

CADIO Market Study 203

MARKET TALK - 8

Done by Nestor T. Panganiban of CADIO Advertising (former First CADIO – First Cable Radio, Inc.); proposal titles from 1993 to 2003 and comments/suggestions of the market:

1993 – “Radio Booth”

1999 – “CADIO, The Most Economical & The Latest Advertising Medium for the New Millennium”
(50% discount)

1999 – “Free CADIO Services Package, A CADIO Mall Tour for the New Millennium”

1999 – “Investment on Typical CADIO Program”

2000 – “A Christmas Shopping Special, Exclusive for SM Supermalls” (Canned-CADIO)

2001 – “A Christmas CADIO Mall Tour '01, for SM Supermalls” (Typical-CADIO)

2003 – “Jazz NYT Jam”

2003 – “CADIO, An Advertising Medium for your Supermarket” (Typical-CADIO)

A survey was taken from broadcast coverage management, advertisers and ad agencies. This is about their comments and suggestions to make the project a successful one. The objective of this study is to get ideas through comments and suggestions from BCO (Malls & Supermarkets, advertisers and ad agencies; making CADIO exist and be on top.

➤ **Broadcast Coverage Owners/Rep.**
- Malls

**Duty Free
Fiesta Mall
Nov. 28, 1993**

**-Ma. Luisa Vargas/
Div. Mngr. HRM
-Ma. Shiela Nonoy/
Concurrent Customer
Relation & Acting
Marketing Mngr.**

**-1st Deal: She said the
paging system is
delivering announcement
on product advertising
& promotion.
-2nd Deal: They check
on our address if it
has credibility. She is
very busy.**

**SM Supermalls
Aug. 2, 1999**

**-Vic de Vera &
Ruby Reyes/
Marketing
Communications
Mngr.
Monti Tirasol**

**-1st Deal: Vic asked
for a booth design,
play list, FILSCAP
permit & list of sponsors.
-2nd Deal: Ruby said, not yet
ready for a non-traditional
-3rd Deal – Monti also
suggested changes.**

Tutuban Mall
Aug. 2, 1999

**-Neil Melliza/
Ad & Promo Sprv.**

**-1st Deal: Interested but
no budget.**

Ayala Mall
Aug. 2, 1999

**-Francis Roxas/
Div. Manager for
Operation**

**-1st Deal: Research on
a group proposing to
them almost the same
with CADIO but
uses a transmitter.**

**Metropolis
Alabang Mall
Aug. 2, 1999**

**-Derick Beleno/
Corporate Leasing
Marketing Mngr.**

**-1st Deal: No budget,
but they can provide
space.**

**Ever Gotesco
Mall
Aug. 2, 1999**

**-Noime Sta. Maria/
Marketing
Communications
Services Div. Mngr.**

**-1st Deal: She knows
the Makati Cinema
Square RTB. She wants
to see CADIO done first
in other malls before
they will try it.**

**Festival
Supermall
Aug. 2, 1999**

**-Rose Nuqui/
Marketing Div. Mngr**

**-1st Deal: No budget,
but they can provide
space for their
amusement
& carnival area.**

**Sta. Lucia East
Grand Mall
Oct. 29, 1999**

**-Monnete Cerda/
Ad & Promo Mngr.**

**-1st Deal: They will
provide space, but they
can't pay us
management services.
-2nd Deal: Joined
CADIO Mall Tour 99.**

**Robinsons
Galleria Mall
Nov. 3, 1999**

**-Tess Maomay/
Ad & Promo Mngr.
-Ludy Farol/
Ad & Promo Dir.**

**-1st Deal: Joined
CADIO Mall Tour 99
-2nd Deal: They will
provide a permanent
Space, booth & audio
System in exchange of
50% share from its sales.**

**Metro Mall
Uniwide
Nov. 10, 1999**

**-Rose Ty/
Ad & Promo Mngr.**

**-1st Deal: They will
think it over if we
have the budget in
paying its services.
-2nd Deal: Joined CADIO
Mall Tour 99.**

- Supermarkets

**Rustan
Supermarket
Aug. 20, 2003**

**-Mary Ann Ducanes/
Advertising Mngr.**

**-1st Deal: She is asking
for a 20 to 40% share
on its income.**

**SM Supermarket
Oct. 28, 2003**

**-Anna Barrozo/
Asst. Marketing Mngl
-Cristina Schneck/
Ad & Promo Mngr.**

**-1st Deal: Anna asked to
make a detailed proposal
& a survey on its paging
system.
-2nd Deal: Cristina learned
that the office was just a
message center; they
want 6 digit figures per
branch.**

➤ **Advertisers**

**Goodyear
Phils., Inc.
Nov. 10, 1999**

**-Bernadeth Fajardo,
Advertising Mngr.**

**-1st Deal: Joined
CADIO Mall Tour 99.
Ordered 30-sec. comm.
& gave-away calendars
thru bring me contest.**

**California
Manufacturing,
Inc.
Nov. 29, 1999**

**-Jun Aquino/Sales
Merchandizing Mngr
-Rey Peralta/Promc
Mngr.**

**-1st Deal: Joined
CADIO Mall Tour 99.
Ordered 30-sec. comm.
& gave-away Knorr
Hot Pot thru bring me
contest.**

**Wendy's
Hamburgers
Nov. 9, 1999**

**-Ruth Villapando/
Public Relations
Assistant**

-1st Deal: They want to offer hamburgers instead of buying spot commercials.

**PLDT
Nov. 13, 2000**

**-Ana Capati/Analyst
Marketing Comm. Div.
-Kristine Ignacio/
Sr. Product Mngr.**

-1st Deal: Since it is non-trad, you can sell to us directly. No need to consult our agency. Kristine said, they will only invest if they can see first its effectiveness.

**Unilever
Phils., Inc.
Nov. 13, 2000**

**-Gert Ibay/
Media Planning Mngr.**

**-1st Deal: Send hand
carry proposal.**

**Nestle
Phils., Inc.
Oct. 18, 2001**

**-Choy Florendo/
VP for Trade
Marketing Dept.**

**-1st Deal: Offered him
8 SM Supermalls in a
package-P542,553.25
@ 44% disc. Asking for
its broadcast permit.
interested in bring me
contest w/ sign board
or posters on its booth.**

**Livi-Strauss
Phils., Inc.
Sep. 3, 2001**

**-Michelle Borromeo/
Consumer
Marketing Leader**

**-1st Deal: Show us first
your broadcast
permit from SM.**

**Petron
Corp.
Nov. 7, 2000**

**-Ellen Academia/
Ad & Sales
Promotion**

**-1st Deal: She likes the
concept of a DJ
wearing Petron jacket.
Actually, their ad agency
was there Ace Saatchi
listening.**

**Smart
Communication:
Inc.
Nov. 13, 2000**

**-Marilet Catapang/
Retail Merchandising
Mngr.**

-1st Deal: She likes the SM deal. In producing their commercial, she is offering an exchange deal of cellphones. They don't have a jingle.

**Odessey
Record Bar
Sep. 5, 2001**

**-Emily Boaquina/
Marketing Mngr.**

-1st Deal: She likes SM deal. She agrees to offer free 10 CD's in exchange of AOB or an hourly plug of their music store.

**Colgate-
Palmolive
Phils., Inc.**
Nov. 9, 2000

**-Dodie Lucas/
Media & Promo
Consultant**

**-1st Deal: He likes the
SM deal and the
canned-cadio strategy.
He is asking for a
package deal of
30-50% discount.**

Praise, Inc.
Aug. 6, 2001

**-Rey Erlano/
Marketing Mngr.**

**-1st Deal: He likes SM deal.
Playing Christian music
per hour in exchange with
their recording facilities,
providing us time to
produce commercials
and promotions for its
CADIO program.**

**Philusa
Corporation
(Household &
Rhea Alcohol)
Sep. 10, 2001**

**-Sheila Delica/
Household Division
-Vincent Pimentel/
Rhea Alcohol**

**-1st Deal: She likes to
participate.**

**Minola Corp.
Sep. 7, 2001
Oct. 12, 2001**

**-Ramon Macasinag/
Sr. Mngr. for Mktg.
-Jabe Cabardo/
Brand Mngr.**

**-1st Deal: They are waiting
for their market research
regarding point-of-
purchase. They still have
budget. Re-fax the
proposal with buying
load to Mr. Cabardo.**

➤ Advertising Agency

**J Walter
Thompson
(San Miguel –
Blue Ice)
Feb. 11, 2000**

**-Michelle Sario/
Media Planner**

**-1st Deal: She wants
creative stuff. Like
having a unique way of
advertising or insert of
spots to a wanted
program portion.**

**Starcom
(Procter &
Gamble)
Oct. 1, 2001**

**-Nap Carrao/
Media Director
-Michelle Sario/
Media Manager**

**-1st Deal: Nap was
asking for a 50%
discount for 3 SM
Supermalls.**

**ASPAC
(Wendy's &
Wrigleys)
Feb. 11, 2000**

**-Louie Rogacion/
VP (Planning &
Buying)/Also
Executive
Media Director**

**-1st Deal: Corrected me.
Instead of "Trapped
Market," better say
"Captured Market."
Criticize the number of
spots, used a yellow pad
& estimate the spots
needed. Suggested 12 to
16 spots/hour.**

**Lintas
(Nestle)
Nov. 7, 2000**

**-Enrico Sales/
Associate Media
Director**

**-1st Deal: Very specific
w/ the number of spots.
I told him 12 to 14 spots
and he agreed. Mentioned
to me that 99.5RT doesn't
accept a Tide commercial
for it doesn't fit in their
program.**

**Hemisphere/
Leo Burnette
(Mc Donald's)
Sep. 4, 2001**

**-Joseph Carl Briones
Media Manager**

**-1st Deal: He said try to
iron it and it's best for
point-of-purchase.**

**Mindshare
(Pepsi)
Sep. 5, 2001**

**-Onel Querijero/
Business Manager**

**-1st Deal: He wants to
join but on an x deal
basis. Spot commercial
in exchange of Pepsi
in cans.**

**Universal
McCann
(Div. Of McCann
Erickson Phils.)
Nov. 7, 2000**

**-Memo Moreno/
Media Planner
-May Bernarte/
Media Strategist**

**-1st Deal: Memo will study.
-2nd Deal: May is
questioning the paging
interruption and how
efficient are the speakers
in reaching the market.**

**Mindshare
(San Miguel –
Red Horse)
Sep. 4, 2001**

**-Pebbles Posadas/
Master's Strategist**

**-1st Deal: She wants to
have spots for Red Horse.
Asking for a package deal.**

**Publicis AMA,
Inc. (Nestle &
Whirlpool)
Oct. 17, 2001**

**-Ma. Criseda Cepeda/
Media Buyer
-Sherwin Bautista/
Media Buyer**

**-1st Deal: Criseda asked
package for Nestle @
Php 339,095.68.
-2nd Deal: Sherwin needs
AOB/Tag Rider @
Php 27,399.68.**

Conclusion – 8:

Approaching the two markets – advertisers and ad agencies give us an idea on how they deal personally to account managers. An is more decent when it comes to presentation. Ad agency is more casual in doing business. It's like selling something in a wet market. They practice calling an agent sir or ma'am.

This Market Talk will give us an idea of creating a demand is fine because most of market would look for a captured market strategy in a high reach and frequency. Knowing the needs of Advertisers and Ad Agencies will give us a strong positioning in the market. Advertisers want to see happen first before investing, others want a broadcast permit. Another suggestion is to focus on POP and Nestle wants with sign board, this is why came up with CADIO booth ad space. It's quite difficult to deal with Ad Agencies because their main job is to study a medium. A strong medium will give them the initiative to invest. Most of them will ask for a package deal as closed to 50% discount. It should be also noted that the traditional media such as radio, TV and print can't be taken out from Ad Agencies because they are earning a lot from them, specially TV. But if CADIO can have a market equivalent to TV, then Advertisers and Ad Agencies will turn their backs to it.