

BBC
RADIO

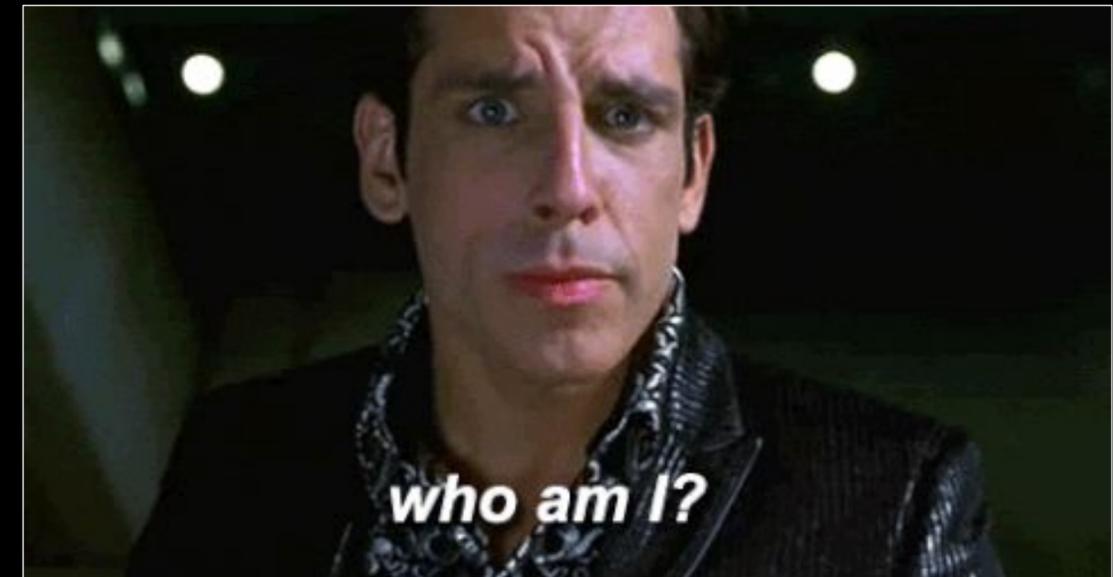
CREATIVE BRIEF
JULY 2018



WHO IS RADIO 1?

Radio 1 is the BBC's flagship radio station.

It's where mainstream music, entertainment, celebrities, and trending topics all come together live on-air.



WHAT MAKES RADIO 1 DIFFERENT?

Unlike commercial radio (Capital, Heart FM etc.), Radio 1 is a station made with nobody else in mind but the audience.

Whereas commercial radio has a tendency to be highly polished and synthetic, Radio 1 has the freedom to do things it's own way. The freedom to be honest, unruly and engage live and in the moment with the audience (most commercial stations have lots of pre-recorded shows).



AND WHAT'S THEIR PROBLEM THAT WE NEED TO SOLVE?

Less and less young people are listening to Radio 1.

Young people don't really have a clear sense of why the brand exists or what its personality is. As a result, they don't know why the brand should be meaningful to them or why they should listen to it!



TO SOLVE THE PROBLEM, WE FIRST NEED TO UNDERSTAND WHO WE'RE SOLVING IT FOR...

16-25 year olds.

This audience has a lot of pressure on their shoulders, and are often bombarded with negative messages about how bad things are for them – *“more social media bullying than ever”, “less opportunities for young adults to buy first houses”, “the old generation are making all of the wrong decisions for the younger generation” (Brexit etc.).*



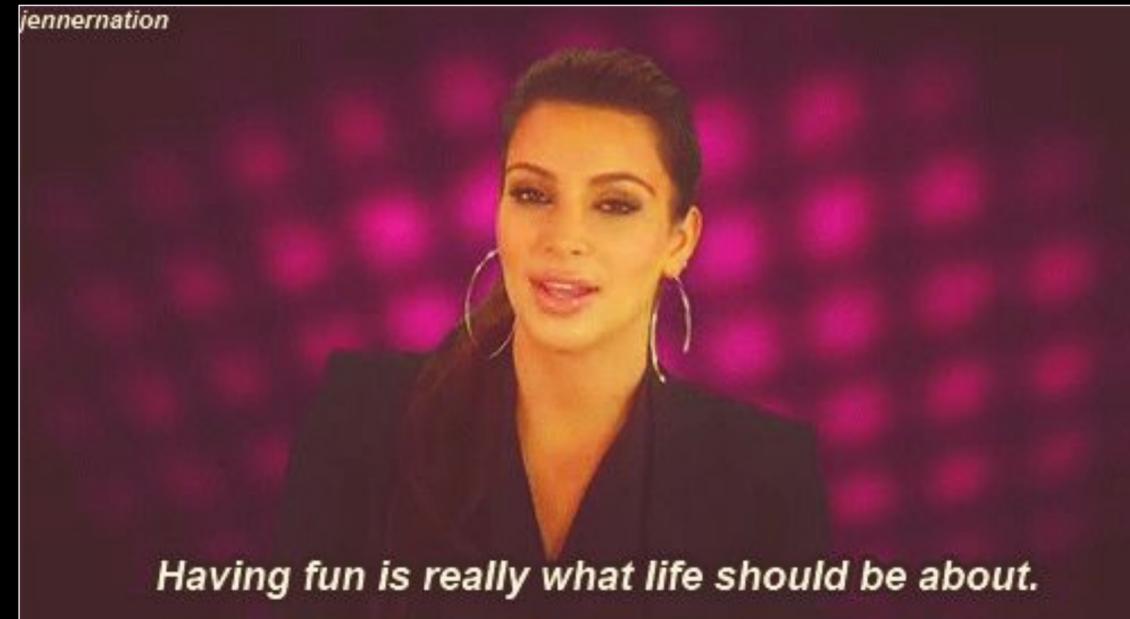
UK millennials second worst-hit financially in developed world, says study

Resolution Foundation says young Britons have suffered biggest reversal in fortunes save for young Greeks



WHY RADIO 1 SHOULD BE MEANINGFUL TO THIS AUDIENCE...

In a world of negativity, Radio 1 is a fun escape for young people. The place to go to be entertained, to listen to the best tunes, or even to hear about some of the issues they face in ways that are relatable and make them feel manageable.



THIS IS WHAT MAKES RADIO
1 MEANINGFUL TO YOUNG
PEOPLE

(AND THEREFORE WHAT WE
MUST COMMUNICATE)



RADIO 1 IS AN ANTIDOTE TO NEGATIVITY AND SERIOUSNESS



RADIO 1 IS AN ANTIDOTE TO
NEGATIVITY AND SERIOUSNESS

HOW RADIO 1 IS AN ANTIDOTE...

... BY PRIORITISING HAVING A GOOD TIME OVER EVERYTHING ELSE.

@LateNightSeth



BY CREATING AUTHENTIC CONTENT THAT KEEPS LIFE ENTERTAINING AND ON A LEVEL....



*ASKING THE LEVELLERS
THAT KEEP THE CELEBS
REAL*



*TALENT AUDIENCES
KNOW AREN'T READING A
SCRIPT, BUT SPEAKING
THEIR OWN MIND*



*MAKING AUDIENCE ISSUES
FEEL MANAGEABLE AND
PUT IN PERSPECTIVE*



*EXCLUSIVES AND MUSIC
AUDIENCES NEED TO
HEAR AND CAN'T HEAR
ANYWHERE ELSE*

AND BY SPEAKING IN A TONE THAT'S FUNNY, FRESH AND FRANK...



KEEPING IT IN PERSPECTIVE



*UNPOLISHED
GLAMOUR*



*THE REFRESHING
NORMALITY*



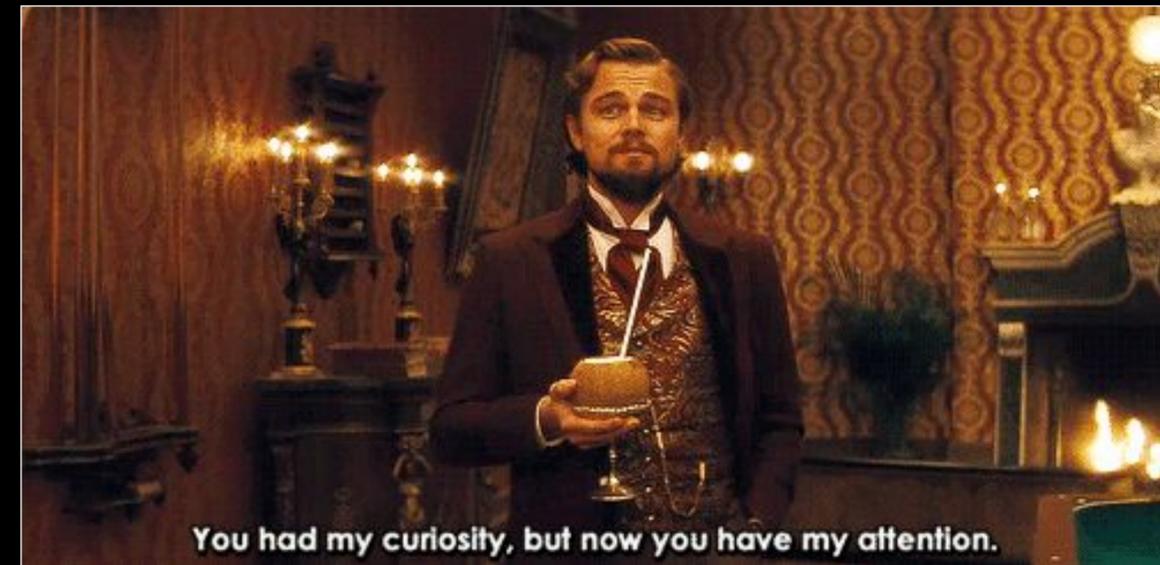
*SAYING HOW
WE SEE IT*

IN DOING SO... RADIO 1 MAKES BEING YOUNG ALL KINDS OF GOOD



SO WHAT'S OUR BRIEF TO YOU?

We want you to create a campaign that makes 16-25 year olds fall back in love with Radio 1.



AND WHAT DO WE WANT OUR AUDIENCE TO THINK, FEEL, DO?

THINK: Radio 1 is a fun, cool, entertaining radio station.

FEEL: That Radio 1 is important to their life by helping to make life more manageable and enjoyable.

DO: Listen to Radio 1



MEDIA CHANNELS TO THINK ABOUT...



POSTERS



SOCIAL MEDIA



EVENTS



RADIO

INSPIRATION



THOUGHT STARTERS FOR YOUR CREATIVE DEVELOPMENT

1. How do we make Radio 1 relevant to young audiences today? i.e. tapping into young culture, being present on the platforms they are on etc.
2. How do we communicate the funny, fresh, frank tone of Radio 1 to help the brand stand out from competitors?
3. How do we create a campaign that people will want to share and talk about?

THINGS TO REMEMBER

Make your ideas brave, exciting and fun!
Try to link your ideas to an insight into the audience