

Task set for the event – expectations and goals (marketing and communication-related goals)

Sky Media is the largest group representing radio stations in Estonia (Sky Plus, SKY Raadio, Russkoje Raadio, Retro FM, Energy FM).

The objective of the 20th anniversary celebration was to enforce the loyalty of brands through company's profile- leading and innovative programs across all target groups!

The group positions its stations as trend- setters, not traditional. Hence the theme of the event couldn't have been retrospective, but needed to aspire to the future.

It was a challenge to unite five stations with different profiles, specific programs and target groups into one concept.

Description of the event, indicating novel and unique solutions

"Sky is not the limit" was created to accent the Sky Media's position as an innovator and pioneer in the field.

After the sky, there is only space!

The venue was transformed into a spaceship, which took the guests on a journey across the Sky Media's space (radio) stations. At the beginning the a capella group Greip performed on the main stage with a special set, imitating the search for frequencies and played a medley from the playlists of each station.

A 360 round stage disguised as a studio, descended from the ceiling with a special effects show. The hosts of the morning programs guided the travels.

All the space (radio) stations were visited, during which the entire atmosphere was transformed according to the specific brand. Giving that clients of all five stations were invited, then all the brands needed to be visible. For that, authentic programs were created to match the brand image of each station.

The created programs are demonstrated on the video.

The concept was supported by details and activities, such as food served in tubes and a photo booth based on green screen technology, where guests found themselves dressed in space suits and drifting in the outer space.

Outcome – whether the goals set were met and to what extent

The anniversary of Sky Media excelled all expectations. We managed to successfully incorporate the programs of five different brands under one concept "Sky is not the

limit”, which approached the target groups personally and displayed the identities of each of the stations. The brand image was strengthened through live presentation of the programs. With an eye to detail Sky Media is still no. 1 in Estonia and its progressive technological solutions guarantee the position for years to come.
Sky truly is not the limit!