

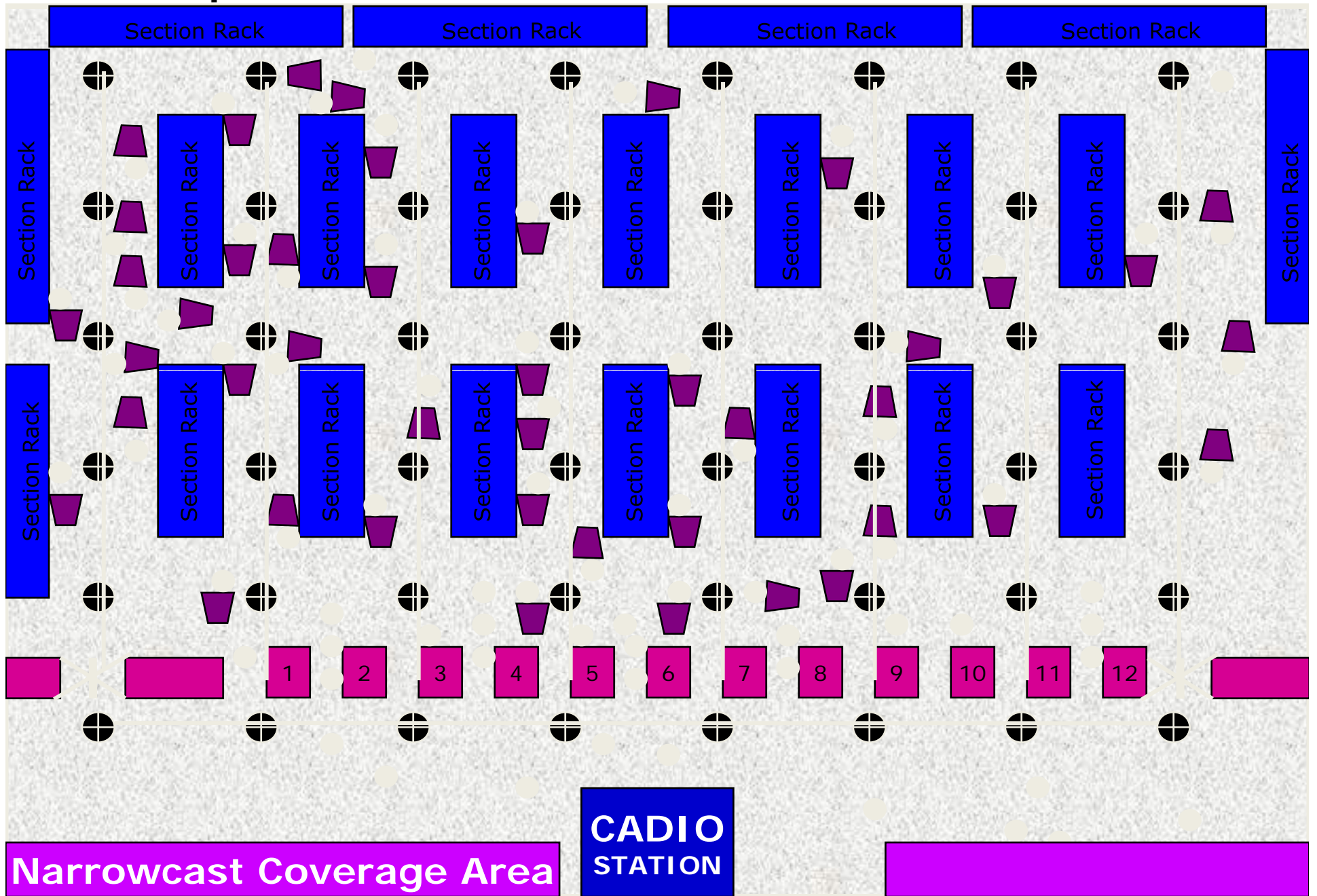
CADIO Market Study 205.2

NARROWCAST COVERAGE STUDY – 10

Note: From 1999 to 2007, we've been using the term BROADCAST COVERAGE. Later we discovered in Wikipedia that NARROWCAST is the right term when describing a place where CADIO devices & systems can heard.

Done by Nestor T. Panganiban of CADIO Advertising (former First CADIO – First Cable Radio, Inc.); a study on supermarket in July, August, September of 2003 and other NC in February of 2006.

➤ Supermarket – CADIO Station



Number	SM Supermarket Summary Survey 2003 (Narrowcast Coverage Branch)	Inspection Date	Inspection Day	Time		No. of		Floor Level	Market Class
				Start	End	Section	Cashier		
1	SM Fairview	08/17	Sun	3:3P	4P	50	41	G	BCD
2	SM North EDSA	08/17	Sun	5:3P	6:04P	29	25	G	BCD
3	SM Mega Mall	08/17	Sun	1:15P	2:03P	40	36	G	BCD
4	SM Center Point	08/17	Sun	7P	8P	42	34	B	BCD
5	SM Manila	08/29	Fri	5:05P	5:04P	38	31	B	BCD
6	SM Makati	07/30	Wed	7:57P	8:30P	28	21	G	BCD
7	SM Bicutan	08/29	Fri	8:55P	9:34P	17	38	G	ABCD
8	SM Sucat	08/27	Wed	7:50P	8:31P	44	38	2 nd	BCD
9	SM South Mall	08/15	Fri	8P	9P	44	31	G	BCD
10	SM Bacoor	08/27	Wed	5:55P	6:30P	44	31	G	BCD

Number	SM Supermarket Summary Survey 2003 (Narrowcast Coverage Branch)	Criteria for Judging											
		1	2	3	4	5	6	7	8	9	10	11	12
		Market Share	Market Move	Ventilation & Smell	Interior Design	Space for CADIO Booth System	Lights	Audio System	Electrical	Cables' Way	Volume Level	Noise Pollution	Echo Level
1	SM Fairview	1	1	2	2	2	2	2	2	2	4	3	2
2	SM North EDSA	1	1	3	4	2	2	4	3	3	4	3	1
3	SM Mega Mall	1	1	2	2	2	2	3	2	2	4	4	3
4	SM Center Point	1	1	2	2	2	2	4	2	2	4	2	2
5	SM Manila	1	1	2	2	2	2	4	2	2	4	4	4
6	SM Makati	2	2	2	4	2	3	3	3	2	3	2	3
7	SM Bicutan	3	3	2	3	2	2	1	2	2	2	3	4
8	SM Sucat	2	3	2	3	2	2	2	2	2	3	2	5
9	SM South Mall	3	3	2	4	1	3	5	3	3	5	3	5
10	SM Bacoor	1	1	2	2	2	2	3	3	3	2	2	2

Number	SM Supermarket Summary Survey 2003 (Narrowcast Coverage Branch)	Criteria for Judging								Market Count			
		13	14	15	16	17	18	19	20	In & Out Per Minute	Inside	Cashier	Outside
		Big Speakers	Ceiling Height/ Speaker/Mat'l	Sound Heard/ Distribution	Advertising Heard/Seen	Voice Heard/ Seen	Technical Situation	Security & Safety	Paging Interruption				
1	SM Fairview	4	2	2	4	2	2	2	5	50	1,000	41	300
2	SM North EDSA	4	3	4	4	4	4	3	5	40	500	625	100
3	SM Mega Mall	4	3	4	4	4	4	2	5	60	600	110	200
4	SM Center Point	4	2	4	4	4	4	2	5	35	350	350	50
5	SM Manila	4	3	3	4	4	3	2	5	100	200	90	250
6	SM Makati	4	3	4	4	4	3	3	5	30	100	80	50
7	SM Bicutan	2	2	2	4	3	4	2	4	38	75	100	20
8	SM Sucat	3	3	2	3	3	4	3	4	22	70	125	50
9	SM South Mall	4	5	4	4	4	4	2	5	21	125	20	75
10	SM Bacoor	4	3	4	4	3	3	3	5	46	220	80	70

Number	SM Supermarket Summary Survey 2003 (Narrowcast Coverage Branch)	Total		Evaluation Paging Formula: Total Seconds Interval equals Net Seconds Checked divided by 60 Seconds equals Number of Minutes & Seconds divided by Paging Quantity equals Length of Paging Interval (in minute/s & second/s)	Total	
		Market Count	Floor Area (sq.m.)		Score	Rating
1	SM Fairview	1,341	4,000	Hi mrkt shre. Der s still enough spce 4 d CADIO bth. Heard SM Jngle. Music sound vol s not clear. No stndrd sound vol. Gud ceiling height. Spkr r old but still wrkng. Ceiling is mde Of plywd – prduces eco, not a gud sign of snd quality. Hve a Typcal POP. Pngng intruptn so hi – 1 min & 29 secs pngng intrvl.	48	2.4
2	SM North EDSA	1,225	3,000	Hi mrkt shre. Inrior design s so old – needs rnovtn. Hrd 2 luk 4 a spce 4 d CADIO bth. Audio systm doesn't hve a gud quality. Ceiling s mde acoustc board – it wn't prduce eco. SM rmndr is not clear. Bsd our comptatn on pngng intrptn fr strt 5:30/31:04/32:09/34:05/35:03/37:09/38:03/40:02/41:05/42:12/43:15/44:04 end – 5:46:06 = 1 min & 3 secs intrvl.	62	3.1
3	SM Mega Mall	910	1,250	Hi mrkt vol. There s enough spce 4 d CADIO bth. Hi noise pollutn bec of hi mrkt vol. Fewer echo bec of low ceiling ht. Same ceiling w/ Fairview. No sound proof. Mat'l of ceiling s smooth dat sound cnt b absrbd. Music s not equally distrbtd. Pngng intrptn: 1 min & 17 secs pngng intrvl. If Sun is @ 910 (100%) whle Mon @ 655 (62%); hence, d increase is (28%).	-58	2.9
4	SM Center Point	750	1,750	Hi vol of consmers. Gud set up bec food court s just n d othr Sde. There s big spce 4 d CADIO bth. Imbalnce sound distr. Low ceiling @ arnd 3.5 mtrs w/ acoustc board s a gud desgn 4 Sound distr. Herd promo: "Linggo Linggo Panalo." Seen gondula, postrs & trnsprncy POP. Pngng voice s not clear. Pngng result: 1 min & 7 secs pngng intrvl.	55	2.75
5	SM Manila	540	1,800	Hi mrkt count bec of its "3-Day Sale." There s spce 4 CADIO Bth. No stndrd vol. Whn mrkt increases, sound decreases bec custmr produce noise pollutn. Ceiling ht s vry hi, arnd 5 mtrs. This s why d sound vol decreases whn big mrkt cmes in. Saw a mascot, pcs of trnsprncy & postrs. Hrd promo. Pngng: 1 min & 19 secs intrvl.	58	2.9

Number	SM Supermarket Summary Survey 2003 (Narrowcast Coverage Branch)	Total		Evaluation Paging Formula: Total Seconds Interval equals Net Seconds Checked divided by 60 Seconds equals Number of Minutes & Seconds divided by Paging Quantity equals Length of Paging Interval (in minute/s & second/s)	Total	
		Market Count	Floor Area (sq.m.)		Score	Rating
6	SM Makati	230	1,000	Low mrkt shre. May b bec it's a weekday. Old design strctre. Imbalance sound distrbtn. Heard Act Radio's plylst. Play SM Suprmkt jingle evry TOH & qurtr. Heard 6 songs 30 mins S normal. Gud music. Vry hi ceiling, arnd 6 mtrs but has sound proof. Hi voice echo. Aug 29, saw billons 4 d 3-day sale. Shelf TV s d POP. Pngng: 1 min & 7 secs pngng intrvl.	-56	2.8
7	SM Bicutan	195	1,200	Diff mngmnt, SM Hypermrkt. Low mrkt shre. Mrkt class ABC A little od D. bec of nearby villages. It has a warehouse type of supmrkt. Vry hi ceiling, arnd 8 mtrs w/ out sound proof -only heat insulator. Gud speakrs & sound qualty. Prodcres Echo. Non attrctve facia board instd of trnsparncy on top of Cashier. New & gud jingle. Pngng: 3 mins & 9 secs intrvl.	52	2.6
8	SM Sucat	245	1,800	Also mngd by SM Hypermrkt. Gud mrkt shre but not dat hi. Warehouse type. Hi ceiling w/ gud speakr & sound. Produces echo. POP s similr w/ SM Bicutan. Dept stre s part of their Supmrkt – not a gud idea bec mrkt focuses on supmrkt items. New & nice jingle. Pngng: 3 mins & 32 secs intrvl.	55	2.75
9	SM South Mall	220	4,000	Low mrkt shre even it's payday. Spkrs r dirty & old. Big spce 4 d CADIO bth. Hi ceiling arnd 6 mtrs & made of plywood. Produces hi echo. There's music but diffict to undrstdnd d song in othr areas. Custmr usng baskt – bill trnscn tme @ 4 mins. Pngng: 1 min & 9 secs intrvl.	72	3.6
10	SM Bacoor	370	2,000	Evn on weeddays, mrkt count s vry hi. Inrrior design is d sme w/ SM Megamall. Low ceiling means gud sound distrbtn. Learnd Mngmnt structre: store mnggr down to assistnt mnggr, frnt-end spvr & sellng sprvr. Pngng: 1 min & 18 secs intrvl.	54	2.7

Number	RUSTAN Supermarket Summary Survey 2003 (Narrowcast Coverage Branch)	Inspection Date	Inspection Day	Time		No. of		Floor Level	Market Class
				Start	End	Section	Cashier		
1	Rustan Cubao	08/21	Thu	4:45P	5:15P	48	20	G	CD
2	Rustan X Farmers	08/21	Thu	5:45P	6:02P	8	10	G	BCD
3	Rustan X Starmall	08/21	Thu	6:35P	6:55P	27	8	G	CD
4	Rustan Shangrila	08/21	Thu	7:15P	7:40P	35	20	B	ABC
5	Rustan Makati	08/21	Thu	8:15P	8:40P	30	21	G	ABC
6	Rustan Katipunan	08/31	Sun	3:10P	3:30P	6	6	G	BCD
7	Rustan Rockwell	08/31	Sun	5:35P	6:00P	18	17	B	ABC
8	Rustan Harrison	08/31	Sun	7:00P	7:31P	32	17	G	BCD

Number	RUSTAN Supermarket Summary Survey 2003 (Narrowcast Coverage Branch)	Criteria for Judging											
		1	2	3	4	5	6	7	8	9	10	11	12
		Market Share	Market Move	Ventilation & Smell	Interior Design	Space for CADIO Booth System	Lights	Audio System	Electrical	Cables' Way	Volume Level	Noise Pollution	Echo Level
1	Rustan Cubao	4	4	3	4	2	3	4	3	3	4	2	4
2	Rustan X Farmers	2	2	3	2	3	2	4	3	3	4	2	3
3	Rustan X Starmall	3	4	2	3	2	2	4	2	2	4	3	3
4	Rustan Shangrila	2	3	2	4	2	3	3	2	3	4	3	5
5	Rustan Makati	3	3	2	2	2	2	2	2	2	2	2	2
6	Rustan Katipunan	4	4	2	2	4	2	4	3	3	4	2	4
7	Rustan Rockwell	2	2	1	1	3	2	4	2	2	2	4	4
8	Rustan Harrison	1	1	3	4	2	4	4	3	3	3	3	2

Number	RUSTAN Supermarket Summary Survey 2003 (Narrowcast Coverage Branch)	Criteria for Judging								Market Count			
		13	14	15	16	17	18	19	20	In & Out Per Minute	Inside	Cashier	Outside
		Big Speakers	Ceiling Height/ Speaker/Mat'l	Sound Heard/ Distribution	Advertising Heard/Seen	Voice Heard/ Seen	Technical Situation	Security & Safety	Paging Interruption				
1	Rustan Cubao	4	4	5	4	2	3	2	1	10	50	15	15
2	Rustan X Farmers	4	3	4	4	4	2	2	1	40	85	30	2
3	Rustan X Starmall	4	4	4	4	4	3	2	3	20	70	15	5
4	Rustan Shangrila	4	5	3	4	4	5	2	2	20	85	20	10
5	Rustan Makati	4	2	4	4	4	2	4	2	10	80	20	15
6	Rustan Katipunan	4	3	4	4	3	3	3	1	5	30	5	5
7	Rustan Rockwell	4	4	2	4	4	3	2	4	30	100	100	10
8	Rustan Harrison	4	2	4	4	4	3	3	4	50	175	150	60

Number	RUSTAN Supermarket Summary Survey 2003 (Narrowcast Coverage Branch)	Total		Evaluation	Total	
		Market Count	Floor Area (sq.m.)		Score	Rating
1	Rustan Cubao	80	2,500	Low mrkt shre. Big spce 4 d CADIO bth. Saw a streamer promo "Rainy day Bargain. Old interior. Old square type of ceiling speakr but acoustic board. Ceiling is vry hi @ arnd 10 mtrs. POP – styrogrphc, gondola & streamr. Pngng: no intrvl.	65	3.25
2	Rustan X Farmers	117	600	Fair mrkt shre. Enough spce 4 CADIO bth near cstmr srvice. Ceiling s vry low @ 2.5 mtrs. Circulr type of spkr. Ceiling mde of plywood – not sound proof. Saw a POP floor ad. Pngng: no intrvl.	57	2.85
3	Rustan X Starmall	90	750	Low mrkt shre. Enough spce 4 d CADIO bth. Bad audio system. Poor sound vol. Ceiling @ 3 mtrs. 6 round type spkrs only. Ceiling mde of plywood. Sound not equally distrbtd. POP – Flr ad. Custmr rep pngng. Pngng: 4 mins & 30 secs intrvl.	62	3.1
4	Rustan Shangrila	115	1,750	Fair mrkt shre. Warehouse design. Big spce 4 the CADIO bth outside d cashr area. Low sound vol. Low noise pol. Echo s very hi. Ceiling height @ 5-6 mtrs. Round type spkrs w/ concrte strtcre. Gud music but bad distrbtd. POP - Act radio, Flr ad, banner & poster of "Pepsi." Pngng: 6 mins & 10 secs intrvl.	65	3.25

Number	RUSTAN Supermarket Summary Survey 2003 (Narrowcast Coverage Branch)	Total		Evaluation	Total	
		Market Count	Floor Area (sq.m.)		Score	Rating
				Paging Formula: Total Seconds Interval equals Net Seconds Checked divided by 60 Seconds equals Number of Minutes & Seconds divided by Paging Quantity equals Length of Paging Interval (in minute/s & second/s)		
5	Rustan Makati	115	1,250	Fair mrkt shre. Nic design. There s spce 4 the CADIO bth. Fine sound vol. With sound proof. Ceiling height @ 3.5 mtrs. Soft & imbalance sound distrbtn. POP – 4 d Rainy day Bargain promo – styrogrphc, flr ad & lightd boxes. Pngng: 3 mins & 3 secs intrvl.	52	2.6
6	Rustan Katipunan	40	625	Low mrkt shre. Design ok. Small spce 4 d CADIO bth. Soft Sound, cnt b heard. Ceiling height @ 3.5 to 4 mtrs – like Rustn Shngrla. No sound proof – concrete. POP – styrogrphc. Pngng: no intrvl – gud sign.	63	3.15
7	Rustan Rockwell	210	1,250	Hi mrkt shre. Nice design. Smll spce 4 d CADIO bth. Hi noise Pollutn bec it doesn't hve main entrnce, it s open 4 d mall. Hi echo bec of its concrte strtcre. Ceiling @ 6 mtrs. Music Heard – new wave. POP – tyrogrphc. Cstmr servc pngng Someone usng an echo mic. Pngng: 2 mins & 27 secs intrvl.	56	2.8
8	Rustan Harrison	385	1,500	Hi mrkt shre. Old design. Big spce 4 d CADIO bth. Sme lights R not functning. Cnt hear the audio. Low ceiling @ 4 mtrs. W/ circlr spkrs & acoustic board. Soft sound. Insde. POP – Styrogrphcs. Cstmr servce pngng has echo. Ratio of girls to boys is 2 is to 1. Pngng: 3 mins & 30 secs intrvl.	61	3.05

Analysis:

If 30 seconds is the buying time per item, then a big cart can load 60 items, plus 30-second walk to get an item; hence, 1 hour is the minimum total buying time for a big transaction. Most buyers don't use a list to buy. CADIO way of POP here has a greater advantage. We can give them list to buy through our way of advertising. This is the strength of CADIO. CJ must get closer to the market through interactive advertising to help buyers in deciding what product to purchase. For SM Supermarket, it would be difficult to set up a CADIO system if you have a very high paging interval. SM has an average paging interruption of 1 minute & 58 seconds. What we can do is to provide them two-way radio sets per supermarket to avoid using their ceiling speakers for public paging. Since part of CADIO is entertainment, we propose to place the CADIO station in front of their customers, paying at the cashier. This will amuse them while waiting for their turn to pay. Rustan Supermarket doesn't have a high paging interval. They can ask 20% of our sales by providing us a good location for its CADIO station.

How it is being rated: 5 – (74% & below) Poor, 4 – (75%) Fast Move or Needs Improvement, 3 – (76% 79%) Low, Mid Move or Fair, 2 – (80% to 89%) Mid, Slow Move or Good, 1 – (90% to 100%) High, Stationary or Excellent

ESTIMATED NUMBER OF AUDIENCE PER 30 SECONDS	
Entering and picking 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
With these analysis, surely an audio ad spot can be heard more than 2 times.	