

# CADIO Market Study 202

## Comparative Analysis to Other Media & Substitutes 2000-2001

Done by Nestor T. Panganiban of CADIO Advertising (former First CADIO – First Cable Radio, Inc.); a research was taken from other media: Print, Radio, TV, Outdoor and Other Media compared to CADIO as of 2000 to 2001. The objective of this study is to know what is the advantage of CADIO to other media.

<b>Print</b>	23,000 to 30,000 per ¼ page	pass on readership	better to listen than to read
<b>Radio</b>	5,000 per 30-second	controllable sound quality	crowded airwaves
<b>TV</b>	128,000 per 30-second	sight, sound & action	remote control switching

<b>Outdoor</b>	100,000 per month @ 30 X 50 ft	76% of human population go out daily	more billboard lesser the ad being noticed
<b>Others</b>	made to order	economical	limited market
<b>CADIO</b>	59.50 per 30S	captured market	difficult to standardize sound level

Note: FM Radio as of 2001, Star FM 30-second cost is Php5,000 and Php 50,000 plus for its commercial production. DZMB Love Radio 30-second cost is Php4,000 and Php 50,000 plus for its commercial production. In TV as of 2001, ABS-CBN 30-second cost Php128,000 and GMA 30-second cost Php105,000.

Conclusion – 4:

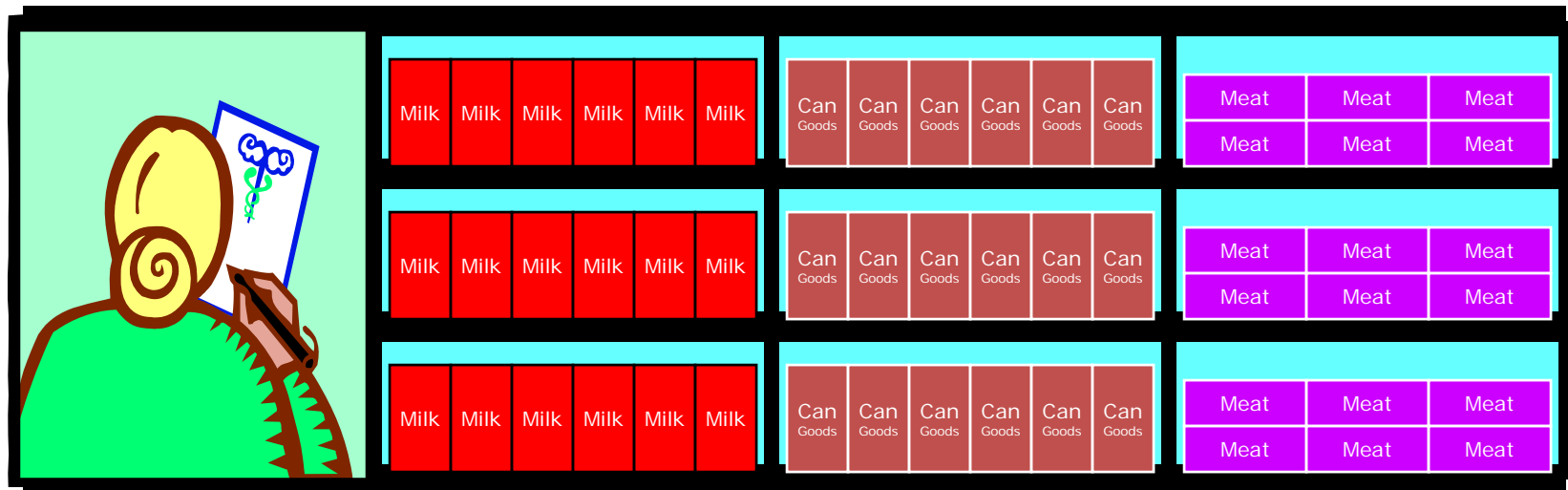
The position of CADIO has a great potential to be one of the most powerful media if all the target broadcast coverage have been saturated.

## **POINT-OF-PURCHASE - 5**

**Done by Nestor T. Panganiban of CADIO Advertising (former First CADIO – First Cable Radio, Inc.); a research was taken from the book “Advertising: Background, Theory and Practice,” by Isabelo T. Crisostomo, copyright 1993, Phils. pages 278 – 279.**

**It is the “moment of truth” advertising. This type which you find in the marketplace, in a supermarket, grocery or any retail consisting of signs, posters, sales assistants and similar attention-getters like CADIO. Some people consider this as the advertiser’s last chance to influence the customer to decide finally to buy.**

This type of advertising is more ideally suited to low-priced impulse items, e.g. articles we decide usually to buy at the spur-of-the-moment, like chewing gum, ice cream, drinks, chocolate bars, candies, cheap magazines, etc. Since many studies both here and abroad indicate that more than 60% of all supermarket purchases are made on a buyer's impulse or without any pre-planning, stores abound with point-of-purchase ads and impulse products and come in an infinite variety of forms.



**Point-of-Purchase**

## **ON-PREMISE-SIGNS**

It serves as a bridge between the advertising presented outside the store and efforts made internally.

## **WINDOW DISPLAYS**

It attempts to slow the pace of passing consumers long enough to encourage them to look deeper into the store.

## **POSTERS**

**It is attached to a store's inside walls urging customers to purchase a particular product. Soft-drinks, beverages, even canned fruits & meat products often take advantage of these displays in stores with the sales pitch integrated with or carrying the same theme and layout as the ads in the other media for easy association and identification.**

## **DISPLAY CARDS**

It is also frequently used as point-of-purchase advertising, usually in the form of cutouts of newspaper or magazine ads, or reproductions or replicas of products. These may be found strategically placed on the selling areas of stores, on counters and even interior walls.

**Some advertisers utilize racks on which they display products – candies, bread, cookies, etc.—which customers often instinctively purchase as they move about in the store or as they stand on the checkout counters. You will also notice that in most big stores advertisers use pennants, streamers, decals, banners and assorted devices to call attention to their products and induce purchase right at the marketplace. Usually, it is the advertisers that prepare and handle these advertising efforts.**

## **Conclusion – 5:**

**The value of POP Ads promotes buying at the retail level. It gives advertisers a means of maintaining the communication of their message down to the time of purchase. It acts to remind the consumer of previous advertising impressions. By providing the consumer with an evidence or indication of superiority, a product display can help him make a decision with the reassurance that such decision is the right one. Attractively designed and packaged, strategically positioned at the counters or shelves, with the products creatively advertised in the regular media, point-of-purchase ads greatly influence and induce favorable buying decisions.**



# THE CLOSEST SUBSTITUTE OF CADIO - 6

Done by Nestor T. Panganiban of CADIO Advertising (former First CADIO – First Cable Radio, Inc.); a research was taken from the book “Advertising and Promotion, An Integrated Marketing Communications Perspective,” by George E. Belch & Michael A. Belch, copyright 2001, USA, pages 443 – 445.

<b>Act Media (US/Phils.)</b>	<b>Act Now -</b>	<b>Co-op couponing/sampling</b>
	<b>Aisle Vision -</b>	<b>Ad posters inserted in stores' directory signs</b>
	<b>Carts -</b>	<b>Ad placed on frame inside/ outside shopping cart</b>
	<b>Impact -</b>	<b>Customized in-store promotion events</b>
	<b>Instant Coupon Machine -</b>	<b>Coupon dispensers mounted in shelf channels</b>
	<b>Act Radio -</b>	<b><u>Live format in-store radio network</u></b>
	<b>Shelf Take One -</b>	<b>Two-sided take one offers in plastic see thru cartridges placed at shelf</b>

<b>Valassis In-Store</b>	<b>In-store couponing</b>
<b>Advantage Media Group</b>	<b>Shopping cart calculators</b>
<b>Advanced Promotion Technologies</b>	<b>Vision System - Scanner-driven, card-based promotion system using audio/video at checkout</b>
<b>Alphine Promotions</b>	<b>"Adsticks" dividers that separate food at grocery store checkout</b>
<b>Audits and Surveys Worldwide</b>	<b>Tracks in-store sales using scanner data</b>

<b>Catalina Marketing</b>	<b>Checkout Coupon -</b> Scanner-driven coupon program that generates coupons at checkout <b>Checkout Message -</b> Targeted ad messages delivered at checkout <b>Save Now -</b> Instant electronic discounts
<b>Donnelly Marketing</b>	<b>Convert -</b> Solo/customized promotion events
<b>In-Store Advertising</b>	<b>Two-sided LED display units that hang above five high traffic areas</b>

<b>Time In-Store</b>	<b>In-store couponing</b>
<b>SPAR Marketing Force</b>	<b>In-store demos and customized events</b>
<b>Media One, Inc.</b>	<b>Super Ad -      Backlit ads placed in checkout lanes</b>
<b>Stratmar Systems</b>	<b>Field Services -      In-store demos and customized events StratMedia -      Shopping cast ad program</b>

**Supermarket  
Communications  
Systems**

**Good  
Neighbor  
Direct -**

**Bulletin board  
distribution center**

**RS Concepts  
(Phils.)**

**Lighted  
Display -**

**Rotating Light box tri-  
display slim light box**

**Multivision  
Display -  
top  
Visual**

**Counter top shelf table**

**Merchandising -**

**Foldable banners  
extendable banners  
D-type banners X-type  
banners**

**Gondola  
Display -**

**Acrylic dispenser floor  
display island modules**

**Lama  
Display -  
Portable**

**the same with gondola**

***Promo Booth -***

**the same with CADIO  
booth**

## **Conclusion – 6:**

**In-Store Media – spend an estimated \$17 billion to promote products in supermarkets and other stores with untypical media like displays, banners and shelf signs. These POP materials include video displays on shopping carts, kiosks that provide recipes and beauty tips and coupons at counters and cash registers, LED (light emitting diodes) boards, and ads that broadcast over in-house screens, IBM spends an estimated \$15 million per year in this area. At one time, Miller Brewing Co. used 30 to 40 agencies to provide these services. Under the Point of Purchase Advertising Institute (POPAI) – two thirds of consumers' purchase decisions are made in the store; some impulse categories demonstrate an 80% rate. Many advertisers are spending more of their dollars where decisions are made now that they can reach consumers point of purchase, providing additional product information while reducing their own efforts.**