

INTuneRadio

SHROPSHIRE BUSINESS WITH BEATS



◀◀ MEDIAPACK ▶▶



▶▶▶ OUR STORY

LOCAL PEOPLE

INTune Radio CIC is the brainchild of branding, marketing and web designer Wayne Flynn of Mr Flynn Creative Limited, who is also a former club DJ for almost 20 years. The station features interviews with inspiring local people and showcases local bands to create its dynamic mix of beats and discussion. INTune Radio is backed by some of Shropshire's amazing business and charity community, who we call the INTunerz. With their support we provide a unique and entertaining 24/7 broadcasting platform (summer 2021) reaching the largest land-locked county in the country and beyond.

Wayne was inspired just before the first lockdown in February 2020 to produce an entertainment show (Showcast) and by September 2020 he'd fully developed the idea. One show was produced in November and then the three-hour Christmas Show the *12 Bands of Christmas*, which featured the awesome Shrewsbury Rock Choir, in December. All 12 local bands in that show went down an absolute storm and the Christmas Showcast is now in the top 50% of podcasts of all time, which is just staggering.

#ListenLocal



WHY RADIO?

PEOPLE TRUST RADIO

Radio is viewed as the most reliable medium of modern times, with **77%*** of the public state that they trust radio more than other media sources and that commercial radio in particular helps them stay informed.

Commercial radio is a valuable channel for advertisers. With **90%*** of the UK listening to their favourite radio station every single day adverts can reach any demographic, and are proven to influence consumers' awareness, attitudes, and actions toward brands. Even TV-driven campaigns achieve up to **20%*** greater cost effectiveness when complemented by radio advertising.

The question for advertisers isn't "Why radio?" it's "**Why not radio?**"



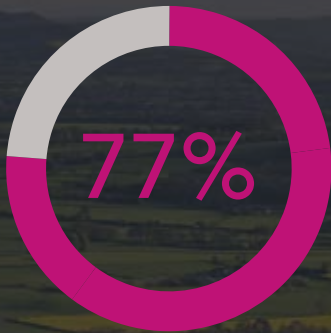
£1.00

INVESTED IN ADVERTISING

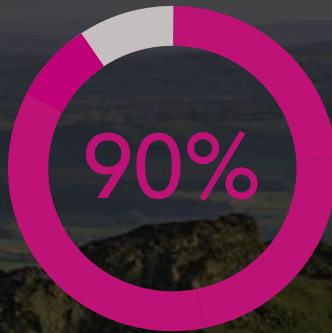


£6.00

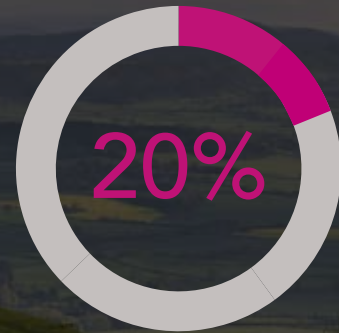
RETURNED IN SALES*



TRUST RADIO
MORE THAN
OTHER CHANNELS



LISTEN TO THEIR
FAVOURITE RADIO
STATION DAILY



INCREASED COST
EFFECTIVENESS
WHEN CAMPAIGNS
INCLUDE RADIO

WHY INTUNE RADIO CIC?

INTune Radio CIC is the only commercial radio station covering Shropshire, Telford and Wrekin with a mission to support local business, charities and communities; we are committed to connecting people and encouraging new collaborations. Alongside our uplifting roster of commercial music, we champion local music and provide local bands and musicians a professional platform to have their music heard.

We organise outreach projects to help the local community gain experience in the exciting world of media. Our unique service combination provides a valuable platform for advertisers to capture the hearts of the region's combined **500,000 residents*** as well as **40 million tourists**** each year spending an astounding **£24.5 billion**. As the only way for radio adverts to reach small pockets of communities throughout the county, if you don't use INTune Radio CIC to advertise, then Shropshire, Telford and Wrekin can't hear you.

* Telford and Wrekin Council, 2016. Shropshire Council, 2011.

** Shropshire Star, 2018.

CAPTIVE AUDIENCE



500K
RESIDENTS

40M
TOURISTS

£24.5Bn
TOURIST SPEND



#ListenLocal



"I like to hear local information, familiar voices, comments or about people I know, and music I enjoy."

LOCAL VOICE

LOCAL PRESENTERS AND ENGAGING CONTENT

INTune Radio CIC offers the people of Shropshire, Telford and Wrekin something no other station can; original and engaging content from local businesses, charities and communities that is truly relevant to them.

From specific and original programming, playing local bands and musicians, through to interviews with local people from the business and charity sectors with coverage of regional community engagement projects; the value our listeners place on our authentic and interesting content gives kudos to everything we broadcast, including our advertising. Nobody speaks to our community like we do.

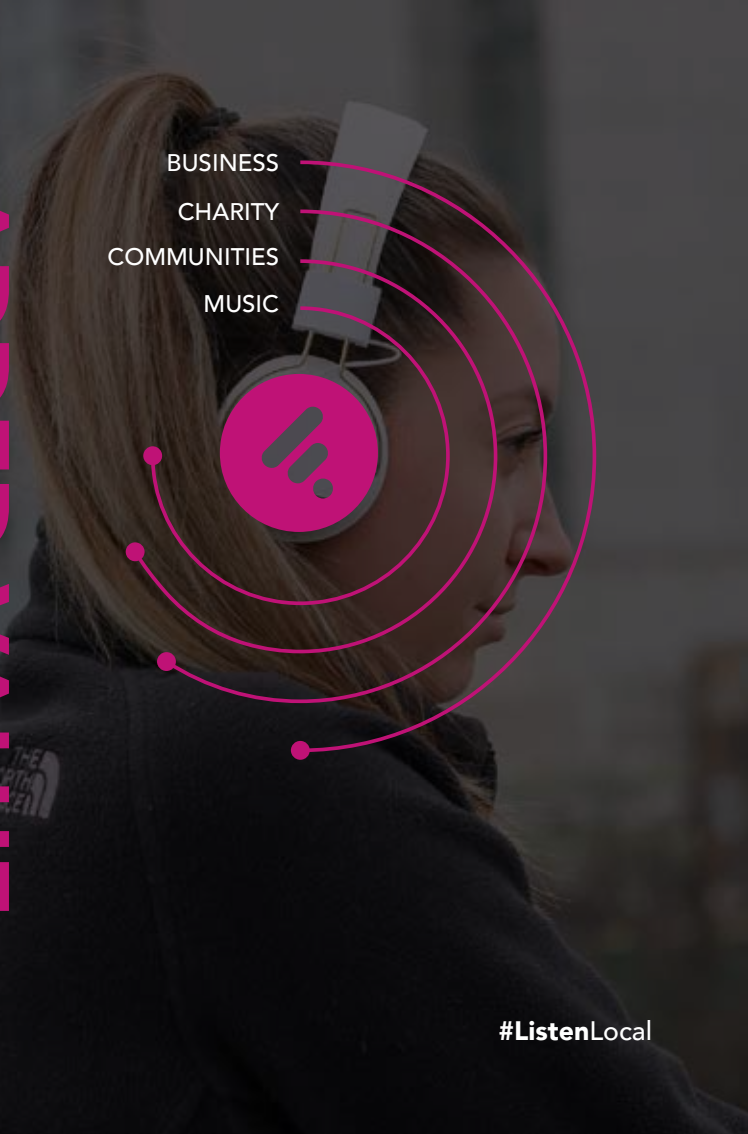
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NO RED TAPE OR LONG WAIT

As an independent broadcaster, it is easy for us to tailor advertising and show sponsorship packages to your needs. Fast and flexible, along with award-winning branding, marketing and voice-over expertise, we'll work with you to add value wherever we can; we'll make sure that your message is delivered to our unique audience in the best way, at the best times. Promoting your brand with InTune Radio CIC is an affordable and effective way for your business to:

- Align with a progressive, creative and forward-thinking brand
- Instil credibility through exposure to a local audience in an uncluttered environment
- Reach a large, responsive audience who sometimes reside in difficult to reach communities in the county
- Access target markets through specialist programmes and events

ADDED VALUE



BUSINESS
CHARITY
COMMUNITIES
MUSIC

#ListenLocal

AWARD-WINNING EXPERTISE

Wayne Flynn has designed graphic and website solutions for some of the countries leading brands such as; Virgin Media, Sony, NHS, Severn Trent, Childline, BCU, Home-Start UK and the V&A Museum. His ground-breaking design work has been featured several times in monthly design journal, Creative Review. Wayne has worked on several award winning projects. The brochure for Broadway Plaza, Birmingham gained three gold awards at the Property Marketing Awards, including the overall best brochure award. Other design awards include a silver award for best charitable brochure (Articulate, The Arts Centre Group), and a silver award for best business brochure (ASC Connections).

The Corporate Livewire Prestige Awards recognise small and medium sized businesses that have proven to be the best in their regional market over the past 12 months. The judging panel base their decisions upon areas such as service excellence, quality of the service, innovation practices and value as well as consistency in performance. Deryn Oliver is also known as the Mary Poppins of voice-over and she has voiced a number of audio books, commercials and corporate videos.

#ListenLocal



3 GOLD AWARDS

BEST BRAND
BEST PHOTOGRAPHY
BEST PROMOTIONAL
BROCHURE FOR A
REGENERATED SITE



BEST VOICE-OVER ARTIST FOR CENTRAL ENGLAND




40K

FACEBOOK POST
ENGAGEMENT
PER MONTH

"I can without hesitation and knowing what I now do about their aspirations, say that Shropshire, Telford and Wrekin would benefit from an independent, local radio station that truly reaches all of our communities across the whole county."

MRS DEAN HARRIS JP
PAST HIGH SHERIFF OF SHROPSHIRE 2020/21



LISTEN ONLINE

WE ARE DIGITAL

Staying in tune with the digital age, radio is now more accessible than ever through online listening, apps and social content and is a powerful part of any advertising campaign. At INTune Radio CIC, we stream online via our website and via radio apps so it doesn't matter where our listeners are based, they can always tune into their local radio station via their computer, tablet or phone.

Our audience love to get involved with our shows via social media and on our website. That's why our on-air advertising is complimented by banner ads and social media posts promoting your business. We are all over social media through Facebook, LinkedIn, Twitter or Instagram with constant new updates and show information, so we know that a digital presence will add to your on-air exposure and get your business heard to an online audience.

We also offer website advertising spaces at competitive rates so your business gets noticed every time people visit our site to listen live online, listen again or to check out our schedule. Website advertising is flexible: you can book space at a monthly or annual rate to suit your budget and advertising requirements.

#ListenLocal

WE PROVIDE A VOICE FOR LOCAL BUSINESS, CHARITIES, BANDS AND PEOPLE IN OUR COMMUNITIES

LOCAL BUSINESS AND CHARITY VOICES

Marisa Fernandez / **Bright Owls** // Shane Stark / **Business Doctors** // Deryn Oliver / **Deryn Oliver Voice Over Artist** // Wayne Flynn / **Mr Flynn Creative** // Amanda Wynne-Evans // Becci Hollis // Ellen Orchard // Rob Tolley / **Fluid Network Solutions** // Victoria Handbury-Madin / **VHM Consultancy** // Tess Bailey-Sayer / **The Sea Change Trust** // Richard Moreland / **RTFO** // Dean Harris / **The High Sheriff of Shropshire** // Leanne Simcoe / **Little Stars Baby Bank** // Jo Cooper / **The Community Foundation of Shropshire** // Sarah Thomas // Felicity Wingrove / **Zen Communications** // Suzanne Campbell / **Aspire Accountancy** // Marjorie McPhearson / **RFTFO** // Andrew Goodman // Amy Owen / **Singer @TheJays**

LOCAL BAND BEATS

The Ronaldos // Tiny Towers // Chilli Monster // Andy O'Brien // Jacob and Mark Saville // JD Streets' Tall Tales // Sammi Elston // Ukulele Massive // Dixie Riot // Exit/out // Shrewsbury Rock Choir // National Rock Choir charity single // Libby // Without Warning // Matt Brush feat Amy Owen // Samira Hills // Black Bear Kiss // Aaron Evans // Aardem feat Amy Owen and Kate Brown // Brad Hunter // Something 4 The Weekend

**PEOPLE BECOME FRIENDS
AND ADVOCATES OF
INTUNE RADIO CIC**

**ADVERTISE ON AIR, THROUGH OUR
MEDIA CHANNELS AND OUR WEBSITE
OR SPONSOR A SHOW, SALES PACKS
ARE AVAILABLE - GET INVOLVED:
INFO@INTUNE-RADIO.CO.UK**

#ListenLocal



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intune-radio.co.uk

INTuneRadio 
SHROPSHIRE BUSINESS WITH BEATS

"INTune has a compelling offer, mixing the very best insights with entertainment and an enviable reach. Engaging with our communities - business, third sector, and the wider geographical area - has completely opened up in a dynamic, exciting, and innovative way."

FELICITY WINGROVE
MANAGING DIRECTOR
ZEN COMMUNICATIONS

BUSINESS • CHARITY • COMMUNITY