# Transform Awards Europe 2018

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| **Client company** | Radioplayer UK |
| **Title of entry** | Radioplayer – a global face for radio |
| **Categories** | Best brand architecture<br>Best brand for telecoms/media |

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| **Project credits** | Brand strategy and visual identity: PIN Creative<br>App user research; 100 Shapes<br>App design; Pixel 9<br>Radio campaign; Radioville |



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# Radioplayer
# A global face for radio

## Entry Summary

Radioplayer is a non-profit partnership between the BBC and UK commercial radio with a vision to keep radio simple on every device, everywhere. It is unique in that it focuses on digital radio stations for a specific country, rather than access to all stations across the world which is only of interest to a tiny minority of radio enthusiasts.

As analogue radio is being switched off across many territories, digital radio is increasingly becoming the 'go-to' option for radio. With multiple devices, platforms and technologies available to consumers, it is becoming increasingly important to provide greater brand consistency

Radioplayer's original strategy of allowing independence within markets was beginning to cause confusion for users as they switched between devices, applications and countries. It was therefore agreed to review the approach and define a more unified brand architecture solution that created distinction across all devices, whilst allowing flexibility for regional marketing activities.

A relaunched app and a more unified international working group has already increased listener numbers in the UK and allowed Radioplayer to add two new countries to the group. In March 2018 it was announced digital radio had tipped over the 50% threshold, making the ongoing growth of the Radioplayer platform even more vital to the future of the radio industry.

**The original Radioplayer brand designed for launch in 2013, and the new identity which launched in February 2018**


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# Entry statement

## 1 Context

Radioplayer is a non-profit partnership between the BBC and UK commercial radio with a vision to keep radio simple on every device, everywhere. There are currently millions of app users and millions more listening through desktop and other smart devices at home and in cars.

In 2013, Radioplayer launched outside the UK and currently is available in seven countries (Canada, Germany, Belgium, Norway, Ireland, Austria, Peru). Each country licenses the technology and interface but with their own branding for their markets.

In May 2018 official RAJAR listening figures showed that in Q1 2018 a majority of radio listening is digital. 50.9% of all radio listening hours were delivered via a DAB digital radio, computer, radio app on a phone or tablet, smart speaker or a digital TV set.

Radioplayer is a key brand in delivering the technology required to continue to deliver services as analogue listening is decreasing and services are switched off.

## 2 Challenge

As Radioplayer forges international partnerships with 'smart speaker' companies and car manufacturers, having so many different brand identities is confusing. As an example, Sonos only permit partners to show a single logo worldwide. This results in users seeing unfamiliar logos in their particular territory.

An independent local brand approach was becoming less coherent, making it more difficult for Radioplayer to become a recognisable customer-facing brand globally.


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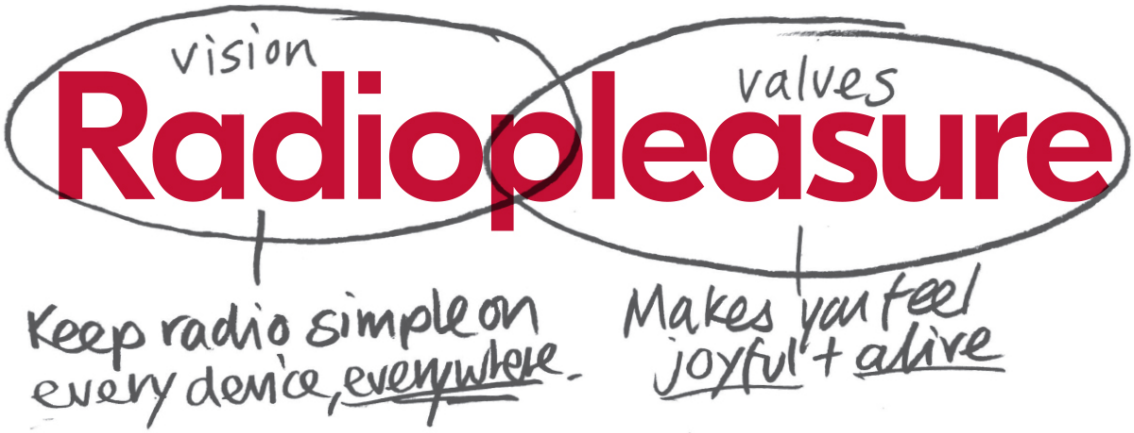
## 3 Strategy

Through a series of key stakeholder interviews and questionnaires across all territories, it was agreed that all the businesses should be united under a single 'Radioplayer' brand identity with a common approach to country identification. The vision of 'keep radio simple on every device, everywhere' was supported by the values; listening to the radio should be a 'pleasurable' experience for all users. This resulted in the creation of a new descriptor; 'Radio everywhere' which was translated into out-of-home advertising and a radio campaign.




## 4 Creativity

*Consistency in architecture*
A new logotype combines the letter 'R' (for radio) with a distinctive 'play symbol' (for player). This is reduced to a single distinctive icon for all apps on all platforms. There is a defined brand architecture approach for all current and future Radioplayer sub-brands worldwide. [Note it was separately agreed that Irish Radioplayer had to adopt slightly different principles due to regional circumstances].

Radioplayer WORLDWIDE
Radioplayer BELGIQUE
Radioplayer ÖSTERREICH
Radioplayer UK
Radioplayer CANADA
Radioplayer PERU
Radioplayer DEUTSCHLAND
Radioplayer NORGE
IRISH Radioplayer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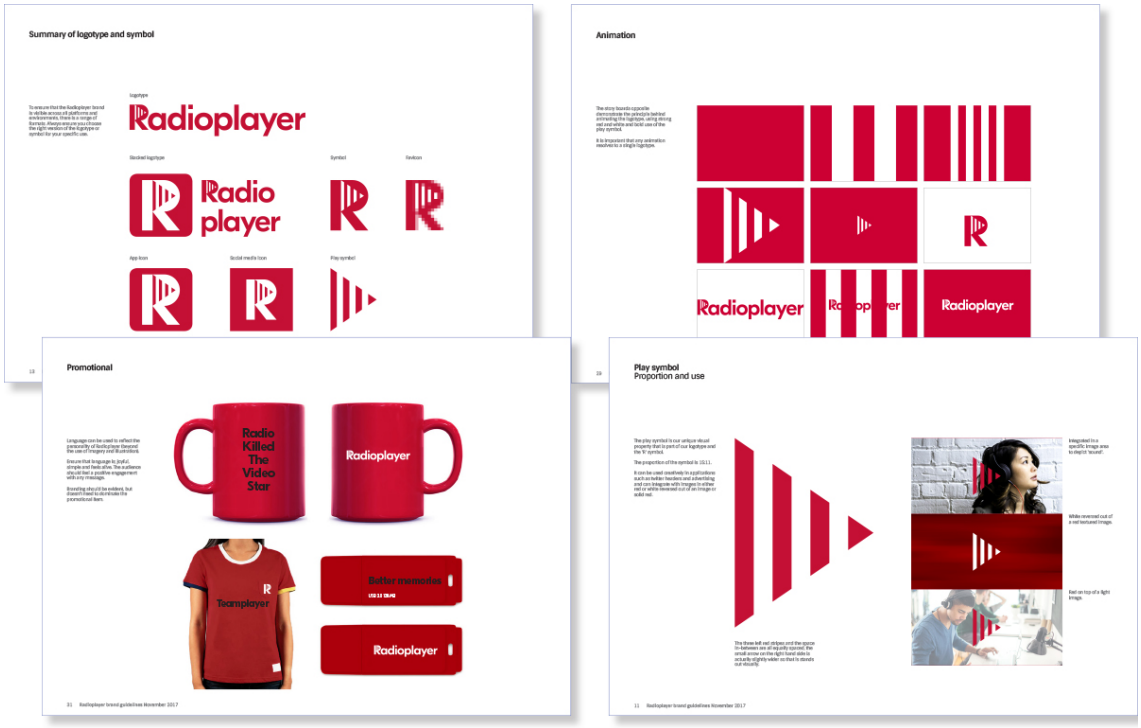
*Flexibility in markets*

Individual countries can create their own visual personality for Radioplayer in their market whilst still following guidelines and templates. The symbol can be used 'playfully' across all communications to ensure variety and relevance in local markets. It also provides an anchor to the logotype and app icon that all countries now use consistently. The play symbol is also used independently as a dynamic element in the app (eg the vertical lines move through the symbol to indicate waiting/downloading).

**Guidelines enable local markets to adopt appropriate styles for their audience**





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## 5 Results

The identity has been embraced by the global partners with **new countries coming on-board** across 2018. A newly designed app, launched in February 2018, provides, a refreshed user experience across all platforms. This was supported by a consumer advertising campaign.

Amazon's Alexa packaging has increased the prominence of the brand across all their marketing and packaging. Radioplayer now competes with other music brands such as Spotify, Tune-In and Amazon Music in a more distinct way (aided by the **consistency across devices**).

"The work PIN Creative did, which was about turning the international chaos of various Radioplayer brands into one consolidated brand, has been immensely successful and has **led to a much more unified Radioplayer working group internationally** and no doubt **helped to on board the two new countries.**"
*Michael Hill*
Managing Director, Radioplayer UK

"We saw our own internal figures rise to **a record 7.6million listeners in March**."
*Michael Hill*
Managing Director, Radioplayer UK

"I am glad that so many radio stations have joined this industry project in such a short time. This **joint appearance and integration** into a European solution will do much to ensure that Swiss radio stations are also found on all digital platforms."
*Jürg Bachmann*
President of the Swiss Private Radio Association (VSP) and Chairman of Swiss Radioplayer

"We were eager to work with PIN Creative from the outset as we needed someone who could manage complex stakeholder groups (our global partners) and deliver a robust solution to create greater alignment of the brand. PIN were able to both map out and keep us on track with a clear process, engaging directly with the different territories and ensuring that all input was carried through to the design process. The final output is a **vibrant, stand-out brand that places Radioplayer firmly within digital audio world and allows flexibility within markets**. Throughout, PIN Creative offered a steady and calm nerve and tremendous patience, to ensure we reached a great creative solution that all stakeholders are now proud of."
*Tom Stevens*
Head of Marketing, Radioplayer UK


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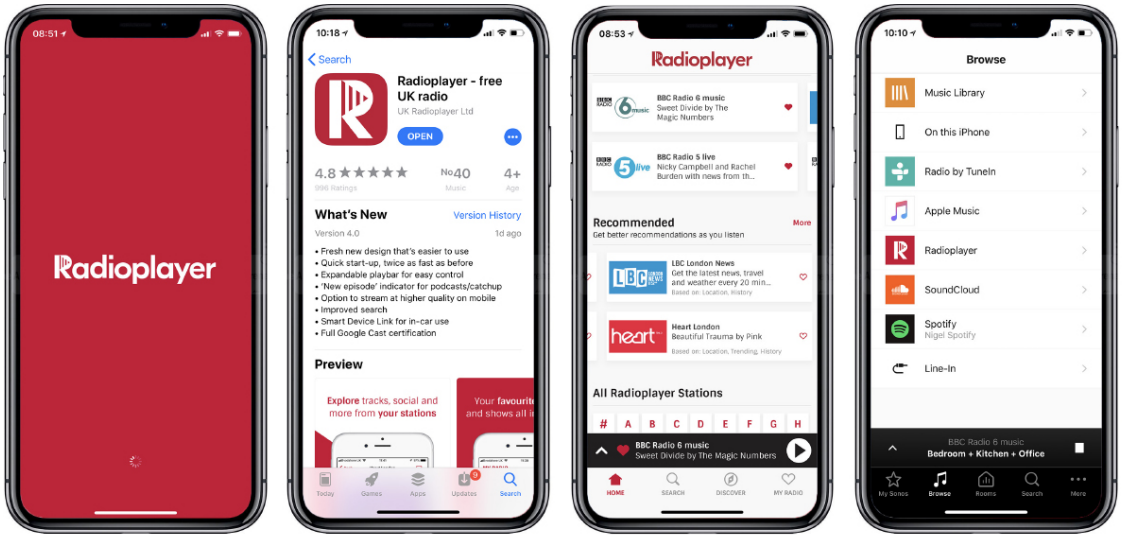
## 6 Appendix

### Newly designed app and Sonos integration




### Alexa marketing and Apple watch icons provide a more distinct and consistent appearance

### Advertising campaign supported by radio advertising 'Radio everywhere'.

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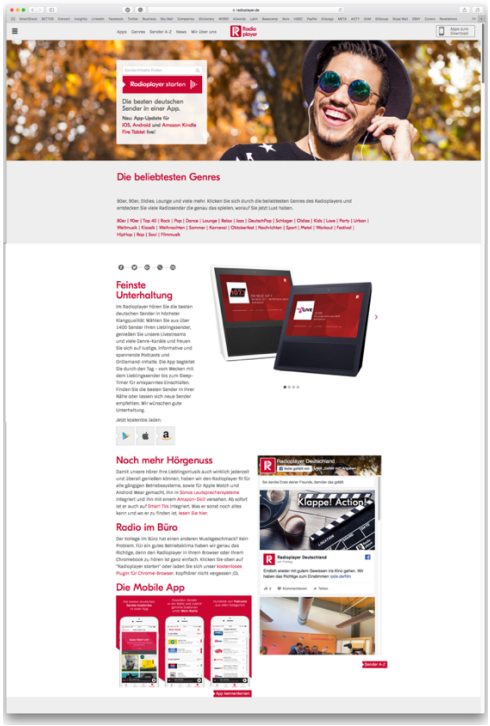
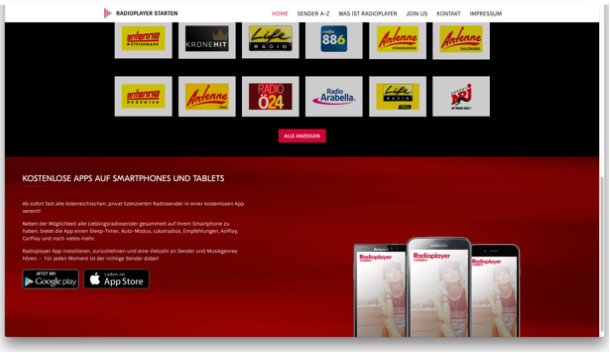
## German, Canadian and Austrian sites show how different countries are using new assets






## Radioplayer is... video

https://youtu.be/PlPnL0w-OJ4

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