



**GET YOUR CONCERT AT YOUR HOME  
2010**



## Home Concerts

Have you ever thought it is possible your favorite Bulgarian artist will play only for you at your own house?

Now MAD TV will make this possible!





# Home Concerts

Did you think that concerts are only made in parks, clubs and stadiums ?

Have you imagine that your favorite artist/ group will come at your house and sing only for you?

You haven't...

Now everything you know is about to change...





# Home Concerts

## Concept

- ✓ There will be a special trailer announcing the activity and the contest with terms and conditions for participation in the Home Concerts.
- ✓ Each time there will be new trailer announcing the artist which will perform on the Home Concert.
- ✓ By sending an SMS containing the brand of the sponsor and answer to a music question.
- ✓ Everyone that answers correct will participate to a prize draw.
- ✓ The prize will be a concert in their home.







## Home Concerts

- Invite MAD & Sponsor to your house and we will bring
  - The famous Bulgaria Artist
  - Decoration
  - Sound system
  - Lights
  - Beverages / ?/
  - ... and our camera videotaping the concert





# Communication strategy

## Mad TV

- Broadcasting of a trailer of the activity and about the each 2 weeks contest . 5 spots per day for 30 days. Total 150 spots
- TVC of the sponsor following the activity. Total 150 TVC –max duration 30”.
- Daily announcement of the promo and contest through Mad’s VJ in all live shows
- Direct announcement in all SKYPE friends on Mad’s profile and FACEBOOK wall–more than 6 000 friends.
- Press release in all mass media in Bulgaria about the unique promotion and contest.





# Home Concerts

## MAD TV

- Trailer of the activation and the rules of the contest of each 2 week ( max. 20 “)- 5 times per day, Total 150 trailers per month.
- Spot of the sponsor following the trailer for activation and contest of each week– 5 times per day. Total 150 spots per month ( max. 30 “).
- Live announcements by Mad's VJs where the sponsor is mentioned- 5 times per day. Total announcements 150 per month.
- Information about the activity on the info Box with the logo of the sponsor shown ( max.3 “)





# Home Concerts

## Mad's internet site

Announcement of the contest, the 2 week's winner of the big PRIZE and the event in home page on News Section.

Banner campaign about the promo and contest branded with the logo of the Sponsor  
Micro site for the promo – Announcement of the winner, full description of each event, name of Artist, brand of the sponsor, etc.

## Radio Campaign

Campaign in some of the major radio and radio chains in Bulgaria like:

Radio Katra FM - Local

Radio Bravo – regional chain

Radio Fresh – national chain

Alpha Radio – national chain

Radio Aura - local







# Home Concerts

## Print Campaign

Campaign in some of the major magazines in Bulgaria like:

Home & TV	Joy		DJ Magazine
OK	High Club	Amica	Grazia Max
Maximum			

## Internet Campaign

Campaign in major internet sites in Bulgaria like:

PCmania.bg	Data.bg	viewsofia.com	
Fresh.bg	partystars.com	sofiastreetstyle.com	
omaj.tv	Mysound.bg	erogance.eu	tilllate.bg
Vbox7.com	netinfo.bg		





# Home Concerts

## OTHER

- Banner campaign of the sponsor on Mad's site
- Announcement of the event with sponsor's logo through direct message in all MAD friends on SKYPE and FACEBOOK wall ( 6000 friends)
- Micro site with actual information for the activation and sponsor's Logo shown on it.
- Logo of the sponsor on the print ads in weekly/monthly magazines (when possible)
- Logo of the sponsor on the banner campaign on Mad's partner sites (when possible)
- Branding of the house
- MAD TV will shoot reportages (max.3 minutes) from every home concert and will broadcast them in the program of MAD TV.
- Mad will also send reportages to all other TV stations.
- MAD TV will also frequently play one song of artist from each home concert in it's program

Final net investment per 2 months ( 2 event) will be 20 000 BGN including communication, Production, creative concept.

In case of purchase of 4 months – 4 events the final net price per event will be 7500 BGN

