



Logo + Payoff GRU RADIO

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Brand: ShopvilleLeGru

Sector:

Country:

Category: Design : Logo

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Budget: \$1 600

Status: Closed

Language of Solutions: English, Italian

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

“Shopville Le Gru” is a shopping center, number 1 in Turin and one of the largest in Italy, with more than 11 millions visitors per year.

The mission is to transform a shopping center in a multifunctional area, a laboratory of social, cultural and entertainment initiatives. For this reason we rebuilt authentic places which support and promote the Turin area, organizing activities to amuse visitors. Some examples are represented by the summer festival “Gruvillage” (www.gruvillage.com), the childhood park “Grulandia”, charity and other events in design, art, sport and culture fields.

The “Gru Radio” project is going to roll-out in the above described context.

Description of the Radio:

- ∞ Will go on air in Turin and its area + inside the shopping center.
- ∞ Focused mainly on music.
- ∞ Very short advertising breaks.
- ∞ Hourly news, national but especially local, with journalistic insights as the shopping center is like a small city giving a lot of arguments for discussions with space for practical advices. Insights on beauty, health, wellness, technology, music, books, cooking recipes will be given by the mean of short interviews. Moreover the radio will broadcast interviews of writers, musicians and guests of the shopping center.
- ∞ It will also give access to contests with the chance of winning shopping coupons to be spent in the Center, aimed at building loyalty within the audience.
- ∞ Broadcasting schedule: international music (70s, 80s and 90s + contemporary), easy listening and not too commercial. From acid jazz to ambient, from r&b to soul, from blues to rock, from pop to funk (avoiding extremes like metal, techno, punk, etc.) + dedicated space on ethnic music from around the world. In the schedule there will also be few commercial songs of well known artists (inflated tracks broadcasted by the majority of other radios).
- ∞ From 9 till 11 pm it will be aired a theme program with a speaker/moderator will be aired: Monday jazz, Tuesday Brazilian music, Wednesday Motown, Thursday Good Times with Norman Jay, Friday dance music, etc.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

We want to receive the logo for “Gru Radio” + a captivating slogan/payoff able to define as best as possible its characteristics.

We need a logo which is simple, attractive, young and modern. On one side in line with the overall image/communication of the shopping center (www.legru.it), but on the other side a logo more typical of a radio (because it's a real broadcasted radio and not only music aired in the shopping center).

3 Step Target Audience

[who should you influence ?]

Very broad audience. The core target is made of men and women 25-45 y.o., of middle-high social level.

Considering the schedule of the radio, the audience will be most likely wider during day time and more specific/interested during the evening.

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

We want people living in the Turin area to listen to “Gru Radio” because:

- ∞ It is a new-generation radio which is fresh and newer than others.
- ∞ Local radios in the Turin are low-profile, whilst “Gru Radio” is complete and trendy.
- ∞ Music is pleasant, different and less banal than other radios, as free from market needs that impose music provided by music record companies.
- ∞ There is a lot of music and few ads.
- ∞ Evening schedule has interesting theme programs.
- ∞ It gives advices on shopping + lots of news and local insights, which other local players lack.
- ∞ It gives the opportunity to participate in contests and to win rewards.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

Because there are listeners who want a radio “to be really listened”, and not having prejudices originated from possible commercial interests. In fact, usual schedule of local radios is focused on the necessity of selling advertising spaces and this is the base for their schedules.

Because, distant from the revenue's constraints, “Gru Radio” will be different by default, free to risk and experiment in order to improve the listeners' experience.

Because, without the necessity of running after specific target segments linked to Audiradio (the Italian authority measuring share of voice/market), “Gru Radio” will be free and live on the significant marketing budget of the shopping center and on the relative visibility.

6 Step Character

[what are the features that define the personality of the Brand ?]

New, fresh, qualitative, different, innovative, trendy (= minimal)

7 Step Media Plan / Placement

[where will your work appear?]

Web + indoor communication within the shopping center + traditional mass media (newspapers, free press, outdoor, street signs, etc.)

It will also benefit from all media activities carried out by the shopping center to promote the center itself. This advertising presence will be much higher than those of both local radios and national networks.

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

- ∞ “Radio Gru” is designed and built to serve the area (music and entertainment with insights local based) + it's an elegant window to the world (music and entertainment with initiatives from all over the Globe – near in the approach to Nat Geo Music).
- ∞ No commercial features should appear, as already inherent in the radio's name (“Gru Radio” – Shopville Le Gru).