

RADIO AS A PROMOTIONAL TOOL

Sanskriti Singh , Sanyam Sidhu

Abstract

The goal of this study was to look at the content of radio station websites to see how they use the Internet to promote themselves. The study looks into the promotional methods used by a national sample of stations, the sorts of content supplied on the stations' websites, and the interactive capabilities and accessibility of the stations' websites. Because of the quick changes in Internet distribution, use, and technology, the researchers see the findings as a piece of history, with no data that is now relevant, but all data that is relevant to the conversation and discussions about the Internet. The current study provides insight into radio stations' use of the Internet at the dawn of the twenty-first century.

Introduction

Radio is a signalling and communication technology that uses radio waves. Electromagnetic waves with a frequency of 30 hertz (Hz) to 300 gigahertz are known as radio waves (GHz). They are produced by an electrical device known as a transmitter, which is attached to an antenna that radiates the waves, and they are received by another antenna connected to a radio receiver. In current technology, radio is widely used in radio communication, radar, radio navigation, remote control, and remote sensing, among other uses.

Radio waves are used to carry information across space from a transmitter to a receiver in radio communication, which includes radio and television broadcasting, cell phones, two-way radios, wireless networking, and satellite communication, among many other applications. This is accomplished by modulating the radio signal (impressing an information signal on the radio wave by varying some aspect of the wave) in the transmitter. A beam of radio waves emitted by a radar transmitter bounces off the target object, revealing the object's location. Radar is used to locate and track objects such as aircraft, ships, satellites, and missiles.

In radio navigation systems like GPS and VOR, a mobile receiver receives radio signals from navigational radio beacons whose positions are known, and the receiver calculates its position on Earth by precisely measuring the arrival time of the radio waves. Radio signals transmitted from a controller device regulate the operations of a remote device in wireless radio remote control devices including drones, garage door openers, and keyless entry systems.

Technology

Electric charges accelerated at high speeds emit radio waves. [4][5] They're created intentionally by accelerating time-varying electric currents, which are made up of electrons moving back and forth through a metal conductor called an antenna. A transmitter generates a radio frequency alternating current that is applied to an antenna during transmission. The current's power is radiated as radio waves via the antenna. When waves impact a radio receiver's antenna, the electrons in the metal are pushed back and forth, causing a little alternating current. This oscillating current is detected and amplified by the radio receiver connected to the receiving antenna.

Radio waves spread out as they travel away from the transmitting antenna, reducing signal strength (intensity in watts per square meter). As a result, radio transmissions can only be received within a certain range of the transmitter, the distance varying depending on transmitter power, antenna radiation pattern, receiver

sensitivity, noise level, and the presence of obstructions between transmitter and receiver. An omnidirectional antenna sends and receives radio waves in all directions, whereas a directional antenna, also known as a high-gain antenna, sends and receives radio waves in a single direction.

Because radio waves travel at the speed of light in a vacuum and near the speed of light in the air, their wavelength, or the distance in meters between successive crests, is inversely proportional to their frequency.

Broadcasting

The one-way delivery of information from a transmitter to receivers belonging to a public audience is known as broadcasting. A broadcasting station can only be received within a certain radius of its transmitter because radio waves weaken with distance. Satellite-based systems may typically be received over a whole country or continent. Commercial advertising or governments used to pay for older terrestrial radio and television. Customers pay a monthly price for subscription systems such as satellite television and satellite radio. The radio transmission is encrypted in these systems and can only be decoded by the company-controlled receiver, which can be deactivated if the customer does not pay the bill.

How does Radio act as a marketing tool?

- Connected to community

Radio is intimate, local, and dependable. Whether it's the top 100 show on the hit music station or the morning news from the listener's favourite local news team, radio has an unrivalled ability to connect with listeners. Local radio personalities' regularly scheduled shows engage with listeners across radio formats. The hosts frequently reside in the communities where their listeners reside, providing them with greater credibility, familiarity, and the insights necessary to engage effectively with their followers. Listeners notice when a local radio personality believes in the quality of your brand or product and endorses it.

- People listen to it while driving

Listening to the radio in the automobile is a time-honoured tradition. Many people thought that when satellite radio became widely available in cars, it would divert traffic away from local radio stations, but this has not been the case. Local radio is still preferred by drivers. However, because local stations may now provide satellite and online streaming, fans can now listen to their favourite local station without worrying about the signal being lost. As a result, listeners can tune their car stereos to the local radio station for longer periods without being interrupted. That implies more chances for your brand's message to reach the ears of listeners.

- Smart Speakers Reintroduce Radio to the Home

Smart speakers are a continuation of the local radio trend in the age of satellite and digital broadcasting. Smart speakers have reintroduced local radio into the home, which is a good thing. The radio was something that many listeners listened to while driving. Local radio was pushed out of the home as more people switched to digital music devices instead of home stereos. Users have returned to listening to their favourite radio stations, thanks to the continued popularity of smart speakers.

- Listener Engagement Is Boosted by Interactive Radio Apps

What is a great strategy to take advantage of the emotional attachment that radio listeners have to their favourite station? Radio stations that have an app attract listeners by providing more programming and allowing them to interact with the hosts. Fans of Newstalk KZRG, for example, can use the station's app to send messages, make phone calls, read original news pieces, and listen to the station. As a result, advertisers have a better chance of reaching their intended audience.

Radio gives us an opportunity to connect with our surrounding environment and with the world, also it helps us in understanding the world and the people. It reaches a large number of people from different strata of the society.

Through radio we get to know about all the latest happenings around the world at a very low cost. Radio plays a huge role in advertising and marketing fields too. It is extremely helpful to advertisers and marketers.

It expands their knowledge about the latest trends and about the current demands and needs of the society. However, it is also very important for the marketers and advertisers to have a conversation with their peers, family members and current customers to get in-depth information and to expand their vision and perspective. So, accordingly they can strategize, construct and execute their plans and products also with the help of the data collected they can easily identify their target audience.

If the data collected is accurate then the marketers can benefit a lot from it. And if the advertisements are scripted, created or edited in a proper way then they can create a great demand for the product in the market among the audience

Objective

The goal of this research is to determine what function radio plays in the domains of advertising and marketing, how effective radio is at persuading customers to buy a brand's or organization's services and goods, and what the disadvantages and benefits of radio advertising are. To gain a better grasp of the topic, I will also need to examine numerous other elements related to these three sectors, such as radio, advertising, and marketing, as well as the correlation between the three.

Literature Review

Radio plays a significant role in not only informing people about the current events across the world, but also in raising awareness about the need for social reformation and societal issues, developing diverse interests in people's minds, and initiating a specific action. People's views and voices are expressed through radio.

It represents a community's opinions and perspectives.

All of this makes it easy for a marketer to recognize the people's present requirements and expectations. Marketers gather raw data from the radio and interpret it to determine what is missing from the market and who requires that specific thing, product, or service.

Radio is a fantastic platform for marketers. They readily obtain a lot of ideas from it, and they plan out their services and products based on the most recent trends. Also, because radio is the most affordable and widely available media, marketers do not need to pay heavily to learn about people's wants and needs. They only

need a bright and creative mind to understand the message or information offered by radio to come up with some fantastic product or service ideas.

Benefits of Radio in marketing

Brands and enterprises benefit from radio advertising in a variety of ways.

Because radio has an unrivalled reach, information about a brand's products or services reaches a vast number of people in a short period. People from all socioeconomic backgrounds are becoming more aware of the products and services available in various places.

The role of radio in advertising has numerous advantages.

Some of them include:

- Radio reaches a large number of audiences irrespective of the demographics, and geographical areas. According to the latest survey or research, there are around 51 million radio listeners in the country. This number is huge. Advertisements can reach a large number of people. The reach of the radio is high.
- Advertisers can easily target their audience and can target their messages to a particular community, demographic, geographic area, and markets and events for better reach. Each radio station undergoes a selection process and then features your ad where there is more need for it.
- Radio can be heard anywhere at any time. People can hear it while driving while cooking, while jogging, and literally while doing any activity. Radio doesn't require much concentration. Even with the slightest of concentration put into the ad, you can recall it. However, this is not the case with the visuals or the written advertisements. Radio can be easily heard anywhere too, as these days, mobile phones have a built-in radio. Plus, portable radio sets have also become popular.
- Radio offers the ability to offer more frequent ads. After all, frequency plays a big role in the game. The more times an ad is getting played, the more is the possibility of people hearing it and somewhat getting attracted to the ad. Anybody can ignore an ad once or twice but if the ad is getting played 20 times a day, then it gets recognized by many people.
- Radio also provides an on-air live broadcasting at the preferred location, sampling the product or the service. This is highly effective with radio as such promotions can't be easily done on TV or newspapers. Another reason why it is effective with radio is that upon listening people start imagining things and create their picture of the product or the service.
- Radio is cost-effective in comparison to TV and newspapers. TV and newspapers could take up to hundreds or thousands of rupees. However, this is not the case with radio as it doesn't require any resources to make ads.
- And as radio doesn't require many resources to make an ad, it doesn't take much time either. So the ads are made in no time and reach the masses very quickly. Radio is an immediate and flexible medium.

- There is one physiological benefit also. People tend to remember sound more than visuals or written ads. People may forget what they see or what they read but the chances of forgetting what they hear are less. So, the advertisers take advantage of this physiological trait and make ads in such a way that are difficult to be forgotten by the public

Types of Radio Advertisements

There are many types of radio advertising. The advertiser based on the type of their product or service chooses the ad which is best suited for them. Some of the popular types of radio advertising are:

- **Sponsored Ads:** These ads will air first as soon as the commercial breaks take place after weather, news reports, or event and traffic updates, or just after a regular show maybe. Such type of ads guarantees a large reach to your product, as these ads appear before the listener even switches on to a different channel. So, there is a very less chance of such ads being ignored by the listener.
- **Testimonial Ad:** It is basically about when the already existing customers speak about the products and services. In other words, it is known as word of mouth. The advertisers don't advertise their products instead they bring their most satisfied and happy customers on the board to do all the talking about the product as when someone shares their personal experiences, the public is more likely to get influenced. The product users do the selling for the advertisers.
- **Jingle Ad:** A jingle is a short song or music tune which is used in advertisements to make them more attractive and memorable. They promote the product using creative slogans. And also, the connection between memory and music is quite strong. So to make their products recognizable, advertisers make powerful yet catchy jingles. Jingles are a sure-shot way to get maximum reach and engagement.
- **Personified Ad:** Such ads have different characters to make them more dramatic and memorable. A unique story of a character is made. Without the visuals, the listeners are forced to imagine and create the images in their minds. In this way, the listener is engaged throughout the ad.
- **Live Read Ads:** The commercials are being read out by the Radio Jockey in real-time. As the listeners are already familiar with the voice of the Radio Jockey so they are more likely to engage with the ad. These kinds of ads can make your brand stand out as they have a personal touch and the Radio Jockey spotlights your message clearly and impressively.
- **Straight Read Ads:** These ads don't waste much time in advertising their products or services. They talk straight about the advantages of the product and give all the necessary details about the product and their company like; phone number, email ID, store address, etc. These ads are mostly in a monologue form.

Methodology

The method used in this report is secondary research. Secondary research or desk research is a research method that involves using already existing data. Existing data is summarized and collated to increase the overall effectiveness of research. Secondary research includes research material published in research reports and similar documents.

Secondary research is much more cost-effective than primary research, as it makes use of already existing data, unlike primary research where data is collected firsthand by organizations or businesses or they can employ a third party to collect data on their behalf.

Following are popularly used secondary research methods and examples:

1. Data available on the internet: One of the most popular ways of collecting secondary data is using the internet. Data is readily available on the internet and can be downloaded at the click of a button.

This data is practically free of cost or one may have to pay a negligible amount to download the already existing data. Websites have a lot of information that businesses or organizations can use to suit their research needs. However, organizations need to consider only authentic and trusted websites to collect information. There is a certain cost applicable to download or use data available with these agencies. Data obtained from these agencies are authentic and trustworthy.

2. Public libraries: Public libraries are another good source to search for data for this research. Public libraries have copies of important research that was conducted earlier. They are a storehouse of important information and documents from which information can be extracted.

The services provided in these public libraries vary from one library to another. More often, libraries have a huge collection of government publications with market statistics, a large collection of business directories, and newsletters.

3. Educational Institutions: The importance of collecting data from educational institutions for secondary research is often overlooked. However, more research is conducted in colleges and universities than in any other business sector.

The data that is collected by universities is mainly for primary research. However, businesses or organizations can approach educational institutions and request data from them.

4. Commercial information sources: Local newspapers, journals, magazines, radio, and TV stations are great sources to obtain data for secondary research. These commercial information sources have first-hand information on economic developments, political agendas, market research, demographic segmentation, and similar subjects.

Findings

- The radio industry reported a 44% decline in advertising revenue in 2020 to reach Rs 1,270 crore, a Pitch Madison report revealed. With this drop, Radio has also lost one percent of its market share. This has brought down its share to two percent.
- However, the industry is estimated to grow 38% in 2021 to reach the Rs 1,750 crore mark in ad revenue. According to industry sources, the cost of a ten-second ad spot in markets such as Delhi, and Mumbai ranges between Rs 1,000 – 1,200, while the rates vary between Rs 600-800 in the case of mini-metros.
- Further, the rates reduce to Rs 200-400 in smaller cities. It is to be noted that while the rates are back to their pre-covid levels, they are still discounted as they are being offered in a combo package of 2+1 (one prime-time slot free with two prime-time slots). For Pandey, currently, the discounts are more tactical with some advertisers, if the spending is high or restricted to some markets such as metros. "Pricing recovery in full may have to wait for the 'season' (mid-August) in 2021 to begin," he stated.

- Further, the players are now looking at earning from additional revenue streams including digital as well as events. According to Thomas, the industry has witnessed a growth in revenue from solutions beyond radio like digital radio, online events, brand advocacy, influencer marketing, and podcasts in the last year

Conclusion

Radio messages are mobile. They can be heard at work, on the go, in short, anywhere. Radio is an intrusive medium. A listener does not have to be actively involved in getting a message to hear it. Radio allows for target selection based on Geography, Time of day, and Format. A message can run with as much frequency as chosen. Radio is mostly local in its appeal.

Advertiser can tie their messages into local events, weather, or locations to heighten the relevance of their message to the listener. Radio time is relatively cost-efficient to purchase. Some radio audiences may be fragmented. Advertisers may have to buy effectively to reach the target group.

A radio advertisement's effectiveness is purely based on the perception of the listener towards it. The perception of listeners is influenced by various factors that allow them to judge whether to act on the advertisement or not. If a radio advertisement is playing on the right channel, at the right frequency, in the right time band, and can grab the attention of a listener, it is termed an effective advertisement.

An advertiser must plan and execute the campaign effectively, and to achieve that, understanding how radio works is the most important. To conclude, don't try to reach too many people all at once. It is better to reach 10% of the prospects 100% of the way than to reach 100% of the prospects only 10% of the

Recommendations

1. Understand your target audience

Which channels you choose can be an excellent way to target your key audience as well as help you build a brand identity based on what music or programming you choose to associate with.

1. Personify Your Brand

While traditional newspaper ad spots, social media marketing, and digital content marketing can be very effective, they cease to give readers an interactive experience that truly defines who you are and what you have to offer. A radio spot is different. Radio is about pairing a brand with a voice in a way that allows you to speak openly to your listeners. Rather than seeing your name and associating it with a cleverly worded article, those who've heard your radio ad a time or two will build a mental image of your brand based on your voice, attitude, and message.

2. Connect with your customers

Most people on the road who aren't going to work or school are running errands, heading to the grocery store or the department store to gather living essentials. When your listeners are already in the purchasing mindset, a message regarding sales or new products is far more likely to make an impact. By aiming your ads at your key audience through station placement and time slots targeted at active shoppers, you have the power to promote your business to those ready to spend.

3. Create your brand identity through the right advertising

Making the most of radio advertisement, despite the inherent benefits, depends largely on the ad you create and what it says about your brand identity. By incorporating your story into a marketing strategy that encapsulates everything that makes you unique, Brands Formation aims to transform your business into a household name.

Limitations

1. **Lack of a Visual Element:** The most fundamental problem associated with radio is the lack of a visual element. The radio advertiser cannot show or demonstrate the product, or make use of any other visual appeal. As discussed earlier, in creating brand awareness, package identification often is critical for many advertisers considering the increasing number of large retail stores in cities with self-service. In rural markets, where the literacy rates are quite low, package identification plays a major role in brand selection.
2. **Audience Fragmentation:** A large number of radio stations create audience fragmentation. The number of audiences tuned to any particular station is usually quite small. Advertisers who want to reach broad market areas through radio, with language differences, have to buy time on some stations reaching specific geographic areas.
3. **Limited Research Data:** The research data on the radio is limited compared to other major advertising mediums like television, newspapers, and magazines.
4. **Limited Listener Attention:** It is difficult to attract and retain radio listeners' attention to commercials. Program switching is frequent among listeners and they often miss all or some of the commercials. Possibilities of distortion in the radio broadcasts are high and this irritates the listeners, As a result, commercials are missed.
5. **Clutter:** With the increasing intensity of advertising, clutter has become a problem in advertising media, and radio is no exception. Commercial channels carry many ad messages every hour and it is becoming increasingly difficult for ad messages to attract and retain audiences' attention. Much depends on the precision of scriptwriting, accompanying sounds, and level of distortion.