The New DAB+ International Logo WorldDAB Automotive

Munich 15-05-18

Jacqueline Bierhorst

- Project Director Radio NL
- Consultant Flemish Government
- Vice President WorldDAB



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 <u>www.dabplus.xx</u>, social media, banners
- Off Air design, with point of sale and trade fairs



New logo: benefits for the industry

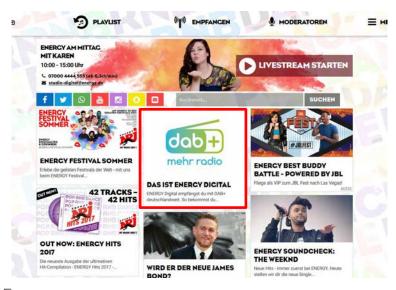
- Save money: free use
- Create a high visibility: Customer journey
 - from radio spots
 - to online banners
 - to product packaging
- Benefit from the growing acceptance of the new logo on an European level
- Sublicense for the use of the logo (free)



Examples: Industry And The Point Of Sale



Private Broadcasters



Energy

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.



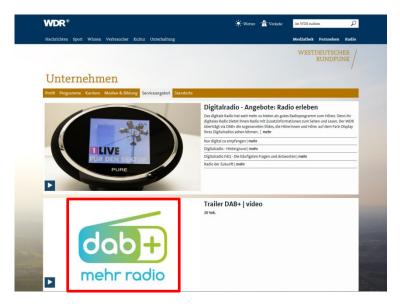
Für den Empfang der digitalen Programme ist ein DAB+ Gerät erforderlich. Selbstversfamilich sind auch die gewohnten UKW-Programme auf den neuen Geräten zu hören. Zum Teil verfügen die Radios sogar über WLAN, so dass du zusätzlich noch auf internetradio-Angebote zurückgreifen kannst.

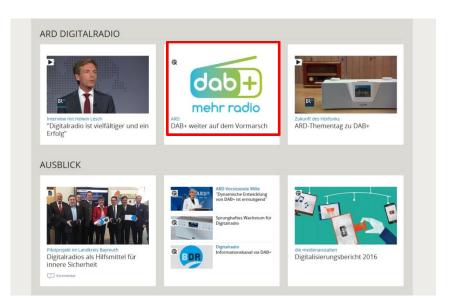
Seit neuestem ist es dir sogar möglich, DAB+ via Hardlock überall auf delnem Pod touch, iPhone oder iPad zu empfangen. Einfach einen portablen DAB- Tuner an das Gerät deiner Wähl anschließen und mobiles Digitalradio genießen. Mehr über Digitalradio erfährst du hier.





Public Broadcasters





WDR BR

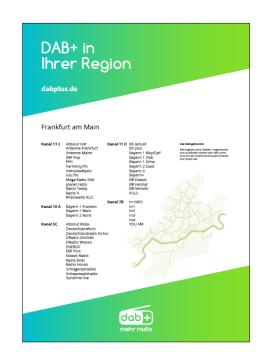


Marketing Toolbox: Design Varieties





Marketing Toolbox: Printed Material







Manufacturers







Point of sale material



holder with flyers



sticker



wobbler





Mehr Radio



banner for shelves



radio station listing

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

WorldDAB project office projectoffice@worlddab.org

