

Transform your time!



## 1/2 THRU FM RADIO

Hi, This is advertising FM Radio Channels/stations. This is one of the powerful advertising media in the present time. Mostly young people who listen to music will get the knowledge and news about what is currently selling like hot cakes.



### Solution

The Young minds are people in the society who get knowledge and news about the latest technologies in the world and they are keen to know what is going on.

The Campaign should be done in the following way:

1. Bitbop needs to make a contract with all Leading FM Channel stations to run contest on behalf of Bitbop.

2. Then at the same time Bitbop needs to have a legal contract with Telecom company to send free SMS to all its users across the city. This contract should be done at the lowest price possible.

This will give birth to desire and interest in the mind of the people. They will be very curious to know what the contest is all about.

4. Running the Contest: The contest should be at a convenient time, when all people from all types of

Transform your time!



2/2

## THRU FM RADIO

Hi, This is advertising FM Radio Channels/stations. This is one of the powerful advertising media in the present time. Mostly young people who listen to music will get the knowledge and news about what is currently selling like hot cakes.

Creative's profile

anthoni



**anthoni**