

## **GLOBAL/GMG MERGER INQUIRY**

### **Third party response to the provisional findings**

**5 March 2013**

I wanted to get in touch regarding Global's merger with Real and Smooth Limited (RSL), and comment on your published findings.

I see that your findings suggest that radio's only competition is other radio stations and not the media landscape as a whole. I also see that your findings suggest that radio is bought to reach only a mass market, and not for targeted campaigns.

I would like to disagree based on the reasons we, and other establishments I know buy radio, as detailed below.

When we considered which media outlet to use for our marketing campaigns, we always had a specific target audience in mind as opposed to simply a mass marketing strategy. Our research showed that our target audience was parents of secondary school children, so say aged between 25 to 50 in the North Wales Coast area. We were also keen that our message was heard by a younger audience (12 to 18) although this was a secondary consideration but nonetheless something we hoped to achieve.

After taking this into consideration, we decided that radio advertising would reach our target audience. The other factor we considered was obviously which radio station as clearly certain stations attract certain listeners. We carried out our own 'market research' and it was clear that Heart FM gave us the right audience in the right area hence our decision to advertise through Heart.

We have a wide variety of media available to us, such as newspapers, online, busses leaflets etc. All of which are considered when deciding how to spend our marketing budget. We use radio for long term awareness and to push our open evenings because it has strong listenership's in those ages I made reference to above.

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