

# DATA-BASED RADIO CAMPAIGNS



## EUROPE'S FIRST DATA-BASED RADIO CAMPAIGN

swiss radioworld and its Hamburg technology partner adremes have made it possible: since the Swiss national team's first game in the World Cup on 17 June 2018, radio campaigns in Switzerland have been data-based, fully automated and playable in real time.

This is a first on the European radio market, and brings the medium of radio one step further towards digitalisation.

## UNIQUE ON THE EUROPEAN MARKET!

The automated booking and delivery processes makes even complex targeting a straightforward option for the client. This enables advertisers to react quickly to events and adapt their messages accordingly.

Targeting options include reacting to event, client or radio station data. Event data might include weather, sports or traffic information. This is fully automated and delivered in real time from the data layer to the radio exchange, which is connected to the individual radio stations, and the spot that best accords with the event data is then played.

Client information might include special offers, underbooked products or frequently searched keywords as reflected by Google Trends. In addition, radio station data such as music genre or contextual topics such as culture or travel can also be applied to the relevant broadcast.

## TARGETING OFFERS

There are four different categories of targeting: A/B targeting (broadcasting of multiple spots, changing based on an event), single targeting (broadcasting a spot only if a specific event takes place), targeting combo (combination of different targeting factors) and exclusive targeting (customer-specific targeting).

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A/B TARGETING	SINGLE-TARGETING	TARGETING-COMBI	EXCLUSIVE-TARGETING
Exchanging spots based on multiple factors e.g. sporting results	One factor e.g. hail	Multiple factors e.g. hail and traffic	Individual e.g. number of shop visitors

With its national coverage and reach of over 35%, swiss radioworld is introducing the innovation in all language regions, offering data-based radio in German-speaking Switzerland as well as Romandy and Ticino.

## KEEP YOUR FINGER ON THE PULSE

One way of gaining listeners' attention is playing radio ads that relate to the very latest events – for example, creating radio spots during the football World Cup 2018 that related to a victory, defeat or a draw by a particular team.

These are, of course, created before the match so that the relevant spot can be played as soon as possible after the game ends. This establishes more intimacy with the listener and gives the advertising content more impact.



1 : 1



'A draw against Brazil? That won't happen here – with our prices, you're always winning! ...'



2 : 1



'A victory against Serbia! We're celebrating with you, get your new camera today...'



## DO YOU HAVE ANY QUESTIONS?



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