

ADVERTISING PROJECT

BY HARSHAL 02

RITESH 14

KARAN 44

VIDIT 58

PARTH 11

PRODUCT

About the product

Buzz is music app targeted towards the 18–22 age group living in upper/lower- middle class category.

The name buzz is associated with honey bee's humming sound and also refers to an atmosphere of excitement and activity which is the reason behind the tagline of this app which is "Feel the Vibe, Feel the Music."

WHAT DOES IT OFFER?

The new buzz app allows users to listen to new and exciting music, radio and podcasts for free. With over millions of international and regional songs users can find any type of music they like.

Our FREE version offers users Unlimited music, curated playlists and radio stations for every mood, personalized recommendations and podcasts. Listen free with ads, or get Buzz premium.

With buzz premium users get:

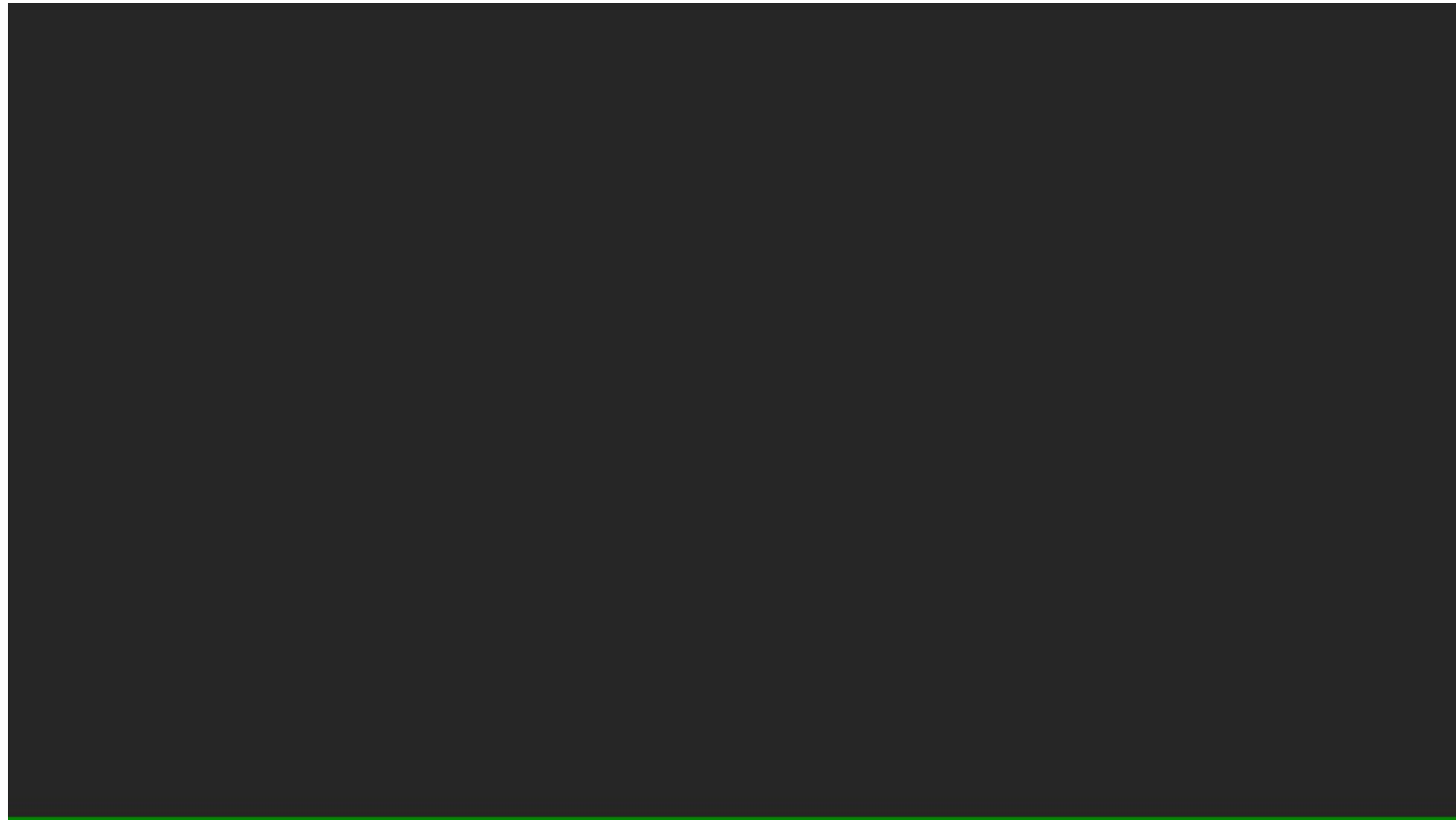
- Offline Downloads
- Completely ad-free, with no interruptions or limits.
- Access to premium podcast and audiobooks of multiple genres

OUR LOGO



OUR LOGO is made of Music note which represents its association with music whereas the honey bee color and design refers to bee's humming sound and its name "Buzz"

ADVERTISING CAMPAIGN- TVC



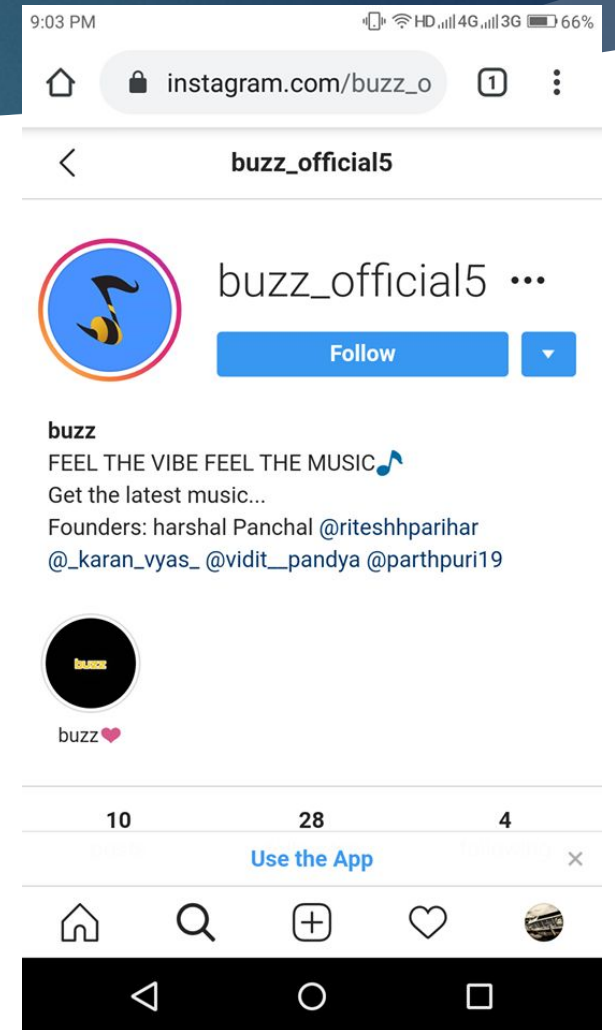
RADIO AD



Social media

We advertised by creating a social media page to connect with people and create awareness about the product.

Here are the following ads posted on social media:-

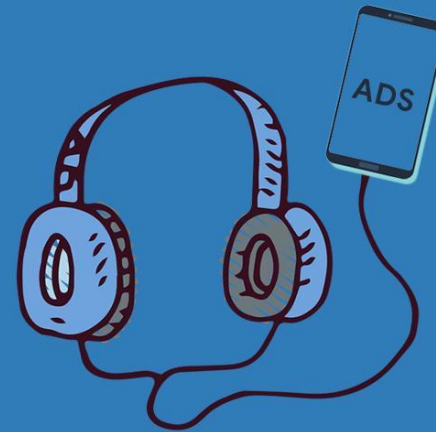


Social media ads



Dont have time to read books ?

Why not listen to them instead



Tired of listening to Ads in between your music?

Subscribe to Buzz Premium



Social media ads

INTRODUCING BUZZ MUSIC

The one app to play music, podcasts and audiobooks

Re-rewind with Garage Classics

Try Deezer Premium for 15 days free - no credit card required!

Live radio >


heart 95-106 CAPITAL FM

Heart London Capital FM



ANDROID APP ON Google play | Download on the App Store

for more details go to buzzmusic.com

← 🔍 ⋮

 **Buzz Music:**
Listen to songs, Podcast and Audiobooks

Buzz Ltd
Contains ads • In-app purchases

4.6 ★ 2M reviews |  24 MB |  12+ | 100+ Downloads

Rated for 12+ ⓘ


Install

Now sing along to your favourite songs
Sing along with Synthesia Lyrics

A rewarding experience. Listen, Earn, Redeem and Repeat
All new songs, Shazam and Repeat your way through your music.

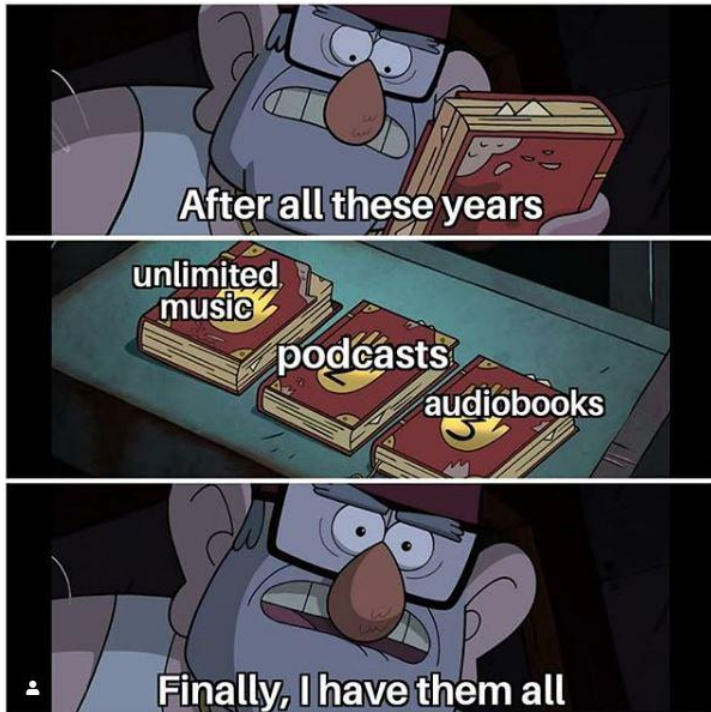
Unlimited Downloads
Start your 30-day free trial


Follow your favourite artists
Don't miss a beat




⏪ ⏩ ⏸

MEMES



 buzz_official5 • Follow
Buzz

 buzz_official5 Get your favourite music, podcast and audio books in a single application.....so, what are you waiting for download buzz👉 app now.....

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#music #love #hiphop #rap #dj #art #singer #musician #musica #artist #dance #rock #party #like #follow #instagood #guitar #livemusic #instagram #song #live #concert #photography #s #newmusic #producer #band #instamusic #musicvideo #bhfy

3d

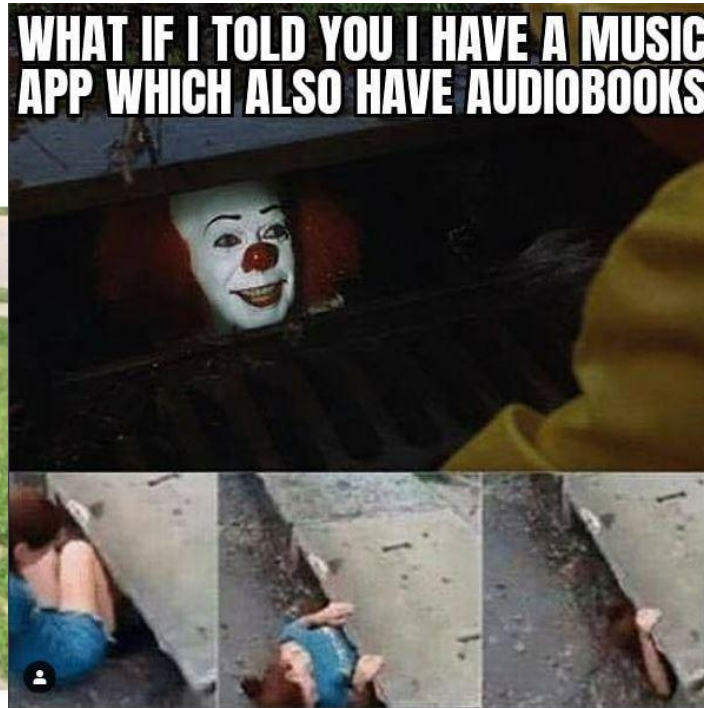
15 likes
3 DAYS AGO

Add a comment... [Post](#)



MEMES

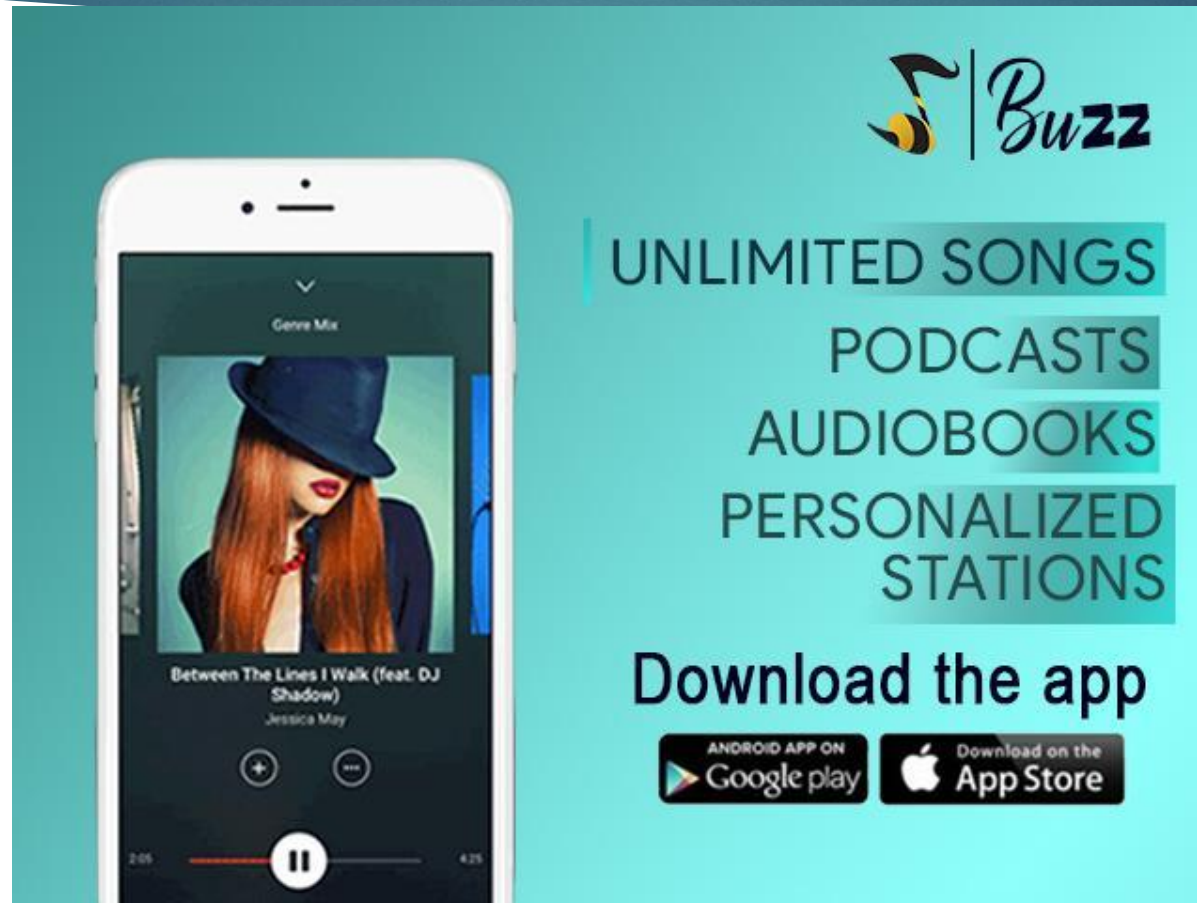
Me: Yo, pass me the aux cord
Friend: You better not play trash
Me: installs buzz app



Outdoor ad





NEWSPAPER AD




Buzz

UNLIMITED SONGS
PODCASTS
AUDIOBOOKS
PERSONALIZED STATIONS

Download the app

ANDROID APP ON  Google play  Download on the App Store

Genre Mix



Between The Lines I Walk (feat. DJ Shadow)
Jessica May

2:05 4:25