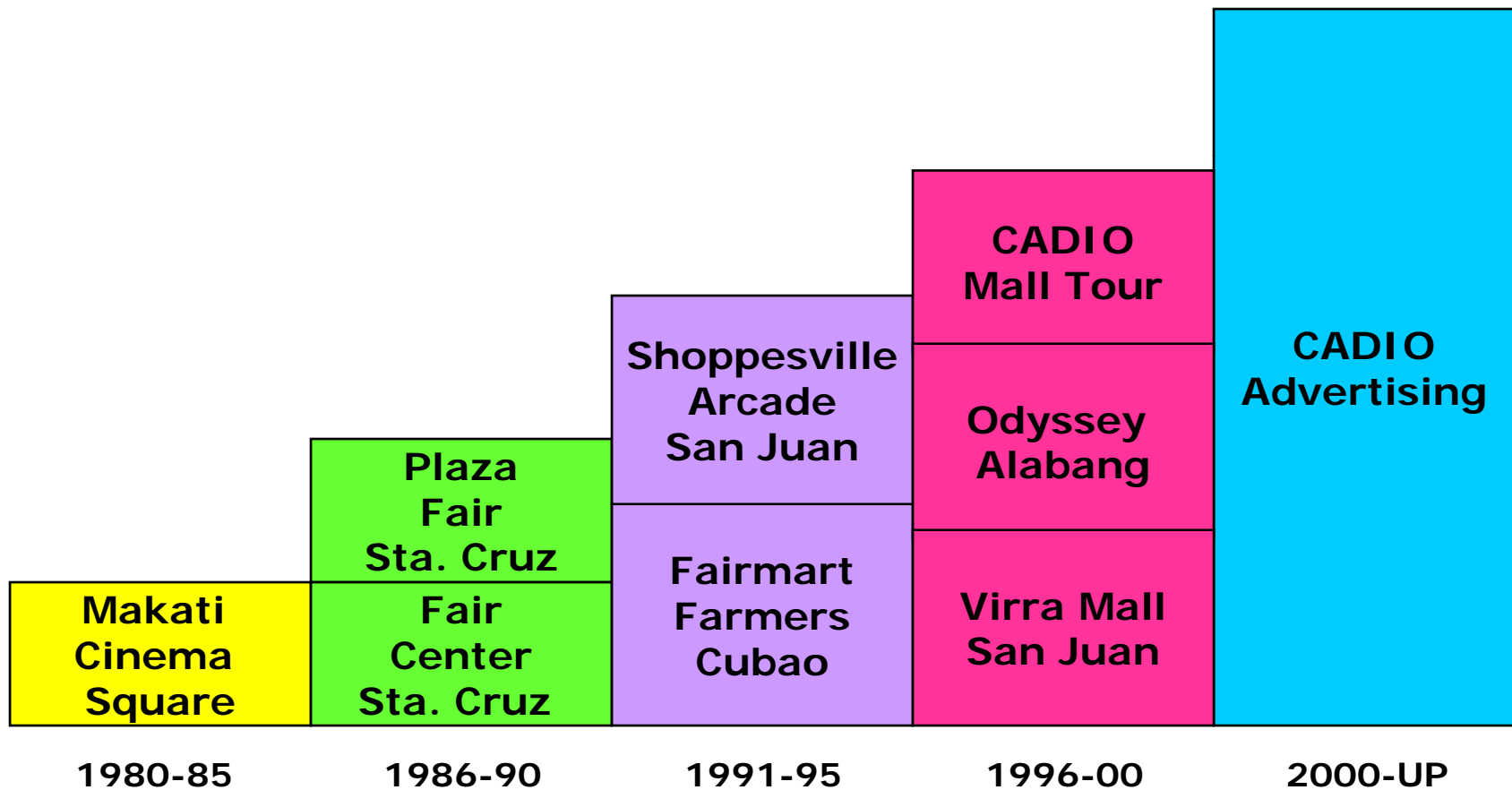


# CADIO Market Study 201.2

**Market Research & Development (CADIO uses the term Market Study) – gathers and analyzes data to help marketing managers make decisions. One of the most important jobs of a marketing researcher is to get the facts and interpret them. This can be done with special projects or on a continuing basis depending on the purpose. Marketing research is much more than a bunch of techniques or a group of specialists in survey design or statistical methods. Good marketing researchers must be both marketing and management oriented- to be sure that their research focuses on real problems on which action can be taken.**

# THE DEVELOPMENT OF RADIO TYPE BOOTH TO CADIO, 1980 TO 2000 UP - 1



### **Conclusion - 1:**

**The survey reveals that no Radio Type Booth (RTB) has existed after the year 2000. Nowadays, there is a medium that is similar with CADIO which it is called store-casting – a recorded FM radio program on CD and played in stores through piped-in. CADIO Advertising is the only medium nearest to the RTB & store-casting.**

## **CADIO MALL TOUR 99 - 3**

**By Nestor T. Panganiban of CADIO Advertising (former First CADIO – First Cable Radio, Inc.); a Survey Done in Robinsons Galleria, Sta. Lucia East Grand Mall and Metro Mall regarding CADIO the latest and the most economical advertising medium, entitled from December 23, 24 & 30, 1999. The objective of this study is to know how effective a CADIO programming being done in a mall or other coverage. Survey questionnaires were used and distributed to 100 respondents. The purpose of such survey is to know if there is a need of an effective advertising medium in a certain broadcast coverage – mall: that could provide entertainment, education, information and public service to its target audience.**

✓ **Location of Respondents**

<b>LOCATION</b>	<b>#</b>	<b>%</b>
-Marikina	19	19
-Antipolo	17	17
-Cainta	12	12
-Quezon	10	10
-Different Locations	7	7
-Unknown	6	6
-Binangonan	5	5
-Pasig	5	5
-Cogeo	4	4
-Taytay	4	4
-Tanay	4	4
-Angono	3	3
-San Mateo	2	2
-Montalban	2	2
<b>Total</b>	<b>100</b>	<b>100</b>

✓ **Age of Respondents**

<b>AGE</b>	<b>#</b>	<b>%</b>
-15-19	27	27
-20-25	30	30
-26-35	21	21
-36-up	20	20
-Unknown	2	2
<b>Total</b>	<b>100</b>	<b>100</b>

✓ **Sex of Respondents**

<b>SEX</b>	<b>#</b>	<b>%</b>
-Male	43	43
-Female	56	56
-Unknown	1	1
<b>Total</b>	<b>100</b>	<b>100</b>

✓ **Occupation of Respondents**

<b>OCCUPATION</b>	<b>#</b>	<b>%</b>
-Professionals	40	40
-Housewives	8	8
-Students	24	24
-Out of School Youth	2	2
-No Answer	26	26
<b>Total</b>	<b>100</b>	<b>100</b>

✓ **Number of Visit or Shop a Week: How often you visit or shop in this mall?**

<b>VISIT OR SHOP A WEEK</b>	<b>#</b>	<b>%</b>
-Once/Week	53	53
-Twice/Week	17	17
-More than Thrice/Week	18	18
-No Answer	12	12
<b>Total</b>	<b>100</b>	<b>100</b>

- ✓ **Level of Dislike of Watching a Commercial: Do you always switch to other TV stations every time there is a commercial break?**

<b>LEVEL OF DISLIKE OF WATCHING A COMMERCIAL</b>	<b>#</b>	<b>%</b>
<b>-Yes</b>	<b>69</b>	<b>69</b>
<b>-No</b>	<b>30</b>	<b>30</b>
<b>-No Answer</b>	<b>1</b>	<b>1</b>
<b>Total</b>	<b>100</b>	<b>100</b>



- ✓ **Effectiveness of TV & Radio in Learning Promotions of the Stores in Malls: Do you learn the promotions of stores in malls on TV & radio?**

<b>EFFECTIVENESS OF TV &amp; RADIO IN LEARNING PROMOTIONS OF STORES IN MALLS</b>	<b>#</b>	<b>%</b>
-Yes	56	56
-No	43	43
-No Answer	1	1
<b>Total</b>	<b>100</b>	<b>100</b>

- ✓ **Level of Awareness of Mall's Directory: Is it easy to find the mall's directory?**

<b>LEVEL OF AWARENESS OF MALL'S DIRECTORY</b>	<b>#</b>	<b>%</b>
-Yes	43	43
-No	54	54
-No Answer	3	3
<b>Total</b>	<b>100</b>	<b>100</b>

- ✓ **Effectiveness of Mall's Customer Service: Does the customer service of this mall, gives you information on store locations & promotions?**

<b>EFFECTIVENESS OF MALL'S CUSTOMER SERVICE</b>	<b>#</b>	<b>%</b>
-Yes	57	57
-No	38	38
-No Answer	5	5
<b>Total</b>	<b>100</b>	<b>100</b>

- ✓ **Effectiveness of Flyers or Promotional Items: Do you read flyers or promotional items while shopping in this mall?**

<b>EFFECTIVENESS OF FLYERS OR PROMOTIONAL ITEMS</b>	<b>#</b>	<b>%</b>
-Yes	57	57
-No	40	40
-No Answer	3	3
<b>Total</b>	<b>100</b>	<b>100</b>

- ✓ **Level of Need of Information on Store Locations & Promotions: Do you need information on store locations and promotions of this mall?**

<b>LEVEL OF NEED OF INFORMATION ON STORE LOCATIONS AND PROMOTIONS</b>	<b>#</b>	<b>%</b>
<b>-Yes</b>	<b>71</b>	<b>71</b>
<b>-No</b>	<b>27</b>	<b>27</b>
<b>-No Answer</b>	<b>2</b>	<b>2</b>
<b>Total</b>	<b>100</b>	<b>100</b>

- ✓ **Level of Awareness of Store Locations and Promotions: When you enter this mall, do you immediately become aware of store locations & promotions?**

<b>LEVEL OF AWARENESS OF STORE LOCATIONS AND PROMOTIONS</b>	<b>#</b>	<b>%</b>
<b>-Yes</b>	<b>48</b>	<b>48</b>
<b>-No</b>	<b>51</b>	<b>51</b>
<b>-No Answer</b>	<b>1</b>	<b>1</b>
<b>Total</b>	<b>100</b>	<b>100</b>

- ✓ **Effectiveness of Sales Assistants in Providing Product and Service Knowledge: Do sales assistants or sales ladies provide you with good knowledge about their products/services?**

<b>EFFECTIVENESS OF SALES ASSISTANTS IN PROVIDING PRODUCT OR SERVICE KNOWLEDGE</b>	<b>#</b>	<b>%</b>
<b>-Yes</b>	<b>59</b>	<b>59</b>
<b>-No</b>	<b>32</b>	<b>32</b>
<b>-No Answer</b>	<b>9</b>	<b>9</b>
<b>Total</b>	<b>100</b>	<b>100</b>

- ✓ **Effectiveness of Entertainment of Mall Shows: Do you like watching your favorite celebrities, recording artists/bands in mall shows?**

<b>EFFECTIVENESS OF ENTERTAINMENT OF MALL SHOWS</b>	<b>#</b>	<b>%</b>
<b>-Yes</b>	<b>61</b>	<b>61</b>
<b>-No</b>	<b>38</b>	<b>38</b>
<b>-No Answer</b>	<b>1</b>	<b>1</b>
<b>Total</b>	<b>100</b>	<b>100</b>

- ✓ **Effectiveness of Music that Makes Shopping Pleasurable: Does adding music makes your shopping more pleasurable?**

<b>EFFECTIVENESS OF MUSIC THAT MAKES SHOPPING PLEASURABLE</b>	<b>#</b>	<b>%</b>
<b>-Yes</b>	<b>95</b>	<b>95</b>
<b>-No</b>	<b>3</b>	<b>3</b>
<b>-No Answer</b>	<b>2</b>	<b>2</b>
<b>Total</b>	<b>100</b>	<b>100</b>

- ✓ **Effectiveness of Ceiling Speakers and an FM Radio Type Booth as Medium: Do you think that using the ceiling speakers and an FM radio type booth in the mall will give you information on its features, store locations and promotions?**

<b>EFFECTIVENESS OF CEILING SPEAKERS AND AN FM RADIO TYPE BOOTH AS MEDIUM</b>	<b>#</b>	<b>%</b>
<b>-Yes</b>	<b>94</b>	<b>94</b>
<b>-No</b>	<b>3</b>	<b>3</b>
<b>-No Answer</b>	<b>3</b>	<b>3</b>
<b>Total</b>	<b>100</b>	<b>100</b>



- ✓ **Level of Interest on the Concept of Putting up an FM Radio Type Booth within the Mall: Do you like the concept of putting up an FM radio type booth within the mall?**

<b>LEVEL OF INTEREST ON THE CONCEPT OF PUTTING UP AN FM RADIO TYPE BOOTH WITHIN THE MALL</b>	<b>#</b>	<b>%</b>
<b>-Yes</b>	<b>93</b>	<b>93</b>
<b>-No</b>	<b>6</b>	<b>6</b>
<b>-No Answer</b>	<b>1</b>	<b>1</b>
<b>Total</b>	<b>100</b>	<b>100</b>

- ✓ **Level of Popularity of a Certain Product or Service:**  
**What product/service name have you heard from this mall?**

<b>LEVEL OF POPULARITY OF A CERTAIN PRODUCT OR SERVICE</b>	<b>#</b>	<b>%</b>
-None	47	47
-Goodyear	1	1
-No Answer	37	37
-Jollibee	1	1
-Guess & Athlete's Foot	1	1
-A Lot	10	10
-Coca Cola	2	2
-Giordano & Peneshoppe	1	1
<b>Total</b>	<b>100</b>	<b>100</b>

✓ **Level of Satisfied Shoppers or Customers: What do you expect from this mall?**

<b>LEVEL OF SATISFIED SHOPPERS OR CUSTOMERS</b>	<b>#</b>	<b>%</b>
-None	37	37
-No Answer	19	19
-More Directories	2	2
-Better Security	2	2
-Better Customer Service	3	3
-Additional Benches	4	4
-Information Center	1	1
-More Discounts, Promotions & Features	8	8
-More Entertainment	4	4
-More Friendly & Accommodating Sales Assistants	8	8

✓ Cont...

LEVEL OF SATISFIED SHOPPERS OR CUSTOMERS	#	%
-More Comfort Rooms & Cleanliness	3	3
-Develop Parking Area	1	1
-More Stores & Arcades	4	4
-Additional Phone Booths	1	1
-Public Announcing	1	1
-Newsletter	1	1
-Organized Stores & Computerized Directories	1	1
-Easy Direction	1	1
-Play Good Music, Less Noise	1	1
-Smoking & Non-Smoking Areas	1	1
-Minimize Competition w/ SM (Sales Sprvr fr SM)	1	1
<b>Total</b>	<b>100</b>	<b>100</b>

### **Conclusion – 3:**

**Is there a need of a new advertising medium for advertisers and broadcast coverage owners/malls? Half the money spent on advertising is wasted; the trouble is you don't know which half. Based on observation, advertisers invest more on spot commercials on TV. Half of its investment is wasted because people switch to other TV stations every time there is a commercial break. CADIO is a new medium that practices a non-traditional way of advertising, in a sense, we push the principle of captive market. The amount of money that advertisers spend on this kind of advertising is not wasted, because the market have no choice but to hear or listen to its commercials. The market can't switch to other CADIO stations, simply because it is centralized. They can't even cover their ears while we are playing the commercials because they will look insane.**

**We are not saying, advertisers must cease using other media because doing business without advertising is like winking at a girl in the dark. You know what you are doing but nobody else does. Still, they need to advertise because when business is good it pays to advertise and when business is bad you have to advertise. Here, we recommend that advertisers should always advertise, but must think of the value of advertising and its practicality. Based on our survey, 69% of the respondents always switch to other TV stations every time there is a commercial break. If advertisers think they are really spending a lot on advertising on TV or traditional media and half of it is wasted; then it's about time to try investing on CADIO. Based on our market survey III result, we conclude that there is a need of a new advertising medium for advertisers and narrowcast coverage management; and this is CADIO Advertising.**