

Attune to the Barina FM lifestyle

Atomic Media is proud to announce the launch of a new music culture and lifestyle website that transcends the traditional concept of 'internet content' while also promoting the new Barina.

www.barinafm.com.au is an online radio station designed, by Atomic Media, to build awareness of the Barina small car brand for its long-time client Holden Ltd. The site encourages repeat visits by becoming a part of the user's lifestyle.

Online music streams continually, while an interactive screensaver, MP3s downloads and a video eCARd campaign, all add to the package. There is also weekly music content from Melbourne's premier street press, InPress and Zebra magazines, and giveaways including a new Barina and monthly life essentials like a Palm personal digital assistant, MP3 CD players and CDs from Sanity.

BarinaFM becomes an integral part of the user's daily social routine through the dynamic internet-driven Live Screen Saver. When activated, the screen saver provides the latest club guides, album reviews and music related feature stories. Users don't even need to be online, and the info is automatically updated whenever they connect to the Internet.

The relationships established to make www.barinafm.com.au work are a powerful blend of youth and electronic media. Contributors include InPress and Zebra Magazines, Digital One, Sanity, MP3.com.au, and the international music news site mezzmusic.com.

Atomic Media has steered the online marketing strategy for Barina through the www.BG.com.au website for three years. In the fourth year of its relationship with Holden, Atomic Media has worked to ensure the Barina campaign evolves to appeal to a broad unisex demographic in a lifestyle and product-centric context.

Ensuring the integrity of the brand and devoting a large proportion of the site to product information were important elements while devising the site. The result is a blend that forms a strong relationship with the 18-35 year old demographic through lifestyle content, while nurturing the secondary market of users who primarily seek product information.

Advertising agency Cummins and Partners will be launching a comprehensive offline campaign strategy in coming weeks.

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