

The Most Important Medium to Reach a Youth Audience is Digital

Melbourne based John Curtin, Marketing/Brand Manager for Onelove Music Group, a youth marketing/events company that specialises in Music Festivals and Events, believes the most important medium to reach a youth audience is digital.

The Onelove website boasts 1.3 million page impressions and 60,000 unique visitors per month and a combined Facebook Page/Group audience of 70,000. "We have a massive growth online in our social media groups currently and have drastically reduced our other media spend due to the growth of our digital media spend. We also are using all our outdoor and promotional activity to feed our online." John Curtin, Brand Manager, Onelove Music Group John Curtin will be speaking at the AIMIA (Australian Interactive Media Industry Association) V21 Conference in Melbourne on Thursday 15 April. Speaking on the topic "Reaching Your Audience in 2010" the panel will be looking at three demographics (under 24, 25-44, 45+) we define the proven methods to communicate to these rapidly changing audiences.

Panel speakers from the music and television industries will explore the results of major campaigns to provide insight into the engagement, awareness and returns they've generated using specific online and traditional tools. Does social media actually generate revenue? Is TV more effective than ever? Are engaged audiences worth the hassle?

V21 is designed to bring together the digital media industry and its clients to help develop and better understand opportunities that digital media can bring to business. Other speakers at the V21 Conference include: MySpace, the ABC, the AFL, Sitepoint/99designs, RedBubble, Network 10, Catalogue Central/Style Hunter, Sportsgirl, Citrus, Perfumania, Onelove Music Group, Sound Alliance and FremantleMedia Enterprises. V21 Conference: Meet the New Generation Digital Business Models...Melbourne - Thursday 15 April 2010 Full Program and Registration: www.v21.com.au

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