

On the sound of success

A comparative analysis of radio with television and print media reveals that the former draws very favourable audience volumes, something advertisers must keep in mind when selecting media.

NEVER before have there been more interesting ways to advertise than today. The advent of electronic communication has resulted in a veritable media explosion. New technologies are constantly being developed. But the most effective medium, still, would be one which would reach the rich and the poor, be accessed and understood by both literate and illiterate at the lowest possible cost. It shouldn't hamper a person's mobility, rather it must be portable and lightweight for everywhere use. It must be capable of developing a personal relationship with the family and, above all, it should be simple enough for a child to operate, without being so simple that the needs of the well-educated are sacrificed. One such media device does exist: the radio.

Ironically, till now, advertisers considered radio only for products targeted at rural markets or to increase reach and frequency, if there was spare money left over in the kitty. There must be a logical reason to this and it must be the inability to use visual creativity, compounded by limited audience research.

However, if given clear thought, these points don't hold good. The personal nature of radio combined with its mobility makes it a constant companion to a majority of the population (in a car, bus, in the bathroom or the kitchen, while jogging or fishing, on a bicycle or a motorbike).

One of the major advantages of radio is its ability to reach people in their workplace. It is a localised medium that at the same time can cover large audiences. It is extremely interactive and is available at a relatively low cash out-

	ALL ADULTS	MALE	FEMALE
RADIO LISTENER	30.0	30.4	29.6
ANY ENGLISH NEWSPAPER	31.8	39.3	22.9
ANY ENGLISH MAGAZINE	35.6	44.4	25.0
ANY HINDI NEWSPAPER	28.1	33.5	21.7
ANY HINDI MAGAZINE	28.7	31.5	25.5

lay. There is almost zero 'station-surfing', with immediacy and flexibility of message.

Facts and figures also support that the radio is more than just a reminder medium. The NRS V covers a comparison of radio versus the print media in terms of consumption (see table 1) in the socio-economic class A1/A2 who listen to radio seven days a week and read seven days a week. Among unskilled workers, the frequency of radio listenership is 25.2 per cent, and for press consumption is 19.8 per cent. Among non-working/housewife/retired persons, while the former stands at 24.4 per cent, the latter comprises 23.3 per cent.

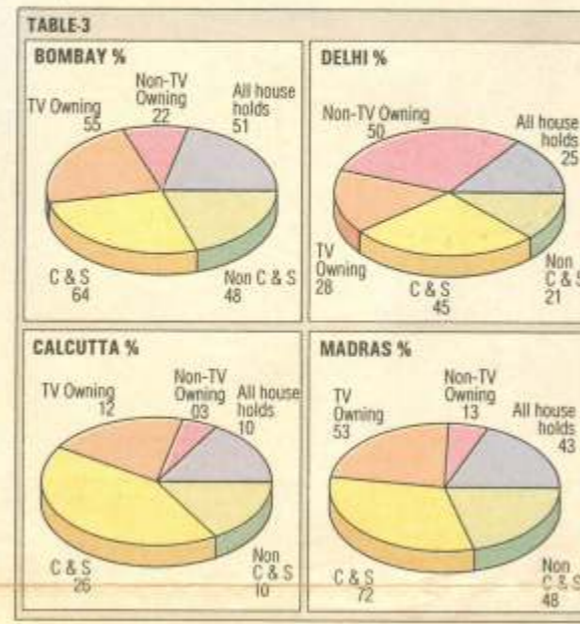
For consumers with monthly household incomes upto Rs 750 and then between Rs 750 and Rs 1,500, radio listenership is higher than reading newspapers and magazines (see table 2). All-India figures for women who listen to radio at least once a week is 33 per cent, while for women who read once a week, the figure stands at 36 per cent.

If one looks at the penetration of radio, dailies and magazines taken as a percentage of India's adult urban population, radio comes out a winner at 42 per cent, followed by dailies at 39.9 per cent and magazines at 31 per cent. Not surprising then, that the all-India figure per week of time

spent on radio is three hours, while press enjoys two hours.

The Indian Readership Survey (IRS)'95, which covers both urban and rural areas says that reach of both press and radio is 22 per cent all-

	Upto 750/-	751 TO 1500/-
Radio	27.1	24.8
Press	16.7	20.9



India.

The privatisation and growth of FM radio during the past few years is the most important trend in the industry. It has resulted in the revitalisation of radio as a medium. A study conducted by IMRB provides some interesting facts on the reach of FM (see table 3). Add to that the profile of any FM programme listenership (see table 4) and they go towards putting to rest the myth that radio is not a suitable medium for an up-scale audience.

Moving to the cost factor, if one full page black & white product ad is carried in a major newspaper in a metro city vis a vis radio ads being aired from the All India Radio station in the same city, the cost comparison is in favour of radio (see table 5). At the same cost of one press advertisement, one can get 22 60-second spots on all 22 centres of Vividh Bharati by paying at the rate of Rs 19,000 per 60 seconds free commercial time (F.C.T.) for sponsored programmes. The same exercise can be carried out vis a vis magazines and here too radio will emerge as the cost winner.

After all this, the question comes back to creativity allowed and involvement of the consumer/audience. The general belief is that

	BOMBAY%	DELHI%	CALCUTTA %	MADRAS %
Base: (000)	2321	1306	652	1588
MALE	64	64	76	60
FEMALE	36	36	24	40
OWN TV	96	96	92	88
SEC A	27	41	37	13
SEC B	24	24	36	20
SEC C	23	17	16	29
OTHER	26	18	16	38

Base: All estimated FM listeners. (15 Years +)

CITY	PUBLICATION	COST OF 100cc B/W ADV. IN RUPEES	COST OF 60 SEC F.C.T. FOR SPONSD. PROG. IN RUPEES	NO. OF 60 SEC. SPOTS AT THE COST OF PRESS.
DELHI	HINDUSTAN TIMES	93500	1200	78
BOMBAY	TIMES OF INDIA	99000	1200	83
CALCUTTA	TELEGRAPH	62000	1200	52
MADRAS	HINDU	85000	1200	71
BANGALORE	DECCAN HERALD	35000	1000	35

audiences are more visual literate and advertising works best when targeted accordingly. But the fact remains that radio allows one to think, to use one's imagination widely, with no constraints thrown in. Moreover, radio provides effortless listening and more often than not, the message is sold sub-consciously to an unsuspecting listener. The radio jingle for Onida black and white TV involving a conversation between a boy and a girl is an excellent example for this.

One could hardly imagine the humble radio selling a high-price ticket item like a TV. But the radio develops a personal relationship with the listener. It is not uncommon to hear the likes of: "I always keep the radio on in the house while getting ready for work or relaxing after work. I could just as well put on the cassette recorder to listen to music, but I like to hear the voice of the announcer in the background which leaves me with the feeling that I am not alone. Even my children switch on the radio while doing their homework." Which goes to indicate that the humble radio reaches more than just your average housewife, illiterate or villager. There is a huge section of a well-heeled audience waiting to hear your ad.

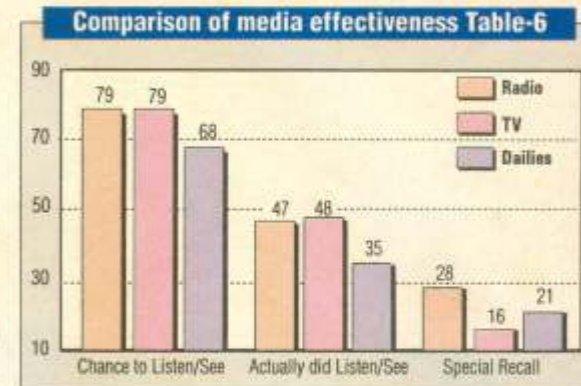
Apart from this, with ever-shrinking ad budgets and increased competition for hard-won

consumer money, the advertiser wants to be sure that his message will be heard and remembered by the people he wants to reach. So, when buying the best media, two qualities determine whether an appeal will be ultimately accepted or rejected. First and foremost is the credibility of the source. This credibility depends on:

- the perceived expertise of the source or the extent to which the source is seen as bright and knowledgeable
- the perceived trust-worthiness of the source.

The second quality which will ultimately determine the source of an appeal is likeability: in general terms, the more attractive the source, the more persuasive the appeal. The 'carry-along' feature allows advertisers to reach consumers in the market place. And as the saying goes: "The closer a message can get to the cash register, the better the chance of actually influencing the purchase." One of the greatest strengths of radio is its flexibility. Changes to the script can be made very quickly and when marketing conditions change, one can react instantly on radio.

An overseas example of the success of recall of ads aired on radio can add value to the argument that radio is a good advertising medium. Recently, a study was conducted on 4,000 Austrian adults to tabulate their contact



recall of advertising that they had come across on the day before the interview. Radio proved to be clearly more competitive (see table 6).

Radio effects and enriches what is understood through exposure to press or TV. When used in combination, it multiplies the effect of the other media to produce a richer, more detailed advertising message by adding weight to the scheduling.

With the launch of FM and

privatisation, economic liberalisation, more cars, more sets, more cities, more hours of programming, more stations are coming up. And so, more intimate, personal ads are making their way between the advertiser and listener, which will give more value to the advertiser.

Sandeep Singh, Media Executive (Planning), Media Direction, an agency of the BBDO Worldwide Network.

MARKET DIARY

Co-branded credit card

■ CITIBANK and Philips recently launched a co-branded credit card. The Citibank Philips Credit Card offers card members the 'smart' way of acquiring Philips products while using the card for every day purchases. The card member earns MoneySpinner points every time he uses the card. These points are to be exchanged at double the value at any authorised Philips retailer on any Philips product. In addition, the card member also gets an extended six months guarantee on any premium Philips product purchased on the card. The bank claims that the card is widely accepted at over 65,000 Visa and MasterCard establishments. It also offers the card member the best financing options with a minimum due of only five per cent, complimentary accident insurance, purchase

protection, cash withdrawal at the widest network of 24 hour ATMs and over 100 cash withdrawal counters.

New cream

■ LABORATOIRES Garnier Paris, recently added one more product to its range of skin care by introducing the Synergie Wrinkle Control Cream. According to a company spokesperson, "The Synergie skin care range for the face was launched a few months ago. Since then we have received several inquiries related to skin care. Thus, the new cream was introduced in the market place." Claimed to be the first anti-wrinkle cream in India, the product has been developed to fight light-induced aging and thereby delay the skin's aging process. It claims to repair cutaneous damage with the help of hydroxy ceramides.