



IBIZA SONICA SHOWCASE

ON AIR

ibizasonica.com

IBIZA SONICA SHOWCASE

1

SHOWCASE

Bringing Sonica vibes around the world

2

CAMPAIGN CONTENT & BRAND PRESENCE

We carry out a 360° campaign with organic promotion BEFORE, DURING AND AFTER the main event including client's mentions, callsign, tags in RRSS, insertions in news, banner, etc

3

MERCHANDISING

Gifts for the people. A memory of the experience that has been lived.

4

ESTIMATED REACH

Each campaign is designed according to the needs of the brand, it is broadcast at the most appropriate time for the consumption profile, with the aim of reaching the maximum possible target.

5

FARES

Low investment, high value . Customised budget for maximum profitability of each event and its promotion

6

AUDIENCIAS

Because our audience is your target

A DJ mixer is in the foreground, with its various knobs and sliders visible. In the background, a beach scene unfolds with people, a lifeguard stand, and a net in the water under a clear sky.

1

IBIZA SONICA SHOWCASE



IBIZA SONICA SHOWCASE

Music moves the world and we are moved by music.

We bring the style of Ibiza Sonica Radio to your club, to your event, to your festival, in short, to your "home" in a material format: "Ibiza Sonica Showcase", another of our best-known and internationally recognized features.

Our artists have endowed its own musical character to Ibiza Sonica Brand along with some of the leading international names on the electronic scene. They form the line up of the Ibiza Sonica Radio events around the world: BPM, ADE, Goa, Duran Bar Moscow and many more.

SONICA'S ARTISTS

MUSICALIZATION OF THE VENUE

It is very well known that music is one of the determining factors when it comes to giving an atmosphere and personalizing a space, and it is indisputable that the musical selection process must be careful and professional

Our music selectors are experts who translate and read into the desired emotional experience through music. Whether it's a hotel, a restaurant, festival, clubes or any public space, they build it on the characteristics of the brand and the profile to achieve the desired atmosphere.

Let our skilled experts make a musical design for your space. You just have to relax and listen

ARTIST BIO:

<https://ibizasonica.com/artistas/>



ELI ROJAS



VAROC



SECRETARIO



GRAHAM SAHARA



MILOU



IVAN SERRA



KARLOS SENSE



IGOR MARIJUÁN



ERNESTO ALTÉS



ANDY WILSON



XAVIER FUX



VALENTIN HUEDO



PAOLA POLETO

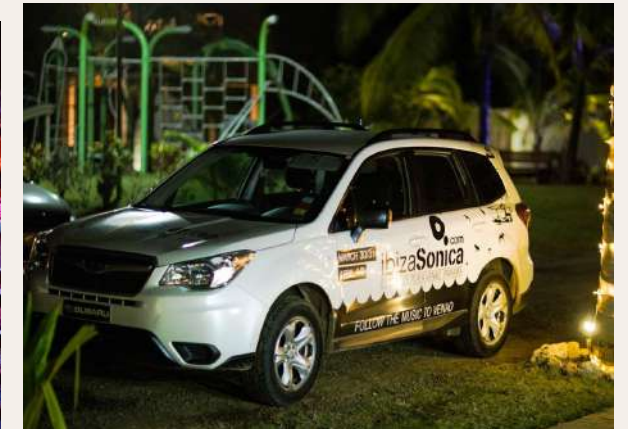
SONICA'S SHOWCASE AROUND THE WORLD

EXAMPLE 1 FESTIVAL: SONICA VENAO IN PANAMA

6th Edition of Festival in Panama. Annual festival with Ibiza Sonica artists plus international artists such as Goldcap, Kora, Be svendsen YokoO, etc...

Ibiza sonica created a line up with a musical style appropriate to the production and style of the festival

Photo Album: <https://www.facebook.com/media/set/?set=a.10155115087936168&type=3>

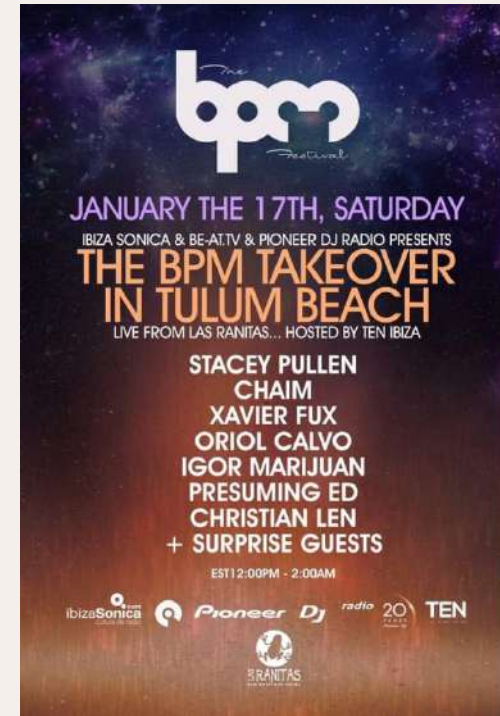


SONICA'S SHOWCASE AROUND THE WORLD

EXAMPLE 2 FESTIVAL : SONICA @ BPM MEXICO & COSTA RICA

For more than 10 years, Ibiza Sonica has been the official BPM media both in Mexico and Costa Rica, in addition to broadcasting the festival, we have our own showcase where Sonica artists participate together with international artists such as Rodriguez Junior, Sven Vath, Stacey Pullen, Chaim etc..

Photo Album: <https://www.facebook.com/media/set/?set=a.10153804229851168&type=3>



SONICA'S SHOWCASE AROUND THE WORLD

EXAMPLE 3 HOTEL : SONICA SESSIONS @ HOTEL W

From June, 13th to September, 26th. 2021 All the Sonica artists have been on the rooftop of the W Hotel Ibiza playing every week, to create the perfect atmosphere for the sunset. We also have been at W Shanghai

Watch Video: https://www.facebook.com/watch/live/?v=354915966052380&ref=watch_permalink



SONICA'S SHOWCASE AROUND THE WORLD

EXAMPLE 4 BEACH CLUB : SONICA SHOWCASE IN ZANZIBAR

The Ibiza Sonica showcases have been in many cities and countries such as Russia, Zanzibar, Serbia, Amsterdam, Paris, Panama, Mexico etc..

In Zanzibar for more than a month of tour in different places such as restaurants, beach club, hotel etc..



SPECIAL LIVE BROADCAST 

BEACH HOUSE ZANZIBAR
- PRESENTS -
Ibiza Vibes
- IN -
ZANZIBAR
FEATURING

2020 OCT

17 SAT 10PM - 2PM CET LIVE @B4 BEACH CLUB
PHILLIP JUNG / GET PHYSICAL BERLIN + SONICA DJ'S

18 SUN 4PM - 7PM CET LIVE @BEACH HOUSE ZANZIBAR
ERNESTO ALTÉS // KARLOS SENSE // VALENTIN HUEDO





MELIÁ ZANZIBAR XMAS BRUNCH
LIVE BROADCAST BY 

25TH DECEMBER
12 PM TO 7 PM




B4 ON TOUR

ZANZIBAR

LINE UP
ANTE PERRY
ERNESTO ALTÉS
PHIL FULDNER

SPECIAL PACKAGE ON REQUEST : STEVAN.COHENNE@MELIA.COM


SONICA'S SHOWCASE AROUND THE WORLD

EXAMPLE 5 CULTURAL CONFERENCE: SONICA SHOWCASE IN AMSTERDAM

The Ibiza sonica showcase is not only associated with renowned artists but also with major brands such as Pioneer or festivals such as BPM and ADE.

During the last years Ibiza sonica has moved to Amsterdam to broadcast the festival and to have our own showcase





2

CAMPAIGN CONTENT



CAMPAIGN CONTENT

COMMUNICATION
CAMPAIGN

+

PROMO RADIO SHOW

+

LIVE BROADCAST

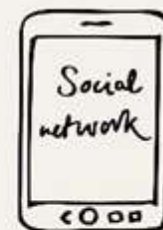
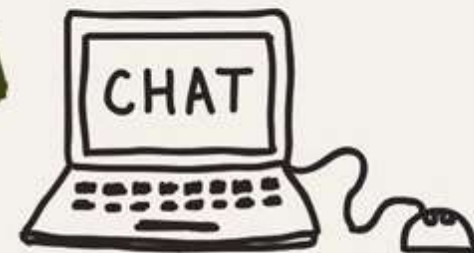
+

BRAND PRESENCE

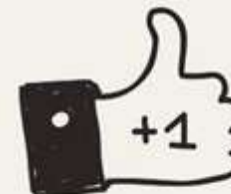
TALK TO YOUR CLIENTS IN THEIR LANGUAGE!

Personalised integration of the event communication campaign in Ibiza Sonica Radio's social media plan.

After careful analysis we will create the right content to share on all the appropriate platforms, optimizing the information about the event and making sure that the show is not perceived by our followers as advertising material, but as content of interest. In this way we achieve a better reach and level of participation, and therefore, greater engagement.



COMMUNICATION
CAMPAIGN



LIVE BROADCAST COMMUNICATION CAMPAING

BEFORE THE EVENT

1 Promotional Radio Show announcing
The live broacast or the live broadcast series

Social media posting
announcing the event

The customer can create his
own artwork or use a
generic Sonica template



AFTER THE EVENT

Podcast of the event on
the website and Sonica
App, + MixCloud
+ Soundcloud



DURING THE EVENT

Video streaming Facebook Live
+ Sonica Website
+ YouTube.
+ Crossposting
Sponsor logo included

Broadcast (2h):

95.2 FM

www.ibizasonica.com

+ 30 online platforms

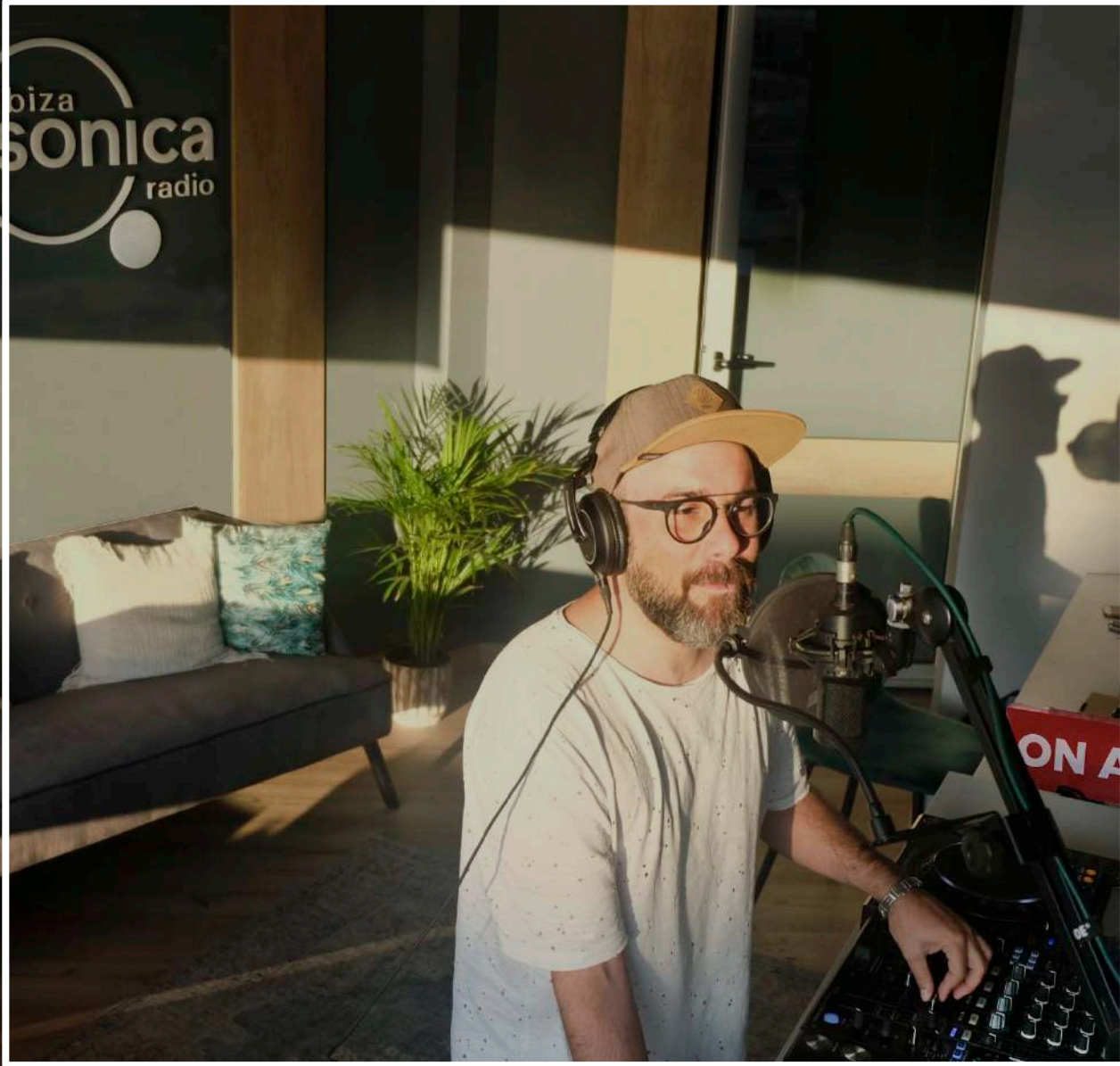


EXTRA OPCIONES

Banner Sonica Web Site
+ Magazine On line

+ VIDEO HD





PROMOTIONAL RADIO SHOW

Radio musical program created exclusively for the promotion of the Ibiza Sonica Showcase and its broadcasting.

The presenter will share place with a guest DJ facilitated by the client. The program can be carried out live, or it can be prerecorded and broadcast in "false direct". It is broadcast in audio, through the ONAIR broadcast and video, Facebook Live format.

It will be done according to the needs and preferences of the client. Information of interest to the listener is offered, without advertising breaks or advertisements.

RADIO SHOW CONTENT



Music

We carry out a tailor-made program, with musical content adapted to the event will e broadcast



Interviews

We will invite a DJ provided by the client, to stage the listeners



Radio

Radio show broadcasted in FM and online Ibiza Sonica Radio (+30 plaforms)



Video

In addition to listening to the program on the radio, it can also be seen, with more brand impact.



SHOWCASE LIVE BROADCAST

3 hours of streaming in real time, with international reach.

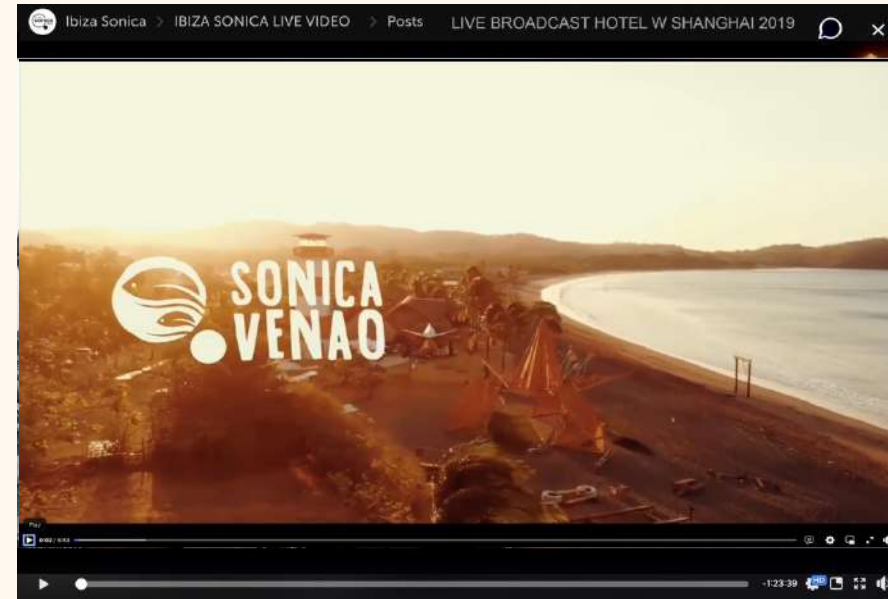
Descriptive presentations by Sonica presenter and microphone ambient to capture the atmosphere of the Ibiza Sonica Showcase event, and the music of the moment to live each event from anywhere in the world

Audio and video streaming through Sonica, the Ibiza Sonica website and Youtube.

[WATCH VIDEO]



[WATCH VIDEO]

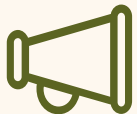


[WATCH VIDEO]

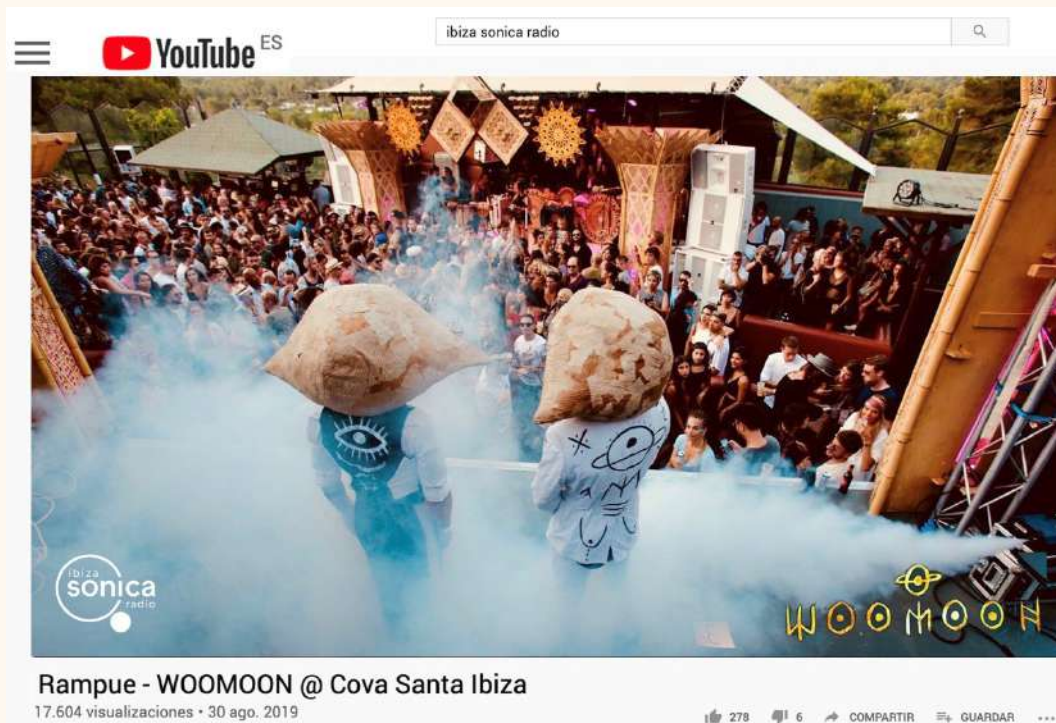


[WATCH VIDEO]

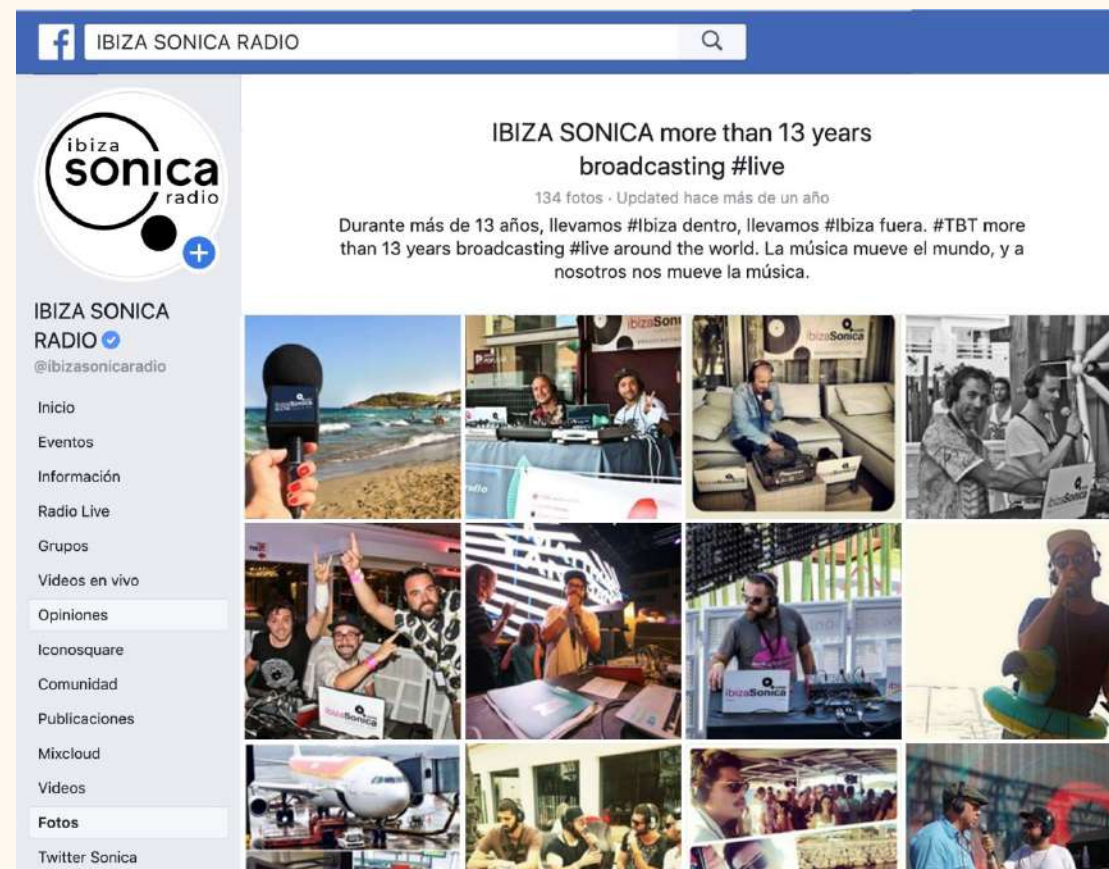
BROADCAST - LIVE OR DEFERRED



PROMO EXAMPLES DURING THE EVENT



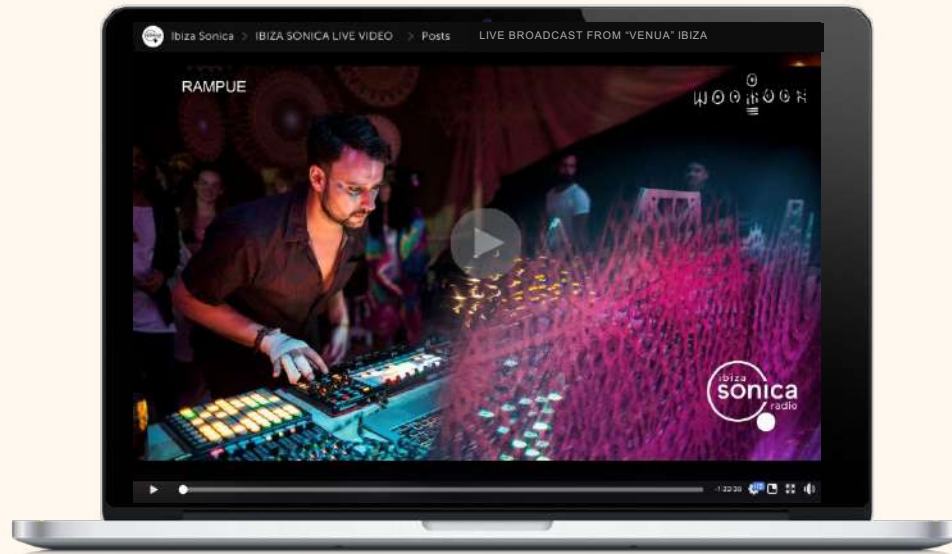
[Video Live You Tube \[VER VIDEO \]](#)



[Album fotos facebook \[VER LINK \]](#)

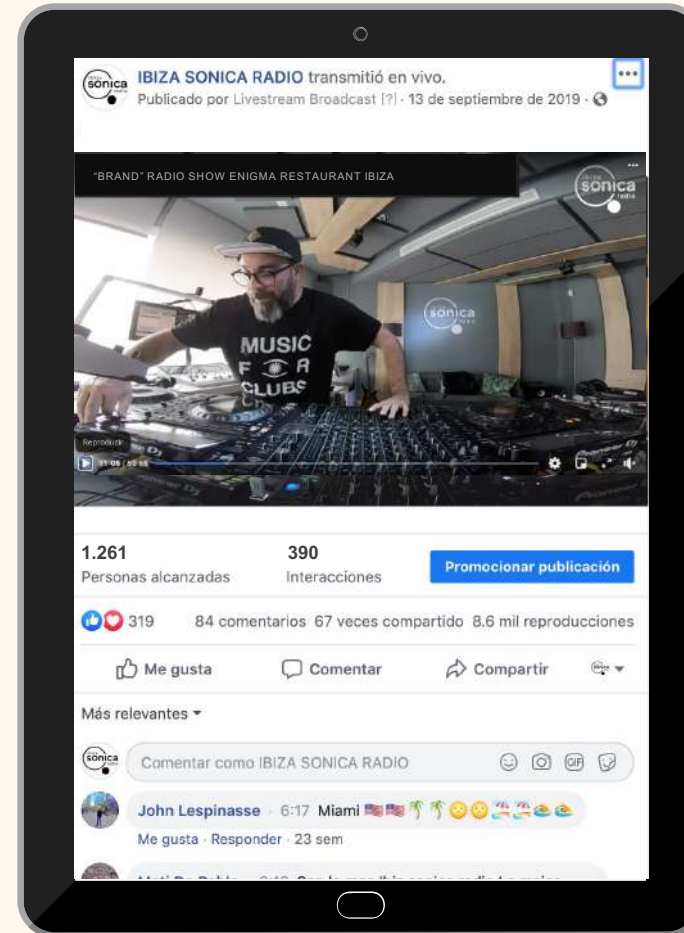
VIDEO STREAMING: FACEBOOK LIVE + SONICA WEB + YOU TUBE

PODCAST & VIDEO ON DEMAND: SONICA WEB + APP



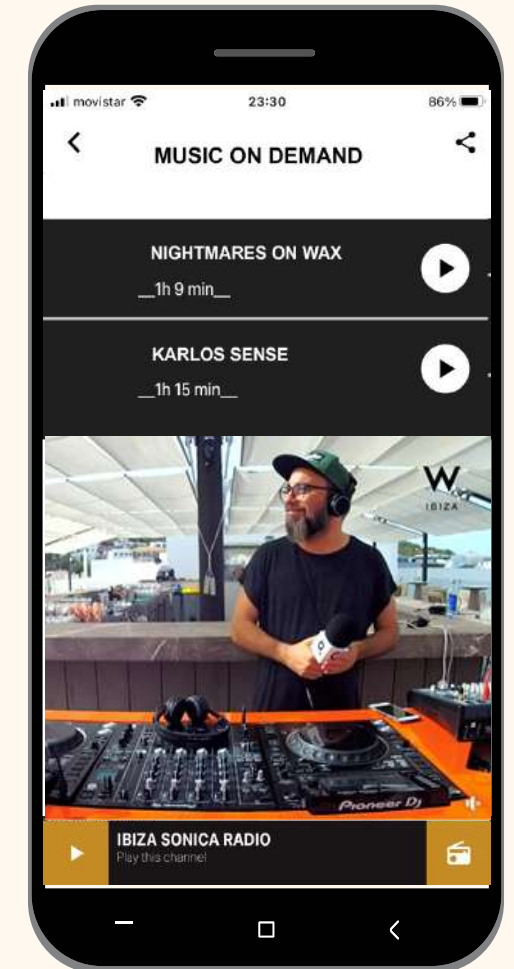
VIDEO STREAMING
SONICA ON LINE PLATFORMS

FACEBOOK LIVE



RADIO SHOW CREATED AD HOC FOR
THE CLIENT

PODCAST & VIDEO ON DEMAND



PODCAST /VIDEO SERIES

[\[WATCH SERIES \]](#)

BRAND PRESENCE

INTRO / OUTRO

+

JINGLES

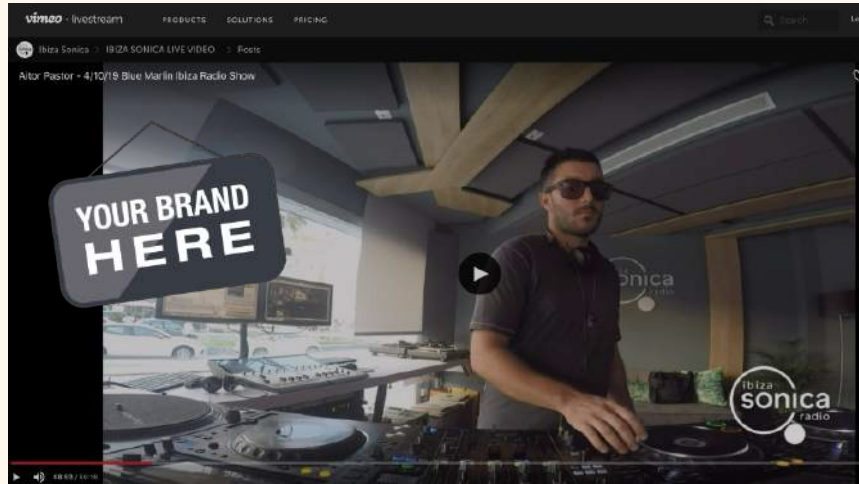
+

SHOUT OUTS

+

BRAND
PLACEMENT

- Entrance mask (INTRO) and exit mask (OUTRO) of the program, with client's callsign
- 4 x BRAND JINGLES, integrated into the Sonica Showcaase live streaming
- PRODUCT PLACEMENT VERBAL: 2 x Mentions of the brand by the presenter during the sponsored program
- VISUAL PLACEMENT (we can combine them):
 - With brand placement (integrated logo –fly–) in the Facebook live broadcast.
 - Active: interacting with the product / brand.
 - Passive: in neutral plane and protagonist. Eg Static banner as part of the "stage" where the Sonica Showcase takes place, or in the foreground



BRAND PRESENCE DURING THE BROADCAST

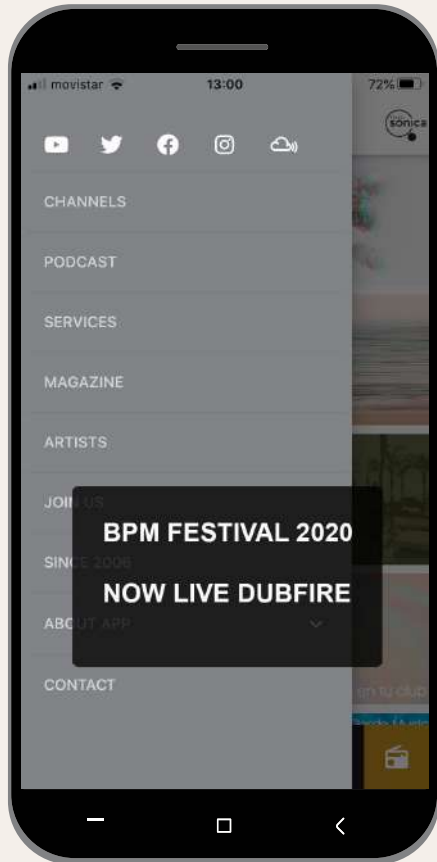
The sponsoring brand has a constant presence, both visual and auditory, during the tailored radio program and the broadcast.

BRAND PRESENCE

COMMUNICATION AND EXHIBITION OF THE SPONSOR

We promote the program and live broadcast sponsored through Ibiza Sonica Radio and its online platforms, before, during and after each broadcast, with mentions, jingles, tags in RRSS, etc.





Notificación Live App



Video Facebook Crosspost feed del cliente
[VER VIDEO]

ONLINE EXAMPLES

[Facebook Album Photos \[WATCH LINK\]](#)

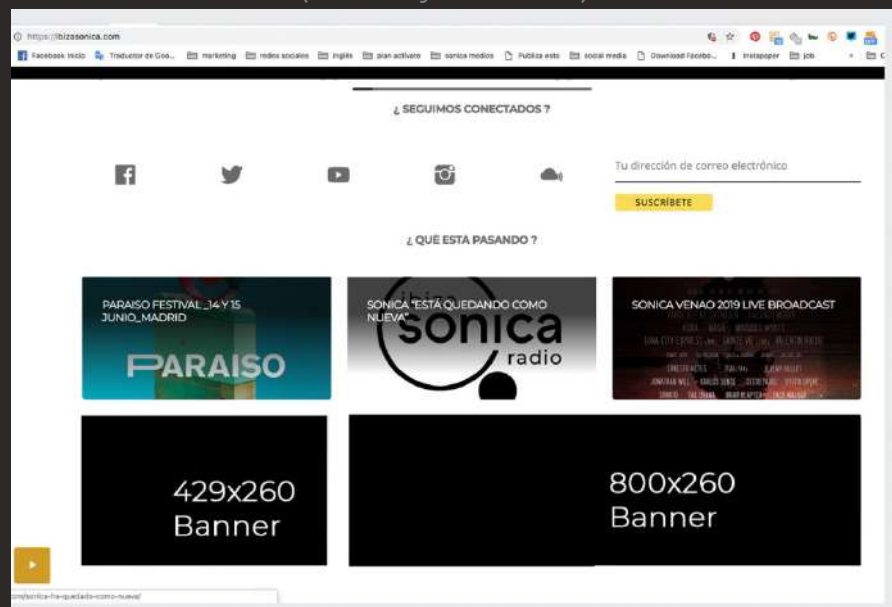


Video Streaming Web + Facebook

ONLINE INSERTS: BANNER SONICA WEB NEWS ONLINE MAGAZINE

BANNER 429*260 WEB SONICA

(UTM link y estadísticas)



[[VER BANNERS](#)]

SCROLL DOWN THE WEB

NOTICIA MAGAZINE ONLINE



[[VER MAGAZINE](#)]

LIVE
BROADCAST

NEWS

MAGAZINE ON LINE

SOCIAL
NETWORKS

PODCAST

AMING

BANNERS

A high-angle, slightly blurred photograph of a group of people at what appears to be a music festival or outdoor event. They are wearing t-shirts with a circular logo that resembles a vinyl record. Some individuals are making hand gestures, and the overall atmosphere is energetic. The image is framed by a white L-shaped border with diagonal lines extending from the corners.

3

MERCHANDISING

BAGPACKS



HEADPHONES



CAPS



PENDRIVES



PERSONALIZED OPTIONS

Some examples of
souvenirs that you can give
to the attendees to the
event.

Give them a memory of the
experience lived @ your
venue!

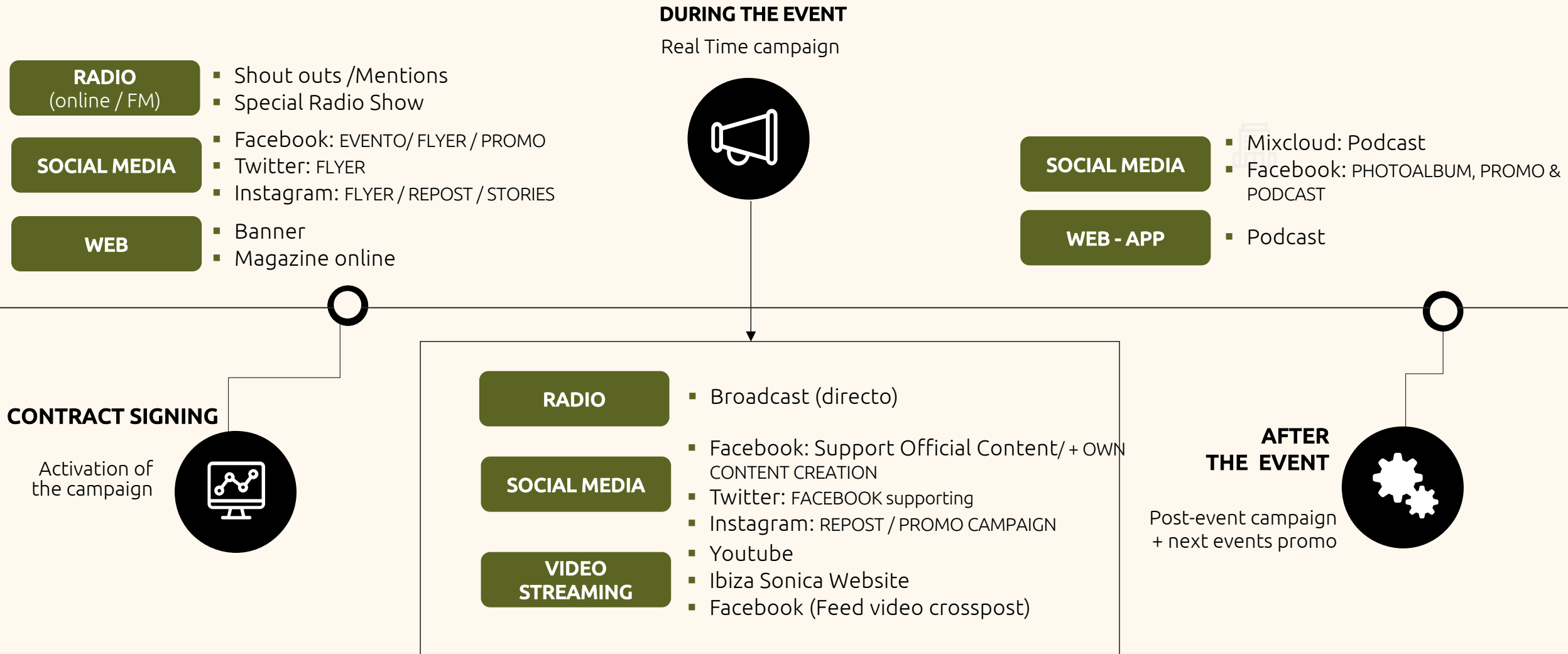
Check out for more options!

A hand is shown reaching upwards towards the top right corner of the frame. The background is a bright blue sky filled with soft, white clouds. A white, thick-lined rectangular border is superimposed over the image, with diagonal lines extending from the corners. The number '4' is centered in the upper half of the frame.

4

**ESTIMATED
REACH**

EXPOSURE OF THE COMMUNICATION

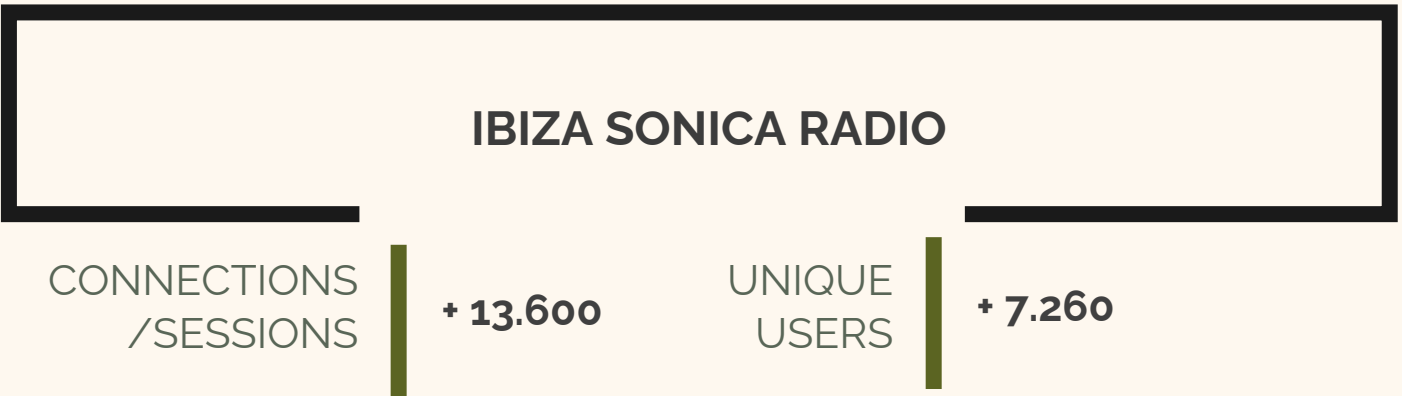


LIVE BROADCAST ESTIMATED REACH

SOCIAL MEDIA



ONLINE RADIO



Estimated reach for 3h of live broadcast. + 1 promotional radio show.
Does not include extra campaign data pre and post event



5

COSTS

ALL IN..

- IBIZA SONICA SHOWCASE BRAND
- 2 Ibiza Sonica Djs (1 A +1 B)
- Live broadcast (3h/event):
 - FM Ibiza & Formentera
 - Ibiza Sonica Web and all its online platforms
 - Video broadcast @ Ibiza Sonica website + Youtube + Facebook live + Instagram
- 360° communication campaign (before, during & after the showcase)

3.700 €

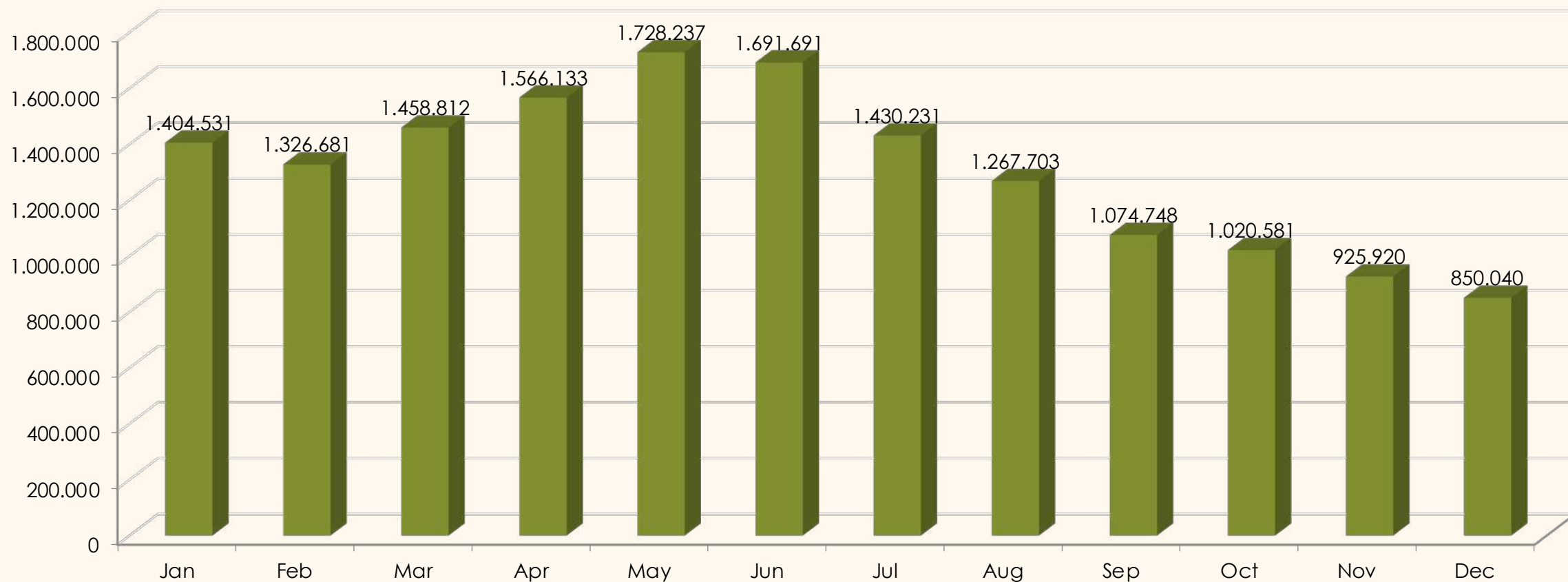
EXTRAS

- EXTRA DJ'S:
 - A: Eli Rojas, Graham Sahara, Igor Marijuán, Paola Poletto, Valentín Huedo (1.000€/each)
 - B: Andy Wilson, Ernesto Altés, Iván Serra, Karlos Sense, Milou, Secretario, Varoc, Xavier Fux. (800€/each)
 - International Dj's under budget
- Flights, accommodation and transfers for 3 people at least (1 technician , 1 DJ & presenter, 1 Dj).
- Merchandising

6

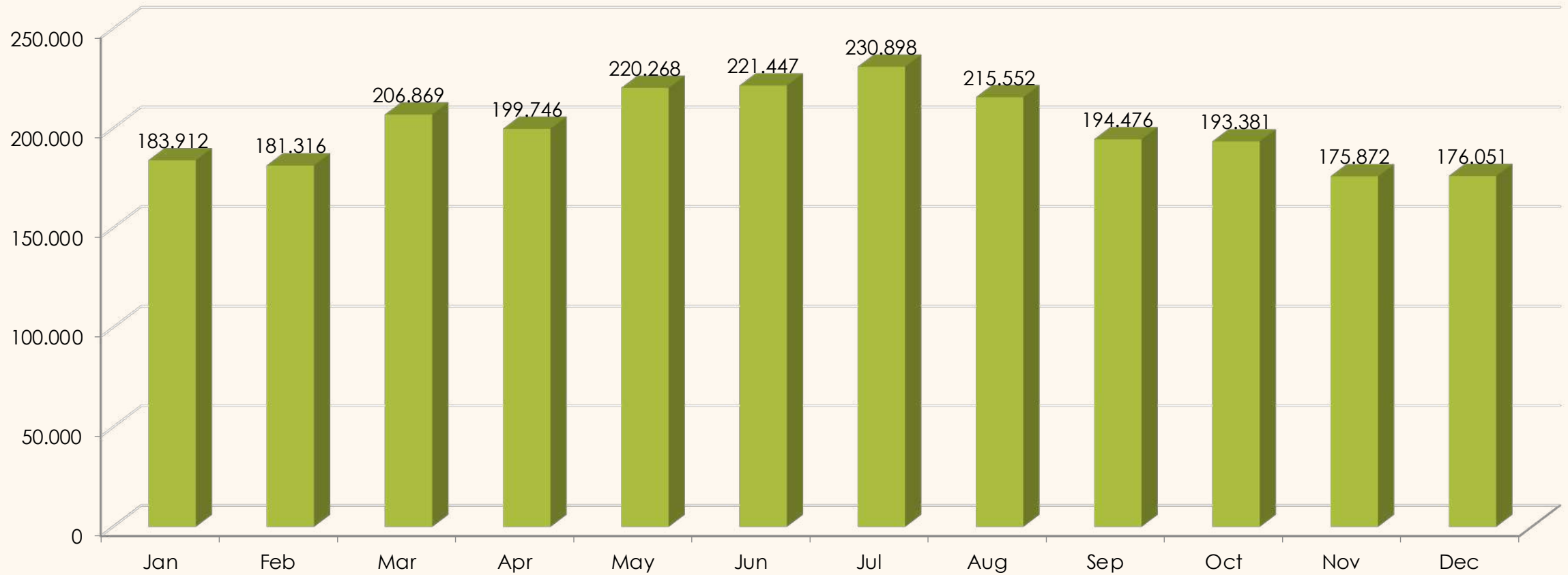
**IBIZA SONICA RADIO
AUDIENCE**

IBIZA SONICA







14' Average time spent **Session** /Day

IBIZA SONICA













97' Average time spent **Listener**/Day

AUDIENCE DISTRIBUTION PER COUNTRIES

	Germany	17,5 %		United Arab Emirates	0,3 %
	Spain	12,3 %		Belarus	0,3 %
	United Kingdom	9,0 %		Israel	0,3 %
	Russian Federation	6,7 %		Ireland	0,2 %
	Italy	5,3 %		Finland	0,2 %
	France	5,1 %		Ecuador	0,2 %
	United States	4,4 %		Uruguay	0,2 %
	Netherlands	3,6 %		Lithuania	0,2 %
	Switzerland	3,3 %		Slovakia	0,2 %
	Romania	2,7 %		Costa Rica	0,1 %
	Unknown location	2,5 %		Latvia	0,1 %
	Argentina	2,3 %		Croatia	0,1 %
	Mexico	1,9 %		Macedonia	0,1 %
	Austria	1,9 %		Thailand	0,1 %
	Ukraine	1,7 %		Venezuela	0,1 %
	Belgium	1,5 %		South Africa	0,1 %
	Colombia	1,5 %		Bosnia and Herzegovina	0,1 %
	Brazil	1,1 %		Europe	0,1 %
	Poland	1,1 %		Luxembourg	0,1 %
	Canada	1,0 %		Panama	0,1 %
	Hungary	0,9 %		Singapore	0,1 %
	Japan	0,8 %		Taiwan	0,1 %
	Serbia	0,8 %		Guatemala	0,1 %
	Turkey	0,7 %		Hong Kong	0,1 %
	Greece	0,6 %		Dominican Republic	0,1 %
	Estonia	0,6 %		New Zealand	0,1 %
	Bulgaria	0,6 %		Moldov a, Republic of	0,1 %
	Portugal	0,5 %		China	0,1 %
	Denmark	0,5 %		Iran, Islamic Republic of	0,1 %
	Australia	0,5 %		Albania	0,1 %
	Czech Republic	0,5 %		Malta	0,1 %
	Peru	0,4 %		Andorra	0,1 %
	Chile	0,4 %		Bahamas	0,1 %
	Sweden	0,4 %		Montenegro	0,1 %
	Norway	0,3 %		Kazakhstan	0,1 %

TOP 10 APP

	Germany	21,9 %
	United Kingdom	21,8 %
	Italy	8,0 %
	Spain	6,5 %
	Switzerland	6,3 %
	France	4,9 %
	United States	3,8 %
	Russian Fed	3,1 %
	Poland	2,7 %
	Iran	1,9 %

2021 OVERVIEW

Tunein
Shoutcast
Apple iTunes Internet Radio
Microsoft Internet Radio
Deezer
Steema
Audials
Radio Garden
Radio Volna
Online Radio Box
Streamfinder
Radio.net,
vTuner
Onlineradiosearch.com
E misora.org.es
Live Online Radio
Online Radio Streaming
Radio.com
Radio-directory.me
Radio Forest
Phonostar
DAR.fm
Onrad.io
Blindrado
Streamingthenet
DeliCast
Screamer Radio
Radioguide
nRadio
Logfm
and many others

70+
COUNTRIES

30+
ON LINE
PLATAFORMS

8+2
ONLINE
RADIO CHANNELS

30+ MILLION
ANNUAL CONNECTIONS (AUDIO)

2,25 MILLION
AVERAGE MONTHLY
STREAMING SESSIONS (AUDIO)

71.234
AVERAGE MONTHLY
SESSIONS
www.ibizasonica.com

850.000
MONTHLY
VIDEO REACH



43.700
MONTHLY VIEWS



7.000



103.871



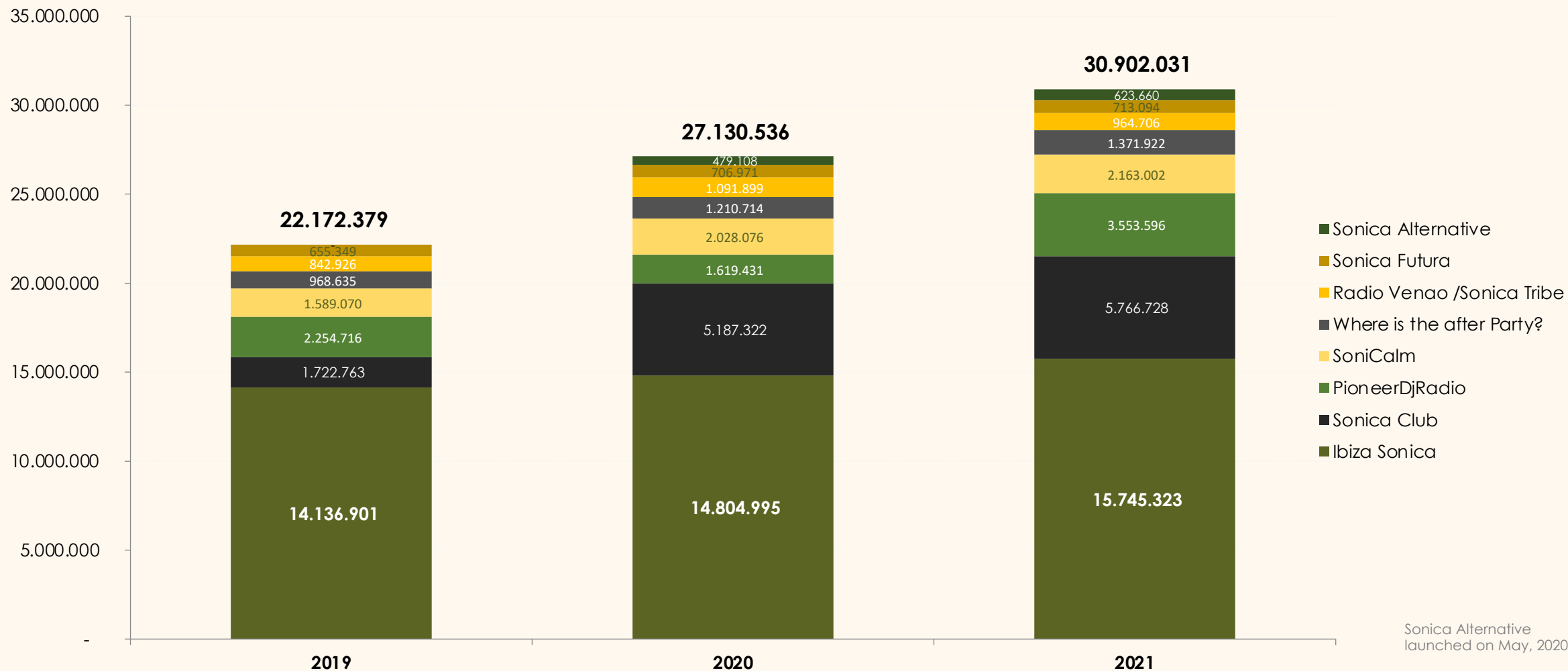
343.980



109.300



48.300



ALL IBIZA SONICA RADIO CHANNELS

A close-up photograph of a DJ's hand, wearing a white long-sleeved shirt, adjusting a knob on a Pioneer DJ mixer. The mixer is illuminated with blue and yellow lights. Overlaid on the image is contact information for Sandra at Ibiza Sonica.

Any question?

sandra@ibizasonica.com

+34 652 120 201

ibizasonica.com

ThankS!