



1448 AM
URB

your campus, your station, your soundtrack
Best Marketing & Branding 2009

Introduction

URB's brand is very well established at the University of Bath, popular with the university's students and winning two golds and a bronze at the last three SRAs. However, this year's production and admarket teams argued that there is always opportunity to progress and develop – why sit back with an established brand when there is potential to further enhance it, making it even more effective?

This year has seen a continuation of previous high-quality marketing campaigns and branding projects, plus some new additions, including a new range of on-air adverts promoting “Your student station – your URB” and various new high-profile flagship shows that have emphasised the URB brand among students at the University of Bath, highlighting the fact that we are here to serve them.

With a fresh team of producers this year the station's output has moved from strength to strength – at least I think so! I hope you agree...

Stephen Briscoe, URB's Head of Production 2008/09

Freshers' Week

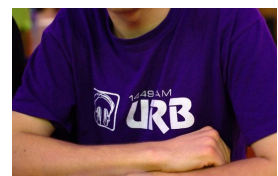
Freshers' Week is always the most important period for URB's marketing and branding – we need to make a massive (positive!) immediate impact on the university's new students, as it is they who will become the next generation of listeners at the University of Bath. It is absolutely essential that URB has a major presence on campus – visible and impressive – in order to advertise our work to arriving students.

In order to attract listeners and new members we had to first of all advertise our existence. From the second they arrived, freshers were greeted by URB DJs playing the latest summer hits at roadshows outside their residences and wall-, lamppost- and tree-mounted signs informing them to tune in to URB for the most up-to-date information on all Freshers' Week activities. Flyers were placed in every Freshers' Week welcome pack (3000 of them!) advertising everything URB was offering during the week – information, competitions and special shows featuring audio clips of the previous night's events (among many others). We also aired Freshers' Week updates (event news bulletins) every 20 minutes.

Fresh And In Focus was one of URB's flagship shows for the week – a one hour clip show comprised of audio clippings recorded by URB members at the previous night's organised events. Our reporters roamed between activities armed with portable minidisc players and silly questions hoping for humorous and embarrassing answers! URB's production team worked through the night in order to produce the final cut ready for broadcast, combining the clips with popular current tracks to appeal to freshers – first years could then listen to the show to hear if they had said something they might regret whilst also hearing their favourite tracks of the summer. The show aired twice a day (early and late afternoon) just in case they were too worse for wear to hear the first broadcast!



To ensure URB had a very visible presence at the week's events the admarket team invested in a supply of bright purple URB-branded T-shirts. The design entailed our logo and slogan (“Your campus, your station, your soundtrack”) with our website emblazoned across the back – this ensured no URB member could possibly go unnoticed whilst providing relevant contact information for people who wished to listen or become a station member.





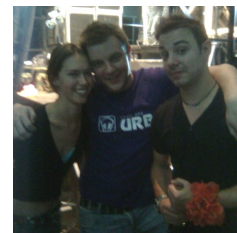
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To guarantee that URB gained maximum exposure in the week we hosted a 5-hour show live every day from the central communal Parade, URB On The Parade (see what we did there??). This took place between the busiest hours: midday until 5pm, when the Parade was occupied by sports clubs and societies all advertising their activities to new students. A URB presenter manned a makeshift outdoor studio, playing out URB-branded music whilst another roamed among the crowd armed with a radio microphone to give societies a chance to advertise their services and also to interview freshers for their opinions on Freshers' Week so far. This helped advertise URB to a massive proportion of the student population – not just freshers even!

Presenters on such shows all wore the purple URB-branded T-shirts, as did a team of presenters who toured the on-campus accommodation advising university newcomers face-to-face to tune their analogue radios to our frequency and giving them our website details. This personal campaign took place on a much larger scale than ever before and really helped to show students that URB interacts with its listeners and exists to cater for their interests.

URB also DJ'd one of the week's biggest themed evening events – the Beach Party – along with radio's JK and Joel, who each wore URB T-shirts during their set.



URB's Head of Admarket meets JK & Joel

Throughout the week URB gave away prizes – at least one every hour. These included event tickets and exciting gadgets from iwantoneofthose.com – a company with whom we forged a partnership over the summer, offering to advertise their services to students whilst in exchange receiving interesting prizes to give away in listener competitions. Highlight Freshers' Week prizes included a flying alarm clock and a cocktail fountain.

Thanks to all our efforts in Freshers Week we attracted a large number of new members, becoming one of the largest societies in the Students' Union, and the largest of the three media groups.

The URB logo

URB's current logo was established two years ago. It comes in two parts: the "1449AM URB" motif accompanied by a headphone image, and an exclusively-pictorial design consisting of the headphone image plus two others featuring a microphone and DJ decks.



This logo was designed to illustrate, without the need for wordy diatribe, exactly what URB does. It looks modern and effectively identifies URB as the campus radio station.

Advertising around campus

URB has a long history of using 'traditional' methods to advertise shows and special events. These include branded banners and posters around campus and flyers given out on the communal Parade during big special-effort broadcasts.

URB's advertising methods have now expanded to include a full-page spread in the student newspaper and digital advertisements on plasma screens around campus (including our own installed outside our studios next to the SU shop). These are seen by hundreds of students going about their daily business every day – effective marketing indeed.



The URB studios



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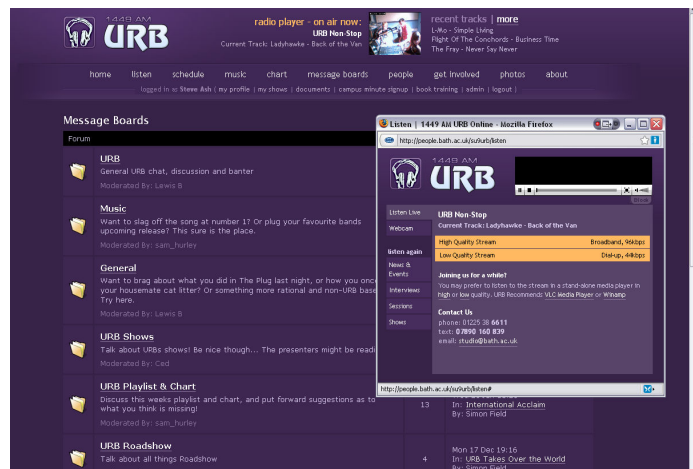
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Website

URB's website can be found at www.1449urb.co.uk. It exists primarily to enable students to listen to our shows via an Internet connection, providing a better quality sound than the AM route. To this end the website has an inbuilt web tuner.

However, this isn't all that can be achieved using a website. For this reason we also have tabbed pages with presenter and show profiles and information, the week's schedule, details of our current playlists, the URB chart and messageboards for URB members and listeners to engage with each other on various discussion topics. This keeps our listeners informed with what's on at URB whilst also encouraging their interaction and reinforcing the URB brand.

The website also contains a 'Listen Again' section enabling listeners to hear instalments of our key shows and on-air projects once they finish airing, as well as interviews and live sessions carried out with bands. This year's interviews included The Automatic, White Lies and Alphabeat while we obtained sessions with many more groups. These are all available online to give students access to a resource which will keep them interested in our station.



Interactivity

One of URB's key aims each year is to make sure our listeners feel involved in our output. To this end we operate song request systems on most of our shows; requests can be made via e-mail (the easy-to-remember studio@bath.ac.uk), telephone (6611 from internal phones or 01225 386611 from outside), text (07890 160 839) or via a specially-designed text box on our website. Listeners upstairs in the union bar can also place requests via a direct phone line – the wall-mounted "red phone".



The station and many individual shows also interact with listeners using Facebook groups and Twitter feeds. These are helpful for keeping the audience updated about upcoming special features, competitions and special guests. Twitter came to prominence during this year's live SU Elections coverage, with listeners able to keep in touch with the latest news on the night's developments via our own Twitter feed and an online blog, enabling people who had only just tuned in to know instantly what was happening.



The Culture Show on URB
Global

Basic Info

Type: Entertainment & Arts - Radio
Description: URB Culture brings you the latest news and reviews relating to films, music and all other cultural happenings, from campus and beyond!
Every week we're giving away two Picturehouse cinema tickets, courtesy of The Little Theatre in Bath, so tune in to win!
Every Monday, 6-7pm, www.1449urb.co.uk

Contact Details

Email: studio@bath.ac.uk
Website: <http://www.1449urb.co.uk>
Office: 1449AM URB



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Prize giveaways

Prizes and competitions were a constant in our marketing plan throughout the year. The admarket team constantly sourced new potential prize donors, particularly among local companies and businesses. This year saw the formation of a new partnership with media PR company *Matchtight* (in charge of PR for campus sports team syndicate *Team Bath*), many on-campus shops (including the convenience store *Fresh* and booksellers *Blackwells*) and *Picturehouse Cinemas*, who sponsored URB's *Culture Show* offering listeners a pair of free tickets in every show. Furthermore, we worked closely with the Students' Union to give away tickets to weekly events in the SU nightclub and high-profile one-off events such as live music, race night and sporting events.

Our collaboration with the SU was most prominent during URB's official Prizes Week. Over the 7-day period we gave away a prize in every show, including a season ticket to the SU Friday club night *Flirt*, food vouchers and Bath University hoodies. The week culminated in the highly-publicised giveaway of a £50 shopping spree in campus convenience store *Fresh*. The competition surrounding this star prize was carried out online, requiring the correct answers to particular campus-life-based questions. The previously-mentioned *Matchtight* were very generous during this week, helping us to give away tickets to see the football team and Team Bath clothing during this week.

The SU not only provided us with prizes but also with free advertising for major URB events: from live recordings of our brand new gameshow series *Societies Challenge* to live coverage of the sabbatical elections, they were all advertised prominently on bathstudent.com, the main student website.

Events

This year URB has hosted many events aimed at many different areas of student and university life:

SU Elections coverage

As briefly mentioned earlier URB ran a special broadcast on the day of the SU elections results. This day is a major event in the university calendar and URB is always keen to keep students informed with the event's progress, revealing the final results before anyone else, exclusively on air, live from the union club.

Running a live show from the event gave us a very large listenership over the Internet with students and their relatives wishing to know the results as soon as they could! Presenters secured exclusive first interviews with winning candidates, ensuring that our banners appeared in the official photographs of the new team, printed both in the student newspaper and on the SU website.

Society Challenge

This year saw the introduction of many new shows designed specifically to provide interaction with students through their involvement in SU societies. Our flagship project for the year *Society Challenge* was not only an exciting broadcasting experiment (it was the first time we had ever recorded a series in front of a live studio audience) but also an excellent marketing opportunity. The show saw the SU's many societies competing in a general knowledge quiz over the course of the year, working their way through heats and semi-finals to get to the grand final. Many members of societies involved in the competition had no previous experience of the station or radio broadcasting but enjoyed the process so much that they decided to join URB and the show also attracted many new listeners. There are plans for this to continue next year – in fact the union have offered to advertise the series as an official SU-endorsed activity! Many societies and sports teams have already expressed their interest, showing that URB is truly at the heart of student life in Bath.



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4Play

URB used to host a live roadshow in the union club during Friday's happy hour, called *The Weekend Warm-up*; this year it was relaunched as *4Play*. The event saw URB DJ's hosting prize giveaways and playing requests for everybody in the union bar Plug.



DJ-ing the Rag Silent Disco

Other roadshows

URB's roadshow team DJ and compère many other events on campus and in town. We DJ at many private functions: parties, balls and even weddings! However, we also DJ large charity events like the annual Bath Duck Race on the Avon, the University of Bath Family Fireworks (attended by thousands of students, staff and local residents) and the Rag ('Raising and giving' – the student charity society) Week Silent Disco. Gaining these appointments is half the marketing work! While DJ-ing we display URB-emblazoned banners, getting the station name out there.

Imaging

URB's imaging hasn't seen any major changes for at least 2 years. However, even though the previous style of on-air branding was successful at promoting the station to listeners, the main feeling coming across from our listeners was that URB had a slightly cheesy feel. This association came mostly from the style and types of jingles previously used, which were heavily jokey in their phrasing. We found that this no longer suited our audience, meaning that our brand was not being enforced as strongly as it could be. As a result we this year decided to focus on strengthening the station's brand, whilst still ensuring that as many people – if not more – were aware of the station.

To achieve this, radical changes were put in place. Nearly all idents, stagers and sweeps were removed if they did not clearly state the brand of the station in a clear and concise way. This ensured the sweeps and idents remaining as part of our imaging gave at the very least an ident of the station's frequency and call sign, or it promoted the strapline of the station, 'Your Campus, Your Station, Your Soundtrack'.

To help make URB more relevant to our audience we also introduced a new external station voiceover artist. She provided a style which was more pertinent to our student audience, by reading at a younger age and in a far more upbeat style. This took time to perfect and we regularly gave as much direction as we could to our artist to get the style required.

A new set of 'FX' was also introduced this year, in an attempt to lead the station away from the 'laser' phenomenon which has plagued many a station. A rawer and fresher sound was sought and we discovered 3 libraries which seemed to be able to cater for us, at a very reasonable price for student radio.

New types of imaging were also brought in, including the 'Your Student Station' sequence of items: this was a good way of promoting URB's shows and events which are directly related to student lifestyle or activities. We also continued the use of student vox samples gathered from students attending major events such as Freshers' Week or the annual Summer Ball.

A recent introduction that was furthered and advanced this year is the URB sonic logo – a short sequence of notes attached to our branding that listeners come to associate with the station. New newsouts were created to incorporate this logo in a variety of musical styles, ranging from rock to reggae, and many of our most popular songs had a fitting logo attached to their beginnings to ensure listeners are reminded of the brand during shows as well as at the beginning.



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Additionally the production team completely revamped our supply of beds. Previously we had used instrumental versions of popular tracks. However, our listener feedback suggested that many people were frustrated by these, each time assuming upon hearing the bed begin that the song would surely follow and being disappointed to hear somebody talking over it! For this reason we removed all of these offending beds from our system, creating an entirely new set using generic beds from PRS-licensed production libraries. These beds came in two forms – a simple bed to play under a complete link, and a newsout-bed combination, allowing a presenter to talk up to our sonic logo and then flow straight through afterwards into the first link of the hour.

On-air advertisements

URB offers a free service to the Students' Union whereby we create on-air adverts for big student events on campus and in town, most notably encouraging students to vote in the SU Elections and advertising the Bath-Loughborough rugby varsity match. We also run a number of adverts for student support services (like the careers service Joblink) and our own shows.

The marketing team also offers advertisement packages to local businesses for a fee; this helps contribute towards station maintenance, so admarket are very much valued by the station's other departments!

Concluding remarks

Many thanks to everybody involved in our production, admarket and programming teams this year for their cooperation, teamwork and flair, helping URB to ensure once again that no Bath student can possibly be unaware of our services, and involving our listeners in our fast-expanding work and output.

