

Capital and heart fm Radio 1 teen awards

All adverts on tv

Time of day afternoon heart evening for capital

All listen to the radio station

Advert never had effect, all were already listeners

All had famous people

Capital more singers

Radio 1 had presenters

Heart had presenters too

Targeted at teenagers capital and radio 1 estimated at 16 - 25, heart middle aged women

Favourite advert currently: Fosters – humorous

Barclays card advert, man on a slide

Target audience portrayed in the advert style, humorous adverts aimed at young adults etc

With the fosters advert people never liked the drink being promoted but they liked the advert itself.

With the Barclays advert, people wouldn't choose the bank because of the advert

Listened to stations: Capital, radio 1, absolute

People only listened to breakfast show on radio 1

Jamie listened to Radio 1 for music, not presenters

Everybody chose the radio they listen to most often not through advertisements but coming across it themselves through pre tuned stations or word of mouth