

MY FM B2B Campaign

'JUST BECAUSE IT FITS, DOESN'T MEAN IT WORKS' CAMPAIGN

What Were The Challenges?

MY FM was being plagued by 2 things:

- 1. Corporate audiences in the metro markets could not sample MY FM (a tier 2&3 radio station). This was leading to the practice of network buying of radio stations that were present in the metro & with which our audience was familiar.**
- 2. Radio has no measurement currency, so the planning is mostly on brand perception basis metro presence and consumption**

Our objective was to prove our 'local expertise' and to put forward a compelling enough argument, packaged in an innovative way so that our audience chose MY FM in our markets.



The Game Plan

The idea was to seed in a doubt in the mind of our audience, something that compelled him to think about the way they were selecting their radio stations.



The Messaging

The key messaging of **'Just because it fits, doesn't mean it works'** was chosen to drive home the point that while many radio stations can find their way into a media plan doesn't mean they will deliver the right results. To get the right results in our markets, come to MY FM.

The Execution

And in order to grab their attention in the plethora of media ads, **we needed a stark, fun and innovative way to execute our idea.**

We realised that this would not work if the campaign was executed as a simple print campaign. It needed a wholistic approach so we supported it through an online contest, innovative & participative DM's and of course print ads and digital mailers.

All driving home the same point, all motivating people to participate while ensuring the brand stood out in the crowd.

The Direct Mailer in the form of a jigsaw puzzle, provided a much needed break along with it being a fun way to engage with our audience.



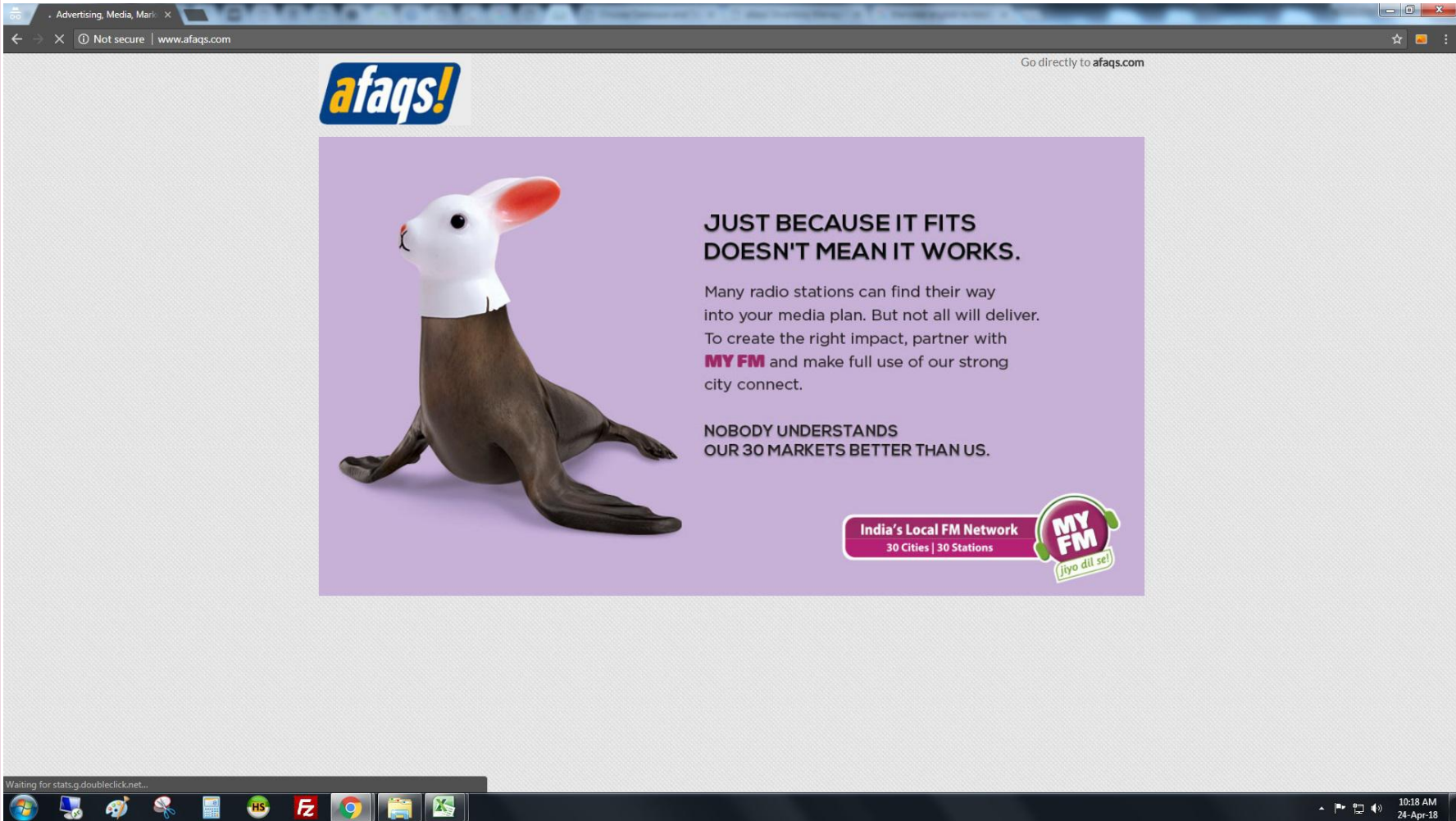
THE RESULTS

A silhouette of a person jumping horizontally over a crowd of people whose hands are raised in the air. The scene is set against a bright sunset sky with scattered clouds. The person jumping is in the upper half of the frame, while the crowd is in the lower half.

A 30% PERCENT JUMP IN
REVENUE FROM CORPORATE
MARKETS IN Q1 OF 18/19
compared to Q1 of 17/18.

THE CREATIVE WORK

Site Capture on AFAQS





**JUST BECAUSE IT FITS
DOESN'T MEAN IT WORKS.**

Many radio stations can find their way into your media plan. But not all will deliver. To create the right impact, partner with **MY FM** and make full use of our strong city connect.

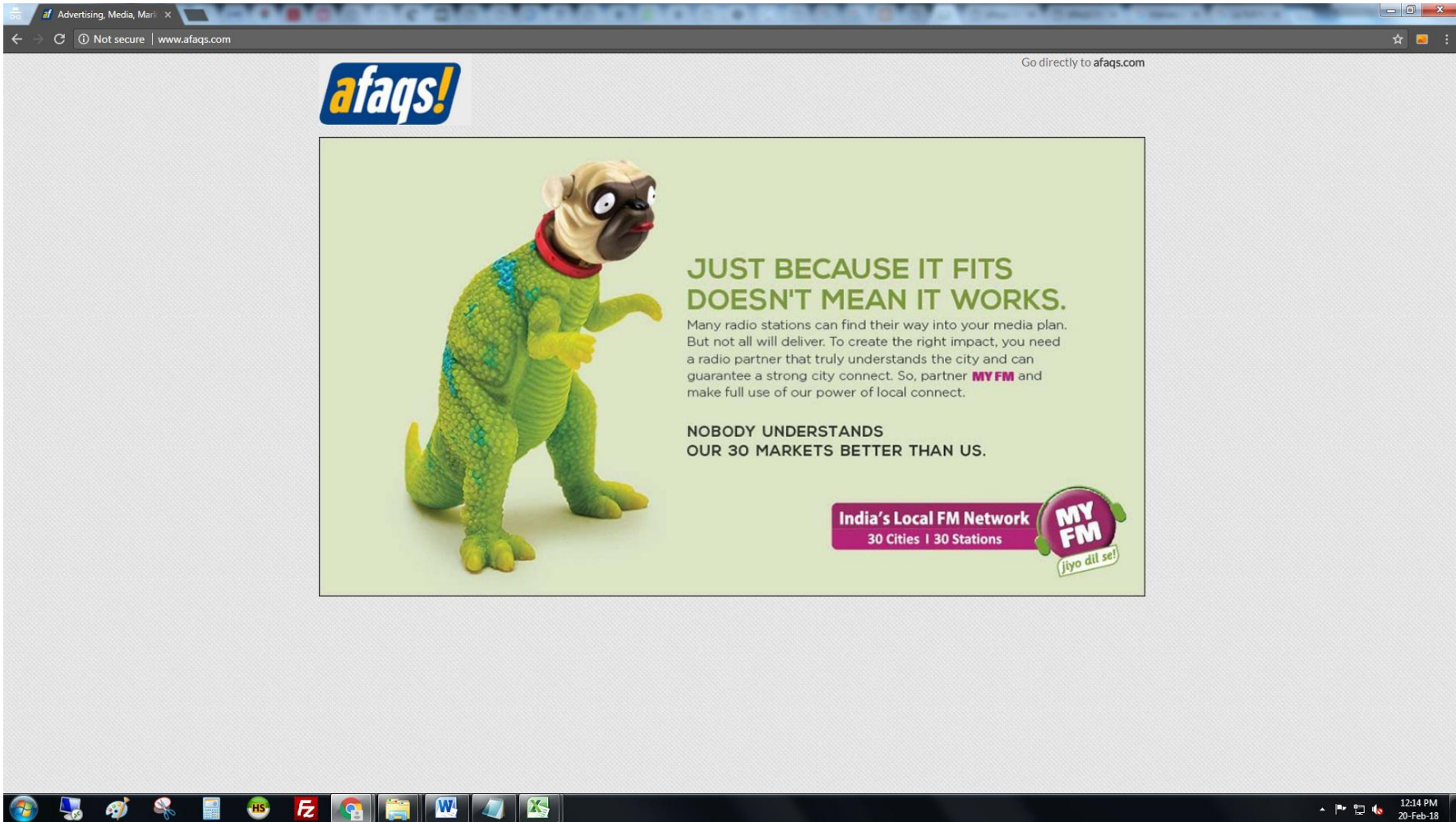
**NOBODY UNDERSTANDS
OUR 30 MARKETS BETTER THAN US.**

India's Local FM Network
30 Cities | 30 Stations



**For Sales Inquiry Contact: North - Vidhi Thakur (9810301095)
West - Amit Naredi (9920894739) | South & East - Saurabh Wadekar (9623450384)**

Site Capture on AFAQS





**JUST BECAUSE IT FITS
DOESN'T MEAN IT WORKS.**

Many radio stations can find their way into your media plan. But not all will deliver. To create the right impact, you need a radio partner that truly understands the city and can guarantee a strong city connect. So, partner **MY FM** and make full use of our power of local connect.

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Campaign in Afaqs & Adgully



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MY FM Jumble Tumble Contest

Contest run on Afaqs

Campagin in Afaqs & Adgully

MY FM JUMBLE TUMBLE CONTEST

Participate in **MY FM**'s online contest. Unjumble the jigsaw puzzle and stand a chance to win exciting prizes.

PARTICIPATE & WIN*



AMAZON ECHO DOT



AMAZON ECHO



GOOGLE HOME

India's Local FM Network
30 Cities | 30 Stations



Contest Page - 1

www.afaqs.com/all/cafaqs/afaqa_2018/puzzle.html


New tab


**MY FM
JUMBLE
TUMBLE
CONTEST**


India's Local FM Network
30 Cities | 30 Stations

MY FM
Jiya dil se!

**MY FM
JUMBLE
TUMBLE
CONTEST**


AMAZON ECHO DOT


AMAZON ECHO


GOOGLE HOME

Fill the details below to participate and get an opportunity to win exciting prizes.

Name :

Organisation :

Designation :

Email :


Mobile No. :


City :


Start Game

Unjumble the Jigsaw Puzzle to win.

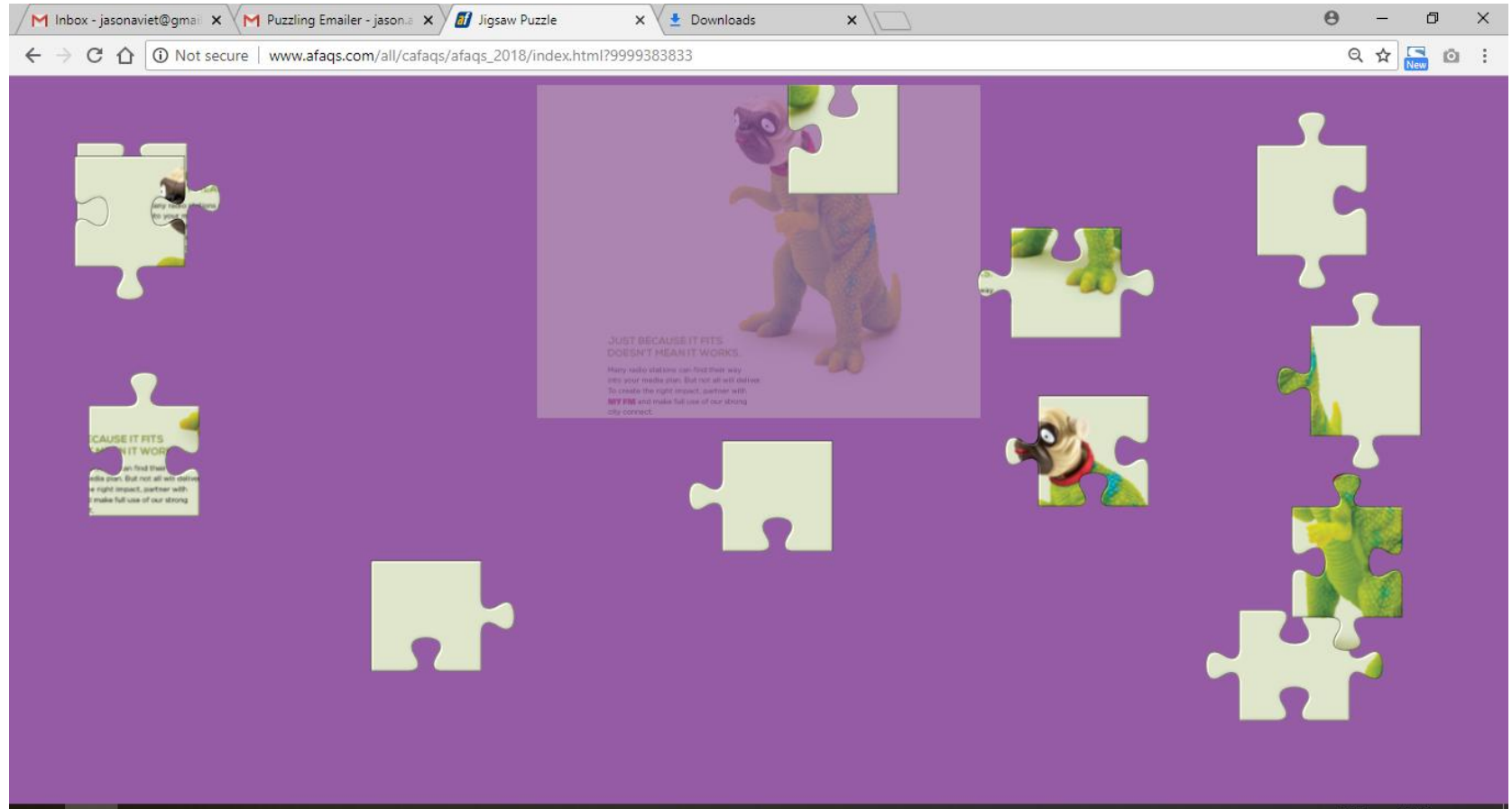
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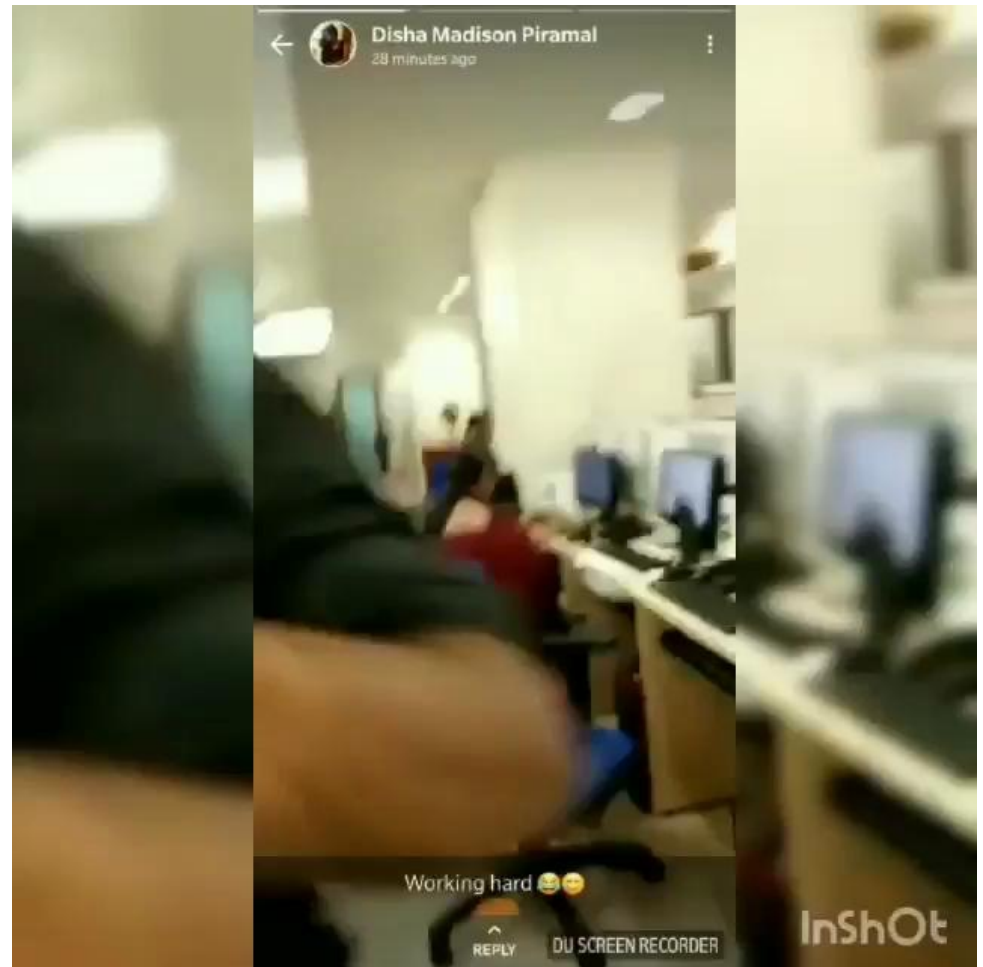
Contest Page - 2



Puzzle Direct Mailer for Agency/ Clients



Agency people enjoying the puzzle



Thank You