



Market

In Croatia, there are over 150 radio stations covering 4.5 million listeners. Since most of these stations decided to take the safe, beaten road and stay at the level of the "general radio", large space appeared for a radio with a targeted format. Until 2008, Zagreb did not have a great radio leader and the differences in the ratings of a dozen relevant radio stations fluctuated between 1 percent and 2 percent. Since appearing in May 2008, Antena Zagreb turned over the situation.

Antena Zagreb has a regional concession for Zagreb and the Zagreb County and it broadcasts its programme on the frequencies 89.7 and 97.2 MHz.

Achievements

Since the beginning of the broadcasting, in only one year, the ratings doubled and still continue to grow month after month. Although it does not have a national

concession, in June, November and December 2009, Antena Zagreb had the best ratings among the radio stations in Croatia (source: MEDIAPRO). Antena Zagreb realizes exceptional ratings in public spaces, shops, cafés and offices... (it has conquered the gas stations, as well).

Its audience is urban population aged 20 to 49, and the core target is 30-39.

History

Antena Zagreb replaced Obiteljski radio (the Family Radio) on the frequency 89.7 MHz and started broadcasting its programme on 14 May 2008. A research carried out on 5,000 potential listeners yielded a list of demands where the most significant elements of a radio station were stated to be music, friendly DJs, concise useful information, weather, traffic... Antena Zagreb is structured according to the standards of a modern European radio with the purpose of entertaining, informing, helping, being available, being... BY YOUR SIDE!

Product

Antena Zagreb has programme units adjusted to the airing time. It is characterized by the firmly defined "schedule" with precisely determined positions of the content, jingles, commercial messages, etc.

The highlights of Antena Zagreb are the Morning Show with Barbara Kolar and Ivan Vukušić followed by the Forenoon with Irina Čulinović Soklat, the Afternoon with Kruno Belko, the Evening with Lana Mišerić and the Weekend Show with Tamara Loos and Zlata Mliček.

The guiding idea of the programme is "more music with fewer interruptions", a real morning show listeners can relate to, a direct and concise presentation of the news.

Antena Zagreb is always on the

listeners' side, considering to their wishes and building its programme based thereon. Good music is the key of success and Antena Zagreb conceptualized a formula titled "the best music mix" which provided it star status. The choice of music is based on almost daily testing of the listeners, so that they are the actual music editors.

As far as entertainment and humour are concerned, Antena Zagreb introduced the wider audience with the person and the work of Miroslav Lulek who, together with Barbara Kolar and Ivan Vukušić, makes up the Antena Zagreb Morning Show trio. Every day, Miroslav calls different people and, with their help, tries to solve his "problems" (he requests permission from Slovenia for entering his bathtub, wants to transport his grandfather over the border in a contraband suitcase, tries to make a bun in the form of his head, etc.). On Fridays, the Antena Hit is broadcast and that is when famous tunes are used as background for singing about a current issue.

Antena Zagreb's web page www.antenzagreb.hr records 150,000 individual visits a month. Antena Zagreb's redaction is entirely digitalized and the system is adjusted to one-man realization, which means that Antena Zagreb's DJs are at the same time also the ones who realize the programme which enables quick reaction at any moment of broadcasting. The system is additionally simplified with the employment of touch-screens.

Recent Developments

Antena Zagreb is a new brand on the air. Its start was excellent, and it is still continuing. Its business is based on continued education and evaluation of the achieved, on reconsidering, consulting international specialists, as well as on growth and development. A radio is as good as its programme on the last





JUTARNJI SHOW

UZ BARBARU KOLAR & IVANA VUKUŠIĆA

RADNIM DANOM 06-09



realized broadcasted day was. Everything functions according to the phrase "to be better next time".

The commercial blocks and all forms of commercial cooperation are managed by the professional media agency Media Mix. The sales personnel consist of Key Account Managers, Project Managers and Strategic Planners. Their former business experience is very interesting and it includes customers ranging from the largest international advertising agencies to commercial TV stations and financial consultancy companies. The entire team was trained through the in-house trainings of the "Sales Academy" which has top lecturers from Europe and the USA. DJs regularly undertake trainings, with an open option for recruiting and training new radio personalities. Antena Zagreb is a small yet a very complex team. Creation of new contents involves everyone working in the radio station. In such manner, approaches to the content are different, the range of topics is miscellaneous and the solutions are original and related to everyday life.

The objective is to bring new advertisers to the radio and break the prejudices they might have. The advertisers are not offered merely offered ratings. Antena offers interaction.

Promotion

The first big event of Antena Zagreb was the Antena Party only a day before the broadcasting started, at the gathering of the advertising profession - FESTO 2008. The party meant introducing the partners from the agencies and advertisers, as well as peers from the other media to the sound of the new radio programme, radio DJs, Antena's staff... All the attendees were given the possibility to stick a star on a big satellite antenna. The party in Hemingway was repeated at Antena Zagreb's first birthday upon which occasion everyone was informed of the magnificent success achieved in only a year.

Antena Zagreb regularly carries out big promotions/ prize games in its programme. Those are win-win situations for all three sides: the listener, the advertiser and the radio.

Some of the realized promotions are: "Cash Call" in which the listeners had to answer a call coming from an unknown number with "I'M LISTENING TO ANTENA ZAGREB!". Since this prize game brought about great interest in the first year, we repeated it in 2009 as well, while promoting thereat one of the most famous voices of Antena Zagreb, Mišvoji Lukić. The first promotion was related to City Centre One's birthday and the other was sponsored by Perfecta Dreams and Erste Card Club. Individual daily prizes for listeners were 5,000 Kunas in both cases.

"The Christmas Puzzle" was a version of the famous memory game in which the listeners chose one ball with form two imaginary trees and one Samsung mobile phone was located in each ball. Putting the right ball with the right tree ensured the prize. Over a thousand applications were submitted every day!

The same concept was repeated in 2009 under the name "The Magical Christmas Balls of Antena Zagreb". Magical balls were hiding magical prizes: trips, New Year parties, cruises, skiing equipment, Christmas cakes, Christmas tree decorations, coupons and many other prizes which enhanced the Christmas holidays of 24 Antena Zagreb's listeners.

Antena Zagreb's promotions create the talk-about of the city. They are original and as such generate additional demand. New clients who wish something different for themselves are recruited.

The biggest promotion so far "Only one is the right one!" was related to Antena Zagreb's first birthday on 14 May 2009. On that day in cooperation with AutoCommerce, on Zagreb's Cvjetni trg (the Flowers Square), out of 180 potential winners, one lucky participant went home in a brand new Fiat 500!

Brand Values

The rate at which the Antena Zagreb brand was created as well as its strength, remains unsurpassed in the Croatian radio air. The Mystery Campaign attracted great attention: it was supported with billboards which at first only displayed an orange star and the inscription "14 May 7:00".

In the morning of 14 May, everything was new and different. A new radio. The information about a different programme spread with geometric progression. Very soon, Antena Zagreb could be heard from almost every car, café, office...

Antena Zagreb has a unique sound in the Croatian air. Antena was a pioneer for many events: big promotions, choice of music without the editor's subjectivity, designed broadcasting contents, produced elements... However, most of the issues are a combination of the existing elements and constant endeavours and efforts of the entire staff. Everything is supported with enthusiasm, good will, learning, and primarily maximum consideration for the listeners.

Enthusiasm, good will, constant effort, learning and primarily maximum consideration for the listeners is what made Antena Zagreb the radio station listeners gladly return to.

www.antenzagreb.hr

THINGS YOU DIDN'T KNOW ABOUT....

Antena Zagreb

- The preparations for launching Antena Zagreb lasted about 12 months.
- Antena Zagreb produces more than a hundred different jingles, announcements, short breaks... for the needs of the programme on a daily basis.
- "Dear listeners, I think I see a craft flying over Novi Zagreb and I can hear a bang" - this sentence broadcast on 10 December 2008 on the air of Antena Zagreb caused great chaos and in a unique way warned the people about the (lack of) safety in the city as well as of the senselessness of the state idea preparing to buy a tank. The information about the UFO appeared on portals and this news was transmitted by all national TV stations as well as the leading daily papers in Croatia, the regional leading papers, international news agencies, etc.
- A tattoo in the shape of the Antena Zagreb logo adorns the back of the winner of the game "the Summer Challenge" - that was the answer to the question about the wildest thing you would do to win a 7-day vacation.

