

GLOBAL/GMG MERGER INQUIRY

Third party response to the provisional findings

6 March 2013

Dear Sir /Madam

I have been following with interest the developments in the Merger of Global Radio and GMG, but feel that certain conclusions you have reached are not representative of the way I buy my media. I have a broad marketing mix for the accommodation, the local market for the wet and dry sales, etc. So according to whether I want to promote the rooms, I would use online strategies, for the local market a range of local media, one of which is radio.

I am quite specific about the target market I aim my marketing at, as we attract a middle income family/adult market, and consider online marketing to target the north west market place, sometimes using expedia, late rooms and other internet marketing opportunities. I also use local press and Facebook and radio to target the local market and advertise promotions we offer in the year. I use radio as it offers me great value for money to promote both the Black Boy Inn and my partner's business which is a family attraction. Heart offers a good local audience to me that provides a good family market, both business. I am able to create both awareness and keep my business top of mind, but equally can drive sales with promotions. Radio accounts for a small percentage of my total advertising spend. I equally utilise email databases for existing customers.

I have no argument with the merger as the development of radio brands in the local market can only serve to increase the standard of all advertising mediums in the area, who may become complacent without the stimulus of the development of the radio brands across North Wales.

Yours sincerely

John S. Evans

Tafarn y Black Boy Inn | Stryd Pedwar a Chwech | Caernarfon | North Wales | LL55 1RW
01286 673604 / 676115 (head office) | www.Black-Boy-Inn.com | office@black-boy-inn.com