



Popularity of FM radio advertisements in Bangladesh: Current Attractiveness and the Future

Submitted to

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BUS 400

BRAC Business School

BRAC University

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Popularity of FM
radio
advertisements in
Bangladesh:
Current
Attractiveness and
the Future

LETTER OF TRANSMITTAL

11 August 2018
Shamim Ehsanul Haque
Assistant professor
BRAC Business school
BRAC University
Dhaka

Subject: Submission of Internship Report on “Popularity of FM radio advertisements in Bangladesh: Current Attractiveness and the Future”.

Dear Sir

With due respect I want to submit my internship to you which titled " Popularity of FM radio advertisements in Bangladesh: Current Attractiveness and the Future" prepared as a part of the requirement for my Internship at 96.4 Spice FM.

I joined under the brand 96.4 Spice FM and was asked to develop a report on Popularity of FM radio advertisements in Bangladesh: Current Attractiveness and the Future.

I am assuring you that under no circumstances the report has been reproduced from anywhere and hope that this report will fulfill the aim and the objective of the subject.

I sincerely hope this report finds your acceptance and my hard work pays off.

Sincerely yours,

Asma-Ul-Husna Shejuti
ID 12304018
BRAC Business School
BRAC University Dhaka

LETTER OF ENDORSEMENT

11 August 2018

Asma-Ul-Husna Shejuti
ID 12304018
BRAC Business School
BRAC University

Subject: Endorsement Letter

Dear Student,

I, Shamim Ehsanul Haque, am authorizing you for conducting your internship project titled BUS400.

I have chosen your topic "Popularity of FM radio advertisements in Bangladesh: Current Attractiveness and the Future" based on 96.4 Spice FM.

With best regards,

Shamim Ehsanul Haque
Assistant Professor
BRAC Business School
BRAC University
66, Mohakhali, Dhaka-1212

ACKNOWLEDGEMENT

I have to thank and pay the deep gratitude towards the almighty Allah at the beginning because without the blessing I wouldn't have been this fortunate to finish this report. There are a lot of people whom I have to thank too. First of all the cordial thanks goes to my internship supervisor **Shamim Ehsanul Haque** sir for giving me this opportunity to work on this project and giving me the privilege to learn thereby. A huge gratitude goes to the senior program producer Mehedi Shamim who has helped me to finish this project from the beginning. Lastly I thank my family to continuously support me through and through.

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EXECUTIVE SUMMERY

Spice FM officially started its journey on 13th September 2013 incorporated as a private limited company under the proper authority and it has started its full commercial broadcasting from 1st September, 2016. Within very short time this station becomes most modern, stylish and trendy FM radio station of the country with state of the art technology. Generally, Spice FM has high energy sound and covers every walk of life in fashions that attracts its clients, partners, patrons and listeners and virtually gets them glued to the tuners.

FM radio is the one and only live media now a days and it's always on time. This is the mass people's media and every level of people listens to this medium because it is the most affordable as well. If a company wants them to be heard in the most fast and effective way then radio is the number one choice for them and hence comes radio advertisements. People are getting more diverse and creative in terms of radio advertisements and the current attractiveness as well as the future is very shiny.

I have

96.4 Spice FM has been serving in the advertisement sector from the beginning with 100% success rate and we will get to know about it in detail in the report.

1. ORGANIZATION OVERVIEW:

1.1 Company Profile:RADIO MASALA LTD. (96.4 SPICE FM)

Spice FM officially started its journey on 13th September 2013 incorporated as a private limited company under the proper authority and it has started its full commercial broadcasting from 1st September, 2016. Within very short time this station becomes most modern, stylish and trendy FM radio station of the country with state of the art technology. Generally, Spice FM has high energy sound and covers every walk of life in fashions that attracts its clients, partners, patrons and listeners and virtually get them glued to the tuners.

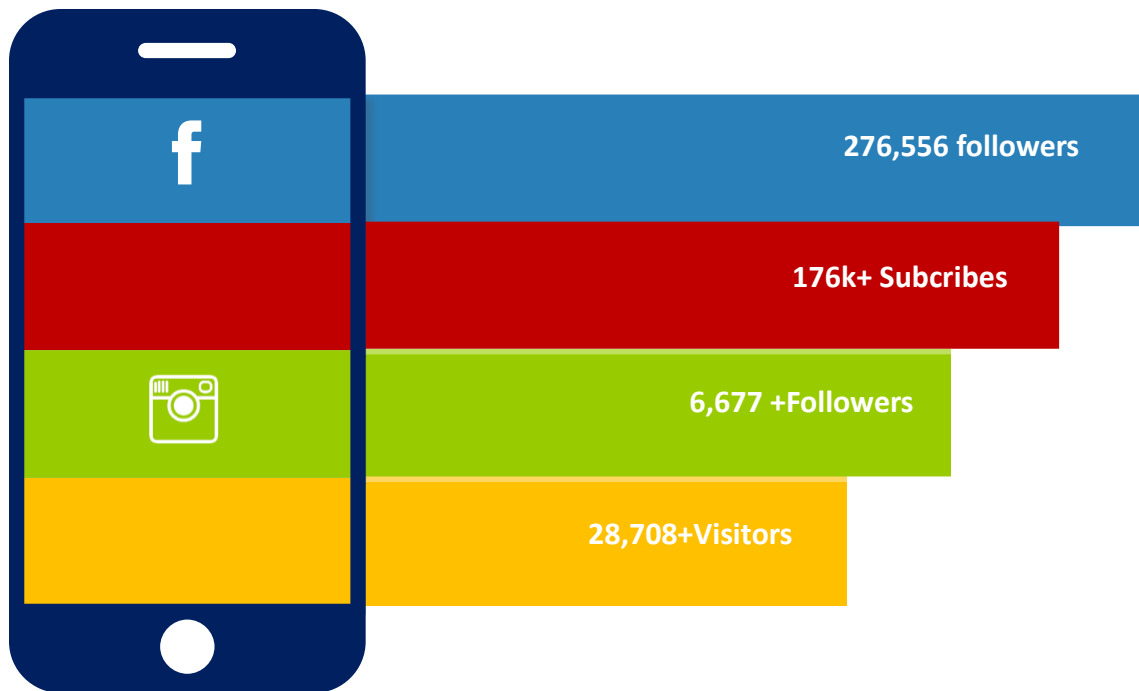
This is now the most dynamic radio station broadcasting from the heart of Dhaka city. Soon we will be launching our other stations on other cities of the entire country. We have the best streaming technology available to ensure the tunes with full HD keep coming strong 24/7. 96.4 SPICE FM also paying a role model of youth awareness to build and motivate young generation to develop their social and economic life style.

96.4 SpiceFM is a government approved FM private radio station in Dhaka, Bangladesh, presents the cream of young contemporary world music Hits of Bangla, Hindi, English and other Language song from the world's best music in a soothing mix with rhythmic alternative sounds, through on-air. We also broadcast Info, News update, Weather update, Traffic update, Social awareness call, call for social integration, Social and Community building, Special program as for all international, Music and Talk shows and more.

City people listen to it on the road, at-work or in the office and home. Our station is proud of its less talk, more music mantra, accepted widely in public and private offices, as well as drive time radio listeners. 96.4 Spice FM also paying a role model of youth awareness to build and motivates young generation to develop their social and economic life style.

1.2 TARGET AUDIENCES

A, B & B+ class & mass people ages 18 – 45 years are the TG of Spice FM. Its programming directly targets young listener such as students, upcoming artist, trendy urban people, car owners, young executives, and working class professionals – particularly office employees and those working in establishments with a high class to posh backgrounds.



1.3 VISION AND MISSION:

96.4 Spice FM has a vision to expand internationally within very short time after establishing full number of stations all over Bangladesh. 96.4 Spice FM in line to be the member of the following international organization ABU, AIBD RNTC, Global Compact, etc. in upcoming days.

Spice FM's mission is to inform, educate, entertain and empower its diverse audience towards positive action to attract the audiences to high quality world music and current information and awareness as well as to introduce innovative & unique radio programming to its listeners. Such as Spice FM constantly strives not only to meet but even to exceed and redefine existing standards in the Bangladeshi radio industry. More than simply airing a wide variety of programs, 96.4 Spice FM constantly plays an active role in improving & developing every aspect of urban life. Our aim is to reach huge capacity program and create listeners to develop social and economic life style of city people. Also, help the young professional to enter the industry and build up his/her career in this prestigious profession.

96.4 Spice FM's broadcaster believes that listeners want more guts, currency and connectedness than they get from other radio stations. They listen to local radio but also want the broader reach of a national station that doesn't feel distant from their daily lives. They want stimulation and excitement and this is what 96.4 Spice FM provides.

1.4 SPECIALITY:

- 24/7 Best streaming technology to ensure the tunes with full HD
- Own designed mobile apps for Android & Apple, So any one can listen from anywhere of the world
- We conduct different digital media campaigns through Facebook, Tweeter, LinkedIn, YouTube, WhatsApp, Viber, and Instagram
- Most updated playlist to attract the youth who believed to be the target group for any brand
- 96.4 SPICE FM as a medium of branding is cost effective
- Our coverage area is 100 (+-) km radius
- Exclusively designed shows to ensure highest entertainment to retain listeners' attraction
- On ground & on air CSR activities
- Collaboration with the DMP for the most authentic traffic update

96.4 SPICE FM as a medium of branding is the medium that can reach the target customer directly according to the need and create a communication with them in a proper targeted way exactly the way you desire

1.5 TECHNOLOGY AND PRODUCTION QUALITY:

Quality and standard of broadcasting is considered to be the major determinant for ensuring good market share. Spice FM ensures quality of the broadcast by using most modern Digital Studio Equipment and highly experienced manpower in production team. We have necessary technical personnel for smooth operation of machinery and quality broadcasting. Since the promoters have given much emphasis to selecting all machinery, the Spice FM has competitive advantage. We also have been awarded for "using most technologically advanced and digital equipment" in our station in Southeast Asia region.

1.6 COVERAGE AND LISTENERS:

- 96.4 Spice FM current footprint embrace a 3 Cores plus listenership.
- We broadcast 100 km radius from Dhaka in first phase among 11+ districts of class & mass.
- Our Average web/app's Listener: 485 persons
- We have 233K+ like on our FACEBOOK Page
- We have 155k+ YOUTUBE subscribe
- We have 6678+ followers on INSTAGRAM

Official Name: RADIO MASALA LTD

Called Sign: 96.4 Spice FM

1.7 SHARE HOLDERS :

Mr. Shake Nur Islam, Managing Director

Shila Islam, Chairman

Disha Islam, Director

Tasnim Islam, Director & CEO

1.8 Types of radio advertisements

- **Commercial Bumpers:** Short advertisements with sparklers of 3 to 5 seconds
- **RDC Spot:** Actual radio advertisement spots of 20 seconds to 1 minute
- **RJ Endorsement:** The most expensive radio advertisement where the radio jockeys promotes the brand whichever unique way possible.
- **Listener Engagement Phone Call:** Unique way of promoting a brand by taking the feedback of the product of actual listeners.
- **Digital Marketing (Conditions apply):** Spice FM has one of the strongest digital platforms. The social media promotions fall in the category of digital advertisements.
- **Segment Title Sponsorship:** Basically sponsorship of the titles of any show.



2. INTRODUCTION OF THE PROJECT:

In this project I will be describing about the popularity of advertisements among mass people and how attractive people think it is in the basis of people's radio listening, timing of listening, place of listening, how they put the attention on the advertisement. Also I will be analyzing the fact that how radio advertisements have the impact on people and how they influence their choice of product.

Since I am doing my internship on 96.4 Spice FM and my topic is on the attractiveness of the radio commercials I have to go to the depth of the sales and marketing of the company.

Offering special promotional segment, different spots and other on air content that will broadcast in the station, it will bring all its listeners and fan followers and mobile subscribers regarding digital music service that provides ad-free access to millions of tracks by its special radio segment as it never done before by other radio station. And having idea from the company itself and also by the survey of research that I did, I tried to do put the study right.

The report titled "Popularity of FM radio advertisements in Bangladesh: Current Attractiveness and the Future" has prepared with great care as a valuable part of the BBA Program of the Brac Business School, Brac University under the supervision of Shamim Ehsanul Haque. I have worked at 96.4 Spice FM and this report has been prepared in order to my responsibilities at the company.

2.1 OBJECTIVE:

Finding out the attractiveness of radio commercials and describe how the situation is here at Bangladesh now a days for radio advertisements.

2.2 SCOPE:

To learn about how popular is FM radio advertising among people and analyze the facts about it.

2.3 LIMITATION:

Having the data of only one radio since I am working with 96.4 Spice FM. The data are highly secretive and hardly any company wants to disclose it.

3. LITERATURE REVIEW

FM radio is the one and only live media now a days and it's always on time. This is the mass people's media and every level of people listens to this medium because it is the most affordable as well. If a company wants them to be heard in the most fast and effective way then radio is the number one choice for them. In the age and era of internet, radio is still surviving with full force because it's easy, affordable and less stress. "Most people simply don't care all that much; they want music listening to be a passive experience, something to have on in the background as they cook and clean and go on with their lives. Overwhelmed by options, they would prefer to sit back and have somebody else—a DJ, a charts-based hits list, any trustworthy authority—take control" explains Amy X. Wang in her journal article Radio survived the tape, CD, and iPod. In the age of Spotify, it's more popular than ever. (Wang, 2017)

Having said that, radio is one of the toughest media to make commercials. People are always running and out of attention these days and in order to grab their attention one has to keep a lot of things in mind. Also it is the most effective media of advertisement as well. Radio finds out the niche of the target people for the effectiveness of commercial. The time people tend to tune in more to listen to radio and relax is the best time to advertise the products for the companies. If we look at America "92% of Americans regularly tune in to AM/FM radio, frequently at or near what the study calls a place of purchase." (RadioWorld, 2013)

There are a few facts that are being followed to produce a successful and popular radio advertisement and they are the major facts for radio industry to have the huge popularity in the advertisement media. Some of them may consider like this:

- a) **Radio recognizes the target people:** The radio has to know its target people for the specific product they want to sell on air. If a product that is designed for the aged people gets promoted as a youth product, the target group will get the wrong message and thus the promotion will fail. Radio makes sure that the TG (target group) gets what they have been asking for. The commercial sector is very much depended on radio for this because they say "you're not buying a Commercial—you're buying an Audience" (The Secrets to Effective Radio Advertising) and they get just the right treatment on radio. ROTHENBUHLER & McCOURT explained it like this "Commercial radio stations strive to attract target advertisers rather than reach the largest audience." (ROTHENBUHLER & McCOURT, Process of Selection and Factors of Influence) They target for the niche market and achieve the goal.
- b) **Radio sells instantly:** Radio is all about snatching the attention out of the people and the best way to do it is to give the latest most news and update. "Radio has the ability take the latest news out there before any media" says the Marketing Manager of Quasem Group of Industries. "With radio advertising you are front and center in the listener's attention span when your ad is on the air. You're never buried on page 42

and you're never surrounded by your competitor's ads. With radio, you are always on the front page." (10 Good Reasons to Advertise on Radio)

- c) **Radio supports local businesses:** Television and print media as well as digital media has a vast range of consumers including national and international but radio is the only media that works for the local consumers solely. Regarding this issue Matt Senne said "Radio serve a desire for consumers looking to support local business" (Senne, 2016) The Marketing Manager of Four Points Sheraton backed this statement up by saying "The way radio promotes and takes interest in local businesses and events are enthusiastic"

4. METHODOLOGY

The research has been conducted with primary and secondary both sources.

Primary sources of Data:

- a) Open ended discussion with
Mehedi Shamim, Sr. Program Producer

Tanvir S. Siddiky Program Producer

Shihab Ahmed Asst. Program Producer

Yasin Hossain Nayem Sales Executive
- b) Attending different sales meeting of 96.4 Spice FM and preparing the sales proposals for the company.
- c) An internet survey with relevant questionnaire.
- d) Interview with the Marketing Manager of Quasem Group of Industries and Four Points by Sheraton

Secondary sources of Data:

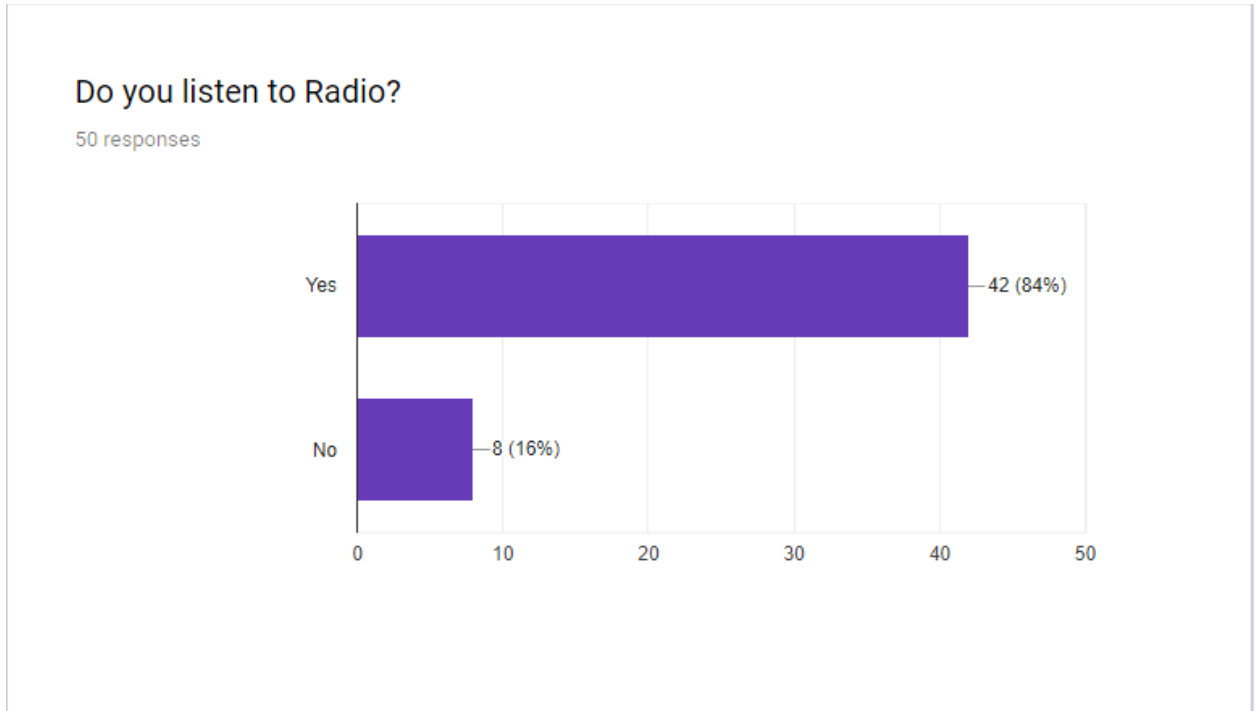
- a) Relevant journal articles
- b) Websites

5. POPULARITY OF THE FM RADIO ADVERTISEMENT (Analysis of the data from the Questionnaire)

In this report I have tried to find out the popularity of the FM Radio Advertisement from the normal people as well as marketing managers from different conglomerate. I have prepared the questionnaire on the basis of the habit of people's radio listening, timing of listening, place of listening, how they put the attention on the advertisement and so on. The questionnaire includes 6 Yes\No question, 2 Multiple choice (with option where they could include their own unique answers) and 2 personal questions about age and gender. Here, serially I will explain how each questions from the survey played a vital role in the report and the results will be shown in graphs to understand easily.

1. DO YOU LISTEN TO RADIO?

Question number one is if the participant listens to the radio. This is the most important and the first question of the report because the whole report is based on Radio listening and advertising. 84% participants said they listen to radio where 16% said they don't.

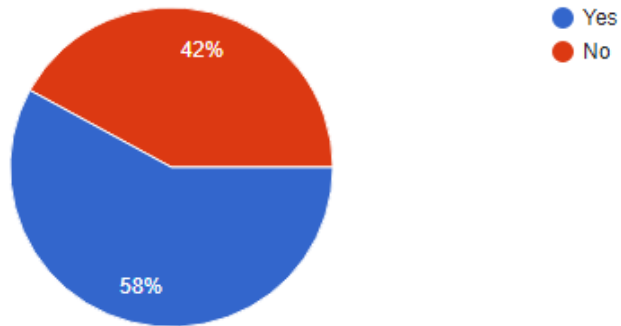


2. DO YOU PAY ATTENTION TO RADIO ADVERTISEMENTS?

Question number two includes the question where I asked if they pay attention to the Radio advertisements or not. It is very important for an advertisement to be heard and get noticed. If a listener notices the advertisement that means the purpose has been served. 58% participants said they pay attention to the radio advertisement and 42% said that they do not. Yes is still large in number here. Although the difference between yes and no is very thin.

Do you pay attention to Radio advertisements?

50 responses

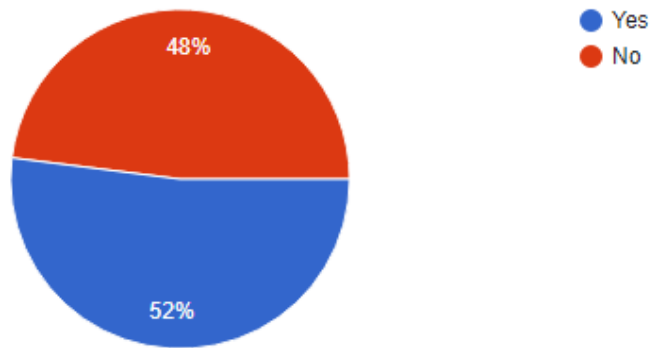


3. DO YOU THINK RADIO ADVERTISEMNET CAN AFFECT YOUR CHOICE OF PRODUCT ANYWAY?

Question number three on the questionnaire says if the participant thinks the radio advertisement can affect on the choice of their product. Here as well the difference between Yes and No is very small. There 52% people said the radio advertisement can affect their choice of product and 48% said they can't.

Do you think Radio advertisement can affect your choice of product anyway?

50 responses

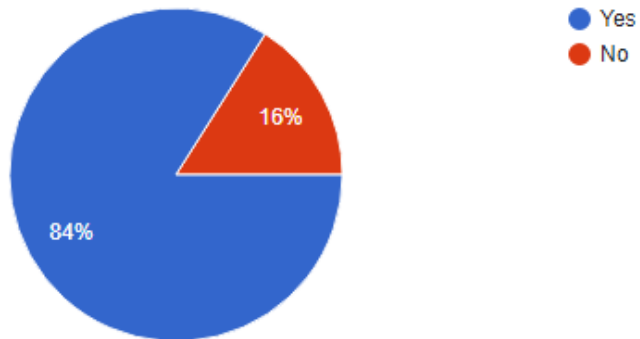


4. DO YOU THINK RADIO IS A GOOD MEDIA FOR ADVERTISEMENT TO REACH MASS PEOPLE?

The fourth question from the questionnaire was if the participant think radio is a good media for advertisement to reach people from every aspects and the result came out like this. 84% people said they think radio is a good media for advertisement to reach mass people and 16% think it isn't.

Do you think radio is a good media for advertisement to reach mass people?

50 responses

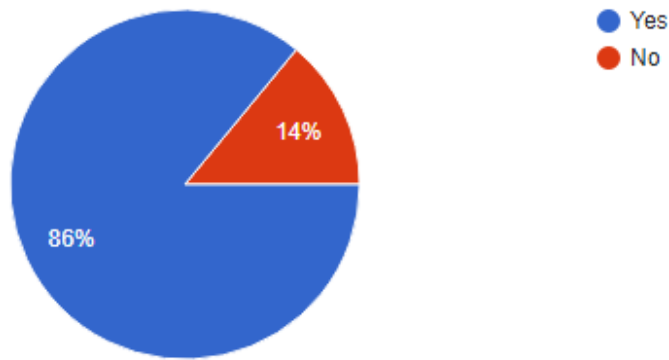


5. DO YOU THINK FREQUENCY MATTERS IN TERMS OF RADIO ADVERTISEMENTS?

The fifth question was a bit of a technical question for the radio listeners here in Bangladesh. There are a plenty of radio stations (approximately 21) and the stations that has the frequency which is at the front are the main privilege holders. People tend to tune in to them more and conglomerates tend to get more reach due to the frontal frequency. 86% people agree with the fact that the frequency matters in terms of radio advertisement and 14% think it does not matter.

Do you think frequency matters in terms of radio advertisements?

50 responses

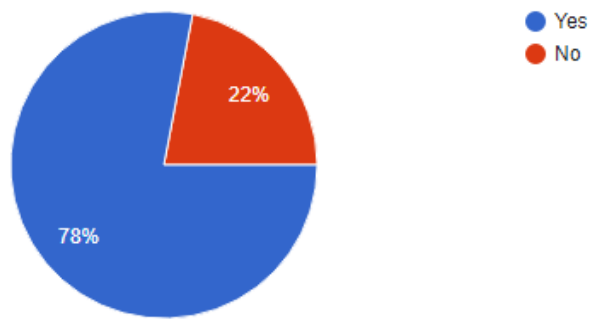


6. IF YOU WERE A MARKETING MANAGER, WOULD YOU CHOOSE RADIO AS A POTENTIAL MEDIA OF ADVERTISING FOR YOUR PRODUCT?

This question was a hypothetical question for the mass people and a bit tricky question for the marketing managers who took part in this survey. 78% people said if they were a marketing manager they will choose radio as a potential media of advertising where 22% people said they will not do that.

If you were a marketing manager, would you choose radio as a potential media of advertising for your product?

50 responses

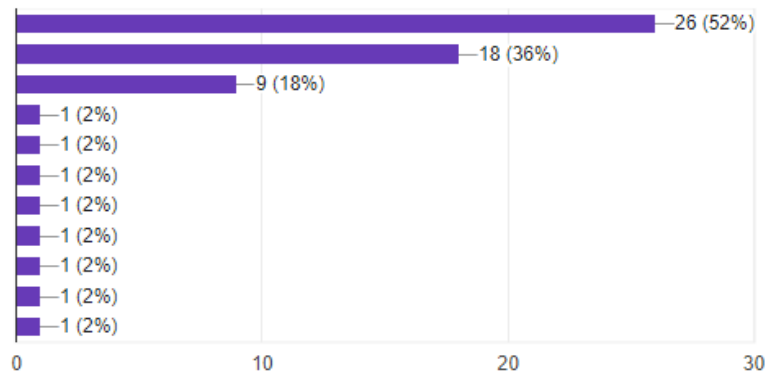


7. WHERE DO YOU LISTEN TO RADIO THE MOST?

This is a very important question for both the radio station and the company who wants to invest in radio advertisements because if people listen to radio from their personal transport they tend to pay more attention to the content rather than while travelling in public transport and the people listens to radio from home are the ones who actually listens to radio as a part of their day. 52% people said they listen to radio from public transport where 36% said they listen to it from public transport. On the other hand 18% people said they listen to radio from home and other 8% gave us different answers.

Where do you listen to radio the most?

50 responses

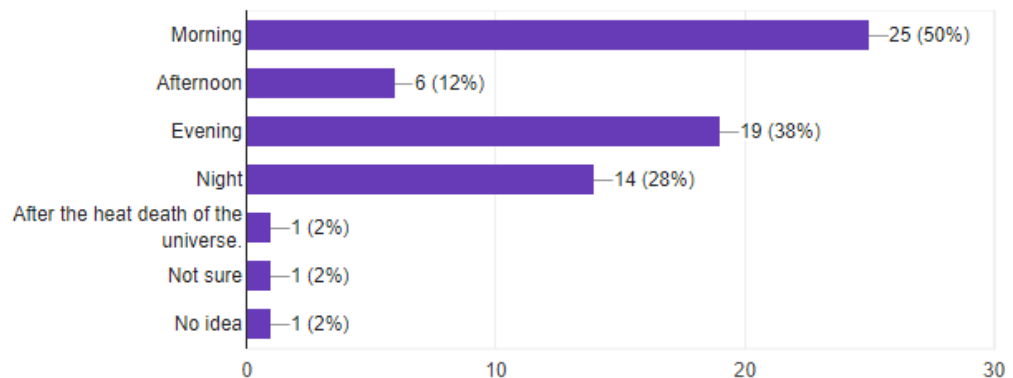


8. WHEN DO YOU THINK SHOULD BE THE PEAK HOUR OF RADIO ADVERTISEMNET?

This question really brought out the lucrative part of the survey where we got to know how people think when should be the peak hour of radio advertisement. The reason of the question was to understand when the people are willing to listen to the advertisements and when they do not what it. 50% people said morning should be the peak hour for radio advertisement. 12% people think it should be afternoon, 38% think it should be evening and 28% think it should be night and 6% said they do not have any idea.

When do you think should be the peak hour of radio advertisement?

50 responses

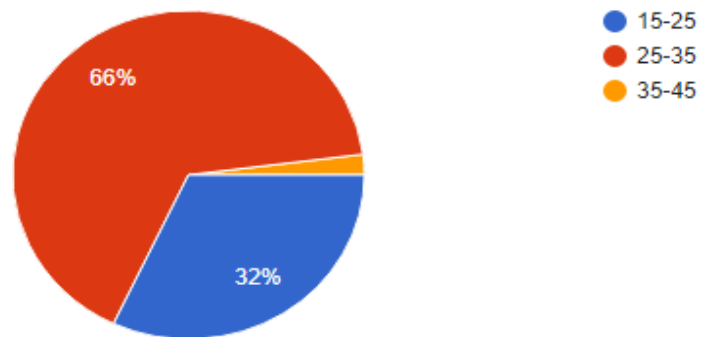


9. AGE RANGE:

This is basically the age range of the people who participated on the survey. 66% people were from the age range 15-25, 32% was from the age range 25-35 and the rest 2% was from the age range 35-45.

Your age range

50 responses

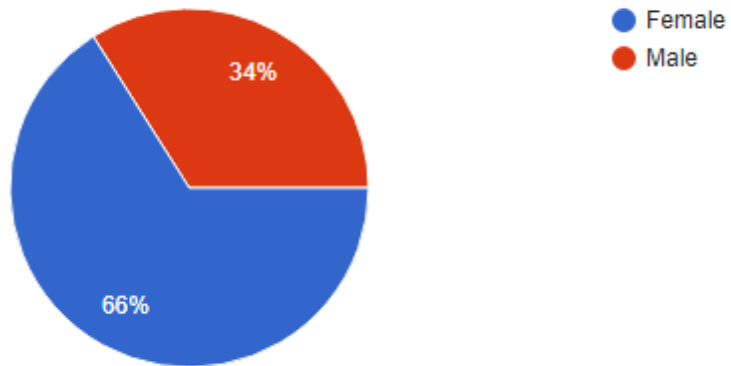


10. GENDER:

And lastly this was the gender of the participants of the survey. 66% participants were female and 34% of them were male.

Gender

50 responses



6. FINDINGS OF THE STUDY:

These are the findings from the study of my survey:

1. **People pay attention to the RDC (radio commercials):**

58% people from the survey said they pay attention to the radio advertisements which also known as radio commercials RDC. If people pays attention to the advertisement that means the advertisements are working for the conglomerate. Having said that, 58% is not enough number of people who listens to the radio advertisements attentively. This is still more than half of the participants but this is expected that more people will notice the advertisements.

2. **Radio advertisement can affect in the choice of the product:**

Radio advertisement is still popular enough to affect the choice of the product of the consumers and the survey clearly states that. 52% people said they will buy a product in terms of radio advertisement. Although the result can be much better and we will state it in the recommendation part that how we can make it more effective.

3. **Frequency matters for radio commercials:**

There are more than 21 radio stations here in Dhaka city (WorldRadioMap). So the competition is real between the stations. And the station that has the frequency that comes at the front has the unusual privilege because people tend to tune into them first. This is how they are being listened more and the companies feel safe to put on their commercials more in the stations that have the front frequency. 86% people from the survey participants think that frequency really matters for radio commercials.

4. **Radio is a good media to reach mass people:**

Radio is the only live media that exists and this is the only media that sells immediacy. This is why radio has some lucrative solutions to the product that no other media can give. For the listeners as well, radio gives all the latest data and information with immediacy and gets the listeners hooked that way. 84% people from the survey think radio is a good media to reach mass people and that is a good number of people saying it.

5. Radio advertisement is highly popular among marketing managers:

All the company wants their marketing done right in every media and looking at the advertisement patterns, radio serves the purpose right. For example: people tend to listen to radio while they are driving or travelling (question 7) and if the advertisements are being placed several times at the most peak hour which is Morning and evening (question 8) then by the time people will reach home they will know for sure that which tea will give them the best flavor or which phone company has the best call rate. 78% people from the survey said that if they were a marketing manager they will surely chose radio advertisements for their product to reach among the people.

7. RECOMMENDATIONS:

The way everything is changing and evolving here is the world radio commercials are changing and evolving as well. Right now people are more into short and crisp radio advertisement without any drama and extra stretch. People are very restless and they want everything fast. Also the radio advertisement is getting digitalized as well. This is the main reason I got different values added from the survey and jot down a few points like this to recommend and have the popularity increased for the radio more:

1. Simple yet creative to grab more targets:

Overdo of words and music is overrated. Plain and short 10 seconds radio advertisements are in everywhere. Because people don't have much time to pay attention these days, they are always on the run and they need short and shock to grab the TG.

2. Unique music inclusion:

There are music producers who make music only for radio commercial now a day. Exclusive music is the champion for radio advertisement.

3. Digital promotion:

Like the world itself, radio got digitalized as well. Every radio has strong digital platforms and earning from that equally. The future of radio commercial is digital.

4. Placing the right advertisement at right time:

From our survey we already saw that people listen to the radio on specific times. So increase the popularity of it, the advertisements should have to be placed at the right times.

5. Promotion of internet radio:

Internet radio is the new thing here in the world of media. There are high end phones now which does not include built in radio now a days and people has to buy the app of the specific radio to listen to it. Promoting internet or app based radio will increase the popularity of radio advertisements more because not only more people will listen to radio more but also ads can take place to the empty slot of the app interface as well.

8. CONCLUSION:

- a. The radio commercial is the main way to earn for any radio station and for any company that wants to sponsor or promote its product through radio; the radio advertisement is the basic and the most effective way to reach to the mass people faster and effectively. FM radio is the one and only live media now a days and it's always on time. This is the mass people's media and every level of people listens to this medium because it is the most affordable as well. If a company wants them to be heard in the most fast and effective way then radio is the number one choice for them and hence comes radio advertisements. People are getting more diverse and creative in terms of radio advertisements and the current attractiveness as well as the future is very shiny. But radio advertisements need to get more creative and digitalized. This has always been like this from the ancient radio times, people has always been modifying advertising systems and it's growing and getting better only. And 96.4 Spice FM is successfully ruling the market since it first came to the market and it has a long way to go.

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10. APPENDIX (QUESTIONNAIRE):

Popularity of FM advertisement in Bangladesh:

Current attractiveness and the Future

* Required

1. Email address *

2. Do you listen to Radio? *

Check all that apply.

No

Yes

3. Do you pay attention to Radio advertisements? *

Mark only one oval.

Yes

No

4. Do you think Radio advertisement can affect your choice of product anyway? *

Mark only one oval.

Yes

No

5. Do you think radio is a good media for advertisement to reach mass people? *

Mark only one oval.

Yes

No

6. Do you think frequency matters in terms of radio advertisements?

Mark only one oval.

Yes

No

7. If you were a marketing manager, would you choose radio as a potential media of advertising for your product? *

Mark only one oval.

Yes

No

8. Where do you listen to radio the most? *

Check all that apply.

Personal Transport

Public transport

Home

Other:

9. When do you think should be the peak hour of radio advertisement? *

Check all that apply.

Morning

Evening

Night

Afternoon

Other:

10. Your age range *

Mark only one oval.

15-25

25-35

35-45

Other:

11. Gender *

Mark only one oval.

Female

Male