

Unit 6 – eMarketplace – 2014 Project Brief

The project brief becomes available in early September each year. This is the 2013-14 brief.

WJ Sound is a new commercial radio station that is about to launch. The station is to transmit from studios in Chester and is targeting an audience within a fifty mile radius of the city. The station is to specialise in retro sounds from the sixties, seventies and eighties.

The station is to start transmitting in late May 2014 following a major launch party to be held on 15th May. In preparation for the launch WJ Sound will be marketing their station and selling airtime for commercials. They have already arranged to provide regular slots for their main sponsor, a major car manufacturer. In addition they plan to buy airtime on local television to advertise their station and the launch party.

The station has asked you to design materials for their promotional campaign. They want you to produce a "WJ Sound" website and a range of campaign materials to be made available online.

The objectives of the campaign are to:

- raise awareness of the radio station throughout the target area
- promote their services to potential commercial customers
- prepare original advertising content consistent with the station's retro theme
- promote the launch party as a major media event.

Your project is to produce campaign materials for WJ Sound:

1. vector-based drawing of an original design for a station logo
2. vector-based net to represent a clear plastic case for a 3 CD set
3. paper-based inserts for the CD case to promote the station's retro style
4. representation showing the finished CD case with inserts in place
5. paper-based advertisements for the campaign combining text and image. A set of three advertisements is required:
 - a. for publication in a music industry magazine
 - b. for use as a flyer
 - c. for use as a billboard advertisement
6. three items of clothing or accessories to be worn at the launch party to promote the station
7. timeline animation featuring the station's logo
8. 30 second television advert to promote the launch party
9. 20 second radio commercial to attract potential advertisers and should feature both music and voice
10. WJ Sound website to comprise:
 - a. Home page featuring the station's logo, the animation and images of the three advertisements in use
 - b. Events page including the television advert and images of party goers wearing the promotional clothing or accessories
 - c. Sponsors' page featuring the sample radio commercial and a 'Contact Us' form
 - d. Music page including the representation of the CD case with inserts.