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astro

Radio

FACTS YOU SHOULD

KNOW

— ABOUT —

RADIO 

astro

Radio



- According to GfK Radio Audience Measurement survey, 97% people in Peninsular Malaysia listen to radio weekly.

 **RADIO**
**REACHES VIRTUALLY
EVERY CONSUMER**



CAN BE HEARD EVERYWHERE



As a portable medium, radio is like an invited guest at the workplace, in the car, at home and even outdoors.



RADIO

is the most personal medium when compared to television and newspapers. In fact, radio is an intensely personal medium which many regard as a companion.

The warm, one-to-one relationship between the announcer and listener creates an excellent selling environment.

Radio is an ideal medium for creating rapport with consumers by providing what comes across as word-of-mouth advice from a friend.



**IS THE
MOST
EXCITING
ADVERTISING
MEDIUM**



**Radio is the most engaging medium.
It provides exciting promotional
opportunities for advertisers.**

**Listeners are encouraged to participate
on-air and with the station vehicles daily
on the streets to win exciting prizes
from the advertisers.**



RADIO



IS THE ONLY MEDIUM
ENJOYING STRONG
LISTENER LOYALTY

- ♥ Listeners are very loyal to their personal radio station choice and their feelings towards radio are almost entirely positive.
- ♥ Listeners wear the T-shirt of their favourite radio station proudly.
- ♥ Radio is perceived as more honest, less-hyped, less filtered and more immediate than other media. This creates a sense of trust which in turn provides major branding opportunities for advertisers.
- ♥ In short, radio offers brands the opportunity to engage with already-made communities.

WHAT IS YOUR FAVOURITE
RADIO STATION? ♥

RADIO

IS CONSIDERED
A VISUAL MEDIUM

Radio uses words to create mental images. These images are personal and would touch the listener on an emotional level.





SAVINGS

RADIO

RADIO IS A COST EFFECTIVE FREQUENCY MEDIUM

Radio is a reach and frequency medium. Radio can reach more people more frequently at a reasonable cost.

*** The cost of 1 week radio campaign is equivalent to a full page full color insertion in a leading newspaper.**

** 1 week ROS on ERA vs FPFC insertion in the leading Malay newspapers. FYI, ERA 1 week ROS Mon-Sun rate is RM922/ spot. RM922 x 35 spots per week.*



RADIO WORKS WELL WITH OTHER ADVERTISING MEDIUM

The fact that radio is a cost effective frequency medium makes it the perfect medium to direct listeners to a TV programme, an article in the daily newspaper or magazine and to a client website for more information.



SAVINGS
RADIO

RADIO COMMERCIAL PRODUCTION IS RELATIVELY FAST AND AFFORDABLE

The cost of producing a good radio commercial is a small fraction of the cost of producing a TV commercial.

Changes to radio commercials can be done easily to reflect the fast changing consumer needs.



RADIO REACHES SHOPPERS CLOSEST TO THE TIME OF PURCHASE



**Radio lets you have
the last word with shoppers.**

**The closer your selling message
gets to the time of purchase,
the better its chance of influencing
the purchase decision in your favour.**



Radio listening does not require total or continuous attention.

While radio continually moves between the foreground and the background, listeners always keep a sympathetic ear to the radio.

Generally when a message is of interest or relevant to the listener, they listen intently.

RADIO IS AN INTRUSIVE MEDIUM



RADIO IS A DIRECT RESPONSE MEDIUM

Radio is used frequently for tactical campaigns to trigger immediate call-to-action response by creating a sense of urgency.





IS A FLEXIBLE MEDIUM

Radio allows you to react instantly to the ever changing market conditions.

Commercials can be created rapidly without the usual production and deadline delays.





PEOPLE SPEND MORE TIME ON RADIO THAN ANY OTHER MEDIUM

A majority of people spend their time on the road, listening to the radio as they commute from one place to another.

According to GfK Radio Audience Measurement survey, a listener spends an average of 14 hours a week on radio

*GfK RADIO AUDIENCE MEASUREMENT (RAM) WAVE 2, 2019.

RADIO IS IMMEDIATE

A majority of people get their daily dose of news, traffic report, celebrity gossip and weather report fast and accurate from the radio. Radio is the immediate source of information to the listeners.

It is not uncommon to hear comments like “I just heard this on the radio”.





**RADIO IS GROWING
STRONGER
WITH INCREASE
IN TOTAL LISTENERS
YEAR ON YEAR**

ERA™

**NO.1 RADIO
BRAND
IN MALAYSIA**

sinar™

**NO.2 RADIO
BRAND
IN MALAYSIA**

hitz™

**NO.1 ENGLISH
RADIO BRAND**

MY™

**NO.1 CHINESE
RADIO BRAND**

Gegar™

**NO.1 RADIO BRAND
IN EAST COAST**

ரொடா™

**NO.1 TAMIL
RADIO BRAND**

Lite™

**MALAYSIA'S NO.1
CHOICE FOR EASY
LISTENING
FAVOURITES**

MELODY™

**MALAYSIA'S NO.1
CHOICE FOR GOLDEN
CHINESE HITS**

mix™

**NO.1 FOR
TODAY'S BEST
MUSIC**



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