

DAB in the Danish market

- Low market penetration of DAB technology in Danish cars due to high taxes and low interest
- Only 300,000 cars in Denmark are equipped with DAB radios
- “Don’t fix it if it ain’t broken”: FM radio is the most common way to listen to radio in cars due to a well-functioning infrastructure, familiarity with FM radio and no experienced added value by listening to DAB or other kinds of digital car radio

Campaign strategy

Objectives

- Main KPI: 50 per cent of all radio listening must be digital by Q2 2019
- To inspire people to listen to digital radio - on your smartphone, tablet, computer, car or TV

Target audiences

1. Heavy users – the people who listen to more radio than anyone else in Denmark (1 million Danes)
2. Drivers
3. DAB listeners
4. The older part of the population (65+)

Strategy

- Danes listen to 2 hours of radio a day – we simply LOVE radio
- Digital radio means there's more to love
- Avoid technical jargon – engage audience through the love for radio and easily accessible information across platforms and devices
- Tactical DAB campaign first, then a broader campaign about our love of radio

Visuals: Logo, outdoor poster and website

