

CADIO Market Study 202

MALL MARKET COUNT 2001

Done by Nestor T. Panganiban of CADIO Advertising (former First CADIO – First Cable Radio, Inc.); a research was taken in SM Supermalls at the main entrance and exit walking shed of 2001.

SM Supermalls	Estimated Dimension	Survey Day/Date/Time	Slow Walk (Male/Female)	Fast Walk (Male/Female)	Average Walk (Male/Female)	Shoppers' Count going-in & going-out
Sucab	56 mtrs fr step-in point to entrance point	Sunday/ Sep 2, 2001/ 5:10PM	1 min & 25 secs Female	35 secs Male	55 secs	100+ PAX/min not more than 125 not less than 100
Manila	5 mtrs	Friday/ Oct 19, 2001/ 7:45PM	10 secs Male & Female	10 secs Male & Female	10 secs	100+ PAX/min (not more than 125 not less than 100)

SM Supermalls	Estimated Dimension	Survey Day/Date/Time	Slow Walk (Male/Female)	Fast Walk (Male/Female)	Average Walk (Male/Female)	Shoppers' Count going-in & going-out
Mega Mall	100 mtrs fr step-in point to entrance point	Friday/ Sep 7, 2001/ 6:46PM	2 mins Male & Female	1 min & 20 secs Male	1 min & 40 secs	100+ PAX/min not more than 125 not less than 100
	20 mtrs fr start line to entrance point	Sunday SALE/ Oct 21, 2001/ 2PM	1 min & 20 secs Female	none	Long line of PAX entering the mall	150+ PAX/min going-in 100+ PAX/min going-out
	40 mtrs fr start line to entrance point					50+ PAX/min X 2 lines = 100 PAX going-in

Package Two: One Major Sponsor Christmas Offer (16 Sets)

30-second spot X 16/hour = 8 mins.
Program Sponsorship X 2/hour = 1 min.
Time Check X 4/hour = 1 min.
Promo Contest X 1/hour = 1 min.
Info at 58 X 1(X2)/hour = 30 secs.
11 minutes and 30 seconds, COMMERCIAL EXPOSURE per hour

Cost of Package Two: One Major Sponsor Christmas Offer (16 Sets)

Php 542,553.25 divided by 8 SM Supermalls = Php 67,819.16
Php 67,819.16 per mall or week divided by 7 days = Php 9,688.45
Php 9,688.45 per day divided by 8 hours = Php 1,211.06
Php 1,211.06 per hour divided by 24 spots (total spots/hour) = Php 50.46
Php 50.46 per spot

High Ad Value at the Main Entrance/Exit Walking Shed of SM Supermall (1-Minute Walk)

11 minutes and 30 seconds COMMERCIAL EXPOSURE per hour X 100 shoppers per minute = 1,150 shoppers per hour

Php 1,211.06 cost of package per hour divided by 1,150 shoppers per hour = Php 1.50

Note: Appreciation means, the lower the Ad cost per shopper, the higher the Ad value. Excluding the Ad cost and value of signboards.

1 peso and 5 centavos is the Ad Cost per shopper

Media Value Comparison

Php 542,553.25 divided by Php 128,000 (30-seconder of ABS-CBN) four 30-seconder TV Spots

Php 542,553.25 divided by Php 5,000 (30-seconder of Star FM) one hundred eight 30-seconder Radio Spots

Php 542,553.25 divided by Php 69.50 (30-seconder of CADIO) seven thousand eight hundred six 30-seconder CADIO Spots

Estimated SM Supermall Market Population

If you have a market count of 100 shoppers a minute in one hour, you will have (100 shoppers X 60 minutes) 6,000 shoppers.

Probable Cause: Let say shoppers would probably stay for two hours. 6,000 shoppers per hour X 2 hours is 12,000 distributed to different areas.

Broadcast Coverage Areas	Class	Shoppers	
		Within 1 hour	Within 2 hours
Main Entrance/Exit Shed	CDE	1,000	2,000
Parking Lot	BC	500	1,000
Mall Way	BCDE	1,000	2,000
Department Store	CD	1,000	2,000
Supermarket	BCD	1,000	2,000
Food Court	BCD	1,000	2,000
Waiting & Seating Place	CD	500	1,000
TOTAL		6,000	12,000

Ad Cost per Shopper

Php 1,211.06 cost of package per hour divided by 6,000 shoppers =
Php 2,422.12

Php 2,422.12 per 2 hours divided by 12,000 shoppers = Php 9,688.45

Php 9,688.45 per day (8-hour-operation) divided by 48,000 shoppers =
20 centavos

Note: Appreciation means, the lower the Ad cost per shopper, the higher the Ad value. Excluding the Ad cost and value of signboards.

20 Centavos is the Ad Cost per Shopper

Conclusion – 7:

Knowing the ad cost per shopper would give us the edge to be competitive in the market. Even if the tri-media get the highest share in the market, I still believe that one day CADIO will have share in the market.