

Four Ideas For Your New Year's Marketing/Promotion Calendars

October 23, 2012

It is around this time of the year that many great radio stations are thinking about their promotions/marketing calendars for the new year.

I know in Australia, for instance, one major radio group will be meeting soon to plan all 8 major campaigns for 2013.

This will include 4 major time spent listening/"tune in" tactics and 4 'breakfast' story arc campaigns specifically designed to drive cume/reach into that daypart.

We could all belt out a list of stock standard campaigns that work pretty well....

- Pay your Bills, perfect for the new year
- New Year/New You....make over style campaigns
- Win a new life.... everything you need for 2013
- Back to school campaigns

Nothing wrong with any of these. Pay your bills, for instance, is very timely and effective, particularly as it drives appointment listening.

Just to give you a few more options, I thought this week we would briefly highlight 4 different campaigns for you to consider....

[LONDON](#) [Radio 1 - Vending Machine Game](#)



Here at Radio 1 we've got a vending machine. It's around the back of the studios and during records we've been known to nip out and get something from it when we're peckish. Nice bit of chocolate or maybe a bag of crisps. Yum.

We were a bit bored the other day, and wondered if you could put other things in it. Turns out you can! Things such as CDs! So, we've filled a shelf of the Radio 1 Vending Machine with mystery CDs, each with a song on. All you've got to do is come on air and pick a shelf! You've got three chances to choose a track, but whatever the last CD is, we have to play it!

And the good news is you'll be able to watch us do this each Thursday during the show here on bbc.co.uk/radio1!

Want to take part? Fancy telling Fearnie which buttons to press and getting a top quality tune on?

Fill out the form!

Please note: Ideally it'd good if you could be available to talk on the phone on a Thursday morning!

Name

Telephone

Where are you from?

▶ Submit

[NEW ZEALAND](#)

[The Edge - How far can you go on \\$4.....great morning show arc. It's like the Runaway Bride" or "Great Race" but across one morning.](#)

How far can you go on...



Skinny on Facebook



110,177

Skinny and The Edge want to see how far you can go on \$4!

We're on the hunt for 4 people to come to The Edge studios to play bit of a 'Skinny' game. We'll arm each person with \$4 cash and a Skinny Mobile, they then have to hustle their way as far away from The Edge studios as possible in 4 hours! Sounds easy right*?!

To enter all you need to do is register your name and details below! We'll pick some entrants and then this Friday it's all go!

The person who gets the furthest away will then score \$2,000 cash, a phone, Beat by Dre headphones and Skinny Mobile credit! Sweet!

Make sure you also check out Free Skinny to Skinny calling and free 44mb each week on an active Skinny \$4 weekly combo until 31 March 2013**! For only \$4 a week on Skinny you can get on our massive text, calling or data combos so have more cash to spend on what you want! Check out Skinny (www.skinny.co.nz) for more info.

* It's probably not going to be as easy as it sounds, plus you can't use any friends/family/acquaintances to come pick you up!

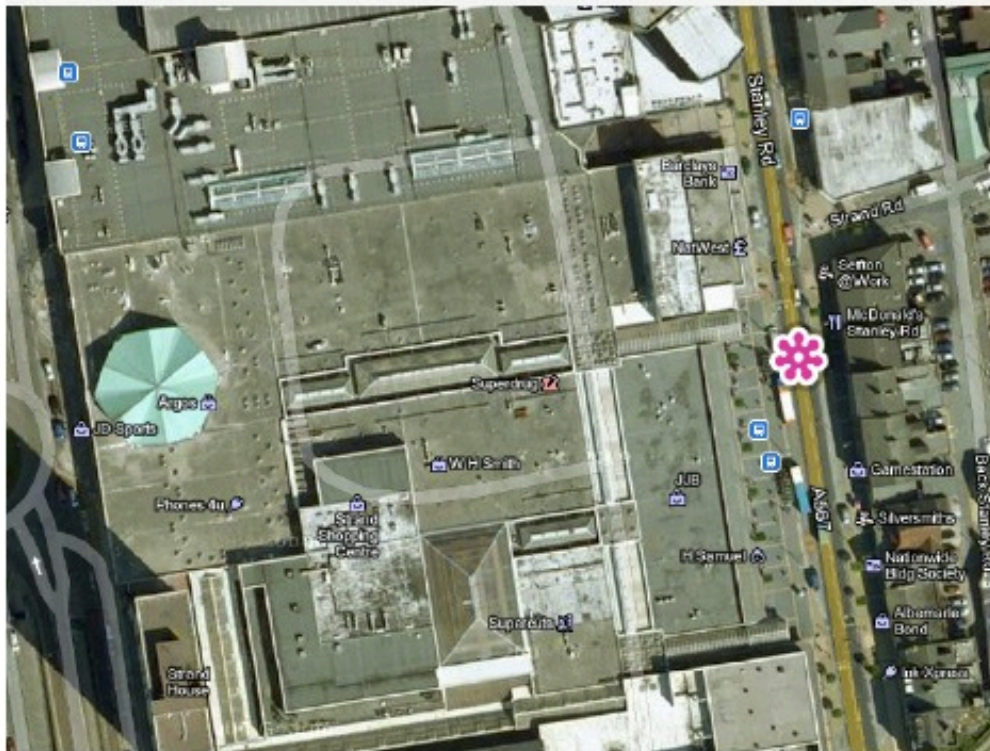
**Skinny terms and charges apply, see skinny.co.nz for more info

UK
Radio City - #tag dash.....



Radio City with **GT Law** have got £1,500 cash to give away every day this week. All you've got to do is find the secret location!

The more **Retweets** and **#DashMonday** mentions we get the faster the map will zoom in! See [full details](#)



Win £1,500 with Radio City's Hash Tag Dash – with GT Law.

We've got £1,500 cash to give away every day this week. All you've got to do is find the location where we've hidden the cash somewhere in Liverpool, the North West and North Wales.

All you've got to do is find where the cash could be waiting for you somewhere in Liverpool, the North West and North Wales.

We'll tell you the location each day on our Hash Tag Dash online map but the only way to make the map zoom in is by retweeting a hash tag on Twitter.

Each morning Radio City will post a Hash Tag Dash tweet to our Twitter followers. The more retweets we get the faster the map will zoom in to reveal the location!

Once the location is revealed, the first person to find our Hash Dash man or woman and say "Have you got the Hash Tag Dash cash?" wins!

Not on Twitter? Then join, follow @Radiocity967 and you could win big money all next week.

If you're not on Twitter you can still get involved. Just listen to Radio City 96.7 from Monday to find out how you can win.

Brought to you by GT Law - We listen, we care, we want what's best for you – find out more at www.gtlaw.co.uk

AUSTRALIA

NOVA - Free Money Postcode



A twist on the old "Free Money Postcode "on Nova 969 and Nova 100 with their new \$200,000 postcode payday.

You can only enter if you live in a specific postcode in Melbourne or Sydney.

Here is how it works:

Hughsey & Kate, and Fitzzy & Wippa, will call out a postcode in their respective markets at 7.30am.

The first listener through will need to answer 3 questions to win \$10,000. If they fail, a second caller is given the chance. Should they be unsuccessful, the money jackpots.

If the cash pool reaches \$50,000, then the Breakfast shows remain on-air until the \$200,000 is given away.

Nova will be supporting the \$200,000 postcode payday tactic through an outdoor marketing campaign.