



98.1 fm
www.br8radio.fm

The Station That Loves The Vale

2016
Media Pack

Why radio?

Word of mouth:

Word of mouth is the most Powerful sales tool. Radio Advertising is like word of Mouth because it comes from a “friend”, the listener’s station.

Portable:

Radio is mobile and can travel anywhere with the consumer.

Personal:

Radio is an ideal medium for creating rapport with customers because it has a one-to-one Involvement with them.

Radio is...

Frequent:

Frequency of exposure builds awareness of your company. strong station loyalty means that it’s easy to impact on the same people frequently.

Awareness:

Build awareness with radio, and when the customer needs your product or service they’ll think of you.

Relevant:

When a message is of relevance to listeners, they listen intently.

Flexible:

With radio you can react instantly to changing market conditions.

Creative:

With Radio, you creativity is limited only by your Imagination.

Direct:

Radio can trigger immediate responses by creating a sense of urgency.

Local:

Radio can localise advertising message geographically.



**Bro Radio
Reaches
23,040**

**Adults every week on FM
Whilst reaching**

4,800

**Online + via apps
Each month**

Source:
Independent
Research - 2015
+ Online Listener
Stats - 2015

Why Bro radio?

Bro Radio has been on air since 2009 and broadcasts a unique brand of local radio to a potential audience of over 96,000 adults in the eastern Vale of Glamorgan. Bro Radio has maintained its position as the first choice for local information for Vale residents by continuing to provide compelling, entertaining and truly local radio.

Bro Radio provides **news, information and entertainment aimed at a family audience**, serving the Vale with detailed coverage that no other station can provide. We pride ourselves on news and information coverage with local produced programming 24/7.

We live the life of our listeners. Our sales team, directors, volunteers, presenters, journalists and staff all live and work in the Vale of Glamorgan and are knowledgeable and passionate about local issues. We use this knowledge to produce programming that is relevant, engaging and unique for the Vale of Glamorgan.

Our Independent audience research has demonstrated that Bro Radio is the #1 source for local information in the Vale of Glamorgan, with a weekly reach of 23,040 (24%) adults in the Vale of Glamorgan.

Our listeners are predominately female (66%) with 89% of the stations core listenership being aged 18 – 54 years old.

Consumer driving distance



The average consumer travels 18.6 miles to a local business. This opens up radio advertising to businesses outside of a stations coverage area, who can benefit from the success of Bro Radio and bring listeners outside of their “local area” and to their shop, showroom and event.

Advertising on Bro Radio

The Bro Radio sales team believe in the “Consultative Sell” which means that your campaign could be made up from these different aspects of Radio advertising.

Commercial Airtime

We first complete a full “fact find” to enable us to understand the need and objectives of the client no matter what size business they may be.

We’ll develop a strategy including scripts to help achieve these objectives. We will then recommend how many commercials will be needed to achieve these results. Commercials can be 10”, 20”, 30”, 40”, 50”, 60” seconds and even longer if needed.

Our research helps us to identify accurately, audience listening habits to achieve more for the clients advertising pound and make the campaign even more effective. We have detailed coverage that no other station can provide. We pride ourselves

Long term

Success needs time to build: continued success needs to be maintained. Often, the time between “deciding to buy” and actually buying can be weeks or even months depending on the product. It is vital to reach people early within their “buying cycle” so that you can get on their “mental shopping list”. People need to buy all year round, not just when you decide to advertise.

Short term

Because radio has no deadline, it is flexible. Your campaign can start at any time of the day or week. So, if you need to urgently recruit or you have an event or sale you can advertise it quickly and on the days/hours leading up to and during your promotion.

Commercial Production

The sales team work closely with some of the best voiceovers and creative writers in radio, ensuring your commercial is produced to be heard. What you say in a commercial is just as important and how many times your commercial is broadcast.

Thinking more long term?

A fully sung jingle, your very own music track, a personality voice or sonic logo will create and maintain a strong corporate identity every time it is heard.

Sponsorship

Your company can become an integral part of Bro Radio by sponsoring either a show or feature. Sponsorship is an association of a Station feature like the Weather or the Traffic and Travel. These are great for name awareness campaigns and work even better as support to a call to action campaign.

We can create simple strap lines that naturally link your brand to the show or feature.

Bro Radio events promotions

We can help deliver new products and branding initiatives through sponsorship of a station or client led promotion. These promotions can be in-store, on-air or online. If you're opening a new business or store, or launching a new product we'll develop a promotion to provide instant awareness to our listeners.

Bro Radios promotions team are designed to meet the needs of event organiser's and businesses by providing maximum exposure both building up to, during and after your event or launch.

Broradio.fm

Bro Radio is one of the most visited websites in the Vale of Glamorgan. The website allows visitors to access the latest local news and information first, as well as finding out about the station's activities both on-air and in the community.

Your website can benefit from the thousands of visitors that visit our site by placing banner adverts linking to your own site on key sections.

Client Service

Once the campaign is on-air we will be in touch at regular intervals to track progress with you.

The most important thing in advertising is what you say, times how many times you say it.

Bro Radio

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Text: Start your text with Bro + your message and send it to 82010

Facebook: facebook.com/broradio

Twitter: twitter.com/broradio

Instagram: Broradio

www.broradio.fm

Bro Radio is the trading name of Vale of Glamorgan Broadcasting CIC, Company No.: 6071362