



BEST IN BOOK

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 RADIO 1 MUSICUBES WEBSITE
 ENTRANT
 AGENCY REPUBLIC

The Radio 1 Musicubes website allows users to assemble "towers" of their favourite genres of music, from grime to gospel, and then leads them to radio programmes that specialise in their preferred sounds. The towers can then be pasted into blogs. "Radio 1 originally wanted to see 'standard' online advertising to promote the eclectic range of music played by the station," explains copywriter Gavin Gordon-Rogers. "Our planners and creatives determined that the target audience were drifting away from Radio 1 and that traditional advertising was not necessarily the best way to speak to them. Musicubes is a digital first; it allows each user to express their individual music taste – or 'Musical DNA' – in a simple and visually striking way, and allows easy access to the Radio 1 online player."

The website has been a runaway success with over 30,000 Musicube towers built, resulting in millions of impressions. "In terms of feedback from users, it has been overwhelmingly positive," continues Gordon-Rogers. "The majority of negative feedback is based around the fact that we didn't feature death metal or similarly obscure genres, but this just goes to show the popularity of the concept." The cubes also provide vital feedback for the BBC, without having to rely on market research. "We can track which Musicube towers are most popular and which genres are most popular, which is very useful data for Radio 1."