Style 100. The Key colors are also used in this ad to identify the campaign synergy. The Style 100 logo and the online contact information is also included with the advert.



STYLE 100
Spinning your originality



<http://facebook.com/style100singapore>

<http://twitter.com/style100live>



12.1 PRINTS

I AM PROUD TO HAVE MY OWN STYLE



<http://facebook.com/style100singapore>
<http://twitter.com/style100live>

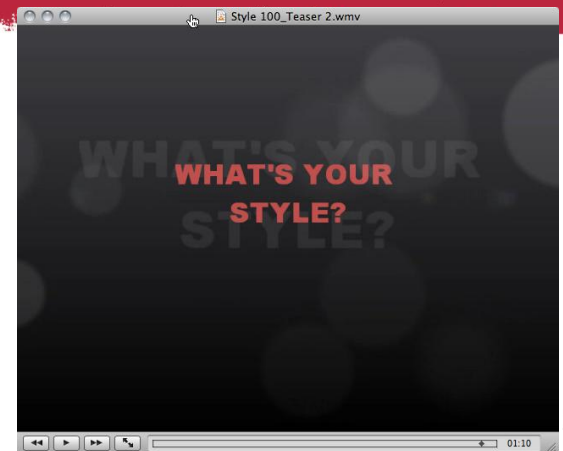
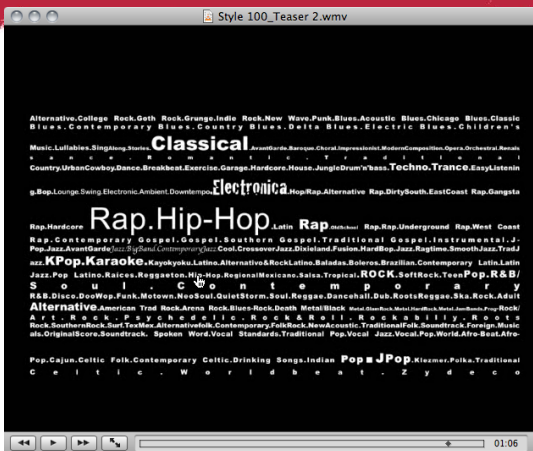
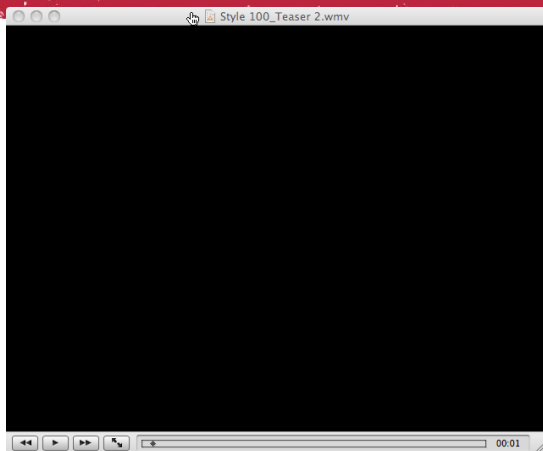


Advertisement 3:

The postcard incorporates Style 100 brand characters imagery with the red theme color to instill the feeling of passion and patriotism towards Style 100. Further more, the brand logo and contact information is also used in this creative to create the synergy and interaction with the audience. The Copywriting content states “ I am Proud to have my own Style” as it incorporates and identifies the individuality appeal of the target audience. The Key colors are also used in this ad to identify the campaign synergy.

DIRECT EMAILERS

- Weekly emails sent to registered users
- Build database slowly over the period.
- Medium to disseminate information about events, contests and Style 100



VIDEO Advertisements: (1 video advertisement & 2 Teaser videos)

- It will include two 60-second teaser videos and one video Advertisement with the Style 100 logo.
- The teasers will not include the logo of Style 100 or information about music genres to generate interest and excitement in the audience.
- Teaser 1 & 2 will look similar however the music played at the beginning of each videos will be different.
- 2 weeks after the initial teaser videos a 60-second video advertisement will be uploaded on YouTube. This would show the
- Style 100 logo and the key idea of showing music genres to indicate the message of the advertisements.
- Flash Mob video recording uploaded on the various online vehicles with anonymity.
- Create a buzz towards generate interest in the target audience minds from viral impact..(Play CD attached)

Music : Music plays in important role in attracting viewers/listener's attention, especially for music related advertisements. Various Self made music covers by artists from YouTube, will be used in this campaign (play CD attached). The Music will include recognizable popular songs related to the target audiences. In addition, the music is related to closely to the different genres of music. The music being the key element of the videos , the song selections will include various genre of music and will show the versatility of Station.



12.2 VIRAL VIDEOS

SOCIAL MEDIA

Incorporates heavy online marketing with various videos used on the social networks such as YouTube, Facebook, Twitter, Forums and websites. Online banner ads on popular search engines like Yahoo, Google, and Bing and throughout the Internet on websites traveled heavily by the target.

Facebook.com

Exclusive Facebook Page Created for Style 100.

“Premium Blacks” Category: This category of winners will enjoy the eligibility to showcase their music on the radio exclusively during a specific time slot. They will also be given the easy access towards getting the first preference in being selected for music showcase in the future radio shows in the Style 100 channel.

“Create an event “: Offers a gateway for users to create events related to the music uploads and commenting process related to the Music posted on Style 100.

“Number of “Likes”: Likes can be related directly to the music uploads, events and other materials related to Style 100.

“Fan Page” Links: Offering access to follow the activity of winners with more than 500 “likes “ linked to the Facebook page.



Youtube.com:

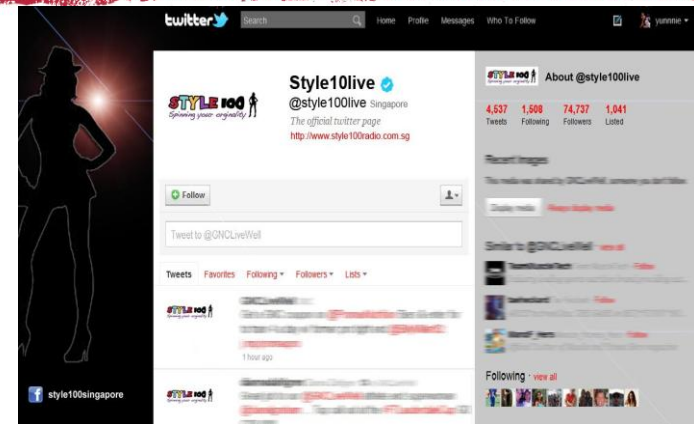
- Exclusive YouTube Channel created for Style 100
- Videos from the Flash Mob Event posted anonymously for exposure and to entice the audience.
- Videos on Interviews from past winners and popular Video bloggers commentary linked on the YouTube Channel
- Video snippets on live recording
- Videos related to Information about the radio
- Video Uploads of TVC Advertisements, and Teasers.
- Video Coverage on Style 100 Events posted on YouTube channel.

Search Engines:

- Google, Bing, Yahoo websites used for Top search for Style 100 and "What's your style" campaign
- Incorporate Online banners on Top Search pages.

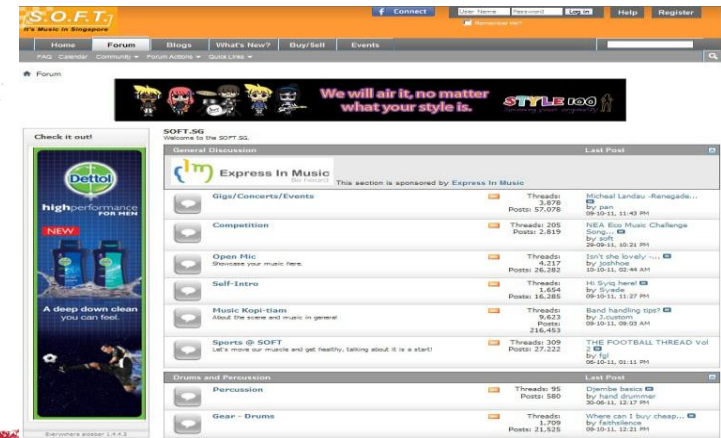
Music Forums:

- Online banners
- Viral links and updates



Twitter.com:

- Exclusive Twitter account for Style 100 channel
- Tweet Updates on information when a new Music upload has been made.
- Information about events, dates of contests and winner announcement feeds.
- Automatic updates on Mobile and via emails.



12.0 INTERGRATED MARKETING COMMUNICATIONS

12.4 OUTDOOR

OUTDOOR ADVERTISING

- Outdoors advertising spots - Mass transit (bus/train stop shelters)
- Brand Mascot walking down Orchard Road, a popular location frequented by target audience.
- Will act as a publicity Stunt
- Badges used

For Black and White



K - 30



K - 60



K - 100

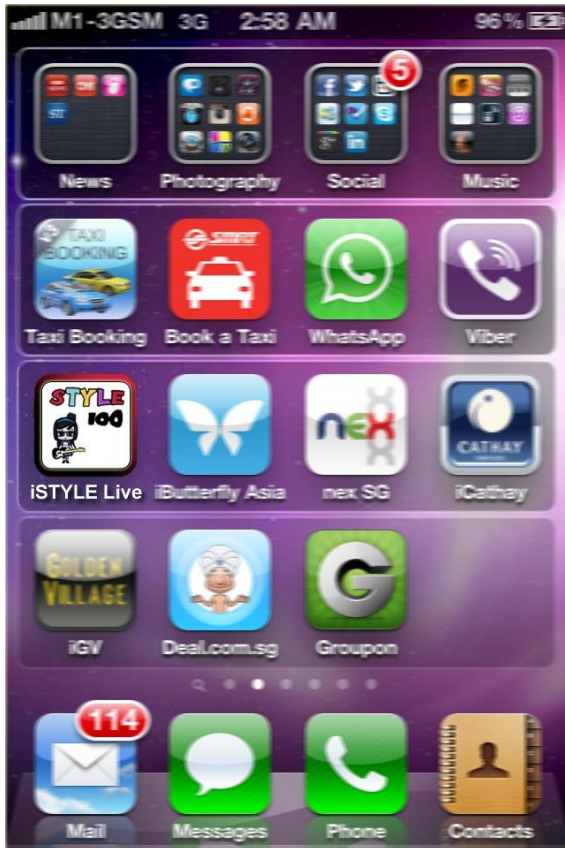


Brand Badges:

Using badges will instill a personal connection and affinity with Style100.

The imagery uses the brand logo with the campaign theme line "What's your Style" and the Style100 Logo.

12.4 OUTDOOR



Mobile Application:

- Listen in to STYLE 100
- Upload Music
- Send in Song requests for Song of the week
- Podcast Downloads
- Rating New Music Uploads
- Immediate feed to Facebook, twitter



Public Relations:

There will be a high emphasis on activities towards publicity and public relations in order to receive press interest towards the events related to the campaign. This is done through Online media exposure and through events and the Press release kit. For Online exposure , the social media initiatives are to stir blog reviews and other testimonials online by music enthusiasts and the target audiences. The events organized by Style 100 are also triggered towards attracting the media coverage on the initiatives.

EVENT 1: “Acapella Flash Mob”

Flash mob will consist of 30-50 students from school choir clubs and communities performing songs as an Acapella group.

The event will be recorded and uploaded on YouTube with anonymity, this will create an interest in the audience to find out more about the flash mob and the message it delivers.



12.5PUBLIC RELATIONS

12.4 INTERGRATED MARKETING COMMUNICATIONS

EVENT 2: "Style It- Mobile recording Studio"

A singing competition with privacy of performing within a physical outdoor recording booth placed at Orchard Road with alive feed to the Style 100 channel. The event will be held every 2ND Week of the month and registrations will be free and on location. The online listeners will be voting on the best of these competitions and the winners will be listed on the Style 100 channel.

The winners of each month will be listed in the "**Premium Blacks**" category. This category of winners will enjoy the eligibility to showcase their music on the radio exclusively during a specific time slot. They will also be given the easy access towards getting the first preference in being selected for music showcase in the future radio shows in the Style 100 channel.



For listeners who are unable to catch the live feed during the days of competition, they may download the podcasts and visit the exclusive "Style 100" website to listen and cast votes

EVENT 3: "Charity Run Concert":

- Periodical Press Kit Released
- Special Event: Charity run concert tied in with the Standard chartered Run,
- Song-Booth Competition on Location, Live Feed from Location
- Publicity with Popular bloggers, Mr. Brown Website and Stomp.com.
- This would generate publicity and the attention from the local news medias.

The
mrbrown
Show™
www.mrbrownsow.com

THE STRAITS TIMES
stomp
www.stomp.com.sg

13.0

MEDIA STRATEGY

Target Market

Teenagers and young adults are generally more spontaneous and they have a higher level of willingness to try out new things. They believe in the freedom of speech and they are passionate about music.

Adults are generally less willing to try out new things and they are less spontaneous even though they are still passionate about music. They tend to be the audience to enjoy music.



Teenagers & Young Adults (Primary Market)

Will be the main contributors for the music and the listeners

Fame hungry, Daring, Fun, Outgoing & Spontaneous

Adults (Secondary)

Will be the listeners to this channel

Enjoys good music, Ability to tune in to the radio during peak hours

Dare to comment to show their two cents worth

13.1 MEDIA STRATEGY



Media Objectives

To achieve a minimum reach level of 85% within the three month to the target market

To obtain an effective reach of at least 70% of our target market between 3 to 4 times weekly through our Print Advertisement during the 1st month.

To achieve an effective reach of at least to 75% of our target market through Internet Marketing on the digital platforms.



Media Selection & Rationale

Media Vehicles

Print Advertisement Eg: Postcards/Flyers, Poster,

Brochures & Direct Mailer (Brand Introduction)

Outdoor Advertisement (Create Brand Impression)

Premium Advertising (Brand Recall)

Internet Marketing (Advertising 24/7)

Digital Media Marketing (Free & Effective)

To effectively maximize our resources to ensure that we achieve our media objectives to have an effective reach out to our target market we have selected the above media vehicles. According to studies on the target market have shown that consumers spend most of their time outdoors and online to gather information.

Hence, in order to build brand awareness on the radio station, we need to increase exposure to the target market via the selected various vehicles above.

Media Schedule

Media category	Media vehicles	October				November				December			
Print advertising	A3 Posters	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4
	6PP Brochures	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4
	Direct Mailer	1 st Saturday of the Month				1 st Saturday of the Month				1 st & 3 rd Saturday of the Month			
	Postcards / Flyers	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4
Internet Marketing	E Newsletter	Week 1,2,4				Week 2 & 4				Week 2 & 4			
	Search Engine Marketing	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4
	Website	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4
	Facebook Banner	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4
	Music Forum (SOFT)	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4
Digital Media	Facebook	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4
	Twitter	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4
	Blog Reviews					Week 2 & 4				Week 1-4			
	Youtube	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4
	Smartphone Apps	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4
Outdoor Media	Mascot	Week 4											
	Singing Booth	2 nd week of the Month				2 nd week of the month				2 nd week of the month			

14.0 MEDIA SCHEDULE



Advertising Budgetary

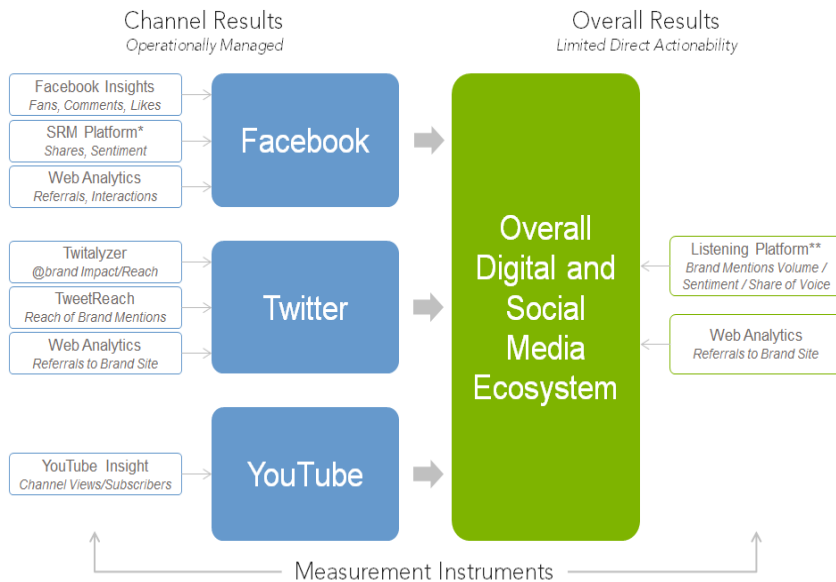
No	Media Type	Unit Cost	Duration	Total Cost	Remarks
1	A3 Posters	\$4.50/pc	3 Months	\$4500	Design Fee: \$ 1000 Production Cost: \$ 3500
2	6PP Brochures	\$6.00/bk	3 Months	\$6000	Design Fee: \$1000 Production Cost: \$5000
3	Direct Mailer / Postcards/Flyers	\$0.88/pc	3 Months	\$4800	Design Fee: \$800 Production Cost :\$12500
4	E Newsletter	\$0.93/email	3 Months	\$5600	Database Purchase: \$4000 Design Fee: \$600 Production Cost : \$1000
5	Search Engine Marketing	\$40/day for each search engine	3 Months	\$2500	On Google & Yahoo Platform
6	Website	-	On Going	\$1350	Design Fee : \$750 Web Hosting : \$500
7	Facebook Banner	\$40/day	3 Months	\$3720	
8	Music Forum (SOFT)	\$90.00/mth	3 Months	\$270.00	
9	Facebook	Free	3 Months	Free	
10	Twitter	Free	3 Months	Free	
11	Blog Reviews	Free	3 Months	Free	
12	Youtube	Free	3 Months	Free	
13	Smartphone Apps	-	On Going	\$3000	Design & Production Fees : \$3000
14	Mascot	\$1000.00	3 Months	\$1000	Costume Production Cost : \$1000.00 Labour Cost : Free (Get Internal Staff to wear the Costume)
15	Singing Booth	\$1500.00	3 Months	\$4500.00	Production Cost
16	Acapella Group	\$100.00	3 Months	\$300.00	Goodwill fee for volunteers.
17	Badges	\$0.80/Piece	3 Months	\$4000.00	5000 Pieces
Total Expenditure				\$41540	



15.0 ADVERTISING BUDGET

14.0 EVALUATIONS & MEASUREMENTS

The diagram Fig 1.0 illustrates the overview of social media measurement instruments that Style 100 could use while Fig 2.0 is a model that illustrates the process of Exposure, influence, action or conversion and profitability towards retaining existent listeners as well as gaining future prospective listeners.



* Social Relationship Management -- emerging tools geared towards managing/moderating specific channels
** May also be used to supplement measurement of individual channels

Fig 1.0

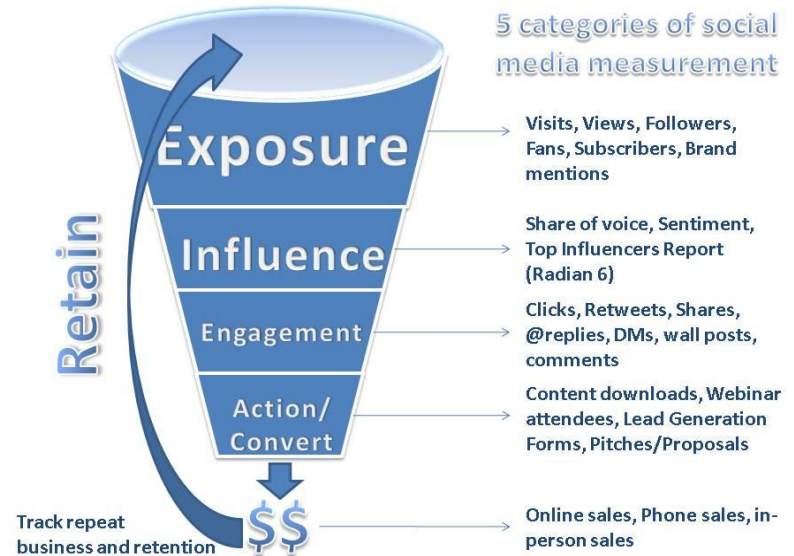


Fig 2.0

Based on the marketing communications plan devised for “Whats your music style” campaign, the following evaluative techniques are recommended. These encompass a variety of techniques that ensure the creative message; media strategies and execution achieve the optimal results, meeting the pre-determined advertising and media objectives for the breadth of this campaign.

Pre Campaign Evaluations :

In order to assess increased awareness of “ Whats your Music Style “ Campaign amongst the target groups, it is advised that

- Market research be conducted at the commencement and completion of the campaign, amongst each target segment.
- Surveys can be distributed, questioning the respondents “information of what's your Music Style ?” its services and current campaign theme, leading to assurance as to whether the campaign has seen a visible increase within the use of its features and characteristics.

A “pre-testing” of the advertisements and potential sponsors is to be conducted prior to implementation this includes the usage of teaser advertisements. This will ensure that the selected advertisements, as well as the associated sponsorships, seamlessly impact the target market, in turn extracting the ample responses anticipated. These pre-testing techniques are likely to occur by means of a single or series of focus groups, with a sample of each of the specified target markets.

Budget Evaluation: The proposed budget indicates the maximum outreach using both Social media and outdoor and print advertising . Having a broad spectrum of media vehicles it would maximize the exposure for the initial campaign implementing Style 100. This will increase the visibility with all the possible venues of exposure to increase the awareness and to stimulate interest among the target audience.



14.1 EVALUATIONS & MEASUREMENTS

Post Campaign Evaluations:

For this evaluation traffic or usage measurements, whereby “What’s your music style?” campaign measures the usage of the offered services, in specific relation to the channel and website. This can be achieved by employing the following techniques:

Social Media Initiatives:

- User Session Measurement: Visitor's activity is monitored within the website.
- Path Analysis Measurement: Follows the path a visitor moves through the website pages and assesses the links they select.
- Link Popularity Measurement: This technique keeps a numeral count of the popularity of a link. This technique can be employed as an alternative measurement to website hits, as it gains additional, more specified information.
- Repeat Visits Measurement: This technique measures the number of repeat visits a person makes to a particular website.
- Internet Measurements: Activity on internet media vehicles such as Facebook, Twitter, YouTube, Google, Bing and yahoo search engines can be measured based on the level of page viewership, as well as viral contact amongst members of the target market.
- Number of Likes, comments, number of Views and favorites can also be used to measure.

Outdoor Traffic Measurement:

The pre-selected site locations can be measured as to their viability based on a variety of characteristics. These include the traffic of both vehicles and people, as well as the centricity of the advertisements, by means of achieving the desired exposure.

Direct assessment of the nature and volume of callers to the service.

Mobile Applications:

Evaluation of the proposed iPhone application can be derived directly from online activities and use of these applications.



14.2 EVALUATIONS & MEASUREMENTS