

12 Good Reasons FOR 2012

RTÉ

2fm

Euro 2012



2fm will be RTÉ's official radio station for Euro 2012. Expect all of the Irish matches LIVE on 2fm as the 2fm Euro 2012 team broadcast LIVE from Poland. Inflated bananas at the ready ... Vuvuzelas at the ready ... 2fm is going continental!



One Night Only with Hector

First there was Second Chance Debs. Then the Granny Grandprix; now Hector and special guests take over the Olympia Theatre, Dublin for one night only of live music and guests. A truly unique listener-engagement, 1300 lucky listeners will be making a night of it in Dublin. In 2011 it brought a tear to the most reserved of eyes, Hector brought together 300 debutantes for the very first 2fm Second Chance Debs. A gala night in Galway gave 300 listeners who missed out on their own a chance to finally have a Debs night. We're doing it again in 2012, venue and dates TBC.



Dress Up for Barnardos

October 2011 saw the launch of 2fm's Dress Up for Barnardos and our research shows that 2fm took ownership of Hallowe'en in 2011. All over the country thousands of people made idiots of themselves by dressing up for Barnardos. From offices to schools, and in businesses up and down the land, they dressed up and they donated. This October, expect a major national TV, outdoor and radio campaign to call on the country to come together once again to raise money and change a child's life.

Women's Mini Marathon



RTÉ 2fm is the official radio partner of the Flora Women's Mini Marathon, set for June 4. 40,000 women will run for charity, and 2fm will be setting up at 3 locations across the city of Dublin to cheer them on every sweaty step of the way.



Tubridy's Greet on the Street

Ryan hits the road in 2012 for a series of unforgettable broadcasts around the country from a high street window near you. Taking window shopping to a new level Ryan will be on display before, during and after the show to meet and greet as many people as possible. If you've ever seen our Ryan Tubridy work a crowd, you've seen star quality in action.



The RTÉ 2fm Toy Appeal for St Vincent de Paul

We all like a good year-on-year stat. Well check this one out: donations to the 2fm Toy Appeal increased from 20,000 toys in 2010 to 57,000 toys in 2011. Backed by a 300k consumer campaign across TV, radio and print, the campaign will be even bigger in 2012. Oh yes, we raised €100,000 in 2011 too.



Roadcaster Revamp Offer

We've taken her in, stripped her down and now she's started up and ready for the road. We think our exciting re-brand of the Roadcaster in 2012 will catch your clients attention... and we're offering €1,000 off the OB package cost. Nice eh? Offer will be available during the relaunch month, terms & conditions will apply.

Music



No Irish radio station does more to support the live music scene in Ireland. You've seen us at Electric Picnic and all over Arthur's Day: we have more exciting live plans in 2012, and we'll make sure you're first to know.

Our Listeners

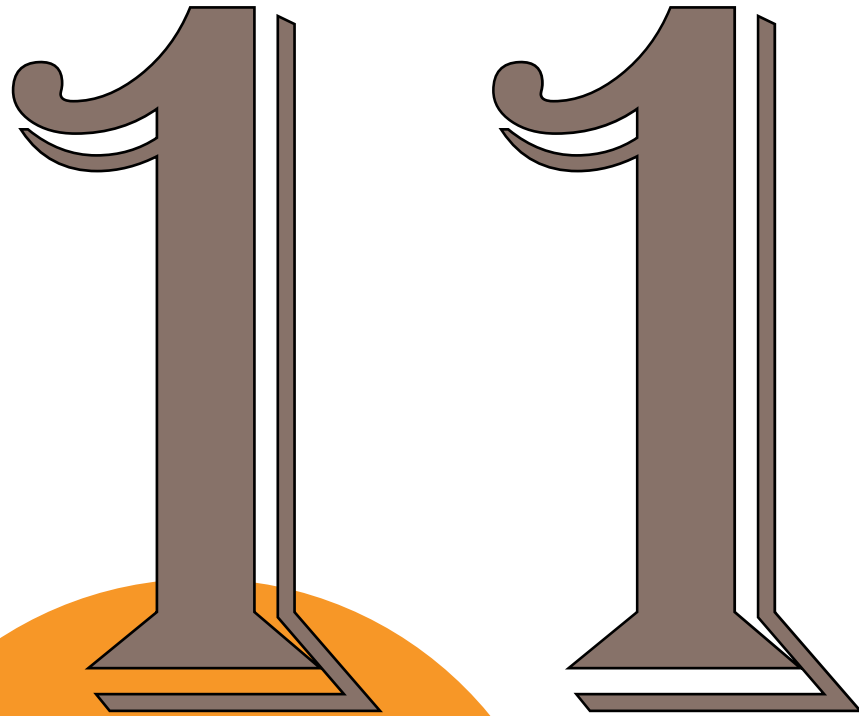


Here's a figure that should catch your clients attention: 2fm's social media speaks to over 150,000 listeners every day across Facebook and Twitter alone. In addition, daily promotions on the RTÉ.ie homepage, alongside the newly launched RTÉ Radio Player, means that we're interacting more and sharing more with hundreds of thousands of potential listeners each week. Listener engagements and competitions have more impact on *and off* 2fm than with any other station.



Investing in Our Brand

We passionately believe in 2fm in 2012. That's why we're getting back on air on RTÉ TV, TV3 Group and Sky Group in 2012 with 2fm's brilliant "Journey" TVC. Independent research by Amarach indicated that the last time the campaign was live a remarkable 57% of people recalled seeing it. But that's not all, we have exciting plans for more TV that we just can't tell you about now; add that to an enhanced cross-promotions system on RTÉ Radio, and you can take it from us that we'll be making real impacts with listeners in 2012.



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Colm & Jedward?!

Yes! Oh yes. The Colm Hayes Show will be teaming up with Universal Records and Jedward for Ireland's most unofficial of unofficial Euro 2012 anthems. With proceeds going to the ISPC, the project promises a star-studded storm on the charts with 2fm's Colm Hayes leading the charge.



Streamlined Saturdays

With his new start time of 10am, 2fm's Dave Fanning is now perfectly positioned to provide listeners with a real Saturday morning alternative: more content, more attitude, more Dave. And that means that Paddy and Ruth get to start the Weekenders train every Saturday and Sunday at the same time. A win-win for Saturdays on 2fm.

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