



bravo!

Kids



First children's radio in Croatia and in the region

The radio started broadcasting as an Internet channel last year, and this year, it has become available on the DAB+ platform

bravo! KIDS is connected to the most popular radio station in Croatia called bravo!

Slogan – bravo! KIDS “Songs we grow up with”

Target: parents with preschool children (LISTENERS OF bravo! radio)

Core target: preschool children (2-7)

Program - kids music, storytelling, education & entertainment



bravo! KIDS goals:

- 🐛 Reduce screen time
- 🐛 Make it easier for parents to travel with kids in car
- 🐛 Encouraging children to actively participate in singing, dancing, repeating song lyrics - which results in learning.
- 🐛 **CREATING A HABIT OF LISTENING TO THE RADIO.** Today bravo! KIDS - tomorrow bravo!
- 🐛 A new niche and the platform for sales



Program

Educational

(special shows + music)







Entertaining

(music, storytelling,
conversations)









Types of programming offered

Monday to Sunday – STORYTELLING + MUSIC:

-  time to get up
-  good morning story
-  getting ready for bed
-  bedtime story

Weekend - STORYTELLING + EDUCATIONAL SHOWS + MUSIC

-  time to get up
-  good morning story
-  bravo! geniuses - What did we learn?
-  bravo! geniuses -we are learning English!
-  getting ready for bed
-  bedtime story



FEATURES

VELIKA PITANJA MALIH LJUDI (Big Questions from Little Ones): Seven-year-old girl Maša records interviews with adults
POZNATE PRIČE & PRIČALICE: (Famous Stories and Storytellers) Famous people from Croatia read good morning and good night stories





 www.bravo.hr

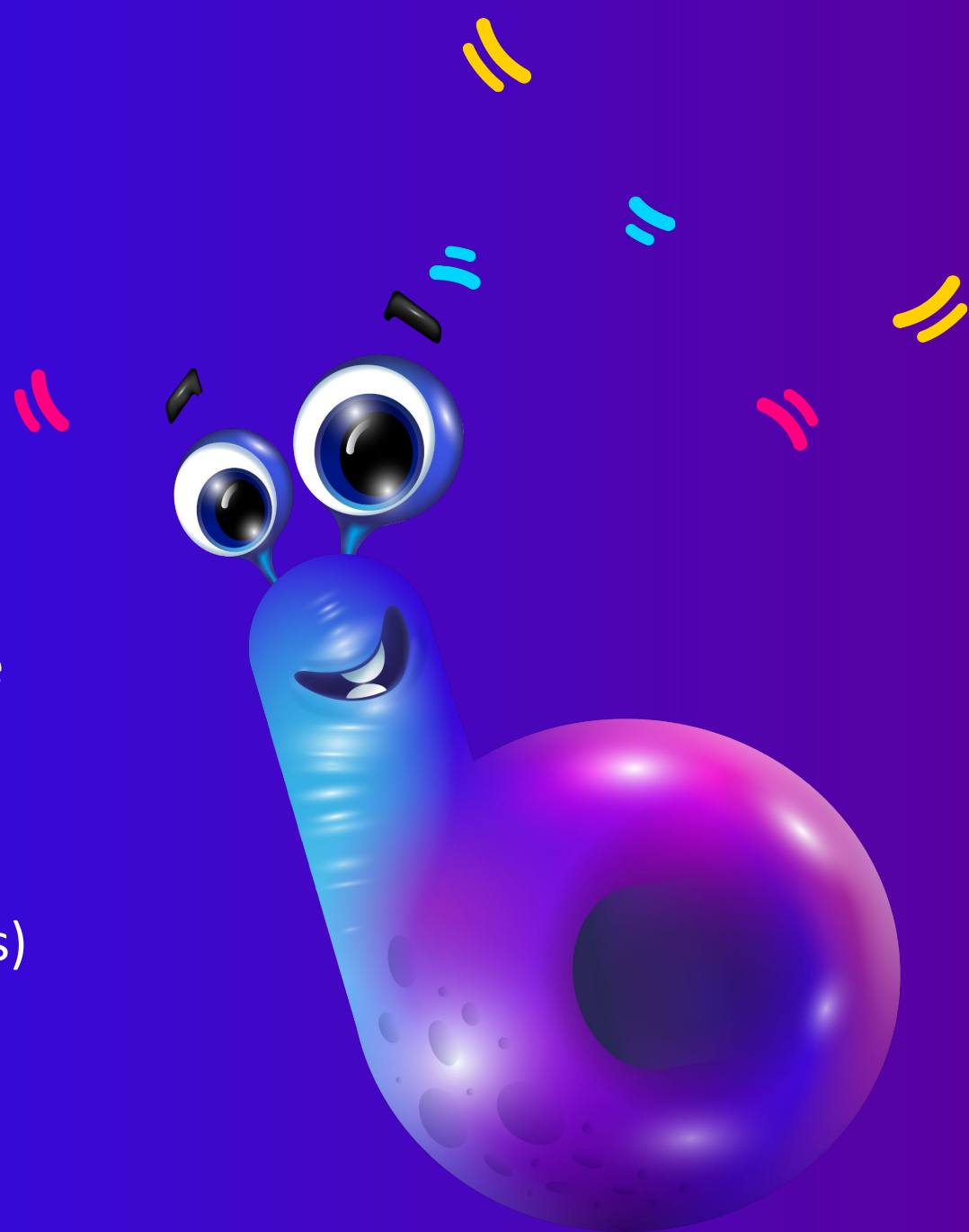
 **bravo! app**

 **RadioPlayer app**

 **Spotify** – in the last 30 days, 200,000 people

 **DAB +**

 **Instagram** (+ 1314 followers in last 3 months)



Benefits of the bravo! KIDS Project?

satisfied
listeners
"we care"
confirmation

new clients
and higher
income

new
listeners

new off air
platforms

Super je,fakat uživa!

S obzirom da moja curica ima problem s komunikacijom slušajući radio,počela je pjevati i na hrv. I zaista joj pomaze u govoru i komunikaciji... odlicna stvar sto su nam omogucili



Thank
you!

