

Case Study

Marketing Mix: Promotion

Get The Answers

Get Prepared Section

1. What radio stations do you listen to?
 - Examples: Absolute Radio, Magic Radio, KISS, Greatest Hits Radio, Forth 1.
 - Reasons: These stations offer a variety of music genres, engaging presenters, and interesting content.
2. When and where do you listen to the radio?
 - Examples: While commuting to work, at home during leisure time, while exercising, or at work.
 - Reasons: Radio provides entertainment, news updates, and music, making it a versatile medium for different activities.
3. If you don't listen that much (or at all) to the radio, why is this?
 - Reasons: Preference for streaming services, podcasts, or other digital media; lack of time; or not finding radio content appealing.

Get It Section (Questions Based on Watching the Video)

1. What is the missing word - Colin says: "Content is ?"

The missing word is "king." Colin says, "Content is king," emphasizing the importance of engaging and high-quality content in attracting and retaining listeners.

2. How many social media impressions did they get when Ed Sheeran was featured?

They received 22,000 social media impressions when Ed Sheeran was featured.

3. What was the partnership Forth1 had over Christmas?

Forth1 partnered with Manchester United for a fan to be a mascot at a friendly match in Edinburgh held at Murrayfield.

4. Name one of the radio stations mentioned.

One of the radio stations mentioned is Forth 1.

'Get On It' Answers

- 1 Identify three brands in the Bauer Media portfolio.

- Absolute Radio
- Magic Radio
- KISS

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2 Describe one method of promotion that Bauer Media use. Bauer Media uses 'above the line' promotion, involving paid-for advertising such as billboards, buses, cinema, bus shelters, and TV to raise awareness and generate interest in their stations.

3 Describe two benefits to Forth1 of advertising using social media.

- Engages directly with listeners, building a loyal, interactive audience.
- Provides measurable data on audience interaction, useful for attracting advertisers.

4 Compare two methods of promotion that radio stations might use.

- 'Above the line' promotion raises awareness through mass media channels like billboards.
- Social media promotion engages audiences through interactive, shareable content and immediate feedback.

5 Describe the benefits to Forth1 of partnering with Manchester United.

- Attracts Manchester United fans, increasing listener numbers.
- Enhances Forth1's brand image by associating with a popular, trusted football brand.

6 Explain the benefits to radio stations in having social media interaction statistics.

- Identifies which content engages audiences effectively.
- Provides valuable figures to attract advertisers and inform promotional strategies.

7 Describe how promotion relates to Bauer radio stations. Promotion helps raise awareness, build audience loyalty through social media, and attract new listeners through competitions and partnerships, supporting business growth.

8 Explain the benefits to radio stations that use social media.

- Allows direct, real-time interaction with listeners, strengthening loyalty.
- Generates engagement

Get With It Answers

1 Describe how promotion relates to Bauer radio stations. Promotion increases public awareness through advertising, builds loyal audiences via social media, and boosts listeners through competitions and partnerships.

2 Explain the benefits to radio stations that use social media. Social media enables direct audience engagement and provides data on interactions, supporting both content decisions and advertising sales.

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3 Describe the disadvantages of a radio station advertising online.

- Heavy competition for attention from other digital content.
- Risk of public negative feedback that could harm reputation.

4 Compare into and out of the pipeline promotion methods. Into the pipeline promotions encourage retailers to stock a product. Out of the pipeline promotions encourage customers to purchase through incentives like discounts.

5 Describe the advantages and disadvantages to Forth1 of using outdoor advertising.

Advantages: High visibility and large audience reach.

Disadvantages: High costs for production and placement.

6 Describe two internal factors that will likely affect Bauer Media Group.

- Staff creativity and expertise affecting campaign success.
- Availability of financial resources influencing marketing opportunities.
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7 Describe the features of a public limited company.

- Shares traded publicly on the stock exchange.
- Shareholders have limited liability.
- Can raise large capital by selling shares to the public.
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8 Describe the interest of two Bauer Media Group stakeholders.

- Listeners: Interested in high-quality, engaging content.
- Advertisers: Seek access to large, active audiences for product promotion.