

MJWJ

Global Radio Network



Marketing Strategy

Team 21

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Executive Summary

Radio is a powerful tool. As a tool for communication, it has the power to connect the masses. The way radio is used, however, is changing. AM/FM radio is being supplanted by the rise of Internet radio usage.

Our research tells us that a growing number of millennials are using the Internet to tune into radio broadcasting. It has also shown that the number of older adults listening to Internet radio programming has not increased. In addition to research supporting an increase in usage among millennials, we also found that most of the Internet radio available is music-based.

Founded in June 2013, MJWJ Global Radio Network is a newcomer to the Internet radio arena, but we believe that with programming that targets the demographic that uses Internet radio the most, MJWJ Global Radio Network can become a juggernaut in the Internet radio industry.

MJWJ strives to “provide a forum for engaging in discussions between people of all ages, social, cultural and ethnic backgrounds.” First and foremost, we need to make sure we are speaking to the people who use Internet radio the most. We believe MJWJ Global Radio Network has a long run in front of it. It’s time to tap into the potential.



Current Marketing Situation

Currently, MJWJ Global Radio Network is an internet talk radio station that provides a forum for engaging in discussions between people of all ages, social, cultural and ethnic backgrounds. We aim to improve access to global information, entertainment and events of importance that contribute to the health and social wealth of our local, national, and international communities. MJWJ radio was created in June 2013 to provide an internet radio service that is located in Houston, TX.

Arbitron survey showed that, in the US, more than one in seven persons aged 25–54 years old listen to online radio each week. Currently, there are 77 Radio Stations and 9 ‘Talk Shows’ in Houston alone. Bringing live streaming through the internet will bring a whole new crowd and eliminate local competition.

Target Audience

Millennials (18-35) with reliable Internet access, dubbed the Internet Radio Rebels, are abandoning traditional AM/FM radio in search of a new form of audio entertainment.

- **Radio Rebels**

The Radio Rebels will be segmented by their method of usage.

- **The Commuter**

The Commuter listens to Internet radio in his car during commutes. The Commuter is a captive listener and frequently uses the Internet to listen to Internet music radio platforms such as Pandora, Grooveshark, and iHeartRadio.

- **The Device DeeJay**

The Device DeeJay uses her mobile devices to stream Internet radio. On the go, or just killing time, the Device DeeJay always has the Internet, and consequently, Internet Radio at her fingertips.

- **The Desk Jockey**

The Desk Jockey primarily listens to Internet radio through his computer. Whether it is at work or at home, the Desk Jockey is a heavy user of Internet radio because they tend to use it as background music.



Opportunity & Issue Analysis

• Strengths:

MJWJ offers a wide variety of shows, including weekday and weekend schedules.

Very organized website.

Innovative in the Online Network Radio industry - first ever online location radio network - global platform

24 hour programming anywhere in the globe (Time differences - Accessibility)

Interactive programs - give advice

Vibrant personality, positivity, funny.

Social media presence and app existence.

• Weaknesses:

No target market, low identity and focus.

Website is too wordy and does not encourage user interaction.

Social media links don't connect to MJWJ pages.

Website design does not communicate "feel good" personality.

Focus on one culture, does not offer diversity.

Shows don't target audience they should tailor programs to accommodate target audiences.

App is not user friendly, not coherent with purpose.

• Opportunities:

45% of internet radio listeners listen on a phone and 14% on a tablet, creating immense potential for MJWJ's new app.

Low competition due to innovative accessibility.

Room to expand on current app, especially with future wifi access in cars.

Can attract younger target market by incorporating social media, current trends, and popular music into website.

Seeking out relationships with car manufacturers to promote use of app in automobiles.

Possible growth in offering playlists of current popular music on website.

• Threats:

There are indirect competitors, not offering the exact services but still taking away user loyalty.

Spotify

IHeartRadio

Pandora

Promoting gospel music creates bias and will prevent user acceptance.

Show schedules do not appeal to ages 18-35, individuals who have a constant presence on the internet and are potential consumers of MJWJ.

Adults internationally 18-55 listen to AM/FM radio 8x more than satellite and 17x more than internet radio.



Opportunity & Issue Analysis

- **Issues We Will Face:**

Idea of interactive internet radio already exists with major competitors such as iHeart Radio.

- **Industry**

Carl Malamud is the pioneer of the internet broadcasting industry, known for creating the first “Internet Talk Radio” show in 1993. (Kurthanson, 2013). Ever since, the Internet broadcasting industry has seen some remarkable innovative progress; currently, online stations are able to stream near CD quality audio. Such lucrative industry has brought US\$ 500 million in 2006 and the figure continues to rise (Kharif, 2007).

- **Product Overview**

MJWJ is an online broadcasting website that focuses on customer interaction with the objective of promoting well-being and positive advice among listeners. The company projects a strong conservative standing and is currently trying to promote their radio broadcasting at a global scale. Moreover, diversity and accommodating different customers needs from broad backgrounds is the company’s main goal.

- **Marketing & Advertising Climate**

Currently, MJWJ uses a Facebook page as their main advertising channel to promote the company. Other social network marketing strategies are currently being developed as to target customers in online communities such as Twitter & Google Plus. With only five weeks of existence, the company has not yet implemented a stable marketing-Advertising program.



Objectives

- Raise awareness amongst millennials for MJWJ.
- Raise usage consideration rates among millennials for MJWJ.
- Improve attitudes and perceptions towards MJWJ.
- Position MJWJ as a global-minded brand.

MJWJ

Global Radio Network



Creative Brief

Why are we advertising?

MJWJ is a new company offering an innovative new form of media through an international internet talk radio station. Because the service and source are both new, the campaign aims to create global brand awareness.

Whom are we talking to?

Individuals from around the world ranging from ages 18-35. Our secondary market is represented by middle aged individuals, including adults 36 years and older.

What do they currently think?

The target market is currently unaware of MJWJ and its service due to its recent formation. The small user base currently thinks of MJWJ as an upcoming talk radio station, mostly targeting an African American audience.

What would we like them to think?

MJWJ is a worldwide talk radio station, directing at and connecting all global markets. It is a “feel-good” station offering uplifting messages and conversations across all topics.

What is the single most persuasive idea we can convey?

MJWJ offers variety and an uplifting talk show experience, enabling listeners to feel connected around the world.

Why should they believe it?

The founders and employees of WJMJ are passionate about their organization and their consumers.

Any creative guidelines?

Commercials and ads should be appropriate across all cultures.

One World, One Network.
A “Feel-Good” Voice



Campaign Theme

The world is changing. Everyday the Internet is connecting more and more users. It is now not only possible to reach out and touch the global community abroad but, also to connect and converse people of different cultural backgrounds in our own cities and neighborhoods. As cultural, international, and linguistic barriers are torn down, the need for communication becomes ever more important.

As an Internet radio source that “seeks to position itself as an Internet talk radio station that provides a forum for engaging in discussions between people of all ages, social, cultural and ethnic backgrounds,” and that, “aim[s] to improve access to global information, entertainment and events of importance that contribute to the health and social wealth of our local, national, and international communities,” MJWJ Global Radio Network is uniquely positioned to bring people together across cultural, national, and linguistic boundaries by not only focusing on topics important to all people, but also, most importantly, by listening. Bringing talk show radio to the Internet is an exceptional and groundbreaking idea that has to power to bring cultures together.

Most importantly, we believe that MJWJ can and should be a global brand. We believe in the concept of **One World**.

Our campaign theme, “One World, One Network,” encapsulates not only the aspirations of where MJWJ Global Radio Network strives to go as a brand, but also the reality of life in the digital age. It is a vision that extends from the present and into the future. One World.

One Network. MJWJ Global Radio Network.

MJWJ

ONE WORLD, ONE NETWORK
A Feel-GoodVoice

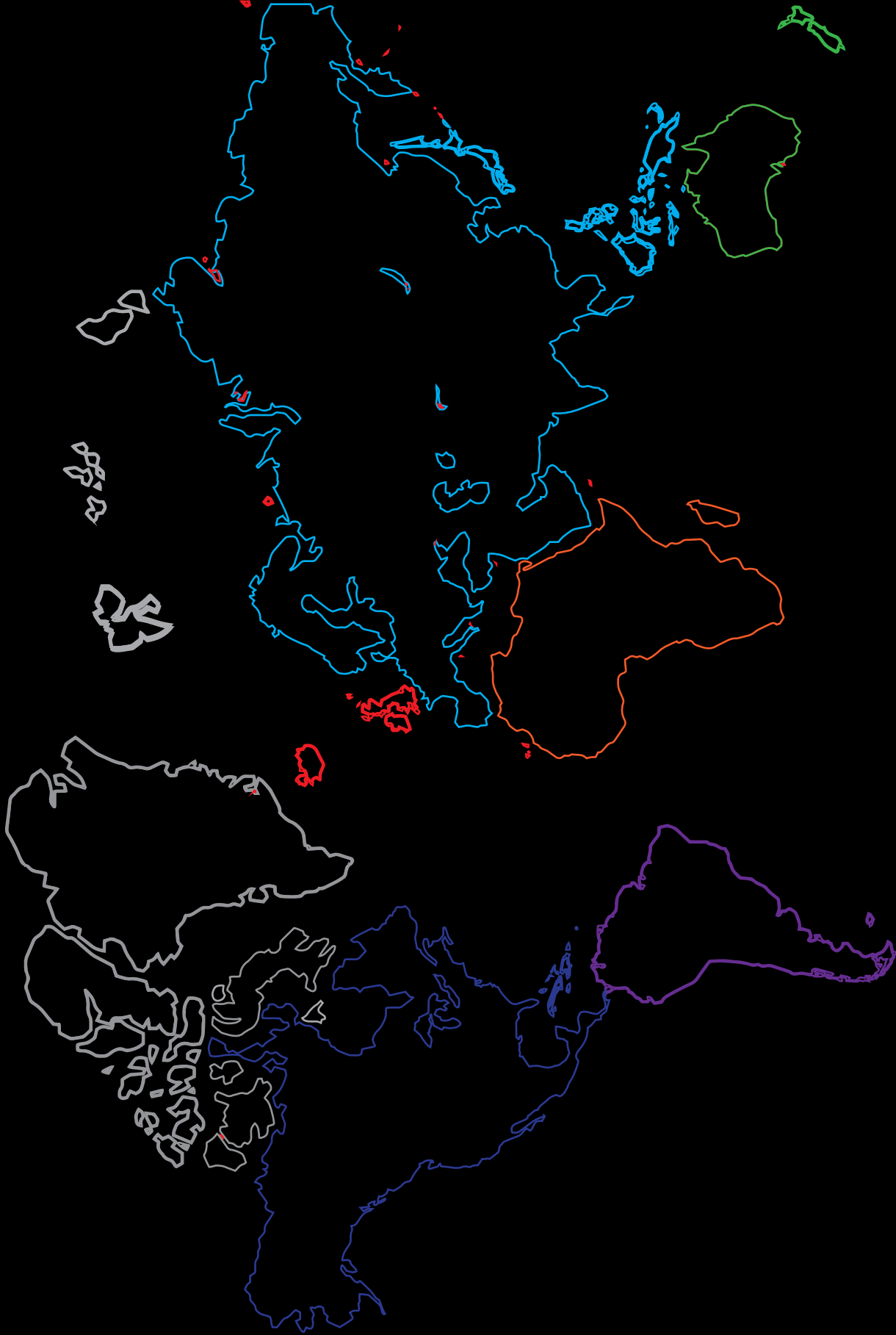


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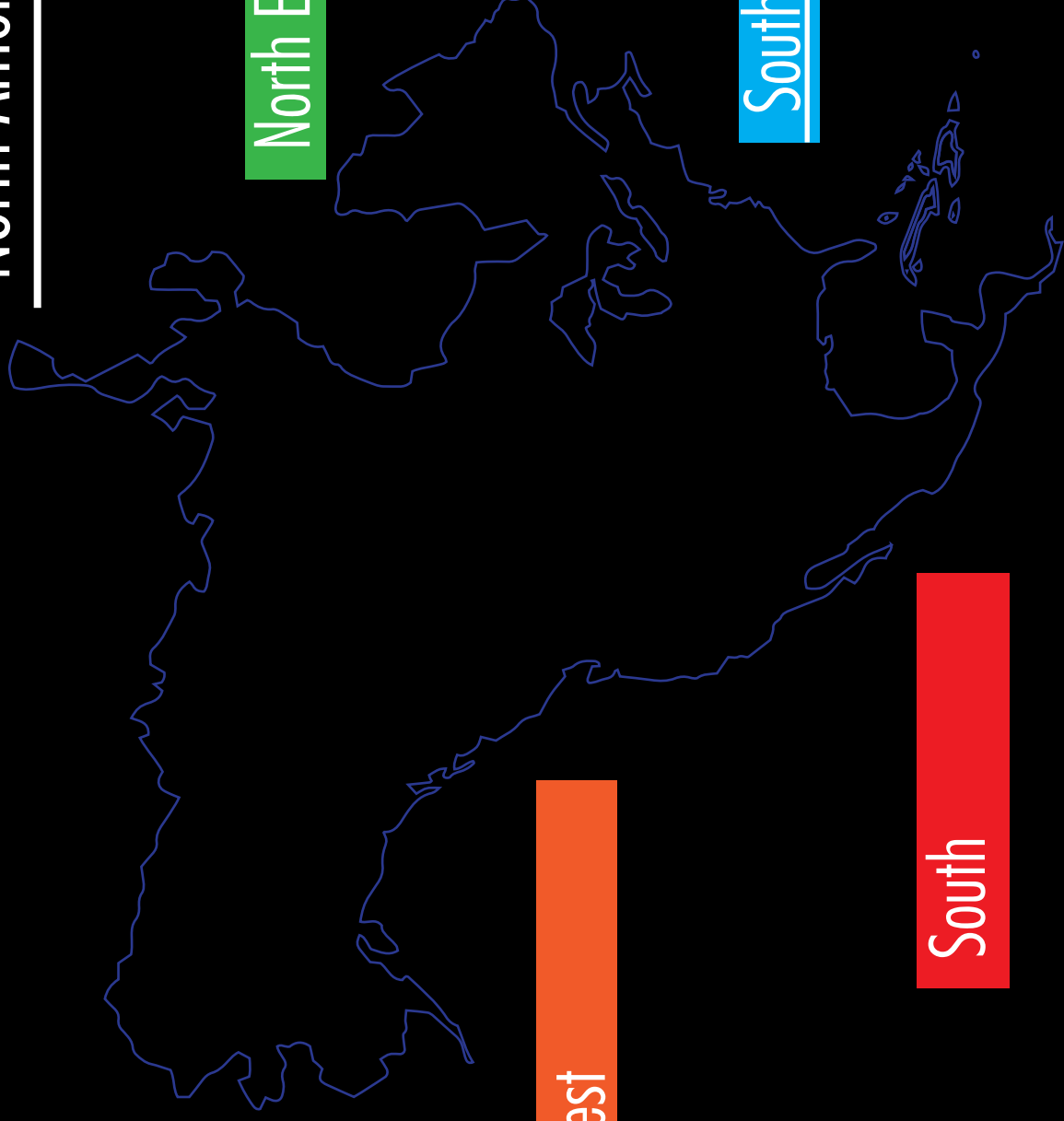
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North America_United States Regions:



West

North East

South

South East

Programs:

- Live Stream
- Most Popular
- Weekday Roster
- Weekend Layout
- Reading Media
- Current Trends

Genre

Artist

Trending

• Search



MJWJ

ONE WORLD, ONE NETWORK
A Feel-GoodVoice

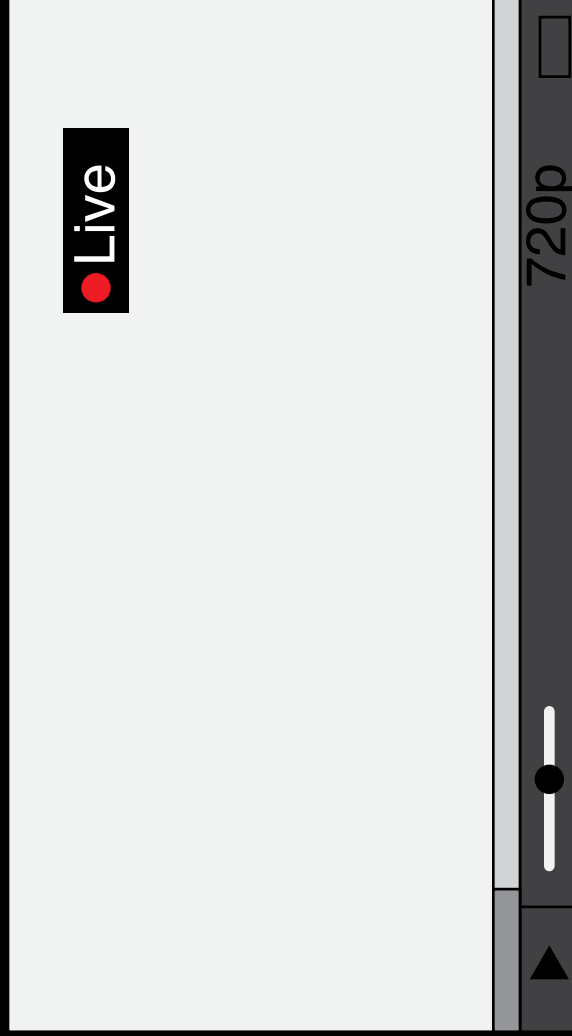


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Wash Allen: Confessions

Having troubles in Love? Come speak to Wash Allen about your love troubles. We want to make you Feel Good

Shoutout Chat Box

Guest 1: Play 'I got a feeling'!

Guest 2: Hey mom!! (:

(:

type here

我MJWJ的

Я люблю MJWJ

Paq-ibig ko MJWJ

Amo MJWJ

I Love MJWJ

私はMJWJを愛し



MJWJ

ONE WORLD, ONE NETWORK
A Feel-GoodVoice



Gustavo @MJWJ
OMG! Play that again!!!
#Lovethatsong #Wedontstop
retweeted by mJWJ



Shannon @MJWJ
I LOVE THAT SONG TOO
#Powerhour #thestruggles
retweeted by MJWJ

MJWJ

HEY YALL
TUNE IN AT 2PM FOR OUR
NEXT GIVEAWAY
#freestuff #YAYYYYYY



Gustavo @MJWJ
Yall. MJWJ retweeted me. IM FAMOUS
#Whatyouknowbouthatlyfe #celebrity
retweeted by MJWJ



Gustavo @MJWJ
Play it one more time please..? (:
#Foereallovethatsong
retweeted by MJWJ



Shannon @MJWJ
PLEASE. PLAY IT ONE MORE TIME
#Atwork #Loveyall #Onemoretime
retweeted by MJWJ

26°



41%

20:00

MJWJ Global Radio



427

posts

220

followers

95

following

Edit your profile



One World, One Network. A "Feel-Good" Voice



ONYX
ALLEN IS STILL ONE OF THE KINGS OF RADIO

WASH ALLEN
THE VOICE OF TALK RADIO

IF EVER THERE WAS A VOICE MADE FOR RADIO, KCOH TALK RADIO'S WASH ALLEN IS THAT VOICE.
WITH HIS CRISP AND SPARKLING INFLECTION, ALLEN IS THE KING OF VOICES THAT COULDN'T GET ANY LIKE FINGERS PULLING THEM IN. SO WHEN ALLEN TELLS THE STORY OF HOW HE HAD TO OVERCOME A SPEECH IMPEDIMENT AS A KID AND STILL HAD HIS OWN RADIO SHOW AT AGE 14, IT'S AS EASY AS BELIEVING THE SKY IS BLUE.

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Media Plan

Campaign Strategy

• Phase A

Introduce new, young, vibrant TV or radio personalities to attract primary audience of 18-35 year olds
Research exciting personalities that bring dynamicism to MJWJ
Tap into networks of known personalities
Have new talent work with established TV and radio programs and integrate into the MJWJ radio network

• Phase B

Connect social media to new programs and push campaign to gain greater awareness
Heavy use of hashtags and integration across platforms
Connect real-world campaigns with social media platforms
Gain attention through use of Billboards, TV and radio spots

• Phase C

Measurability and key metrics provide insight into growth and new strategies for expansion
Promote upcoming events through social media
Optimize for SEO
Utilize Kred scores to determine outreach

• Objectives

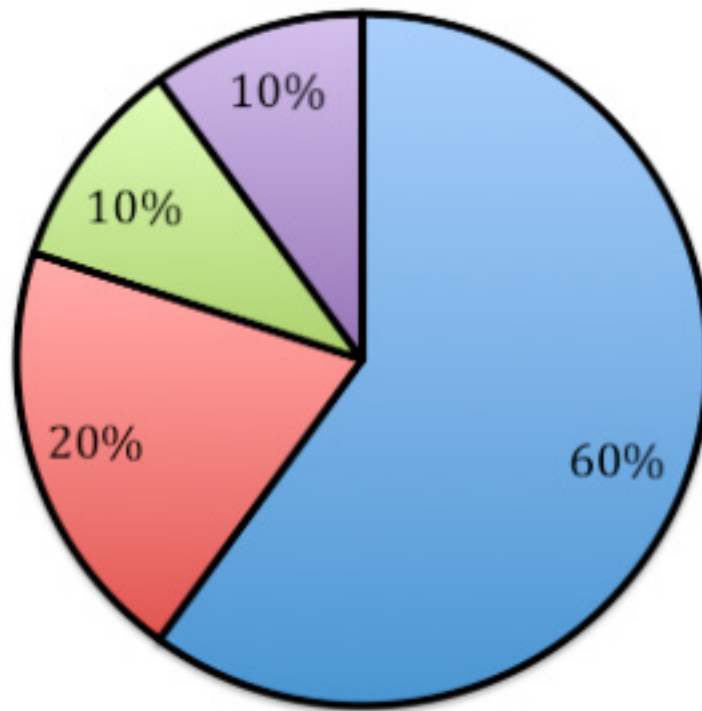
Raise awareness of the brand
Revamp the network programming to make it attractive to our consumer audience
Gain retention so that consumers continuously listen
Create interaction between MJWJ and its audience and interaction between audience members
Campaign aims to reach 85% of total audience, at minimum of 4 times a week through the 13-4 week period for a total frequency of 52.



Media Plan

MEDIA BUDGET

■ INTERNET ■ TV ■ PRINT ■ BILLBOARD



MJWJ

Global Radio Network



Conclusion

MJWJ had an unclear identity due to the inconsistency between their current image and desired vision of being a global talk radio show. Because millennials tend to be open minded, upbeat, and receptive to novel ideas and lifestyles, re-directing efforts towards this target market will enable MJWJ to achieve its goal of being a diverse radio talk show, while maintaining their “feel good” personalities.



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