

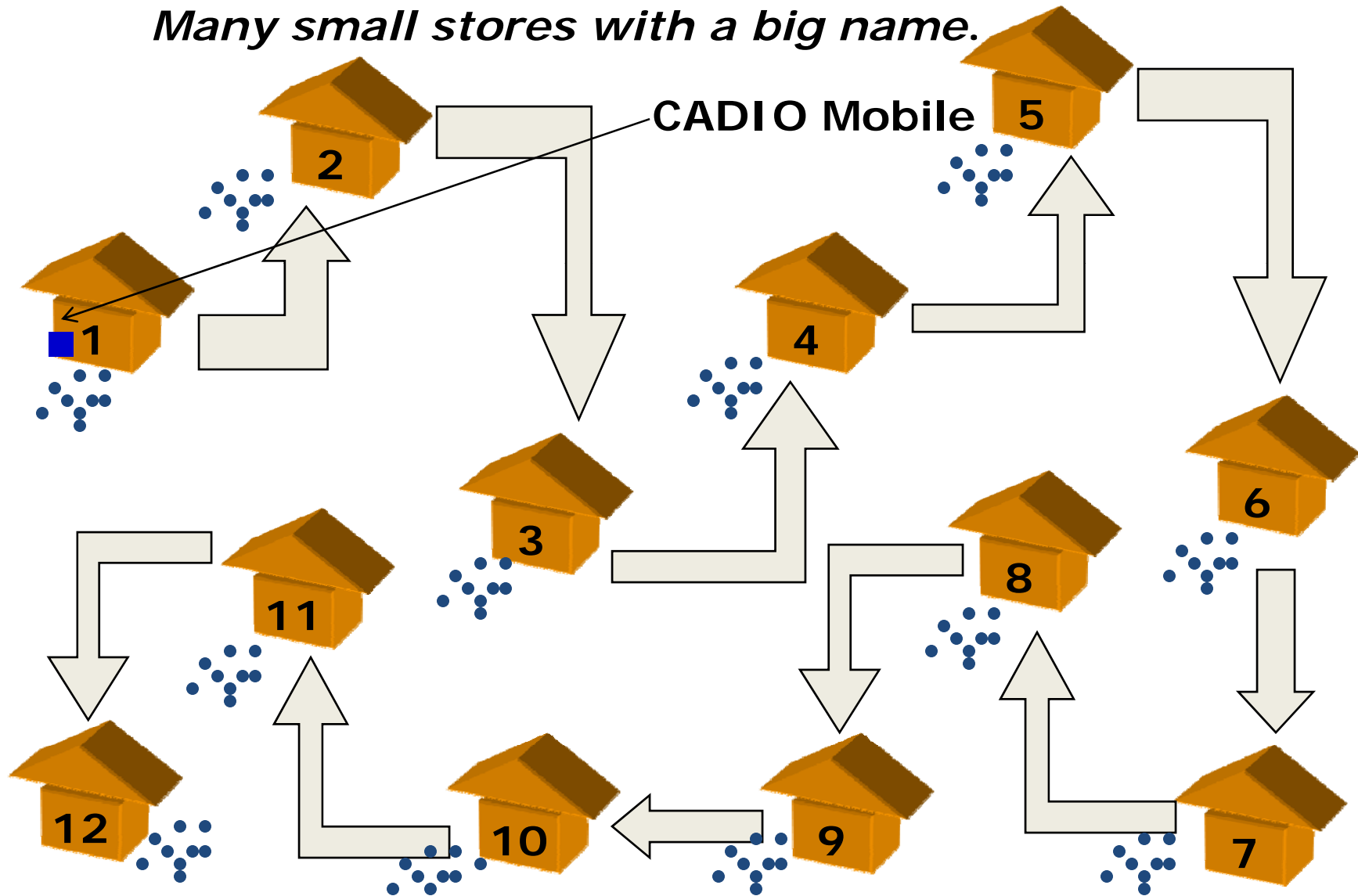
CADIO Market Study 205

NARROWCAST COVERAGE STUDY - 10

Done by Nestor T. Panganiban of CADIO Advertising (former First CADIO – First Cable Radio, Inc.); a study on Commercial Establishments.

Note: Before, we call narrowcast coverage, broadcast coverage.

- **Restaurant – CADIO Mobile**
SMALL IS BEAUTIFUL (the Broadcast Coverage Area is small) **AND BE A BIG FISH IN A SMALL POND** (having more small Broadcast Coverage Areas).
Many small stores with a big name.



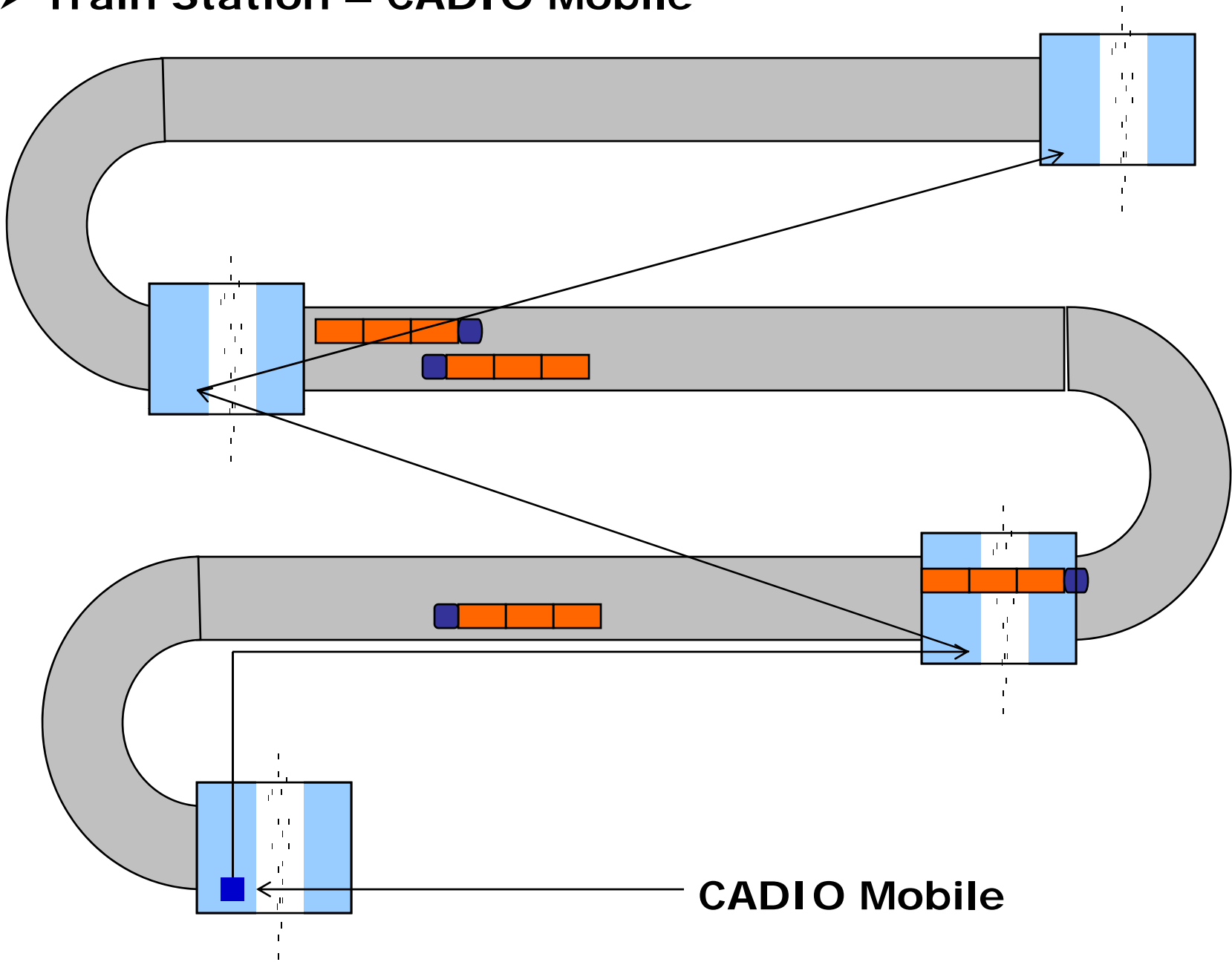
Analysis:

Restaurant means, a place for buying and eating meals. Most of the time, restaurants or fast food stores like JOLLIBEE rent sound system every time they open a new store. This is the only time they have the budget. What about having an event like anniversary-celebration promo? Do they have the budget for such an event? Since Jollibee is owned by many franchise owners, I don't think these business people will put-up a budget on it. If CADIO offers them free services, do you think they'll like the idea? It is right to say that "we will not gain profit from them," but we can gain from sponsors and can make the event possible. Advertisers would go for it because of its high media mileage.

Now FOCUS ON JOLLIBEE. They have 508 stores. If you bring CADIO to all their stores for a year, that would give us two sets of CADIO Mobile touring to 42 stores a month plus 4 remaining stores for December. Not to mention, the number of other restaurants (McDonalds has 252 stores), train stations, places of events, supermarkets, department stores/stores, boats-piers-airports, schools, bus stations, malls and other broadcast coverage areas. Sounds good right?

ESTIMATED NUMBER OF AUDIENCE PER 30 SECONDS	
Falling-in line when ordering	Takes 1 to 5 minutes
Looking for a seat	Takes 1 minute
Eating & Conversing	Takes 15 minutes to 1 hour
Waiting for someone	Takes 15 minutes to 1 hour
If fast-food chairs are designed to make customers leave after eating. Therefore, customers will surely hear and see the ads.	

➤ **Train Station – CADIO Mobile**

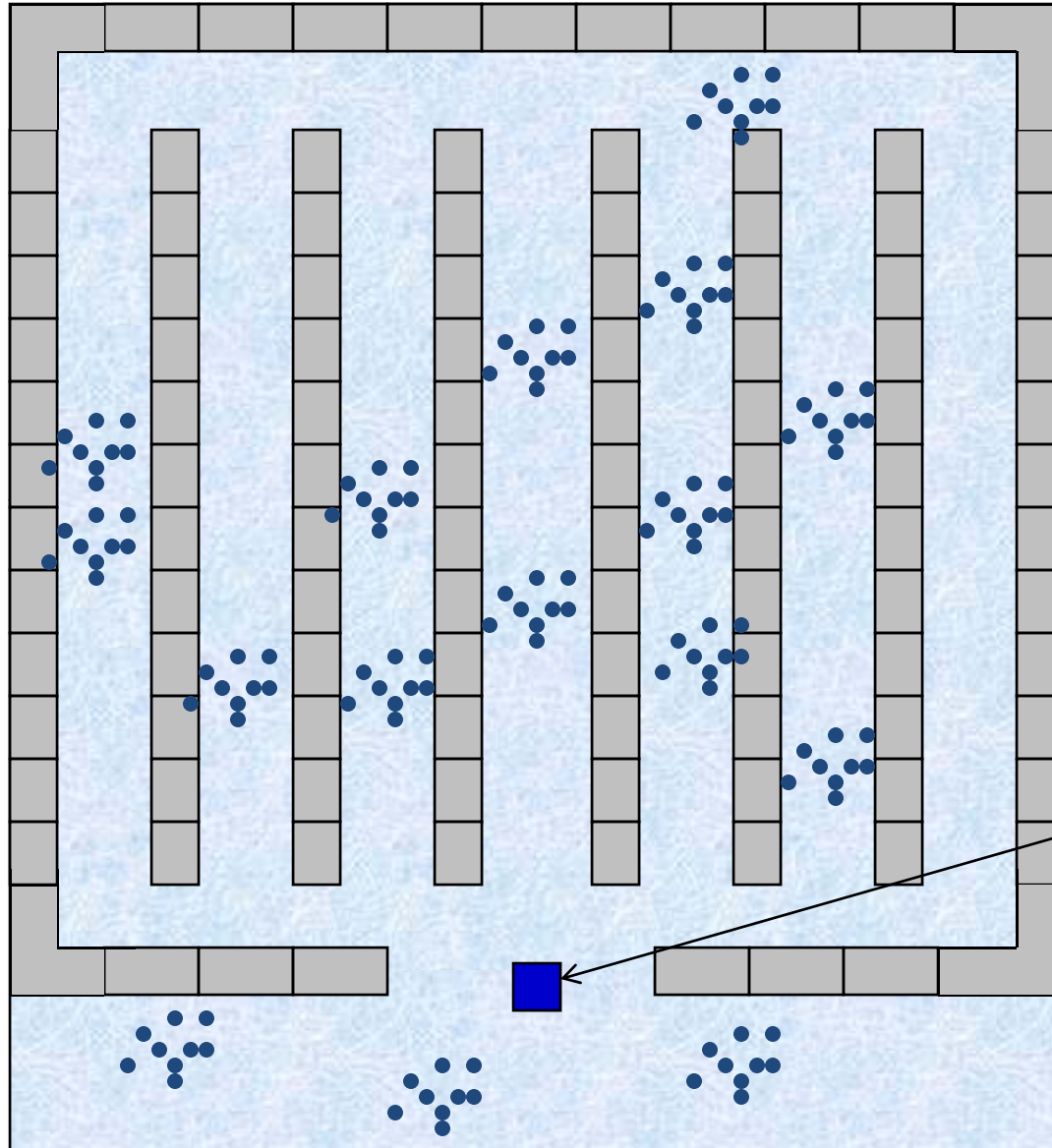


Analysis:

Right now, there are three major light rail transits in Metro Manila; LRT, MRT and LRTA. There are lots of ads placed in walls, ceilings, floors and other structure in trains. Based on observation, train comes in every 5 to 10 minutes. During rush hours, token buying line is so long that last for 5 to 10 minutes. All of these are good signs of using audio ads while buying tokens, walking up to the waiting shed and waiting for the train. CADIO becomes the highest attention getter when a person is doing something that is not so important like buying a token. It means that the person's mind is not active. Therefore this is the best opportunity to put the product's name on the passenger's mind.

ESTIMATED NUMBER OF AUDIENCE PER 30 SECONDS	
Falling-in line when buying a token	Takes 1 minute to 10 minutes
Entering & walking in the waiting shed	Takes 1 minute to 2 minutes
Waiting for the train	Takes 5 minutes to 10 minutes
With these analysis, surely an audio ad spot can be heard more than 2 times.	

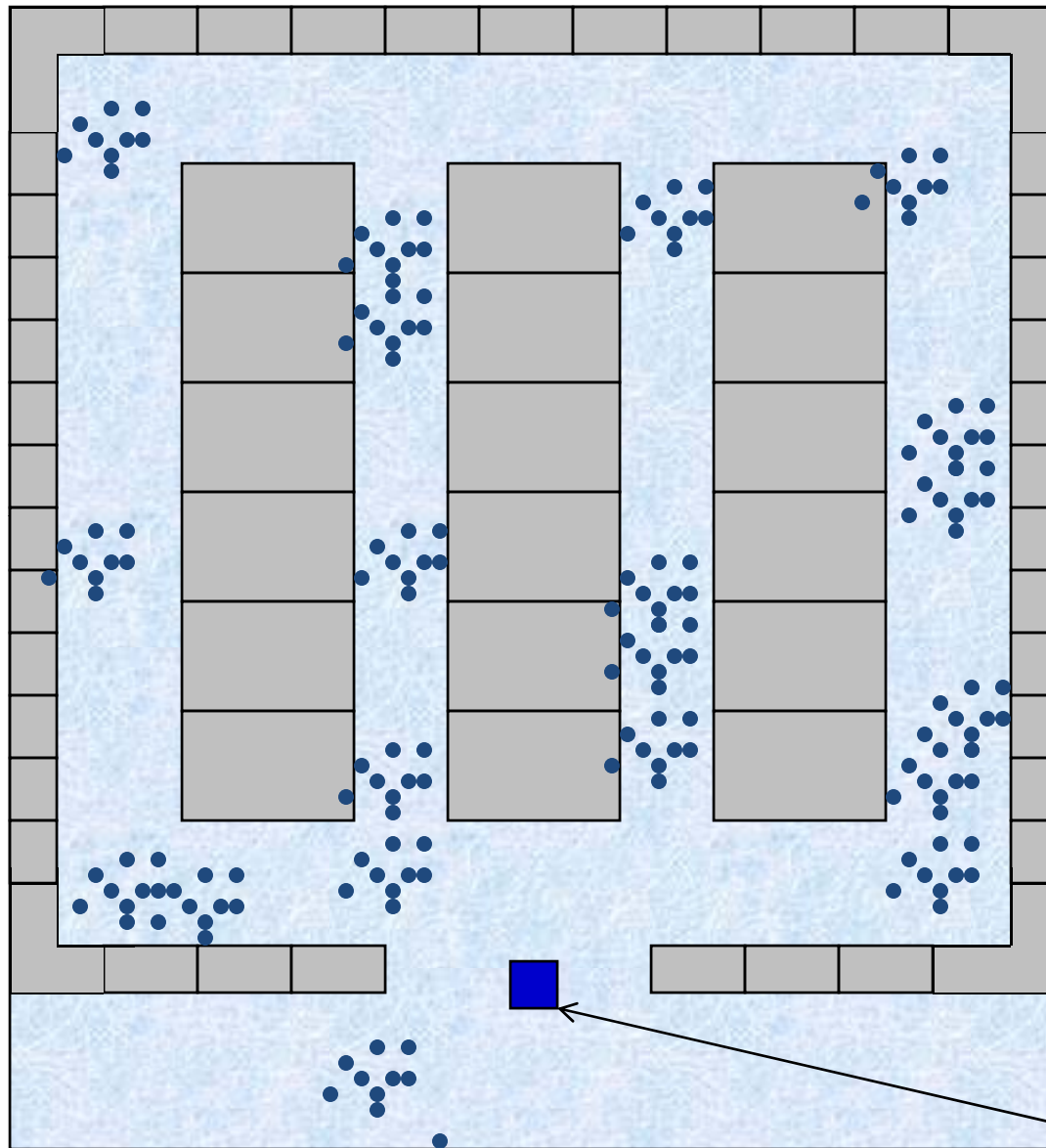
➤ **Place of Event – CADIO Mobile**



CADIO Mobile



EXHIBITS & TRADESHOWS – small products (FAME – gift items for export)



CADIO Mobile

EXHIBITS & TRADESHOWS – big products (SUMMIT – car show)

Analysis:

Based on the book "Advertising: Principles and Management Cases," EXHIBITS has two unique features as a form of advertising. It allows the product to be made available for actual inspection and demonstration and allows prospects to come to the place of the advertising so the advertiser's salespeople can sell the product's features on the spot. There are various types and categories of exhibits or trade shows. Some are designed for consumers, to reach either the general public or specific segments of the buying public. General shows include exhibits at county, state and world fairs. Those aimed at special segments of the market include such exhibits or shows as automobile, boat, garden, hobby, and home furnishings shows. However, a larger portion of the shows are industrial and restrict the attendance to people who are directly connected with a particular field. The bulk of these shows are in connection with annual meeting of the trade association involved and are usually sponsored or run by the particular association. The limitation on

attendance at those shows assures the exhibitor that those who inspect the exhibit are potential customers. Thus it is in essence a form of controlled circulation for the advertising and sales effort.

The advertiser who plans to use the exhibit must plan the the design of the booth in the exhibit with the thought of attracting the attention of those attending and also maximizing the sales impact the exhibit will achieve. A very simple exhibit may consist merely of tables with samples of the advertiser's product displayed, and very complex and costly ones might use elaborate cutout working models of large pieces of equipment. Usually the advertiser will also have special sales literature and materials to hand out those who stop and inspect the exhibit.

The exhibit can be a costly form of promotion. The exhibitor must pay rent for the space at the show, must pay for the design and construction of the booth and the contents thereof, must pay for moving the exhibit from one trade show to another, and also must consider the costs of providing sales people and other

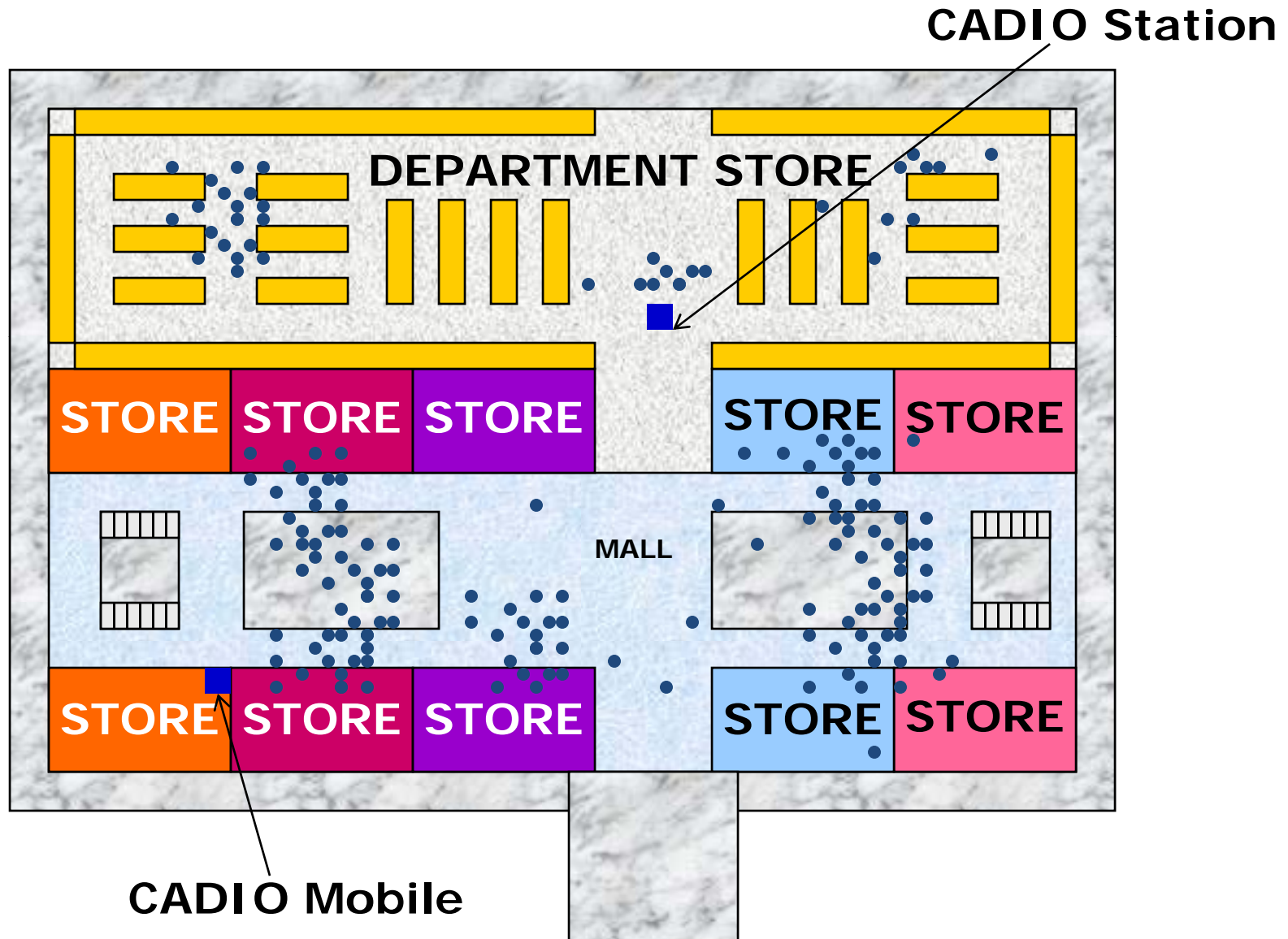
representatives necessary to staff the booth during the show. Most of them doesn't have audio materials which would give high cost once they ask for.

Having this information, we can say that an exhibit and a tradeshow is an advertising medium (part of collateral media) that is interactive with similarity to CADIO. If the area is small, CADIO wouldn't have a DEEP IMPACT on its target market. If you are going to use big speakers, exhibitors will complain on its sound level because it could affect their dealing and selling of products to their prospective buyers. It is recommended that CADIO must have a minimal sound volume in a small trade show. Most of the time, CADIO can't use the broadcast coverage owner's ceiling speakers in tradeshow which means that the whole concept of it can't be experience. If the EXHIBIT allows the product to be made available for actual inspection & demonstration & allows prospects to come to the place of the advertising so the advertiser's salespeople can sell the product's features on the spot; then what's the point of giving or selling the exhibitors audio ad spots?

A big broadcast coverage area would give us an opportunity to sell audio ad spot. A small one is not a good idea to sell or offer audio ad spots. If there are 20 exhibitors and all of them needs to be given an equal audio ad spot per hour, then we will go beyond the standard allotted spot load which is not a good practice. On the other hand, it is not a good idea to get outside sponsors because the trade show is for the exhibitors. Other events could be a sports fest, beauty contest, concerts, fiesta and a lot more. The approach of CADIO here is like having an FM radio program format three hours before the main even starts. During the event program, CADIO will serve as the voice over by putting a spot light or a camera on the voice talent every time he does his job.

ESTIMATED NUMBER OF AUDIENCE PER 30 SECONDS	
Falling-in line when entering	Takes 1 minute to 5 minutes
Entering & walking around to canvass or buy	Takes 30 minutes to 1 hour
Buying and leaving	Takes 5 minutes to 30 minutes
With these analysis, surely an audio ad spot can be heard more than 2 times.	

➤ Department Store/Stores – CADIO Station/Mobile



Analysis:

A department store is considered a mini mall.

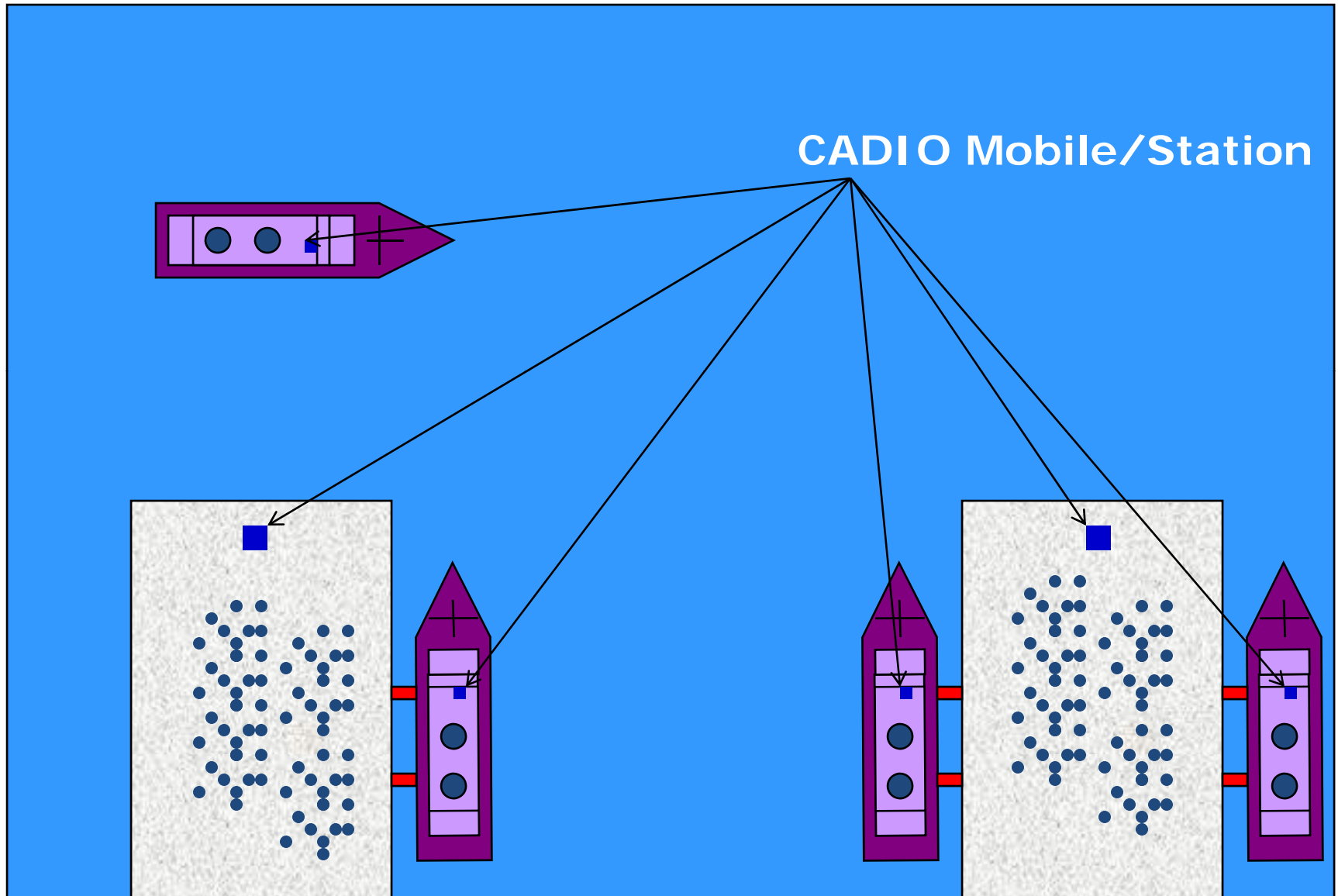
Department stores has existed before malls came in.

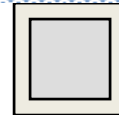
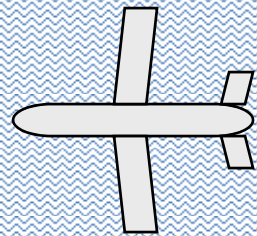
Department store is the same with what I experienced in Shoppesville Arcade and Virra Mall. The CADIO concept was also done in Makati Cinema Square back in the early 80's and in Plaza Fair/Fair Center in the late 80's. Based on experience and observation, CADIO is feasible in the said broadcast coverage areas. It is easy to hear the commercials because most of the ceiling speakers have standard height. Besides, echo is not a problem because they have sound proofs. The only thing that must be considered is the paging traffic. Here, it is recommended that paging must be done right after a song or commercial; otherwise, within songs. The reason why, the concept did not last in the said department stores is because of mismanagement.

A store is the same with a restaurant. We can offer CADIO services during their anniversary too. They can pay the services if they don't want other advertisers to come in.

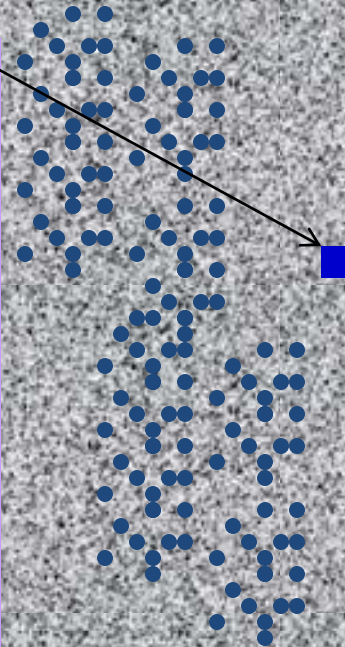
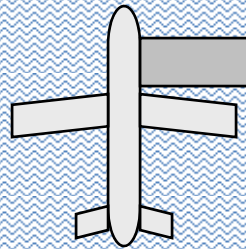
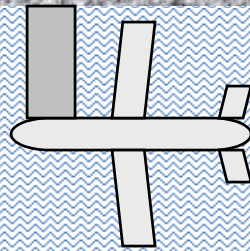
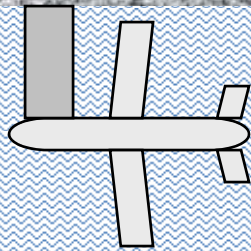
ESTIMATED NUMBER OF AUDIENCE PER 30 SECONDS	
Entering and canvassing items	Takes 30 minutes to 1 hour
Falling in line to pay at the cashier lane	Takes 1 minute to 15 minutes
Leaving the area	Takes 5 minutes to 10 minutes
The same with Supermarket.	

➤ Boat-Pier & Airport – CADIO Mobile/Station





CADIO Mobile/Station

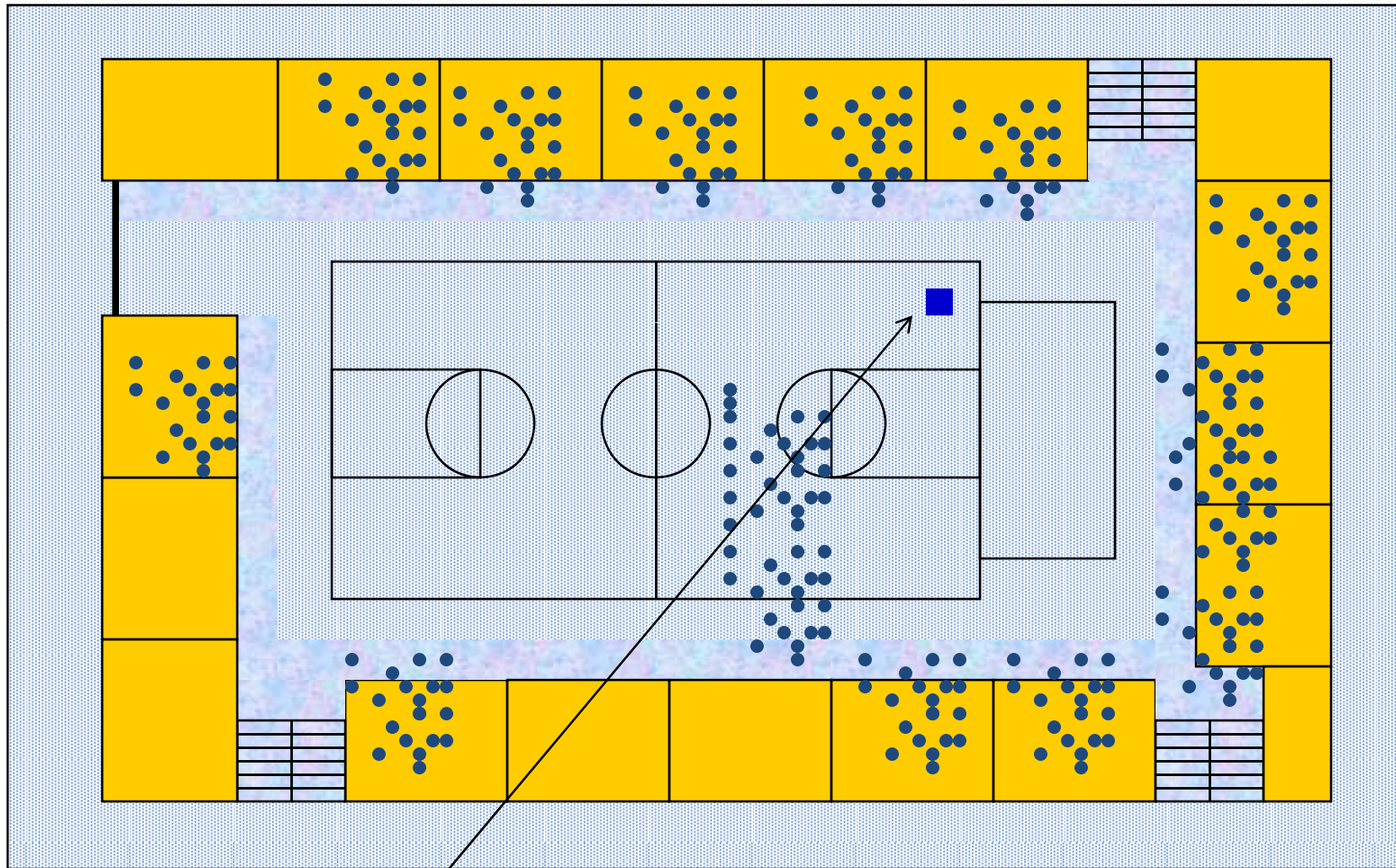


Analysis:

A boat can't maximize the pipe-in music on ceiling speakers when it is far away from the FM radio transmitter (where it has departed). A transmitter has its limited area of coverage. Losing its signal gives CADIO the opportunity to broadcast within its coverage. Pier is also an opportunity to entertain passengers while waiting for the ship to sail. Airport is another broadcast coverage area that has a high potential of attracting and amusing arriving balikbayans, foreigners and tourists. The peak seasons and months for these broadcast coverage areas are April – Holy Week, November – All Souls Day and December – Christmas/The day before New Year.

ESTIMATED NUMBER OF AUDIENCE PER 30 SECONDS	
Entering the boat or airport	Takes 10 minutes to 30 minutes
Waiting for the boat or airplane to leave	Takes 2 hours to 3 hours
With these analysis, surely an audio ad spot can be heard more than 2 times.	

➤ School – CADIO Mobile



CADIO Mobile

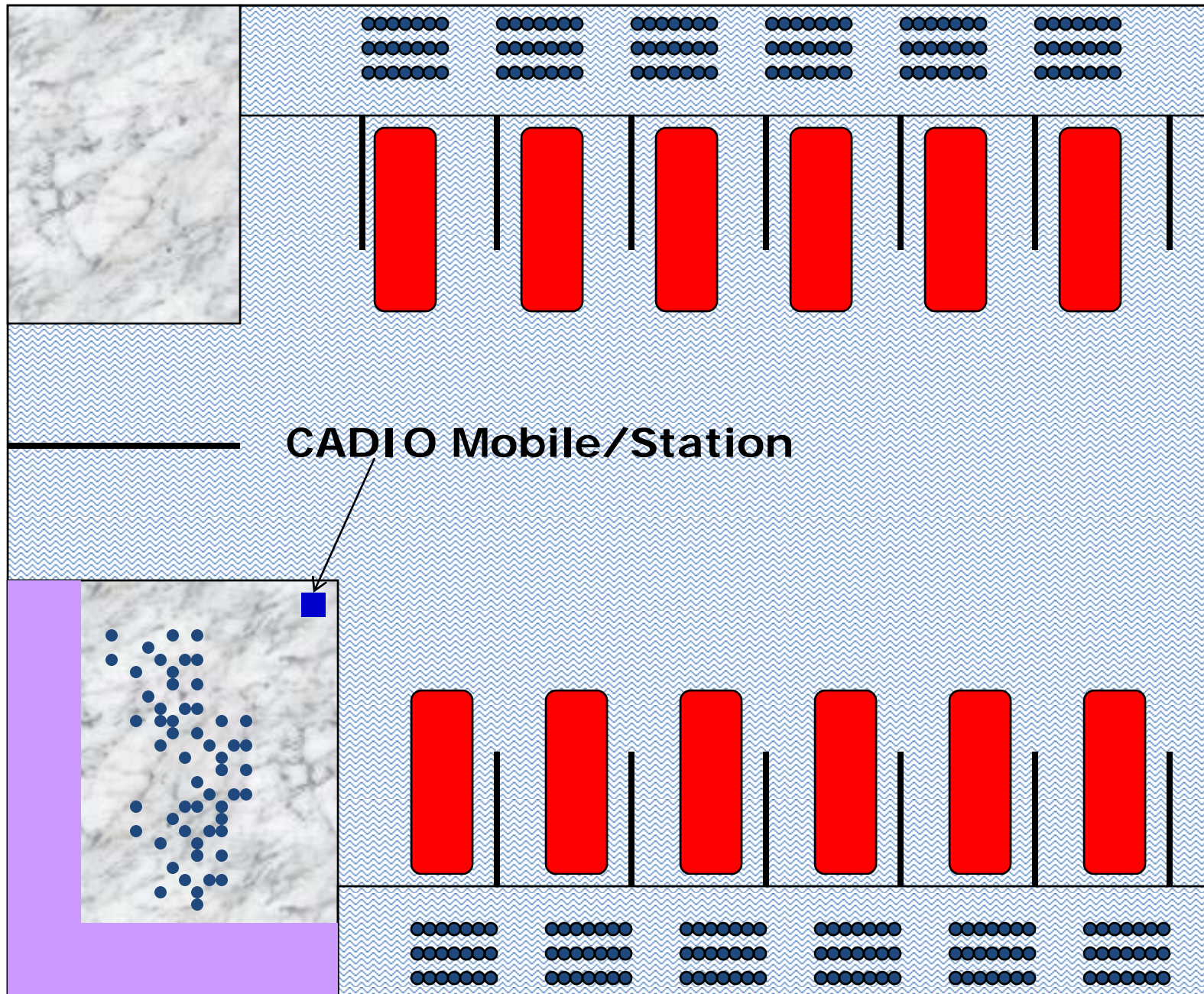
Analysis:

All schools have its foundation day. This is the best opportunity to give them a better way of entertaining them and their guests. Instead of request/dedication booth or a remote broadcast done in their fairs, let's give them a CADIO package. The best way is to contact all schools, know their foundation day, ask a permit to broadcast, arrange all the schedule, make a package and offer it to advertisers or ad agencies.

ESTIMATED NUMBER OF AUDIENCE PER 30 SECONDS	
Entering the school	Takes 1 minute to 15 minutes
Joining the fair or event	Takes 1 hour to 3 hours

With these analysis, surely an audio ad spot can be heard more than 2 times.

➤ Bus Station – CADIO Mobile/Station

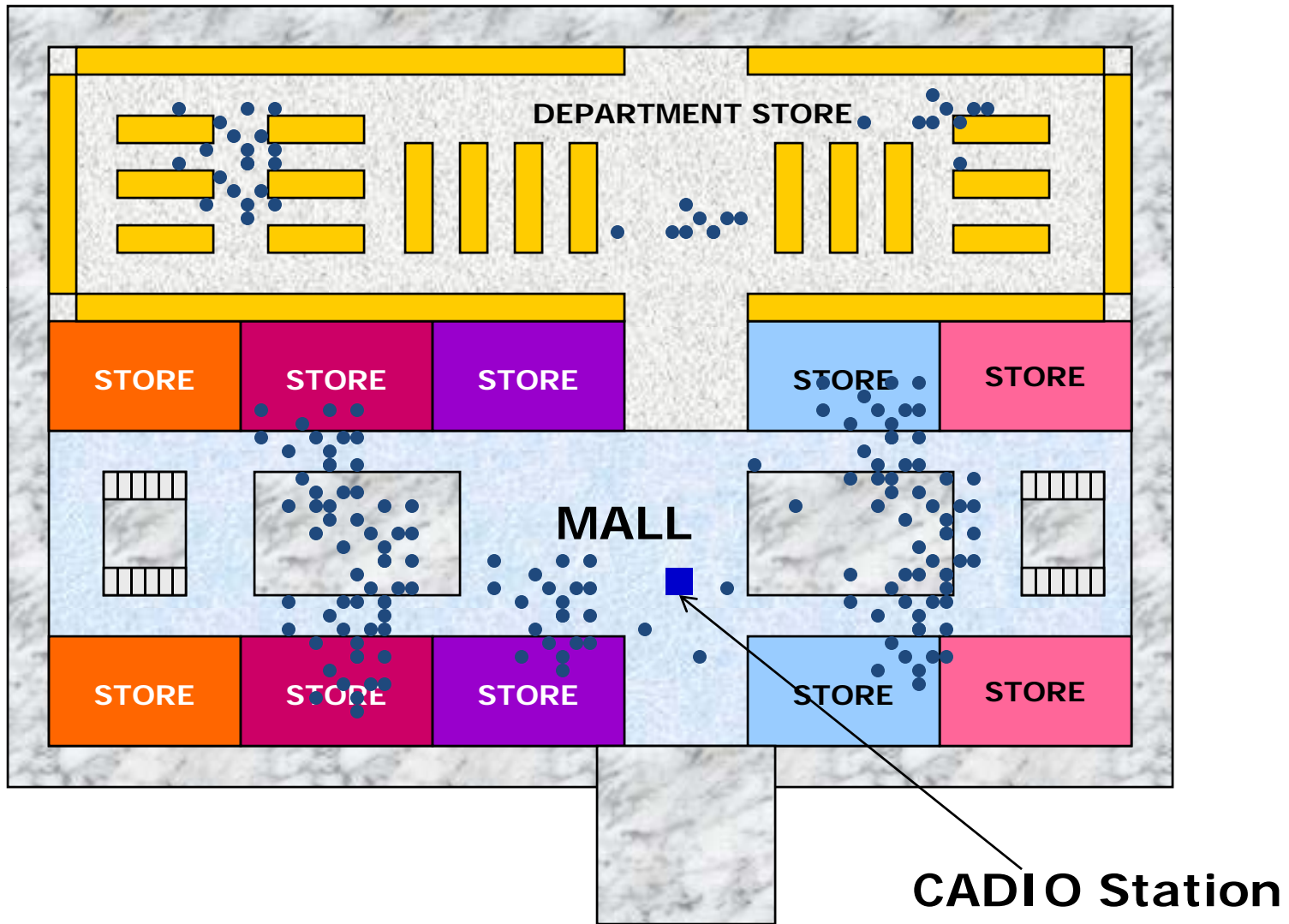


Analysis:

Provincial bus stations are the same with train stations. It is only better than a train station when we speak of the long time spent on waiting for the bus to depart or arrive. Commercials will be given more emphasis while they are waiting for the bus to leave or come.

ESTIMATED NUMBER OF AUDIENCE PER 30 SECONDS	
Entering the area and buying ticket	Takes 5 minutes to 15 minutes
Seating and waiting for the bus to come	Takes 30 minutes to 1 hour
With these analysis, surely an audio ad spot can be heard more than 2 times.	

➤ **Mall – CADIO Station**



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

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

- ✓ **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?**

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

- ✓ **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?**

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

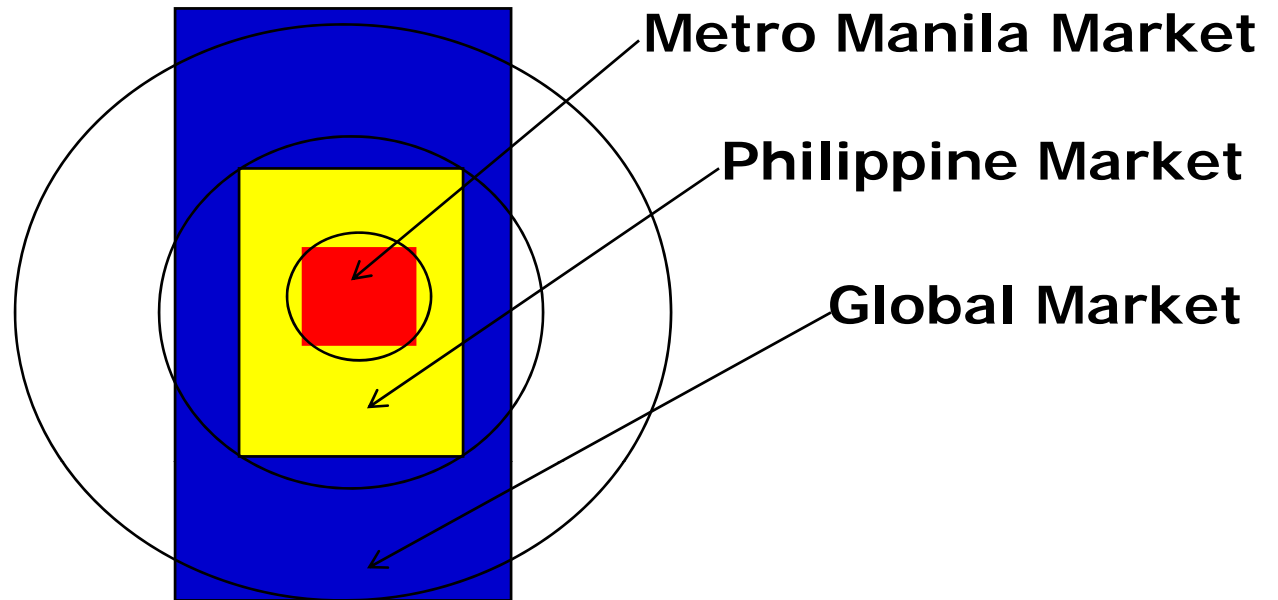
Analysis:

There are three surveys that will prove the strength of CADIO in malls. One is the "Effectiveness of Music that Makes Shopping Pleasurable," garnering a score of 95%. Next is "Effectiveness of Ceiling Speakers and an FM Radio Type Booth as Medium," garnering a score of 94% and lastly the "Level of Interest on the Concept of Putting up an FM Radio Type Booth within the Mall,"

garnering a score of 93%. Yes, there are problems to tackle like the high ceiling height that gives a poor sound quality. The echo and having no sound proof. And the lastly, the noise pollution that comes from people who are walking with companions talking each other. To penetrate this market is to start with "MANY SMALL STORES WITH A BIG NAME." Once CADIO has a name and has budget, CADIO can provide additional big speakers to gain better sound quality.

ESTIMATED NUMBER OF AUDIENCE PER 30 SECONDS	
Entering the mall	Takes 5 minutes to 15 minutes
Canvassing and buying items	Takes 30 minutes to 1 hour
Waiting for someone	Takes 30 minutes to 1 hour
With these analysis, surely an audio ad spot can be heard more than 2 times.	

HURRICANE-DRIVE



Conclusion – 10:

Using the HURRICANE-PENETRATION-DRIVE and later on the HURRICANE-SATURATION-DRIVE; CADIO can have its centralized MEDIA SELLER – also a call center that would make transaction in buying ads efficiently and practically. Ad Agencies and Advertisers can buy over the phone, internet and through fax by calling CADIO center that would give them all the CADIO mobile activities and listed stations.