**PROMOTIONS - STREET MARKETING**

THE ULTIMATE GOAL OF STREET MARKETING –

GET OUR RADIO STATION LOGO IN THE FACE OF THE AUDIENCE

AT EVERY OPPORTUNITY

Please complete and submit this sheet through boonemedia.com.

Think about our radio station, our listeners, and you, yourself as a listener. I promise your info will prove to be valuable, so be complete and honest!

1. Where are our listeners and what are they doing -

1. At 6 am?
2. At 12 noon?
3. At 3 pm?
4. At 6 pm?
5. At 9 pm?
6. At Midnight?
7. On Weekends?
8. On Vacation?
9. For their favorite five recreational activities?

2. What can we do as a radio station to “be” at all of these places to win listeners?

3. If you were to elect a member of the class who is eager, energetic, etc. to be the “Street General,” in charge of making our presence known, who would it be?

The Street General is in charge of

* Choosing and training the Street Team
* Knowing what’s going on and establishing contacts at all 4 schools and their communities to make sure we never miss an event or opportunity
* Making sure all vehicles become moving billboards
* Making sure the station looks good at all events and promotions, and is always making good first impressions

4. List 10 specific places where we can find our listeners. (Example – parks, communities, malls, movie theaters, beaches, lakes, high schools, colleges, entertainment venues, etc.) Name them, including what town they are in.

a.

b.

c.

d.

e.

f.

g.

h.

i.

j.

Everyone on the station staff needs to remember to be the eyes and ears of their communities, and pass along any event info and ideas to the Street General.

Name 10 events that the radio station should be involved in. Include the location and (approximate) date of the event.

a.

b.

c.

d.

e.

f.

g.

h.

i.

j.

6. Design a radio station sticker and submit the design.

7. Design a radio station banner and submit the design.

8. What usable promotional item (with our logo) could we provide listeners that would be the most valuable? Why?

1. What item could we provide people that no one else is providing?
2. How can we ensure a whole lot of people are wearing our t-shirts? (Give a specific plan)