

CoastalRadioDAB.co.uk

Coastal

radioDAB

YOUR LOCAL STATION
for Blackpool, Wyre & Fylde

DAB RADIO • SMART SPEAKER • COASTAL APP • ONLINE • FREEVIEW CH 277

Presented by Paula Davies | Owner | Managing Director | Founder

Why Radio?



Radio provides **reach**, with **89%** of UK adults tuning in each week; **resonance**, as an emotional influencer with the power to enhance brand perceptions at a subconscious level; and **results**, delivering an average **ROI of £7.70** for every pound spent. *(source – Radiocentre.org)*

- ✓ Sells with Immediacy
- ✓ Sells with Intimacy
- ✓ Radio Escapes Ad clutter
- ✓ It's everywhere
- ✓ It's Cost Effective
(£7.70 ROI)



Why Coastal Radio?

A promotional graphic for Coastal radioDAB. It features a collage of four people wearing headphones and listening to music, set against a background of vibrant, overlapping geometric shapes in shades of blue, red, yellow, and green. The Coastal logo is prominently displayed in the center, with 'radioDAB' written below it. Text at the top left provides the website 'CoastalRadioDAB.co.uk', and text at the bottom left describes it as 'YOUR LOCAL STATION for Blackpool, Wyre & Fylde'. A white banner at the bottom lists the available platforms: 'DAB RADIO • SMART SPEAKER • COASTAL APP • ONLINE • FREEVIEW CH 277'.

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- ✓ We have boards up at all 3 football clubs - FTFC, BFC & AFC Fylde (Plus Poolfoot Farm FTFC's training ground)
- ✓ We are on the digital display screens inside all Blackpool Transport buses
- ✓ Partnership with Be Inspired Magazine
- ✓ The large Digital Screen on the promenade outside of Viva



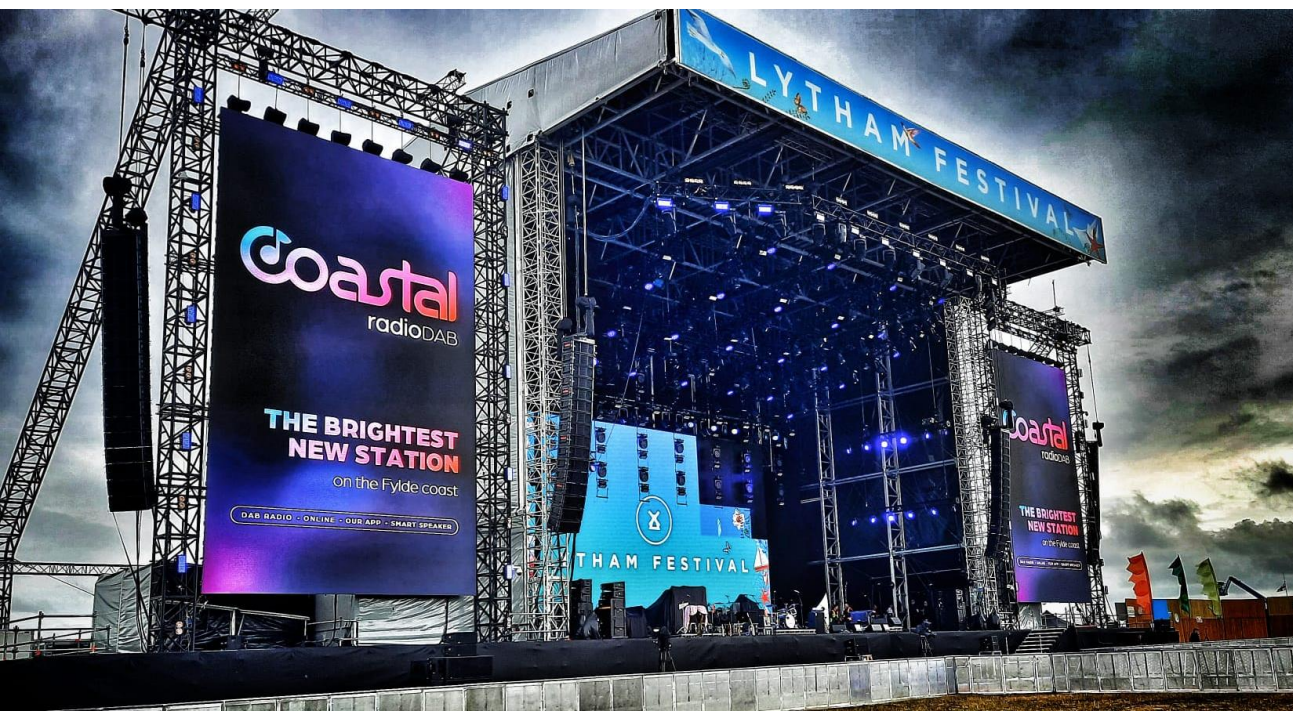
- ✓ The official Radio Partner to Pride Blackpool Weekend June 10th & 11th, we've also attended Fireworks, Illuminations Switch On, Blackpool Airshow – we're EVERYWHERE!
- ✓ Coastal Street Team out and about at events across the area every week – lost count of how many Xmas Switch On's!
- ✓ PLUS we brought back the Local Hero Awards where we celebrated all the unsung heroes across the Fylde Coast... we had over 400 nominations and the night was AMAZING !





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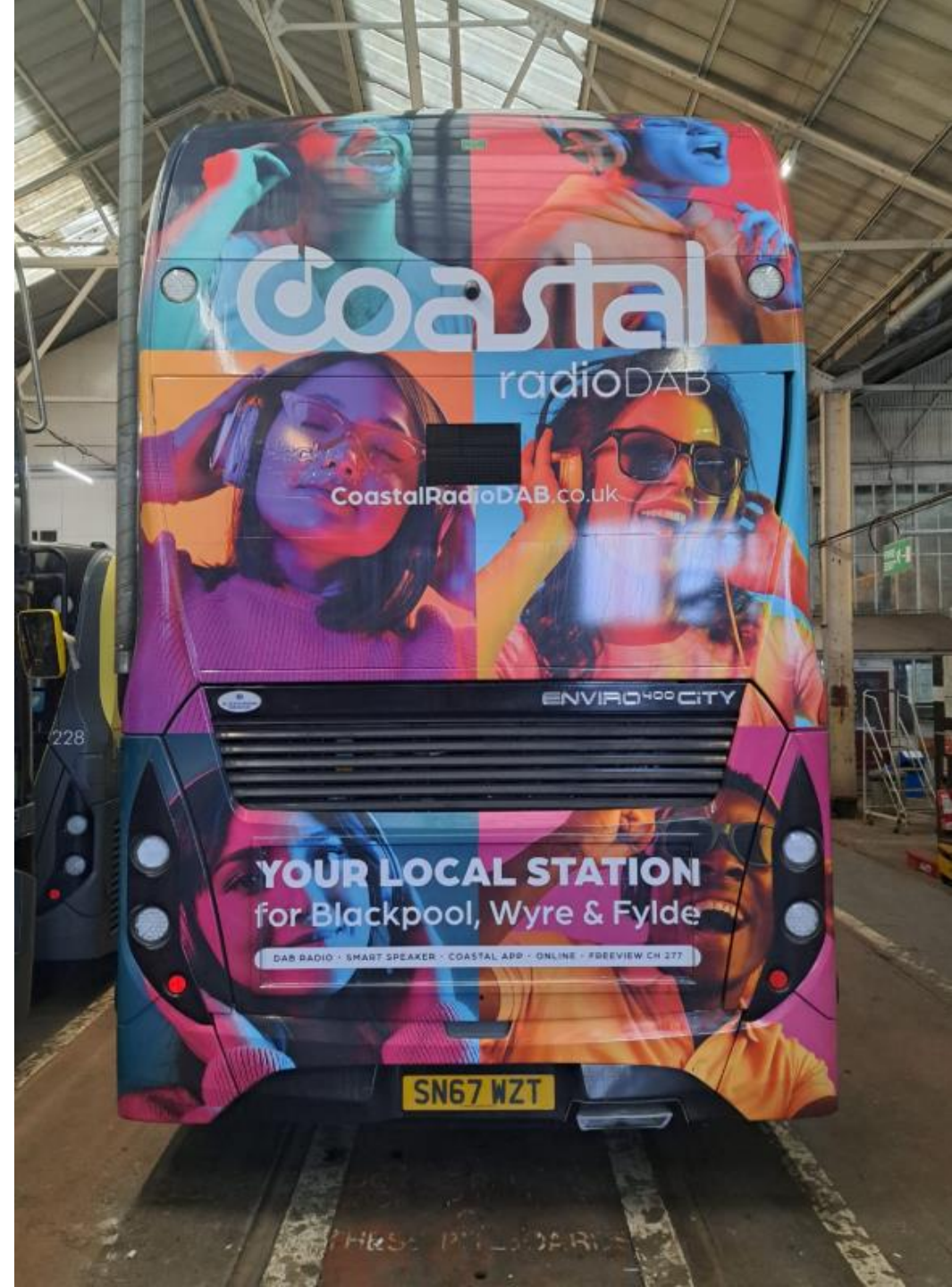
- We were all over the HUGE screens at Lytham Festival....



- And again for 2024!!!



- ✓ PLUS...
- ✓ ... we've got a bus!!
- ✓ Our AMAZING bus back – we are running a Spot The Bus Campaign at the minute to win monthly passes courtesy of Blackpool Transport
- ✓ On the streets across Blackpool & The Fylde Coast NOW!

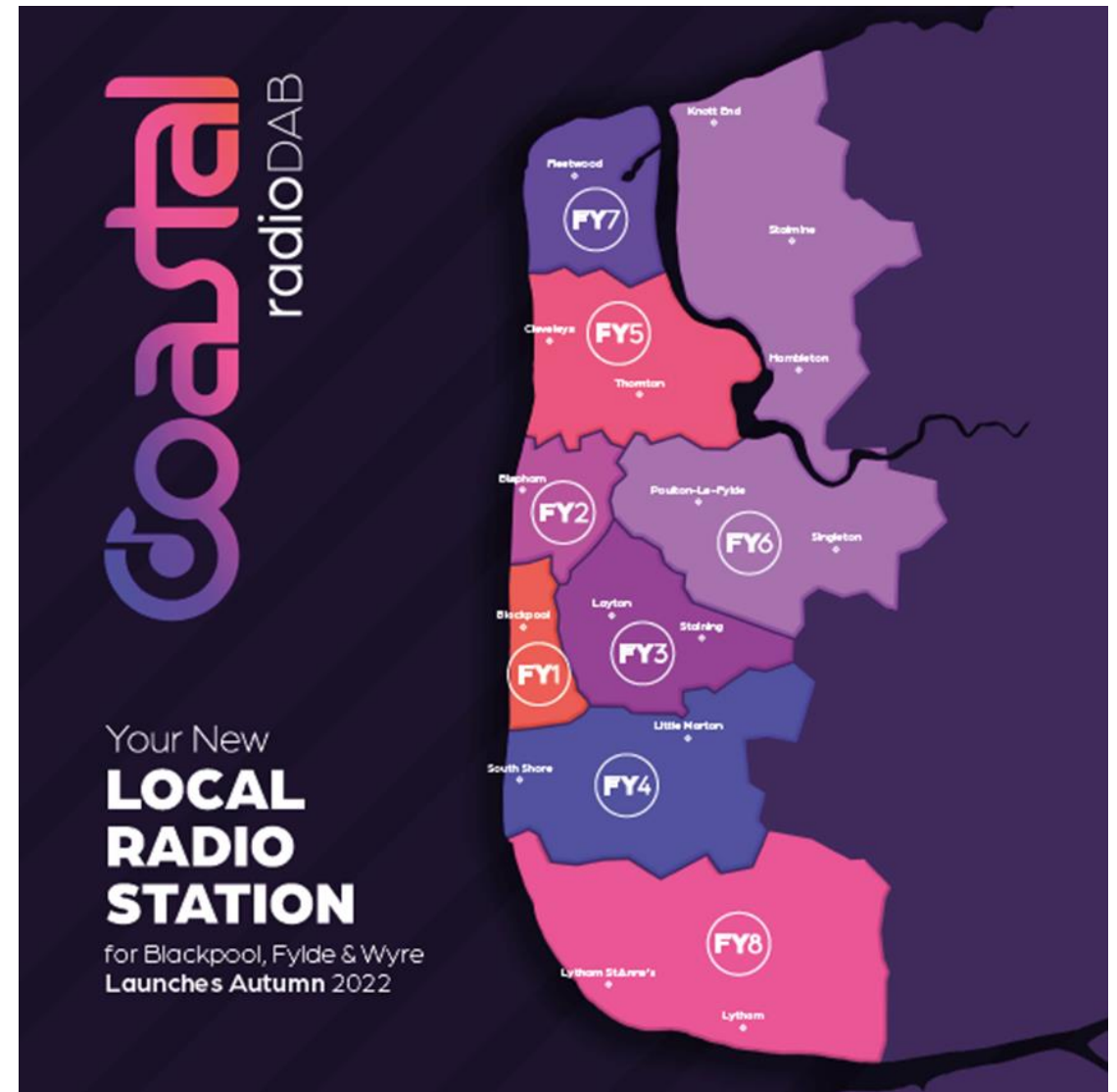




✓ We are **LOCAL**

✓ Run by LOCALS

✓ For LOCALS



✓ Using LOCAL presenters

✓ Reaching LOCAL listeners
(average 40,000 per month)

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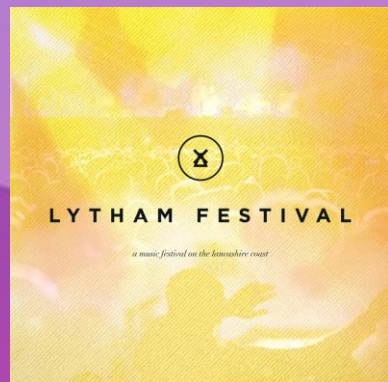
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... Not forgetting our LOCAL students !



✓ Working with LOCAL Businesses!

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✓ Working with LOCAL Charities



We have given away
over **£100,000** in
free airtime to local
charities so far!!!





✓ **NEW FOR 2024**

- ✓ ... Coastal Radio's Local Business Awards (LBA's)
- ✓ Within 24 hours we had received over 1000 nominations
- ✓ Currently sat at just over 5,000 nominations!
- ✓ All you have to do is Nominate & Vote and tell your customers to do the same
- ✓ Nominations close Midnight Feb 4th
- ✓ Big Black Tie Gala Event in The Tower Ballroom on April 19th
- ✓ Local Business Awards, nominated by Locals, Voted for by Locals





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