

Radio Marketing Service



Who we are.

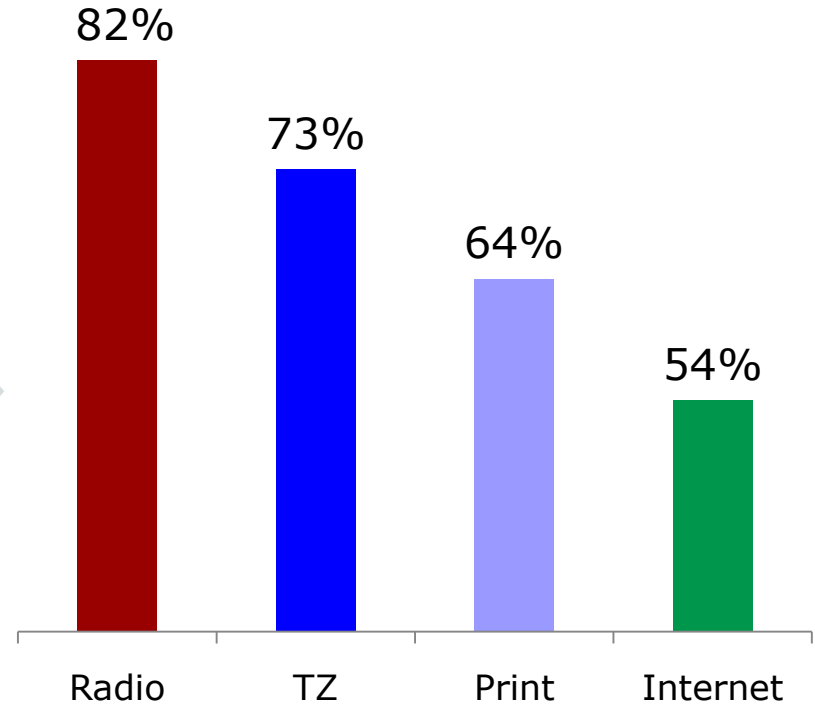
- RMS Germany & **RMS Austria**
- Saleshouse of all commercial private radio stations



The #1 Medium in Austria.

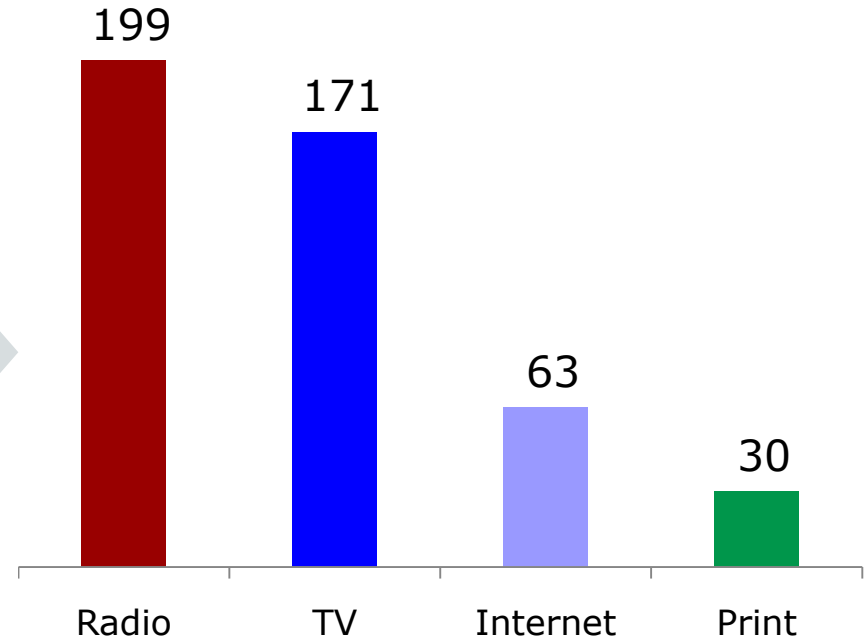
Daily reach:

Radio is THE medium that reaches most people per day.

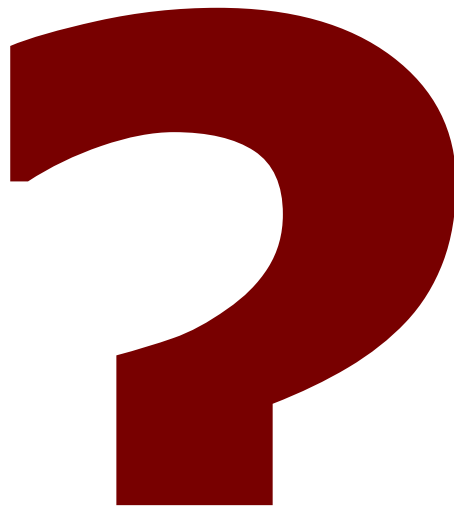


The #1 Medium in Austria.

Average time per day:
Radio is THE medium that is
consumed the most per day.



Why Texterworkshop?



- ✓ the most intimate media
 - ✓ the fastest media
 - ✓ daily companion
 - ✓ positive mood
 - ✓ creates images in your mind
- but
- ✓ **the most spurned media**

Radio needs...
more attention!
more extraordinary spots!
a possibility to fall in love with radio!

Initiators.



- Austrian
Version of
ADC Europe



- **RMS Austria**
Saleshouse of all
commercial private
radio stations



- sound &
production
studio

Concept.

- ✓ Since 2002 once a year
2013 – 1st year with two workshops
- ✓ Workshop for young, potential copywriters
- ✓ our goal:
increase the awareness for radio & consequentially better
quality in radio commercials
- ✓ 2 days Workshop for 20 participants
4 groups of five
1 tutor per group

Procedure.

first day – seminar hotel:

- ✓ presentations of well-known creative directors and producers
- ✓ real customer briefing
 - > a customer that has not done radio commercials before
- ✓ lunch break
- ✓ Conception, developing and writing of commercials with the help of the tutors

Procedure.

Second day – sound studio:

- ✓ production of the written concepts
- ✓ Cooperation with soundstudio – BLAUTÖNE
4 studios – one per group
- ✓ Up to 8 professional and multifaceted speakers & voice artists
- ✓ Afternoon: presentation of all commercial

Texterworkshop customers of the last years



RMS Texter Workshop 2011

Customer: Stepstone

Well my name is Jesus, from Nazareth, but that's not worth mentioning,
My job? Well savoir, messiah.

My father is a high brass, though, to
be precise, I am my father, well, its
complicated.

Job skills? I can do some impressing magic tricks. You don't have
a glass of water here right now? Anyway, what else, I was nailed
to a cross once but returned after only three days. That was an
impressive learning for me !

For every job description the perfect job offer. www.stepstone.at,
THE job platform for professionals and executives.

StepStone

RMS Texter Workshop 2011

Customer: Stepstone

Hello? Is anyone listening? On the right hand side you can now see the famous theatre, on the left side you can see the unique and sensational city hall, ahh nobody's listening anyway,

Ahm, could someone at least look to left? Please? They are driving me crazy.

Could you people maybe switch off you damn mobile phones and pay some attention because otherwise I will ☠️💣!!!

sorry. Well we are now passing the Danube ...
Unsatisfied with your job? More than 5.000 jobs online on
www.stepstone.at

StepStone



RMS Texter Workshop 2011

Customer: Stepstone



RMS Texter Workshop 2011

Customer: Stepstone

Economic Value: RMS € 137.000,-



RMS Texter Workshop 2012

Customer: Dr. Peithner KG

Attention! Taking homeopathic medicinal products of Dr. Peithner the following reactions were determined:

It can frequently occur that *silence* and *silence*.

Also it might happen that *silence* plus *silence* and *silence*.

If the product is taken before meals it might not come to *silence* or *silence*. In very few instances *silence* and *silence* were observed.

Good effects without side effects.

Dr. Peithner – homeopathy cut to the chase.



DR. PEITHNER KG
DAS HAUS DER HOMÖOPATHIE

RMS Texter Workshop 2012

Customer: Dr. Peithner KG

I get headaches all the time. I take a pill but
the pain stays the same

I get headaches all the time. I take a pill but
the pain stays the same

I get headaches all the time. I take a pill but
the pain stays the same

I take a homeopathy and ahh

Dr. Peithner – homeopathy – cut to the chase.



DR. PEITHNER KG
DAS HAUS DER HOMÖOPATHIE

RMS Texter Workshop 2012

Customer: Dr. Peithner KG



DR. PEITHNER KG
DAS HAUS DER HOMÖOPATHIE

RMS Texter Workshop 2012

Customer: Dr. Peithner KG



DR. PEITHNER KG
DAS HAUS DER HOMÖOPATHIE

RMS Texter Workshop 2012

Customer: Dr. Peithner KG

Economic Value: RMS € 95.500,--
2013 (so far) RMS € 48.900,--



DR. PEITHNER KG
DAS HAUS DER HOMÖOPATHIE

RMS Texter Workshop 2013

Customer: EWE Kitchen Austria

Dear Dr. EWE,
My name is Sebastian and I don't know what to do.
Everything's so complicated.

I would love to touch her. But I don't know how.
And I am afraid that the size is a problem and I
might do something wrong. But I really do like her!
Please help me!

Dear Sebastian, a lot of people have the same problem.
Have you every thought about a stress-relieved, laid
back meeting? Finding the right kitchen is not easy.

In the show room of EWE kitchen you can do your first moves
and gain experience without ruffle or excitement. After all we are
talking about an EWE kitchen and not just an ordinary kitchen.



ewe®

... und nicht irgendeine Küche

RMS Texter Workshop 2013

Customer: EWE Kitchen Austria





Viktoria Kaspar. **Radio Maximises Success.**

Viktoria Kaspar

RMS Radio Marketing Service GmbH Austria
1030 Wien, Pfarrhofgasse 16
mobile 0664/ 123 03 83

kaspar@rms-austria.at | www.rms-austria.at