



Driving Digitalisation

Update Digital Radio+ NL

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Digital Radio+: cooperation

Marketing communication
plan & funding

	 VERENIGING VAN COMMERCIELE RADIO	 Radio Advies Bureau	 Ministerie van Economische Zaken
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NEW





Website; facebook; twitter

Digitalradio.nl

The screenshot shows the homepage of Digital Radio.nl. At the top, there's a navigation bar with the Digital Radio logo and a tagline: "Het geluid van Q-music? Het geluid is kraakhelder!" featuring a photo of Jeroen and Eva. Below this is a grid of four orange buttons: "Digitale radio wat is het?", "Digitale radio hoe werkt het?", "Digitale radio stations", and "Digitale radio faq's". The main content area is divided into two columns. The left column is titled "Over Digital Radio" and describes the service as a nationwide digital radio experience. The right column is titled "Je favoriete zenders" and features a row of logos for 538, 100% NL, Radio Veronica, Radio 10, and RNS Nieuwsradio. Below this is a section for "en meer+++ nieuwe zenders" with logos for Uitzendbureau, Nieuws 24, Sublimeyou, Music non stop, Sky radio Christmas, and GLA. A dark footer contains navigation links: Over ons, Bereik, Nieuws, Faq's, Hoe te gebruiken, Sitemap, Links, Adverteerders, and Contact. At the bottom, there are four columns with icons and text: "Meer Aanbod", "Meer Kwaliteit", "Meer Gemak", and "Meer Mogelijk". A banner at the very bottom reads "Voor al je favoriete zenders en meer+++".

40.000 visitors

Facebook

The screenshot shows the Facebook profile page for Digital Radio. The header includes the profile picture, name "digitalradio.nl", and a cover photo with the text "Voor al je favoriete zenders en meer...". The page shows a post from November 17, 2012, with 296 likes. Below the post, there are sections for "Mensen" and "Publicaties". The "Mensen" section shows a list of friends, including "Sanne Werking", "Lies Rosenthal", and "Theresa Struik". The "Publicaties" section shows a post from "Digitalradio.nl" dated November 17, 2012, with 575 likes and a comment from "Nieuw 24".

575 followers

Twitter

The screenshot shows the Twitter profile page for Digital Radio (@Digitalradio). The header includes the profile picture, name "Digitalradio", and bio: "DR+ is de voorloper van de NPO van DAB naar DAB+. Het is de voorloper van de NPO van DAB naar DAB+. Het is de voorloper van de NPO van DAB naar DAB+." The page shows a tweet from "Digitalradio" dated November 17, 2012, with 14 retweets and 44 replies. The tweet text is: "DR+ is de voorloper van de NPO van DAB naar DAB+. Het is de voorloper van de NPO van DAB naar DAB+." Below the tweet, there are sections for "Mentioneerde tweets" and "Tweets".



Outlines communication plan

Targetgroups:

1. Listeners
2. Distribution market: Retailers/manufacturers/automotive
3. Advertisers/media agencies
4. Employees, stakeholders

Goals & Timing: per targetgroup

Advertising Agency: DEAR

Campaign idea: see coming slides



Let's
get all of Holland excited about
Digital Radio+

Via a.o. radio, tv and online



Let's Inspire everyone to change

to a new way to listening to radio



Let's include everyone

all radiostations work together



Let's
do so in a way that is
radio-perfect:

a musical 'call to action'



Let's combine the old with the new

radio doesn't change...



Let's combine the old with the new

...it's only getting better



Let's
do it with the people who are first
in place to do so:

the dj's



Campaign launched May 2014

TV commercial



Let's get digital

Meer zenders onder één knop
en digitale geluidskwaliteit.



- TV Commercial
- Banners
- Pre-rolls
- Radio commercial

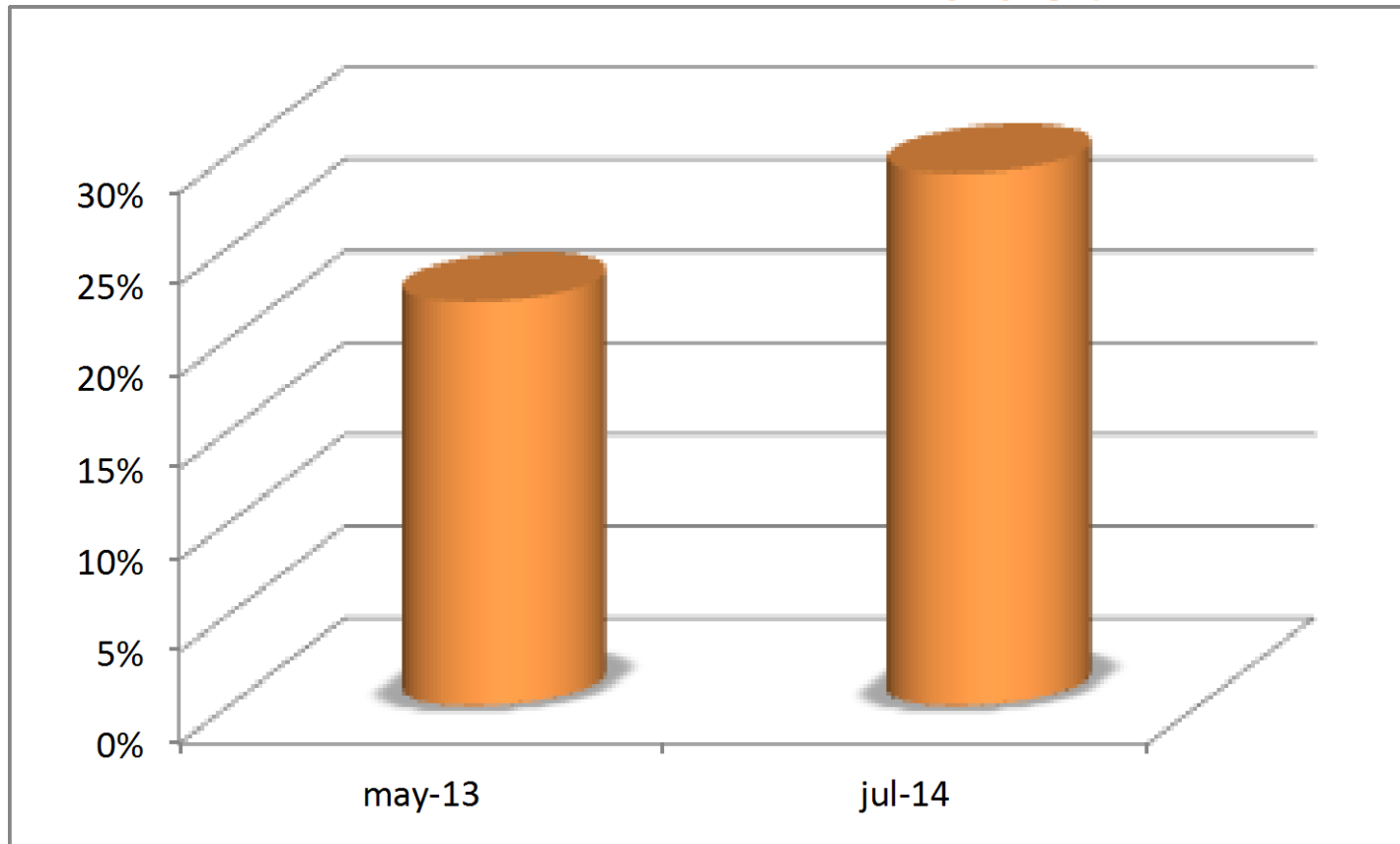
Budget: > 4,5 mio euro
(‘13 & ‘14)



Results so far

% awareness name (2014)

+ 30%



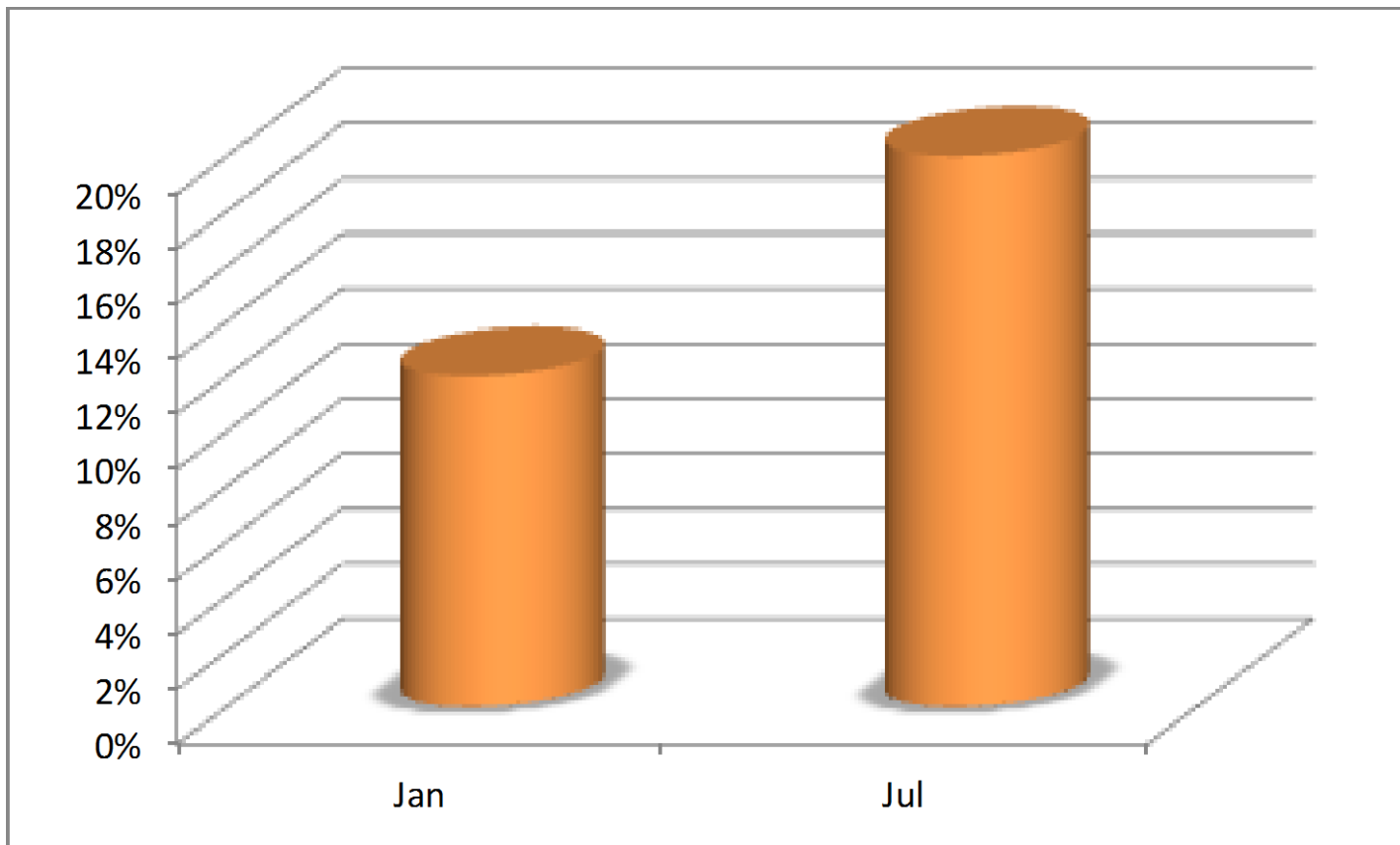
Source: GfK

Source: NPO Map



Results so far

% purchase intention DAB+ digital radio devices (2014)



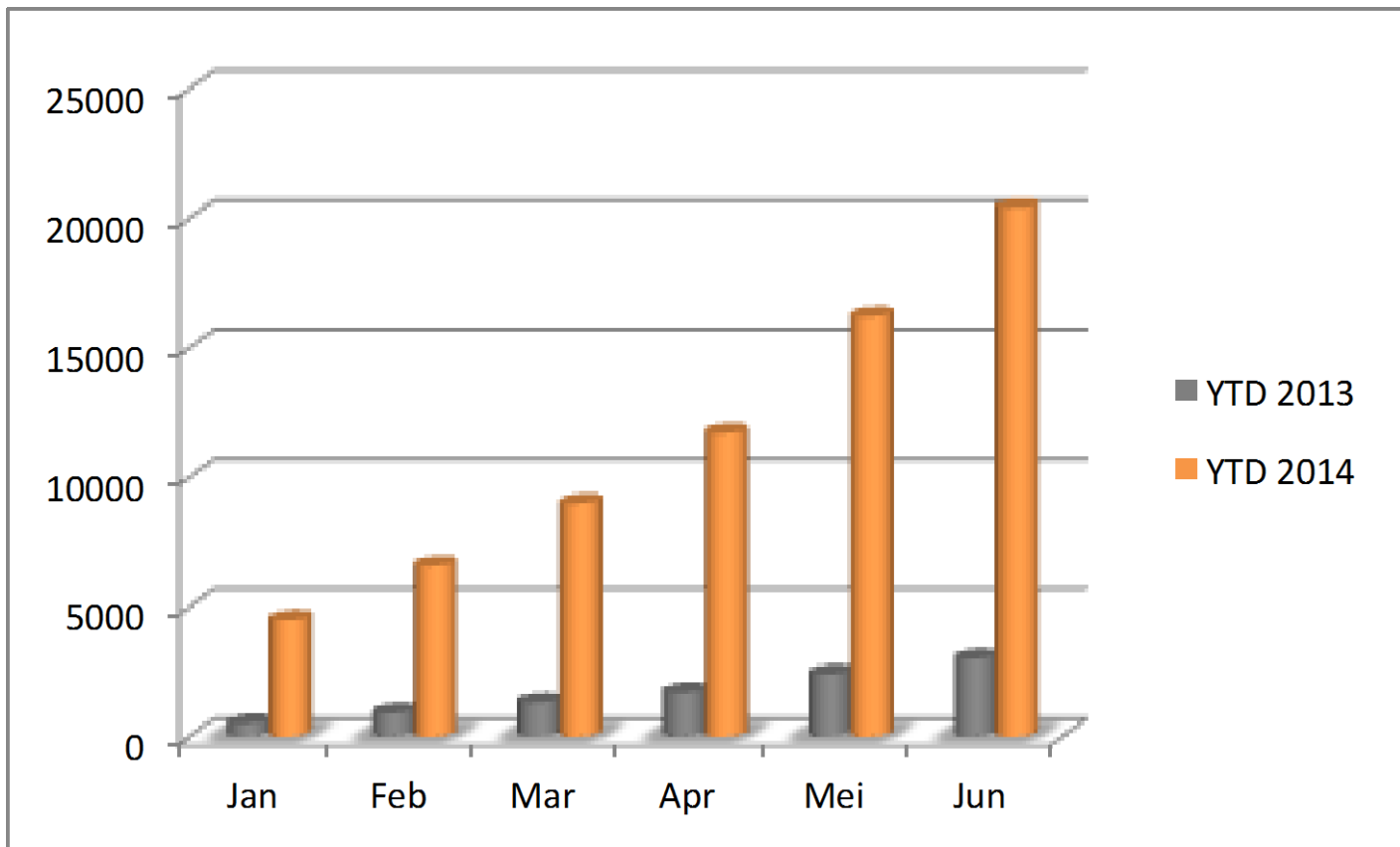
Source: GfK

Source: NPO Map



Results so far

of sold DAB+ digital radio devices



Source: GfK



Automotive initiatives (1)

Background

- In the Netherlands 19% of the total radio listening time is in the car
- For a successful roll out of Digital Radio+ it is therefore crucial to work together with the automotive industry in the Netherlands and get DAB+ digital radio devices in cars



Automotive initiatives (2)

- In the Netherlands there are about 8 mio cars
 - Yearly 400.000 new cars are sold
- Currently there are a few brands offering DAB+ digital radio device as an option
 - Skoda; SEAT; Volkswagen; Audi; BMW; Mercedes

With regards to roll out Digital Radio+ in the Netherlands, we are distinguishing two different channels:

- new cars
- existing cars



Automotive initiatives (3)

New Cars

- To setup the right information flow to the importers we are working together with the RAI
- On October 17th we are launching an event around the Car Show of Radiostation BNR
- During this event all importers and relevant marketing people are invited. Objective is to inform the Dutch automotive importers and brands on the developments around radio and Digital Radio+ in specific





Automotive initiatives (4)

A screenshot of the BNR website. The top navigation bar includes the BNR logo, a microphone icon, and menu items: NIEUWS, RADIO, OPINIE, EVENTS, SPREKERS, and a search bar. The main content area features a large photograph of two men in suits. To the right of the photo is the article title "BNR DE NATIONALE AUTOSHOW" and a short introductory paragraph. Below the text are social media sharing icons for email, Facebook, and Twitter.

AEX 419,95 -0,15% 16° GEHEEL BEWOLKT 0 FILES / 36 FLITSERS BNR NIEUWSUPDATE 13:31 VOLG BNR: f t in

BNR NIEUWS **RADIO** OPINIE EVENTS SPREKERS

BNR DE NATIONALE AUTOSHOW

Hoe gaat het met de autoindustrie? Welke nieuwe modellen worden op de markt gebracht? Hoe wordt er omgegaan met duurzaamheid in de autoindustrie? Ook komt mobiliteit in de breedste zin van het woord aan bod. Van filebestrijding tot manieren om mobiel te werken, alles komt langs in de BNR Nationale Autoshow.

Luister iedere vrijdag van 15:00 tot 16:00 uur.

f t





Automotive initiatives (5)

Existing Cars (after market)

- During information sessions in May '14 we have informed about 200 automotive retailers about Digital Radio+. This session was organised by Pioneer & ASN automotive
- Some of the retailers have taken this into action in offering specific offers





ASN automotive (2)

Let's get digital

Nederland gaat over op
Digital Radio+

Meer info www.digitalradio.nl





ASN automotive (2)

Kansen: Groeimarkt!

Binnen 2 jaar 400.000 (5%) auto's
voorzien van DAB+

Nu (0,1%) van de auto's

Meer info www.digitalradio.nl



Klik hier →



ASN automotive (3)

Kansen: Margestijging

De gemiddelde **verkoopprijs**
van een radio met **DAB+**
ligt ruim **€ 75,- hoger**
als van één zonder!

Meer info www.digitalradio.nl



Klik hier →



Radio goes digital...

Let's Drive digitalisation of radio

the worlds most popular medium!

