

**BBC**  
RADIO

**1**

# **BBC RADIO 1'S BIG WEEKEND**

The 'Awareness' Brief

**IF** THE IDEAS  
FOUNDATION

  
i am  
creative

**B | B | C**

# THE CHALLENGE





Radio 1 is now a multiplatform media brand, with live radio at our core, where we reach 10.6 Million people on a weekly basis. We also have a Radio 1 visual channel within iPlayer, a YouTube channel with over 2million subscribers and social accounts with a combined total of 5Million followers.

The explosion of streaming services such as Spotify, Beats1, Apple Music, Soundcloud and digital platforms has not only changed the music landscape, but also our audience's relationship with music and how they access it beyond recognition.

It is therefore imperative that the Big Weekend campaign highlights the essence and personality of the Radio 1 brand within the creative. This is our USP and point of difference to faceless algorithm streaming services – the warmth, human element and personality that only our djs and the Radio 1 crew can provide on a daily basis with our young audiences.

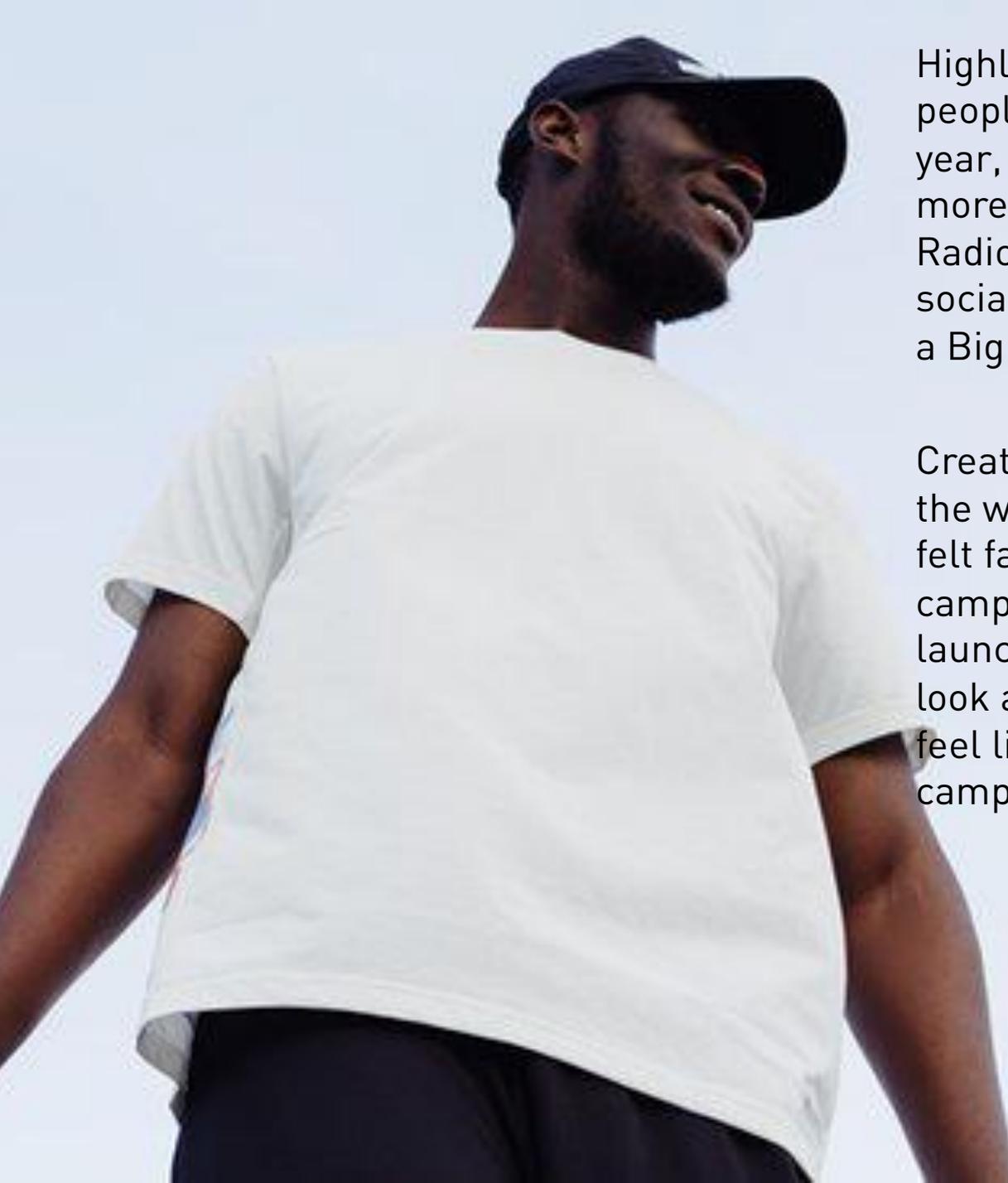


# THE BRIEF



**Your task is to  
create a campaign  
to raise awareness  
and promote BBC  
Radio 1's Flagship  
event, Big  
Weekend to young  
people aged  
15-29!**

You'll be using the details from this year's Big Weekend in Exeter, because 2017's details haven't been announced yet (some of you will know this is often top-secret until around May/June time!)



Highlight the different places that people can access the content. This year, the event will be available on more platforms than ever. Live on the Radio 1, iPlayer, Radio 1 Website, social channels and there will also be a Big Weekend TV programme.

Create a more consistent look across the whole campaign. In the past it has felt fairly disjointed with the TV campaign, social assets and online launch film, having a slightly different look and feel. All content needs to feel like it's part of the same campaign.

# The BIG Campaign



The campaign needs to create:

- A sense of excitement about Radio 1's Big Weekend and the summer ahead.
- A sense of warmth towards Radio 1
- Like they're part of the crew; an event that they can relate to – as a listener, viewer and audience member

# The Outcome

# So Who Are

BBC  
RADIO



?

BBC  
RADIO

The number 1 radio station for young people aged 15-29, Radio 1 shows and DJs have become famous for their down-to-earth approach and genuine content. The DJ's play the hottest new music from the UK and around the world.

You can listen to Radio 1 online, through iPlayer apps, on YouTube and on TV. They also host a lot of free events (such as the Big Weekend)



# What About The Big Weekend?

BBC Radio 1's Big Weekend is the flagship live music event in the station's calendar. It's a time when Radio 1 brings together the biggest artists in the world, to create the party of May bank holiday weekend.

It's traditionally seen as where summer begins, symbolising those fun, summer days, hanging out with your mates in the park, giving our audience the feeling that these moments are within reach.

The festival has 3 stages – Main stage, In New Music We Trust stage and BBC Introducing stage.

They invite both mainstream pop artists and more specialist musicians to play, ensuring that there is something for everyone. Previous headliners have included the likes of Taylor Swift, Foo Fighters and Coldplay!

# Who Are We Talking To?



Radio 1's big weekend will engage 15-29 year olds across a range of content platforms and devices. They may be our existing audience but equally they may also be new to Radio 1.

**We've identified the target audience as those who enjoy new music, humour to feel included and sharing content**

## **15-29 year old festival goers and Radio 1 listeners**

-Last year 33% of all adults claimed to have tuned into Big Weekend coverage and awareness of the event amongst 16-34s was 37%.

-We want you to work on increasing that percentage of the lower age range (15-29's). This could mean focusing on what's relevant and enjoyable to your own age group.

# How should I communicate?

You'll need to think innovatively for this campaign. Radio 1 is a youth brand and they are always looking for fresh ideas to reach existing and new audiences.

So your response to the brief can demonstrate this; going beyond traditional media approaches, looking at new ways to engage the target audience (e.g. partnerships with other youth platforms such as Instagram, Snapchat and Facebook etc.)

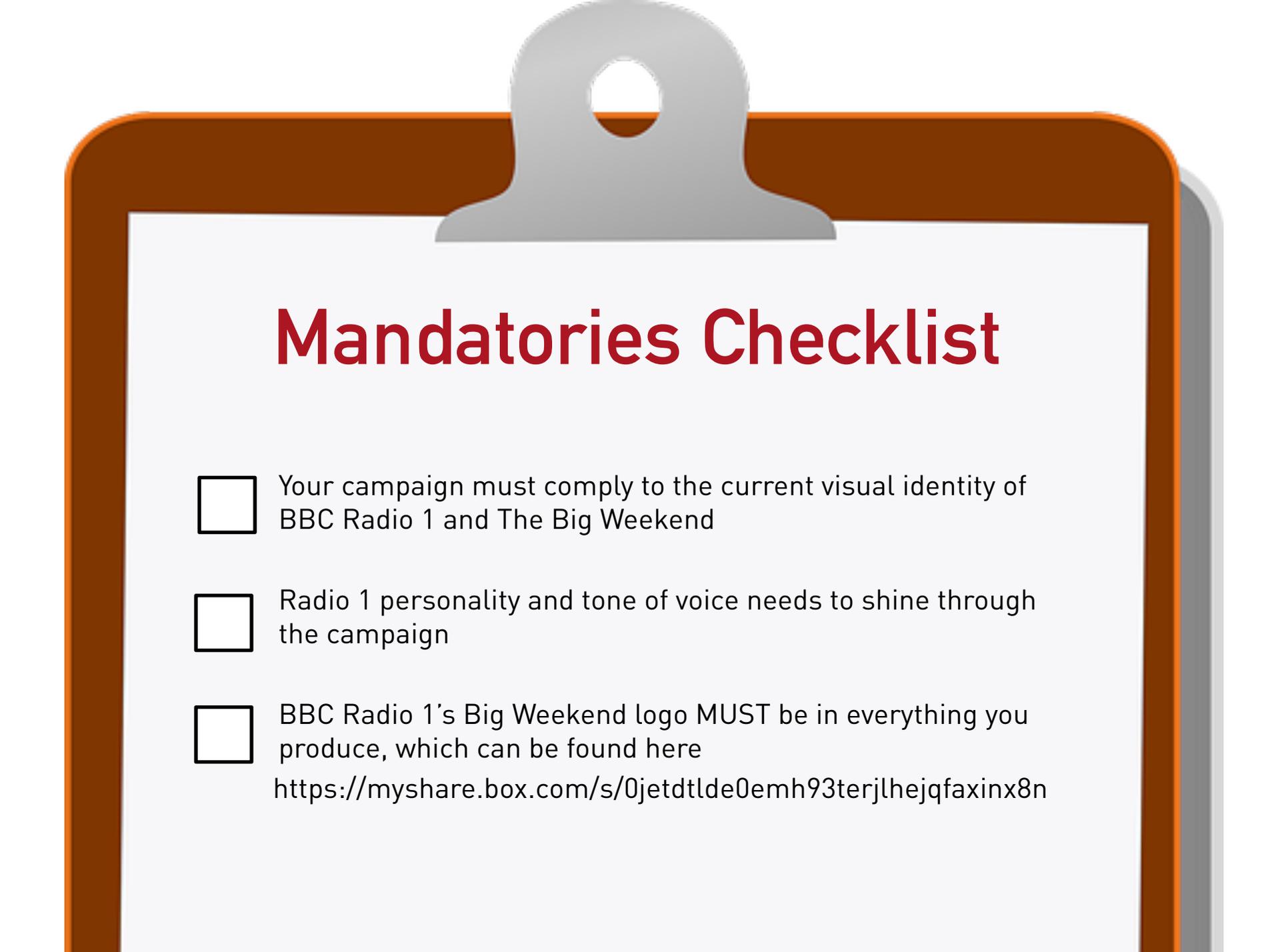


# Media Channels to Consider

- BBC TV
- Radio Trails
- Website
- Stunts
- Posters
- Youtube
- Artists' Social Platforms
- Radio 1 Social Platforms (Snapchat, Instagram, Facebook, Twitter etc)

**Research is key! Look into what other platforms and channels Radio 1 has become a part of, and use them to aid your campaign! You may spot a gap in the market that others haven't!**





# Mandatories Checklist

- Your campaign must comply to the current visual identity of BBC Radio 1 and The Big Weekend
  
- Radio 1 personality and tone of voice needs to shine through the campaign
  
- BBC Radio 1's Big Weekend logo **MUST** be in everything you produce, which can be found here  
<https://myshare.box.com/s/0jetdtlde0emh93terjlhejqfaxinx8n>

Research previous campaigns for Big Weekend and how they've progressed.

Avoid being corporate! We need to appeal to 16-34's!

Remind your audience how inclusive and accessible to all the Big Weekend is, from the floor of a festival to the comfort of your sofa.

A campaign can consist of multi-channel executions, but it's easy for the viewer of your presentation to get confused. Clarity is key.

Listen to and watch Radio 1 throughout the week. It'll help you identify their tone of voice

We want people to be excited by your campaign and ultimately the summer ahead.



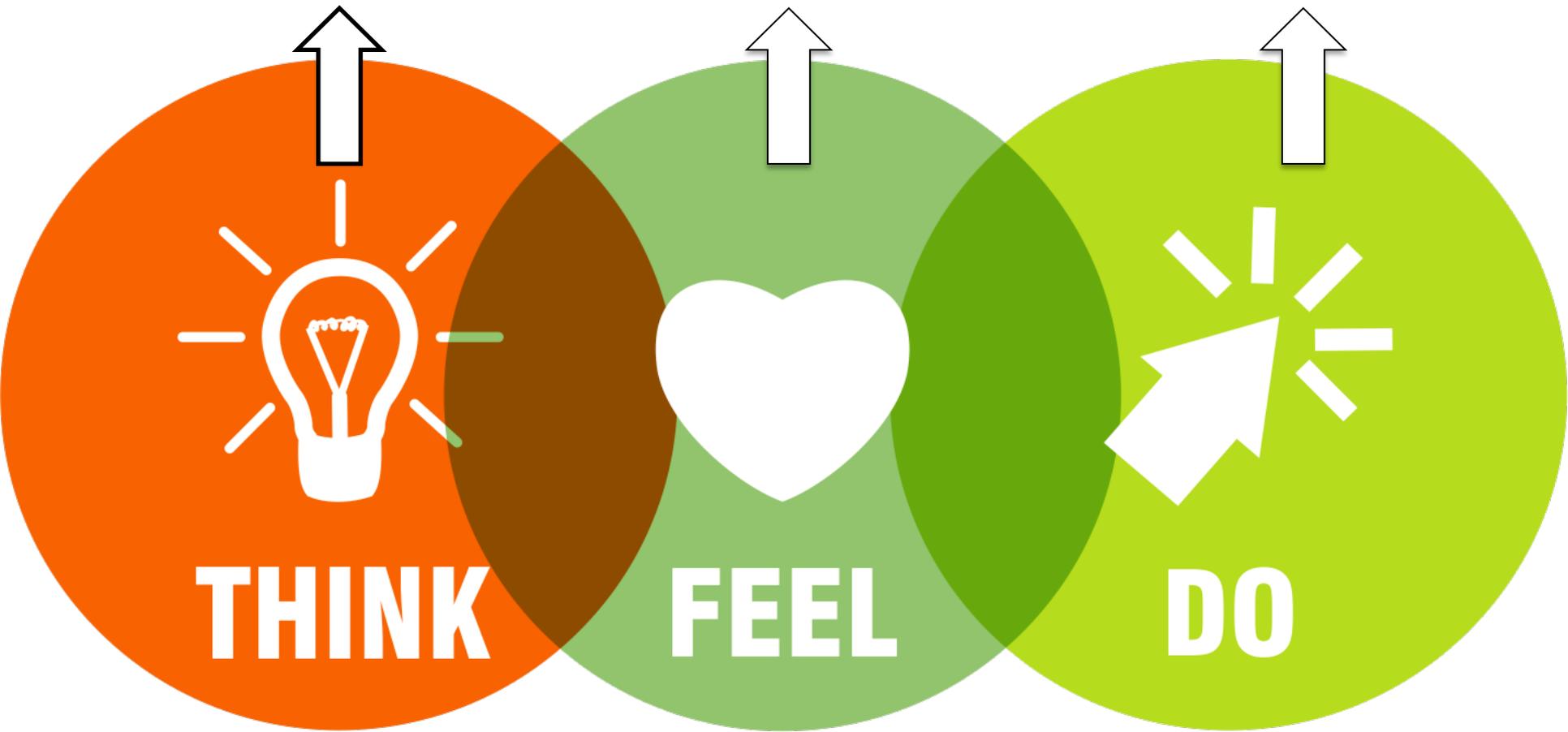
# TIPS

# Desired Audience Outcomes

“The Big Weekend is the festival of the Summer”

Excited, aspirational, accessible, you can almost taste Summer

Listen to and watch Radio 1's content



[Subscribe Now Film](#)

[Apple Teaser](#)

[Last years launch Film](#)

[Sonar Social Teaser](#)

Lovebox [Poster](#)

[Radio 1 Big Weekend Poster](#)

Guinness [Gif](#)



[Cochella](#)

[Sonar](#)

[Lovebox 2014](#)

[Green Man](#)

[and Latitude Festival...](#)

Bestival [Poster](#)



[Apple Teaser](#)

[ATV TV TRAIL](#)

INSPIRATION

# Structuring Your Work



## THINK

Mind maps, mood boards, researching the competition, these are all great starting points for forming your creative idea



## CRITIQUE

Choose your top 3-5 ideas and critique them. Do they answer all aspects of the brief?



## PLAN

Once you have your main idea, create a mind map or timeline and figure out the details, from when each aspect will be released to how the campaign could be extended. Remember to keep it relevant and clear!



## DO

Lastly, start mocking up your presentation. Don't leave anything out as BBC want to see all of your thought processes behind the idea; make it almost like a diary of your work!

# Next Steps

A person's legs in blue jeans and colorful sandals walking on concrete steps. The person is wearing blue denim jeans and multi-colored striped sandals. They are walking on a set of concrete steps, with one foot on a higher step than the other.

Once you've done your research and come up with your idea, it's time to put it all together. You could use Powerpoint or Prezzi to make your presentation.

## **Make sure you include the following:**

1. Your research of BBC Radio 1 and the target audience
2. What inspired you
3. Your idea development
4. Why the idea suits the target audience
5. Why it would work

# What's In It For You?

The winning team will be invited to the BBC offices in London to pitch face-to-face to a panel of judges from BBC and The Ideas Foundation.

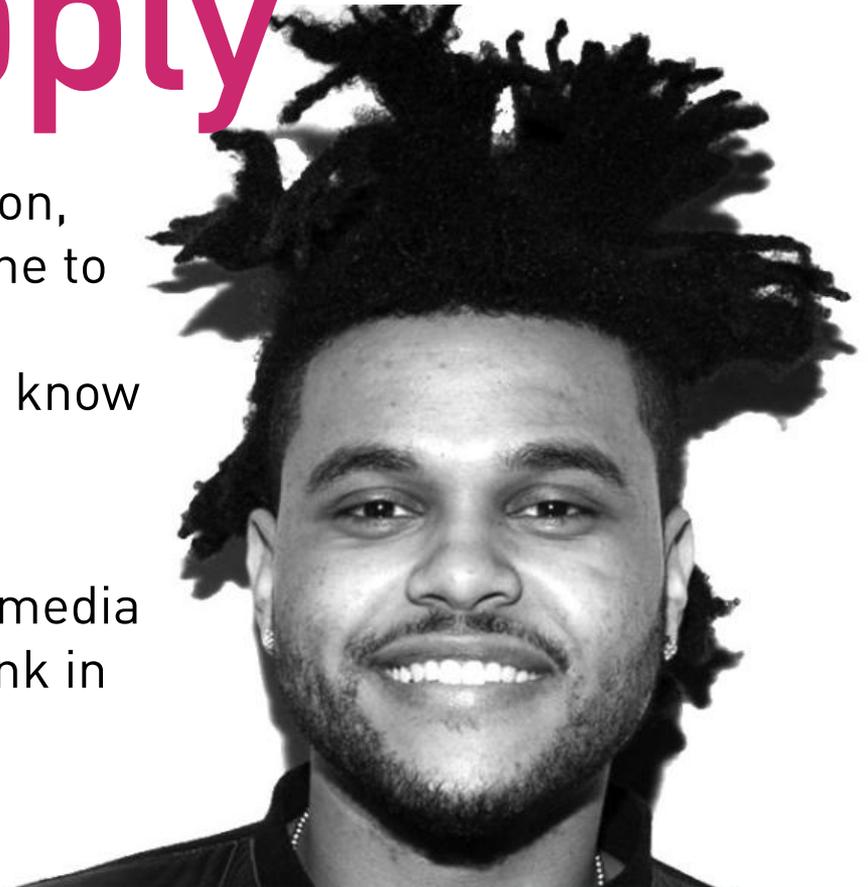
The shortlisted applicants who attend the Final in London will be invited to join The Ladder, which is our progression scheme for young people who want to have or are considering a creative career.

As a Ladder Member you will receive exclusive opportunities such as workshops, training and work experience, as well as updates about creative opportunities in your area, to help you build up an awesome portfolio of extra-curricular skills and contacts to help you on your way to your dream job!

Anyone who takes part in I Am Creative gains valuable skills and knowledge that they can add to their CV!

# How to Apply

- When you've perfected your presentation, you need to upload it before the deadline to [www.iamcreative.org.uk](http://www.iamcreative.org.uk) and email [ideas@ideasfoundation.org.uk](mailto:ideas@ideasfoundation.org.uk) to let us know it's up.
- If you make a film, song or other multimedia file, upload it to YouTube and paste a link in your presentation for us.



Good Luck!

---