

# Let's rock.

## NGEN Radio website and mobile web application.

NGEN is an online Christian radio station playing rock, hip hop and rap, targeting the young, edgy and demanding radio listeners. This audience naturally questions the main stream that inundates them with meaningless content, and NGEN offers them a place to dialogue and question their environment.

NGEN is a project of the KSBJ Educational Foundation, that is a Christ-centered, non-profit, listener-supported radio ministry that began in 1982. Without being part of any one denomination or church, it has used music and ministry to accomplish the purpose of being "the voice of hope connecting people to God."

### Numbers

**11**  
thousand

Number of Facebook Likes in less than 30 days

**400**  
percent

Growth in number of Twitter followers

**6**  
thousands

Number of fans who attended the NGEN launch party/concert



### Challenge

KSBJ wanted to find a way to reach the 18 to 24 radio listener in Southern Texas, by leveraging their existing online technological capabilities. Part of the objective was to define a new style of communication to best reach this youthful target audience - a distinctly different demographic than the core KSBJ audience. The project aimed to expand existing efforts into a dedicated 24/7 option that would target this savvy youth audience and create an effective platform to engage them in relevant dialogue.

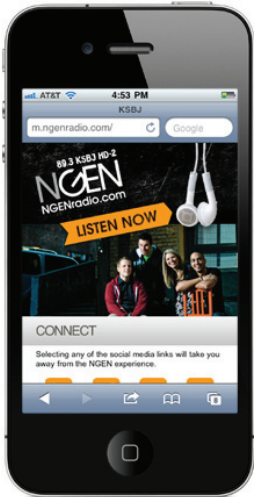
It was very important for the audience to feel connected, and to become an active participant in the station, with some say in the nature of its content. To achieve this, the solution needed to include both front and back end functionality, giving the listener the ability to participate and give immediate feedback to the DJ's. The site needed to become a community built around the station and it's ongoing social networking activities.

### Solution

IDEA worked closely with the client to build an additional online station from the bottom up, which included the corporate identity and web site design, with an online radio player. IDEA employed a crowd-sourcing

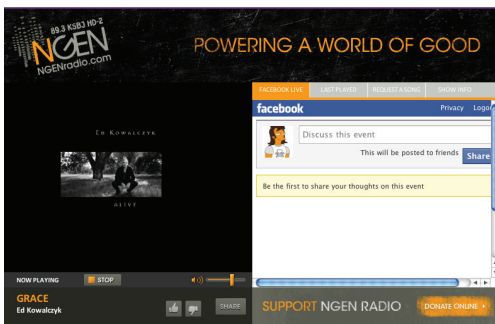
**complex.simple**  
**technology.solution**

## Highlight



### NGEN Mobile Web Application

Lets listeners stay in touch no matter where they are.



### NGEN streaming audio player

Allows fans to listen live online and participate on Twitter and Facebook while they're listening.

## Services

- Brand Experience & Design
- Market Analysis & Customer Insights
- Product Launch & Promotions
- Content & Search Strategy
- Social Media
- Mobile

application to test the visual identity and structure of the site with the target audience. This helped ensure that the functionality and design were relevant to the very elusive and savvy 18 to 24 year old audience.

## Key functionality:

**Live Feedback:** The radio player not only ties into their existing streaming capabilities, but also incorporates the capability of live feedback through Facebook and Twitter, within the player, so listeners can contact the DJ's and offer thumbs up or down on the songs being played.

**Social Networking:** Since facilitating the conversation with the listener is the primary objective of the site, social networking features are front and center within the landing page layout, as well as being incorporated directly into the radio player.

**Mobile Web application:** a mobile application was also created so listeners could follow the station from their smart phone when on the go, providing another channel to sustain the dialogue with the audience.

**Expression Engine:** The back end was transferred to Expression Engine as their CMS so that NGEN could best control their updates and keep content relevant to their demanding audience.

## Results

To build up interest in the new station, a splash page was set up prior to the official launch. This began generating traffic and buzz on the social networks. The NGEN online radio station officially launched with a live concert featuring Toby Mac and Skillet, attended by over 6,000 raving fans. The concert was also a success online, where it was streamed live from the web site, so that fans could both listen and view the event no matter where they were.

Once launched, the web site and social media strategies not only met, but exceeded client expectations, where in less than 30 days the NGEN's Facebook group had garnered 11,000 fans, with 335 followers on Twitter (up 400% from the pre-launch splash page). The mobile app succeeded in increasing user engagement and complemented all the other social capabilities of the site, especially those embedded within the player. The success of the site, along with the transfer to the CMS Expression Engine opened the client's eyes to a much more powerful platform - KSBJ has now engaged IDEA to update their main site and migrate it to the same engine.

Visit the website:

<http://www.ngenradio.com>