

GLOBAL/GMG MERGER INQUIRY

Third party response to the provisional findings

7 March 2013

Dear Sirs / Madam,

I am the Head of Policy and Communication at the Greater Manchester Public Health Network – an organisation that is accountable to the 10 Local Authorities and 10 Primary Care Trusts (PCT) in Greater Manchester. The overall aim of my department is to deliver policy advice and a range of marketing and communication projects with a focus on reducing the costs of health services.

We have a history of working with commercial radio, television, digital media, outdoor media and the press in Greater Manchester and Nationally in order to achieve this aim. As part of my role I often have to utilising a range of consumer segmentation tools (i.e. Mosaic, TGI and Acorn) to identify and profile our target audiences to ensure all initiatives are targeted and insight led. During this process we have to examine the entire media mix to establish what channels and medias are most appropriate for our target audience. For example, in a previous bowel cancer awareness campaign targeting over 60s, we opted to use newspaper advertising and bus advertising to reach this audience because all the evidence (i.e. consumer segmentation tools and previous evaluations) suggested that this would have much bigger impact and cut through than using radio advertising. Similarly, in a recent sexual health campaign targeting young people, we opted to use Capital, as opposed to Smooth Radio or Real to reach this group, once again because the station's target demographics fitted with our target audience.

I understand that the Competition Commission is investigating Global's merger with Real and Smooth Limited. I understand that the provisional findings concluded that there was, or was likely to be, a substantial lessening of competition in the radio market based on the loss of rivalry in the Manchester area, however I completely disagree with this view. Radio stations competes for advertising spend across all media channels not just other radio stations. Capital, Real and Smooth target very different audiences. As an advertiser and a communication manager, demographics, geography and reach are very important to me because as I have a need to target different groups with different messages.

I fully support Global's merger with Real and Smooth Limited. We hope that you will consider that the proposed merger is a positive step for radio in Greater Manchester.

Yours faithfully,

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