

The New DAB+ International Logo

WorldDAB Automotive

Munich

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Daily Practice

DAB+ has an old DAB+ Philips logo and in some countries a digital radio (DAB+) matrix logo. There is no toolbox available worldwide.

- No common concept on how to market DAB+
- No common look and feel for the Point of Sale



Wish: Improve DAB+ Recognizability

Development new logo and corporate design to increase the recognisability of DAB+ consistently throughout different countries



Objectives

- Develop a new logo and corporate design
- Develop a cross media package
- Make everything available for WorldDAB members and all stakeholders in the industry

Briefing

Make an impact:

- Sparking emotions
- Easy to understand
- Easy to scale and adapt

Easy distribution:

- Free-to-use
- Easy-to-apply terms of use
- Easy distribution via website

Design idea: Today's DAB+ Radio



Logo

- Available to **industry** and **international partners**
- Also available in black-and white or inverted white



Marketing toolbox

The toolbox includes design elements and strategies for a.o.:

- **On Air** radio spots
- **Online** distribution, such as www.dabplus.xx, social media, banners
- **Off Air design**, with point of sale and trade fairs

New logo: benefits for the industry

- Save money: free use
- Create a high visibility : Customer journey
 - from radio spots
 - to online banners
 - to product packaging
- Benefit from the growing acceptance of the new logo on an European level
- Sublicense for the use of the logo (free)

Examples: Industry And The Point Of Sale



Private Broadcasters

ENERGY AM MITTAC
MIT KAREN
10:00 - 15:00 Uhr
☎ 07000 4444 555 (ab 6.30ct/min)
✉ studio-digital@energyz.de

LIVESTREAM STARTEN

ENERGY FESTIVAL SOMMER

ENERGY FESTIVAL SOMMER
Erlebe die gelsten Festivals der Welt - mit uns beim ENERGY Festival...

OUT NOW: ENERGY HITS 2017
Die neueste Ausgabe der ultimativen Hit Compilation - ENERGY Hits 2017...

WIRD ER DER NEUE JAMES BOND?

ENERGY BEST BUDDY BATTLE - POWERED BY JBL
Fliege als VIP zum JBL Fest nach Las Vegas!

ENERGY SOUNDCHECK: THE WEEKEND
Neue Hits - Immer zuerst bei ENERGY. Heute stellen wir dir die neue Single...

DAS IST ENERGY DIGITAL
ENERGY Digital empfängst du mit DAB+ deutschlandweit. So bekommst du...

Energy

DAS IST ENERGY DIGITAL

ENERGY Digital empfängst du mit DAB+ deutschlandweit. So bekommst du überall deine Lieblingshits und Sendungen wie die ENERGY Euro Hot 30 und die ENERGY YouTube-Show.

Seit dem Start von DAB+ in Deutschland ("Digital Audio Broadcasting") - das + steht für modernste Übertragung in hervorragender Qualität) ist auch ENERGY mit dabei. Über DAB+ hörst du unser spezielles Programm ENERGY Digital in glasklarem Sound überall in Deutschland. ENERGY Digital ist also dein neues Radio-Format, mit dem du uns jetzt in noch viel besserer Qualität hören kannst! Und alle so: Yeah!

Für den Empfang der digitalen Programme ist ein DAB+ Gerät erforderlich. Selbstverständlich sind auch die gewohnten UKW-Programme auf den neuen Geräten zu hören. Zum Teil verfügen die Radios sogar über WLAN, so dass du zusätzlich noch auf Internetradio-Angebote zurückgreifen kannst.

Seit neuestem ist es dir sogar möglich, DAB+ via Hardlock überall auf deinem iPod touch, iPhone oder iPad zu empfangen. Einfach einen portablen DAB+ Tuner an das Gerät deiner Wahl anschließen und mobiles Digitalradio genießen.

Mehr über Digitalradio erfährst du [hier](#).



Public Broadcasters

The screenshot shows the WDR website interface. At the top, there is a navigation bar with the WDR logo, weather and traffic icons, and a search bar. Below this, there are links for 'Nachrichten', 'Sport', 'Wissen', 'Verbraucher', 'Kultur', and 'Uterhaltung'. A secondary navigation bar includes 'Mediathek', 'Fernsehen', and 'Radio'. The main content area is titled 'Unternehmen' and features a sub-menu with 'Profil', 'Programme', 'Karriere', 'Medien & Bildung', 'Serviceangebot', and 'Standorte'. The primary article is 'Digitalradio - Angebote: Radio erleben', which includes a video player showing a car radio and a 'dab+ mehr radio' logo. A secondary video player below it also features the 'dab+ mehr radio' logo, which is highlighted with a red border.

WDR

The screenshot shows the ARD website interface. At the top, there is a navigation bar with the ARD logo and a search bar. Below this, there are links for 'Nachrichten', 'Sport', 'Wissen', 'Verbraucher', 'Kultur', and 'Uterhaltung'. A secondary navigation bar includes 'Mediathek', 'Fernsehen', and 'Radio'. The main content area is titled 'ARD DIGITALRADIO' and features a sub-menu with 'Profil', 'Programme', 'Karriere', 'Medien & Bildung', 'Serviceangebot', and 'Standorte'. The primary article is 'ARD Digitalradio - Angebote: Radio erleben', which includes a video player showing a man speaking and a 'dab+ mehr radio' logo. A secondary video player below it also features the 'dab+ mehr radio' logo, which is highlighted with a red border.

BR



Marketing Toolbox: Design Varieties

Anwendungen



Marketing Toolbox: Printed Material

DAB+ in Ihrer Region
dabplus.de

Frankfurt am Main

<p>Kanal 11 C</p> <ul style="list-style-type: none"> Absolut Hot Antenne Frankfurt Antenne Mainz BRF Pop HR1 harmony.fm interviewRadio katu.fm Mega Radio SNA planer radio Radio Testy Radio X Rheinwelle 92.5 	<p>Kanal 11 D BS aktuell</p> <ul style="list-style-type: none"> BS plus Bayern 1 NbyCipf Bayern 1 Dab Bayern 1 Sued Bayern 2 Sued Bayern 3 Bayern+ BR Klassik BR Heimat BR Verkehr PULS 	<p>Die Einzelprogramme</p> <p><small>Alle Angaben ohne Gewähr. Änderungen vorbehalten. Weitere Informationen unter dabplus.de.</small></p>
<p>Kanal 10 A</p> <ul style="list-style-type: none"> Bayern 1 Franken Bayern 1 Main Bayern 2 Nord 	<p>Kanal 7B</p> <ul style="list-style-type: none"> hr-NFD hr1 hr2 hr3 hr4 YOU FM 	
<p>Kanal 5C</p> <ul style="list-style-type: none"> Absolut Relax Deutschlandfunk Deutschlandradio Kultur DRadio DokDeb DRadio Wissen ENERGY BRF Plus Klassik Radio Radio Bobi Radio Horeb Schlagerparadies SchweiniRadio Sunshine live 		

dab+
mehr radio

DAB+ Otae volorro ilines culluptatem.

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dab+



Manufacturers

The screenshot shows the product page for the PURE Highway 400 In-Car-Audioadapter. The product is a black rectangular device with a digital display showing 'DR 0', 'HIGHWAY 400', and 'IN-CAR DAB'. Below the display is a control panel with a central knob and several buttons. The website header includes the PURE logo, a 'Register your product' button, and navigation links for 'Über Pure', 'Händlersuche', 'Shop', 'Support', 'Anmelden', and a language selector for 'DE'. The main navigation bar lists 'DIGITALRADIOS', 'IN-CAR-AUDIO', and 'ZUBEHÖR'. The breadcrumb trail reads 'Home > In-Car-Audio > In-Car-Audio > Highway 400'. The product title is 'Highway 400' with the subtitle 'In-Car-Audioadapter mit DAB und Bluetooth-Musik'. The price is listed as '€ 169,00 UVP'. A description states: 'Dieser clevere Audioadapter bietet die einfachste Möglichkeit, um in Ihrem Auto DAB-Digitalradio zu hören und Bluetooth-Musik von Ihrem Mobilgerät zu streamen. Er lässt sich einfach installieren und kann nahtlos in Ihr vorhandenes In-Car-Audiosystem eingebunden werden.' A 'Shop finden' button is present. A red box highlights a 'dab+ mehr radio' logo next to a '3 Jahre Garantie' badge. Social sharing options for Facebook, Twitter, LinkedIn, Google+, Pinterest, and Email are shown at the bottom.

PURE, after market example



Point of sale material

holder with flyers



radio station listing



sticker



wobbler



banner for shelves



Point of sale



Car mirror



example



Recommended by WorldDAB

- New international logo recommended by WorldDAB, replacing the Philips logo
- Style guide is **fully developed** and **easy to apply**. Use is free
- **No obligation** of use, recommended for new & existing markets
- A **low-level license agreement** aiming for an **easy distribution**
- Style guide and international license expected to be available end of June 2018: downloadable from website WorldDAB



You Are Invited To Participate
More Info

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