

February 22, 2018

## RADIOPLAYER LAUNCHES NEW BRAND AND NEW APPS WITH ADVERTISING CAMPAIGN



Radioplayer, the official pan-industry radio platform, today (Feb 22<sup>nd</sup>) launches a re-designed app and a new brand, with a consumer advertising campaign across radio and outdoor. The app design, based on months of user-testing and prototyping, features:

- A cleaner interface with the new Radioplayer branding
- Faster start-up and streaming, plus a new 'high quality' mode
- New expandable playbar, housing all the key controls
- Easier to find and play podcasts and catch-up programmes
- Automatic 'series linking' for your favourite shows, easier to spot new episodes
- Integration with Smart Device Link (a 'connected car' system used by Ford and Toyota)

The Radioplayer re-brand, its first since the platform launched in 2011, combines the 'R' of Radioplayer with a striped 'play' symbol, giving Radioplayer a single, global identity which works in spaces as diverse as phone screens, car-dashboards and speaker packaging.

The brand and apps are being launched in phases, with the UK rolling out first to iPhones, iPads, Android and Kindle Fire devices. Other Radioplayer territories around the world will follow shortly.

The launch is supported by a significant advertising campaign, running across UK radio, with the message that Radioplayer gives you 'radio everywhere you go.' The campaign ([listen to an example here](#)) includes five creative treatments promoting live and on-demand radio via Radioplayer's apps, smart speakers, cars and computers. Featuring the track *On the Radio* by *Scouting for Girls*, the ad celebrates the energy and inclusion at the heart of radio. The on-air campaign will be amplified by banners on bus-sides across London.

Radioplayer Managing Director Michael Hill said: 'Radioplayer was already the top-rated radio app, used by millions of listeners in the UK and around the world. Our brilliant new

*design raises the bar once more, and will help radio remain central to listeners' lives, wherever they are. I'm immensely proud of the collaborative work we've done on the app, the brand, and the marketing campaign.'*

App user research was carried out by *100 Shapes*, with supplementary design from *Pixel 9*. App development was done by *All In Media*. The new Radioplayer brand was developed by *PIN Creative*. The radio campaign was produced by *Radioville*.

Radioplayer is the industry's shared radio platform, backed in the UK by the BBC, Global, Bauer and Radiocentre. The non-profit operation launched in the UK in 2011 and has now rolled out across eight countries including Germany, Canada, Ireland, Norway, Belgium, Austria, and Peru.

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