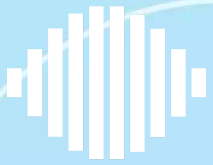


Build your new connections through Youth Bridge



LEMONI
RADIO.COM

Prepared for: Ercu Coffee

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Client Introduction

Dear team of Ercu Coffee,

Nice to meet you :)

We are representing Youth Bridge Team, located in Cyprus, currently being informal group. Our production team has got huge experience in the field of marketing, PR-management, Social Media promotion and the mixed techniques of using soft-skills for promotion in mass-media. But what is more important is that our members are responsible for creative ideas such as creating process of network for small business and projects.

We've been in the mass-media industry for 3 years and have worked with small entities like **High and Wet Taratsa, Social Cafe Bar Nicosia, Piccolo Vecchietto, Cello Lebanese Restaurant**. Our team also focuses on non-government sector and has done numerous promotion for **Xabra 1015 project, Aphrogee and Project Phoenix, Zero Food Waste Cyprus, The Girlfriends' Circle, the Women of Cyprus**. It is also important to mention, that we did a promotion for such influencers as:

1. **Melissa Hekkers**, freelance journalist and author, who has frequently been featured in mainstream news outlets and other publications in Cyprus, whose book was supported by UNFICYP;
2. **Kyriakos Platos**, local artist, owner of art studio "**Studio Aktarma**", organizer of the Lympia festival **BazaarLy**;
3. **Dj Deepna (Anastasia Pavlou)**, local dj and artist, ex-resident of Guaba Beach Club;
5. **Hanna Zhukouskaya** - Nicosia blogger, Instagram influencer.

We believe this puts us in a unique position to help you advertise your company's products and services in the most effective and new way. **The main tool of promotion which we are using is famous international weekly radio show "Youth Bridge" on the waves of Lemoni Radio.com, based in Nicosia.**

Best Regards,

Diana Borisova
Founder of Youth Bridge team, radio-host

A Little Bit About Us

We are young and ambitious team named Youth Bridge, which is located in Nicosia. We enjoy working closely with new clients and watching them succeed in their digital marketing efforts.

Who we are and why you should choose us? The idea of Youth Bridge show is quite transparent - to help young generation to build a "bridge", which can connect activists with activities and unite ideas, making dreams come true meanwhile helping entrepreneurs to find new prospective employers. The most interesting part of the show is its own agenda, which includes cultural events all over the island, reviews of new places and interviews with influencers!

We are young but proud team! We've helped small businesses, bars, individuals to improve their ad campaigns, social media strategy, content marketing efforts, and overall marketing strategy. As we mentioned before, the powerful tool of our team is the weekly radio show on the waves of online radio station Lemoni Radio, which has got huge number of daily listeners from more than 50 countries.

Especially during post-covid period, when almost all the activities were transferred online, we discovered new approaches for small business as world-wide advertisement, within focusing on Cyprus target through online radio station.

Feel free to join our radio show on the official web-site and social media!



@lemoniradio



@LemoniRadio.com



<https://lemoniradio.com/> or <https://lemoniradio.com/#shows>

Or just use the QR-Code!



Our production team of the radio show "Youth Bridge" is proud of our honored guests! During the existence of the show, more than 110 speakers have been in our studio. The experts who were interviewed are specialized in the different spheres such as fashion, beauty technologies, psychology, entrepreneurship, economics, startups projects, green-movements, tourism, culture, film-making, street-food and etc.

In the February of 2020, our honored guest Anastasia Mikhaylova, who was member of producer's team **of the first Cyprus Hollywood film "Jiu Jitsu"** directed by Dimitris Logothetis, where Nicolas Cage played the main role, was interviewed.



A Little Bit About Lemoni Radio and Youth Bridge

Lemoni Radio was born out of the need for a more romantic, nostalgic, musically substantial and expressive radio station. A radio show platform where the airtime is filled with voices and music which have something to say. Freely. A radio station which is not molded out of existing and repetitively distributed playlists, but from songs that the team at Lemoni considers to be unique, heart driven and worth listening to. Moreover, Lemoni radio believes that radio station should help local talent grow and flourish. The studio of Lemoni Radio, which is located in the heart of Nicosia (Makarios street) allows guests and staff not only to listen to music, but also to become friends and to create the new vision of networking either in Cyprus, either worldwide.

Lemoni Radio's vision is to create a radio station which furnishes listeners and producers with music, knowledge, alternative perspectives and the art of expressiveness, while doing justice to the artists who composed the songs which have provided with the aesthetic of music and an essence of life.

Youth Bridge show was created in order to expand the idea of youth activities, which are available in Cyprus. During the show the listeners get to know the cultural agenda of the island, can say hi or ask for advice from influencers (the honored guests) during the interview through the comment box (we call it Murmurbox) and to enjoy the new and classy songs.

Youth Bridge show is also an entertainment show, connecting Cyprus and EU agenda with young activists and NGO, campaigns, which helps young generation to create the network among the island and abroad. We are connecting people and broadcasting weekly agenda of cultural and social activities in the island, representing the whole range of colors of Cyprus and EU projects. **Basically, you can check out the Youth Bridge show every Friday, from 18-00 until 20-00 o'clock and see for yourself.**

Here are a few of the people you can expect to be working with:



Diana Borisova aka Dj Didi

The founder of Youth Bridge team, radio host of Youth Bridge, journalist, researcher



George Constantinides

Owner of Lemoni radio.com, radio host of Chili Lemon Pie

Our happy production team of Youth Bridge show:



Logos of our partners:



Goals and Objectives

The goals of this advertising campaign are to market Ercu Coffee's products and services using name of channels. Here is an overview of our advertising strategy, which includes the advertisement campaign through Youth Bridge show:

- Come up with a list of target group - listeners of Youth Bridge show;
- Create an ad campaign through social media promotion, interview slots, customized radio jingles and additional promotion campaign;
- Create the client base - relying on target listeners;
- Track and monitor ongoing ad campaigns;
- Follow up on the progress of the promotion campaign;
- Make adjustments as needed.

Why Lemoni Radio.com and Youth Bridge show is the best choice

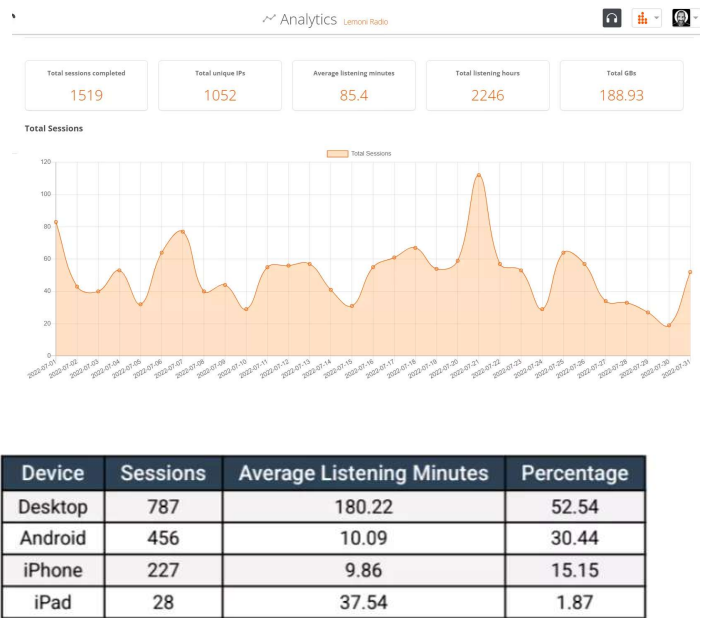
It is not a secret, that online radio platform such as podcasts and online radio becoming more and more popular. The online radio can provide to you customized services including the target audience - the young people, who prefer to listen good quality music and follow up with unique agenda, not commercialized. Also, the important notice about online radio is worldwide approach, which is very convenient for Cyprus as the most famous tourists' destination, which classic radio station can not cover. You can grow up your business together with foreigners, who is coming to Cyprus for tourists, educational and other reasons.

Tracking and Monitoring Campaigns, statistics

According to statistics, Lemoni radio.com has got its audience. We have got listeners mainly from Cyprus and United Kingdom, but also from EU (Greece, Germany, Poland, Netherland, Italy, France) and non-EU countries (USA, Serbia, Mexico, Russia, Israel, Canada), so Lemoni radio.com covers **more than 50 states**.

What is more important for online radio station its the measurement of total listening hours (TLH). The TLH demonstrates the interest from the listeners side, in other words how many minutes each listener stay tuned during each session. Lemoni radio.com has got indicator of **TLH 93.57** (around one and half hour), which means that each listener stays around this time connected with our radio station.

Country	Sessions	Unique IPs	TLH	%
Cyprus	605	185	1586.40	40.36
United Kingdom	134	51	636.71	8.94
Greece	88	31	98.87	5.87
Germany	85	18	23.68	5.67
Turkey	82	19	39.48	5.47
India	82	78	1.84	5.47
Poland	57	13	10.29	3.80
United States	55	46	6.23	3.67
Mexico	26	16	8.11	1.73
Serbia	24	1	26.34	1.60
Netherlands	18	6	4.97	1.20
Egypt	18	16	0.86	1.20
Switzerland	17	9	6.88	1.13
Hungary	16	9	2.74	1.07
Saudi Arabia	15	13	0.36	1.00
Philippines	14	3	0.15	0.93
Ireland	13	9	15.03	0.87
Brazil	11	11	10.37	0.73
Italy	9	7	2.49	0.60



According to the statistics, our listeners stay with us even during summertime season (July, 2022 - August, 2022). This summer we have reached the **1519** indicator of Total session completed per month!

Due to our worldwide coverage of listeners, our production team of the show "Youth Bridge" is sure, that we are able to promote your services not only in Cyprus, but also abroad meanwhile attracting the potential customers for your business.

Client Costs

We require a 100% deposit at the onset of the project. Our team also would like to mention, that below you can find minimum fee of the services **on monthly basis**.

The frequency of regular actions, included in campaign depends on promotion needs of your entity and can be calculated by production team of Youth Bridge radio show without any cost. Our team is ready to discuss the regulations tools for clear understanding of the number of clients, which will come by your shop after our promotion (creation of special promo and secret codes) and provide this service for free of charge.

Any changes to the project must be made in writing and agreed to by both parties involved.

Agreement

Our team is looking forward to hearing from you and is ready to meet any time you are available. We guarantee the high quality of services rendered, and the first results of promotion campaign in one month. As young prospective team we are always searching for the new approaches and challenges, finding the best solutions, which are fully customized. We hope that we can help your business to grow faster and to expand your target audience, which one day (for sure) will become your clients! :)

Best regards,

Diana Borisova