

# Case Study

## Marketing Mix: Promotion



### Bauer Media/Forth1



MEDIA GROUP

Bauer Media Group is a large plc and the company reaches over 57 million listeners weekly through its market-leading broadcast radio, online services and podcasts across the UK, Ireland, Sweden, Norway, Denmark, Finland, Poland and Slovakia. In the UK, they reach over 20 million listeners a week and operate over 120 commercial, local, national and digital stations, including Absolute Radio, Magic Radio, KISS and Greatest Hits Radio. This includes the likes of **Forth 1 in Edinburgh** and **MetroRadio in Newcastle**.

**SCOTLAND**  
THE HOME OF  
CLYDE 1 FORTH 1 MFR  
TAY FM WEST FM NORTHSOUND  
G R Y GREATEST HITS RADIO

Advertise your business across **Scotland**  
with Bauer Media – Scotland

- ✓ reaches 3,038,000 adults, that's 69% of the population
- ✓ reaches 2,753,000 main shoppers, that's 69% of main shoppers

Bauer's Head of Marketing (Scotland) is Colin Reid. His ultimate objective is to get more listeners tuning into the radio stations across Scotland. He uses a wide range of promotional techniques in order to make existing and new listeners aware of the stations in Scotland. These include **Forth1 in Edinburgh, Clyde 1 in Glasgow and Northsound 1 in Aberdeen**. The average age range of the listeners to these radio stations tends to be aged 18-50.

One method of promotion that is used by Bauer is 'above the line' promotion which includes paid-for advertising using the likes of billboards, transport (buses and taxis), cinema, bus shelters and tv. Very often this method is used to create awareness and interest around a brand. Another method of promotion is through social media channels such as Tik Tok, Instagram and Twitter (X). Colin sees these platforms as ones to create 'content' that engages the audience and helps tell a story or allow the radio station to interact with its listeners. The purpose of this promotional tactic is to create a loyal fanbase where listeners like, share and respond to the presenters on air. The more people that do this allows Bauer to create data on the number of engagements which they can then use to inform advertisers. For example, in September 2023 Forth1 had approximately 22,000 followers on Instagram. This data is very useful when creating promotional packages for businesses to advertise on-air with Forth1.

Bauer also use promotion in terms of competitions for listeners to win prizes as this creates an incentive for people to 'listen and win'. One promotion method that has impacted very positively in listener figures is partnerships with other brands. For example, Forth1 partnered with Manchester United for a fan to be a mascot at a friendly match in Edinburgh held at Murrayfield. This increased the number of listeners due to the strength of the Manchester United brand.

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## Marketing Mix: Promotion

### Get Prepared.

These are things you could do (individually/groups/as a class) **before** you watch the video.

What radio stations do you listen to? *(Maybe have a quick survey?!)*

When and where do you listen to the radio?

If you don't listen that much (or at all) to the radio, why is this?

### Get It?

These are quick questions based on watching the video. Tune in carefully!

What is the missing word - Colin says:  
"Content is ?"

How many social media impressions did they get when Ed Sheeran was featured?

What was the partnership Forth1 had over Christmas?

Name one of the radio stations mentioned.

### Get On It.

- ✓ These are questions based on the **Case Study** on page 1.
- ✓ There are also questions based on **Promotion** from the **Marketing Mix**.

**1 From the case study**, identify three brands in the Bauer Media portfolio. (3)

**2 From the case study**, describe one method of promotion that Bauer Media use. (1)

**3 Describe two benefits to Forth1 of advertising using social media.** (2)

**4 Compare two methods of promotion that radio stations might use.** (2)

**5 In the case study**, it states that Forth1 partnered with Manchester United. Describe the benefits to Forth 1 of this relationship. (2)

**6 Explain the benefits to radio stations in having statistics on how many people interact with them on social media.** (2)

# Case Study

Business

Get Real bringing subjects to life

## Marketing Mix: Promotion

### Get With It.

- ✓ These are 'exam' style questions for you to try.
- ✓ These are questions based on the **Case Study** on page 1.
- ✓ There are also questions based on **Promotion** from the **Marketing Mix**.
- ✓ *In italics - these are questions from **other parts of the course** you might have studied.*

1 From the case study, describe how promotion relates to Bauer radio stations. (3)

2 Explain the benefits to radio stations that use social media. (2)

3 Describe the disadvantages of a radio station advertising online. (2)

4 Compare into and out of the pipeline promotion methods. (1)

5 Describe the advantages and disadvantages to Forth1 of using outdoor advertising such as billboards and bus shelters. (2)

6 Describe two internal factors that will likely affect Bauer Media group (2)

7 Bauer Media group are a public limited company. Describe the features of this type of business. (3)

8 Describe the interest of two Bauer Media group stakeholders. (2)

### Get Creative.

**Format** individual or groups of 2/3/4  
**Resources** either A3 paper/iPad/Laptop/Whiteboard/Interactive app/PowerPoint

Each group should:

- ✓ **Create a new promotional campaign for a radio station you know.**
- ✓ **Choose two methods of promotion** to communicate your campaign.
  - ✓ Select from: 1 - outdoor (eg billboard, bus stop) 2 - transport (eg bus, taxi)  
3 - broadcast (television, YouTube) 4 - social media (X, Instagram, TikTok)
- ✓ **Describe the benefits** of your choices in bringing new listeners to your station.
- ✓ *to be extra creative you could come up with:*
  - ✓ *image/sketch of your ideas*
- ✓ each individual/group should **present to the class** and the **class chooses the best idea.**