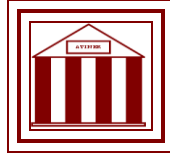


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**Marketing of Radio Stations:
A Research about how Radio
Stations Market Themselves in
Turkey**

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Marketing of Radio Stations: A Research about how Radio Stations Market Themselves in Turkey

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Abstract

Turkey has a big radio market with 1058 radio companies. Within these stations the 38 stations are national, the 98 stations are regional and the 922 companies are local radio stations. Within these radio stations especially the national ones make big marketing campaigns with big budgets to attract more audience. These national radio stations are more marketing oriented than the others. The stations give more attention to event marketing and the use of outdoor and print media in their marketing activities, they use as well as the social media as a marketing tool.

This study focus on the marketing activities done by radio stations in Turkey. The study searched the most used marketing activities done by radio stations like, outdoor, social media marketing, the use tv marketing, the use of newspaper and magazines in marketing, event marketing and other marketing fields that are used by radio stations in Turkey

There was done a special analysis of that radio station's marketing plan of 2012 on the base of budget and marketing strategy and how this strategy applied. The data collected from the print media of 1st Jan of 2012 to 31st of Dec. 2012 content analyze and from the advertising agencies of radio campaigns. There was done exclusive interviews with the management of the Kral Pop radio station. At the end of the study there is analysis of how these marketing activities effected the ratings of the radio station.

The aim of this study is to show that radios are also a product in the radio industry and they also need to market their brands and contents to attract more audience. The importance of marketing of radio stations was expressed by using the case of Turkey radio industry and national radio station Kral Pop.

Key words: Media economics, Radio Marketing, Marketing,

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1.Introduction

With its hundred-year history radio had played big roles in the media environment. The medium has been an important tool for giving news and entertain people through history. While radio entertained and informed people, on the other hand it played a big key role on marketing products and give contribution to people's buying habits.

As years passed, radio medium increased its popularity in the media environment and it became a big industry with thousands of radio companies in the world. As a result of this, radio companies needed to market themselves within their industries to have bigger ratings and for more effective audience. As the number of radio companies increased in the industries the competition became higher. The increase of the number of radio stations in the media environment and radio industry forced radio stations to make some extra marketing activities for their own identity to be able to compete with each other. So radio stations started to compete with each other for informing their audience about their contents and attracting more people for higher ratings. For the fact more audience will be less CPM cost for ad sellers and the biggest challenge for sales.

In Turkey radio broadcasting started with the government's power with TRT and continued under the monopoly of TRT until 1992. There was a prominent increase in the number of broadcasting radio stations with the private equity radios which started broadcasting in 1992. In the beginning of the new millennium there were more than 1000 radio enterprises in Turkey. This increase in the number induced competition among the radio stations.

Radio stations recognized the importance of marketing as well as their contents especially in the 2000's and they made marketing level with concert. Although "content is clear" is loud and clear around the world, radio stations with better marketing activities had higher reaches than those with better contents. Results of research of radio listening habits for 2012 and 2013 demonstrated that radio stations which place emphasis are in the top 20.

In this study a research regarding how marketing science is used by the radio enterprises in Turkey was carried through. History of radio broadcasting in Turkey and literature research on marketing science was rendered in the first part of the study and an assessment was made on marketing activities carried through in 2012 by radio enterprises in Turkey on the second part. An analysis was made on marketing - rating relationship through the example of Kral Pop radio station on the study. National and local newspapers and magazines published in 2012 were reviewed and marketing activities of radio stations were examined in this study. Data compiled from advertising agencies were assessed in this study and marketing strategies implemented in the introduction of brands and contents of radio stations in Turkey were revealed.

2. Marketing Concept

People engaged in marketing science have also made various definitions regarding marketing. Marketing is planning and implementation process regarding developing, pricing, promoting and distribution of goods, services and ideas to realize exchanges which will provide reaching individual and organizational purposes, according to the widely accepted definition of American Marketing Association which was delivered in their meeting in 1984. According to this, marketing is a social and economic process identified as offering goods, services and ideas to individuals, families and other enterprises and meeting needs and requirements by means of exchange transaction. Requirement, need and exchange transaction concepts are observed as underlying the definitions regarding marketing. (Arslan, 2012:13-14).

There are a number of definitions directed at marketing which appears before us frequently in the daily life. Although explanations regarding marketing were tried by placing marketing definitions in the strict and broad terms, a distinction is made for marketing definitions in the strict term, in the form of marketing definitions in the direction of distribution, property and management (Tek;1999:4-5). According to another definition; marketing is an activity examining and trying to understand genuine attitudes and behaviors of society and individual by utilizing branches of science related to socio-physiologic structures, ensuring marketing implementations proper to desires and requirements of consumers can be obtained. Marketing also have an interest in the factors partaking in the interconnection of local, regional and national markets (Bozkurt:2005:15).

Marketing is an art and science to gain, retain and increase customers by means of selecting target markets and creating, delivering superior customer values and communicating; according to Kotler (Kotler:2003:8). Marketing is a process of creating customer value and establishing a strong relationship between customer and brands, according to customer-focused perspective of today (Kotler & Armstrong,2008:5).

Today marketing improves vastly with changing economic and social structure and its importance is increasing day by day. The change in consumer marketing and fierce competition environment triggered enterprises to indulge in new pursuits. Thus, enterprises gave more importance to marketing process and exerted great effort to differentiate from their rivals and to satisfy their customers.

3. Marketing in Radio Medium

We recognize the improvements in radio marketing especially in the last 30 years when history of radio management is examined. Radio enterprises exerted less effort in marketing themselves in their markets especially before 1950s. The increase in the number of radio stations after 1960s paved the way for competition. In the 1970s radio enterprises began to develop some

competitive strategies to differentiate in the market in consequence of increasing amount of radio stations broadcasting in FM broadcast band. In the 1980s radio stations developed strategies to position themselves in the market and tried to diversify their promotional activities by using ratings and other research methods. Radio enterprises reinforced their places even more in the 1990s (reconsolidation). There was an increase in the number of radio stations, competition grew more with entrance of private equity radio stations into the market alongside public broadcasting and radio enterprises began to utilize marketing science to differentiate themselves as a product in the radio market. Radio promotion has five distinct goals (Buchman,2002:57):

- 3.1 Audience acquisition: Give prospective new listeners a reason to tune in.
- 3.2 Audience maintenance: Give current listener a reason to stay tuned,
- 3.3 Audience recycling: Give listeners who must tune out a reason to tune in again later.
- 3.4 Sales promotion: Give advertisers a reason to buy time.
- 3.5 Internat promotion: Generate excitement and motivation among the station staff.

Introduction of radio station as a corporate and publicity, promotion and marketing efforts on programmes are intended to effect two types of target groups. These are listeners and advertisers. As large masses become consumers of radio station through audience promotions; ratings, composed in consequence of this, play an important role in sales promotion studies intended at advertisers. Marketing department and marketing executive have many responsibilities towards programme listeners and advertisers in the direction of marketing. These responsibilities are (Pringle and others, 1999:214) :

- To help develop promotion plan,
- To plan and form audience and sales promotion campaigns,
- To arrange and prepare advertising and promotional materials and calenders,
- To assess campaigns,
- To make agreements of data and researches proper to campaign creation, planning, implementation and assessment,
- To arrange provision of station's corporate image,
- To carry out media relations,
- To carry out coordination of promotion department with other departments,

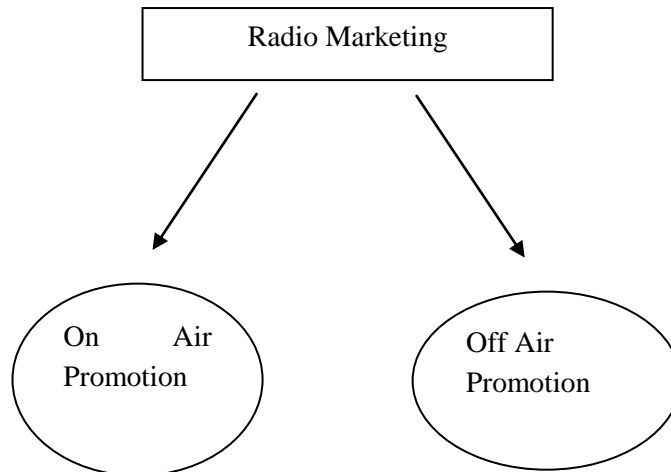
The purpose of marketing activities in radio enterprises is to retain existing listeners anmd gain new ones. Pringle determines they way to realize this purpose as image promotion and programme promotion (1999:216). A radio station's perception in public is solidified, activated and formed with image

promotion. For instance, format applied by a radio station is its image and target audience positions the station as music station or news station.

A good marketing activity is generally put through a marketing plan and a budget to provide for it in radio management. Advertising, public relations and promotion with activities conducted during and outside live broadcast are within the plan containing marketing purposes.

Radio enterprises are carrying out various marketing activities to position themselves in the market and differentiate in this competition. These activities are divided as On Air Promotion and Off Air Promotion. Strategies and methods used by radio enterprises in marketing themselves are shown in table 1:

Table 1. *Marketing Activity Methods of Radio Stations*



3.1 On Air Promotion

These are promotion and marketing activities composed by radio station's own content. Radio station makes its own promotion by using its broadcast. Broadcast format of the radio station is a promotional work in its own right. Programmes, shows, music and newscasts broadcast on the station are each publicizing the radio station as a marketing tool. Promotion of the radio station is rendered with various dj talks and jingles outside broadcasted programmes and during the broadcast of the radio station. These kinds of activities solidify promotional activities of the radio channel. Pringle and others classified on air promotion as below (1999:226):

3.1.1. Identification Announcement (ID)

Radio stations try to forge the identity of the radio on people's minds by repeating the name of the radio during intermissions between radio shows. Identification announcement is usually conducted with the music called "jingle" accompanying the announcement. In addition to "jingle", short

introductory advertisements with musical and verbal content called “sweeper” are used as well.

3.1.2 Slogan

Identity announcement is carried through with a slogan which encapsulates the role assumed by each radio against target audience.

3.1.3 Program Content

Some radio shows have their own promotional activities outside the format and shows may need promotional activities which are outside the promotional activities aimed at general format of the radio.

3.1.4 News

News is a format for many radio stations. However, a radio airplaying music will keep news outside its promotional activities. Promotional activities directed at news hours, to the team preparing the news, speed, method of gathering news, special interviews and “news” outside the format will be put through by making various announcements.

3.1.5 Personnel (Djs and other radio employees)

Promotional activities will be carried through on live broadcasts by emphasizing programme producers, Djs, sports commentators, news presenters and commentators working in the radio.

3.2 Off Air Promotion

Promotional activities of radio enterprises realized by using other media mediums are called off air promotion. On air promotional activities are targeted at audiences tuning to the broadcast and directed to the listener to tune in to the same radio station again and increasing the satisfaction of listener and customer who is referred as advertiser. Off air promotional activities are directed at wider audiences. They are carried through for the purpose of increasing audience of the radio and reinforcing its position in the market. Radio enterprises take advantage of the power of other media enterprises in off air promotional activities and aim to attract the attention of different audiences.

Table 2. *Off Air Promotion Strategies*

Television
Printed Media (Newspapers & Magazines)
Outdoor
Internet
Social Media
Cinema
Public Relations
Direct Mailing and Newsmailing

Event Marketing
Cross Promotion
Marchandising

4. Marketing Strategies Used by Radio Enterprises in Turkey

Private equity radio enterprises in Turkey which started broadcasting from 1992 brought multivocality to radio industry. Radio market became very competitive in consequence of continuous increase in the number of radio stations.

Table 3. *Number of terrestrial Analog FM Radio Stations in Turkey in 2012 (Source: Supreme board of Radio and Television (RTUK))*

Terrestrial FM Radio License Type	Number of Radio Enterprises (2012)
National Radio (R3)	38
Regional Radio (R2)	98
Local Radio (R1)	922
Total	1058

Most of the radio stations among the number of 1058 according to 2012 RTUK data are carrying through marketing activities as they are aware they are in a competitive market and they are trying to accomplish competitive advantage by differentiating within radio market. Radio stations belonging to media holdings which have grown vertically and radio enterprises which improve their activities only through their radio stations are allowing for off air promotion for the purpose of positioning themselves more strongly in the radio industry and exert special effort to promote their radio stations through other mediums. Marketing and promotional activities of radio enterprises are as below:

4.1 Television

Television medium is the most striking and powerful among all media. Advertising company can transmit an image which provides the effect it wants to create to the TV audience through television as it shows its product as it is. In developing countries such as Turkey, television, the most powerful media of the era, is utilized to direct large masses of people to development and provide their participation in taking decisions regarding development share.

Interest in TV medium has increased in Turkey especially after the economic crisis and devaluation in 2001 and television became essential for Turkish people. Advertisers preferred television medium more in consequence of great demand from the public. The advertising share of television medium from the advertising expenditures in Turkey increased from 43,54% in 2000 to 55,99% in 2012 (Association of Advertisers). The growth of television medium

directed radio enterprises to this medium. However, just a few radio stations included TV medium to their marketing plans as this medium was too expensive. The radios which used television medium in 2012 were usually radio stations broadcasting nationally. The list of TV channels which advertised radio stations and radio stations which were advertised on the TV are as below:

Table 4. *TV Channels which Radio Stations used in 2012*

Radio Station	TV Channel
Super Fm	Fox TV
Radyo D	Star TV
SlowTurk	Star TV
Best Fm	Kanal D, Star TV

Ali Abrahay, CEO of Spectrum Medya which prepared an advertising campaign for Super FM by using one of five most watched television channels in Turkey, stated they had two big surveys before the advertising campaign to make the brand positioning of Super FM in Turkish radio sector. Abrahay said(Marketing Türkiye, 2012:101):

'Radio stations in Turkey are mostly carrying out advertisements comparing each other. For instance 'We are number one', 'We are the most listened radio in Turkey'. However, in my opinion they have to find the answers to questions such as 'What does the listener feel when he/she listens that radio station?', 'What does it give to him/her?', 'What does it make him/her think?'; instead of comparing each other. It was important for us to find answers to these questions. We also gave importance to this subject when we comprised the brief.'

4.2 Print Media (Newspapers and Magazines)

Magazines, that is periodicals, are specialized to address specific “targets” mostly parallel to consumer-focused sales concept. Professional press address target group by discussing subjects regarding all kinds of fields (such as health, industry, computers, fashion, finance etc.). Professional press provides information, informs on markets, competition environment and employment supply for specific target groups (Mandraud,1992:77). Both professional press and mass communication newspapers and magazines addressing general masses draw interests of radio enterprises. Radio stations continued their marketing activities by giving advertisements to newspapers and magazines both through cash budgets and barter budgets.

Table 5. Reach of 10 most listened national radio stations in Turkey and their relationship to using print media as a marketing tool

No:	Radio	Reach	Use Of Newspaper/Magazine
1	KRAL FM	10.50%	YES
2	POWER TURK	6.61%	YES
3	SLOW TURK	4.30%	YES
4	SUPER FM	3.99%	YES
5	TRT FM	3.16%	NO (State Radio)
6	ALEM FM	2.86%	YES
7	BEST FM	2.68%	YES
8	POWER FM	2.47%	YES
9	NUMBER ONE FM	2.39%	YES
10	JOY TURK	2.32%	YES

Figure 1: Newspaper/Magazine ads of Radio stations from 2012



4.3 Outdoor

Posters, banners, placards, signposts, illuminated advertisements, billboards are among the outdoor kinds which is the longest-lasting medium. Billboards are usually large and pasted on the boards rented from the related establishments. The advertising price of these kinds of boards, placed on the outskirts of big cities or at city centers and at the height which will prevent the posters from fast wear and tear, are also steep. (Karabacak,1993:60).

Outdoor is one of the methods which radio stations frequently resort to for their publicities in Turkey. Radio enterprises are trying to get their messages across by using large billboards and some of them are using poster – panel billboards alongside mainroads and highways.

Figure 2. *The Outdoor Campaigns of Turkish Radios in 2012*



4.4 Internet and Social Media (New Media)

Radio enterprises added internet media to their marketing plans as a consequence of developments in communication technologies and increase in internet access speeds especially in 2000s and carried out both low-cost and global publicities by virtue of platforms created by internet media. Radio enterprises are realizing their marketing activities by using the new media in the manners specified as below:

Table 6. *New media utilization of radio stations in marketing activities*

Corporate Websites
E-Mail Marketing
Mobile Marketing
Social Media Marketing

Radio stations began to promote their brand and identities through fan sites besides corporate internet sites especially in the 2000s. Websites give information on radio station, its programmes and contents and supports the promotion of the radio station by means of online methods.

Social networks such as Facebook and Twitter, mentioned as social media, have become one of the tools frequently used by radio stations in Turkey for their promotion, especially after 2009. Social network sites such as Facebook and Twitter reach millions of people and opinions, comments about radio stations and programmes and even rivals can be obtained through these and it is easier to comprehend expectations (Sayilgan,2010:87). Awareness of target group, replies in an instant and based on fast circulation make radio stations' and radio programmers' use of social network sites unavoidable.

Radio stations reach to their audience via social media and establish direct communications with them. Djs read messages from Facebook accounts, read tweets coming to Twitter accounts during the broadcast establishes two-way communication between listener and radio station. Free usage of these kinds of networks provides an advantage in transmitting as many messages as desired to masses without any charges through these Networks. Social media tools have taken their place in the history as the cheapest way for radio stations to reach large masses.

Table 7. *Social media performances of ten most listened radio stations in Turkey*

No:	Radio	Reach	Facebook Fans	Twitter Follower
1	KRAL FM	10.50%	1,350,001	24,452
2	POWER TURK	6.61%	734,687	164,648
3	SLOW TURK	4.30%	41,853	8,557
4	SUPER FM	3.99%	137,702	41,448
5	TRT FM	3.16%	4,324	191
6	ALEM FM	2.86%	11,364	9,628

7	BEST FM	2.68%	148,293	66,777
8	POWER FM	2.47%	167,257	476,953
9	NUMBER ONE FM	2.39%	845,722	20,327
10	JOY TURK	2.32%	190,956	42,140

4.5. Cinema

The only medium directed at both eye and ear, with the exception of television, is the cinema. It is one of the cheaper advertising tools that appeals to both eye and ear. There are various reasons for advertisers to prefer cinema advertising which can be described as an advertising method with high visual quality and directly appealing to target group. Cinema, used as an advertising medium in the direction of these reasons, are described as a complementary medium and not as a medium to take over television, although it is similar to television within the scope of visual quality (Steinberg, 2008:34). Arslan summarized implementations regarding cinema advertising in Turkey under seven headings (2010:19-21):

Table 8. *Cinema Advertising Application Areas in Turkey*

Screen Advertisements (Advertisements featured before the movie film)
Movie Theater Sponsorship
Foyer Advertising (Advertising boards placed near entrances and exits)
Seat Trim
Lobby TV (advertising spots revolving on the LCD displays)
Advertising applications on the back of the ticket
Advertisements on the popcorn boxes

4.6 Public Relations

There are many definitions of public relations in encyclopedias, dictionaries and books. The opinion underlying these is that public relations constitutes a healthy dialogue based on mutual benefits between the enterprise and target group and helps create a positive image and support about the radio station in related sections of the public (Asna,1998:7). Works which are free of charge and for the purpose of information regarding activities of radio stations are intended by the word promotion. Radio enterprises carry through their promotional activity mostly by way of newspapers and some printed promotional material. These kinds of promotional materials are press releases, photos, press kits and programme lists. Awards received by radio stations, events they held, visits and activities carried through together with university or similar educational institutes and press releases explaining contents of the programmes are public relations tools.

Table 9. *Public Relation Performance of Top 20 Radio Stations in Turkey (2012)*

No:	Radio	Reach (People x 1.000)	Reach (%)	Number of NEWS in Printed Media
1	KRAL FM	3,145	10.50%	327
2	POWER TURK	1,980	6.61%	29
3	SLOW TURK	1,288	4.30%	2
4	SUPER FM	1,194	3.99%	191
5	TRT FM	946	3.16%	96
6	ALEM FM	857	2.86%	130
7	BEST FM	803	2.68%	271
8	POWER FM	741	2.47%	184
9	NUMBER ONE FM	715	2.39%	66
10	JOY TURK	693	2.32%	24
11	RADYO FENOMEN - ISTANBUL	645	2.16%	28
12	RADYO SEYMEN	644	2.15%	347
13	METRO FM	636	2.12%	176
14	RADYO D	566	1.89%	113
15	SHOW RADYO	501	1.67%	88
16	RADYO TURKUVAZ	448	1.50%	138
17	PARK FM - ANKARA	425	1.42%	4
18	KRAL POP	414	1.38%	197
19	RADYO VIVA	375	1.25%	15
20	RADYO 7	325	1.09%	70

The most newsworthy radio station was Radyo Seymen when number of news related to 20 most listened radio stations in 2012 which appeared between the dates of 01 January 2012 and 21 December 2012 in national and local newspapers and magazines were examined. Radyo Seymen was newsworthy 347 times within 2012 and its sponsorship to a soccer stadium in Istanbul played a big role for this many news about the mentioned radio station. Radyo Seymen sponsored stadium of Kartalspor, a soccer club in Turkish 1st division of soccer and gave the stadium name of Radyo Seymen Kartal. Kral FM was the second-best in newsworthy category which it the most listened radio in Turkey. Best FM followed Kral FM, which have 327 news, with 271 news.

4.7 Event Marketing

Radio stations are also carrying on promotional sponsorship of gigs and events of singers and popular DJs for the purpose of reaching their listeners on the street. Especially radio stations targeting youth are heading promotional sponsorships of gigs of artists' who are adored by youth and they realize visual image activity of their brands through these gigs. Radio station publishes its

logo on the poster of the gig which it sponsors and thus reaches gig's target audience through poster of the gig. Radio station also carries through an image activity to the consumers attending the gig by placing its own posters and boards at the venue of the gig. National radio station in Turkey, especially the ones broadcasting from their headquarters in Istanbul, make periodical agreements with concert organization companies and venues to be promotional sponsorships of gigs and events. This trend started in the beginning 2000s and continued increasingly to these days. Kral Pop and Powerturk were two radio stations that sponsored most gigs in 2012.

Figure 3. Example of Event Marketing of Turkish Radios



4.8 Merchandising

Merchandising involves the distribution of customised station products. Merchandising opportunities vary widely from the simple printing of station T-Shirts and bumper stickers to the creation of a 40-foot, inflatable station mascot of hot air balloon. Specialty merchandise firms inundate stations with offers of customized key chains, pens, paperweights, mouse pads, wind – chill charts, emergency phone number refrigerator magnets, coffee mugs, buttons, pocket

knives, flashlights, clocks, rugs, umbrellas, clothing, luggage, and virtually anything else one can imagine- all, of course, emblazoned with radio station identifier (Buchman,2002:68).

Merchandising products help forge logo, frequency and slogan of radio station through products in daily use.

Figure 4. *Merchandising Products of Voice of Russia in Turkey.*



4.9 Cross Promotion

Another marketing method used in the promotion of the radio station is advertising radio station in another radio station. When there are more than one radio station under the same patronage, radio stations within the group support each others promotions. This marketing strategy is called cross promotion and there should be more than one radio station in the media group. When there are more than one radio station in the media group, radio stations broadcast each other's advertisements to support each other. Cross promotion can be performed in two different ways: horizontal cross promotion and vertical cross promotion. There are more than one radio station within the media group in horizontal cross promotion and these radio stations introduce each other's contents. To give an example, two sister radio stations within the radio group, one a music station and the other a news radio, broadcast each other's programme promotion spot announcements for promoting each other's programmes. Vertical cross promotion takes place in the vertical growing media groups. When there are radio, tv and printed media in a media group, promotion of a radio station belonging to that media group is carried through on television and newspapers belonging to the same media group. Radio stations, tv channels or printed media belonging to the same media group do not pay against advertising for each other in these kinds of promotions.

The media groups in Turkey frequently resort to vertical cross promotion as they have grown vertically. Media groups which have television channels and newspapers/magazines in their group carry on promotions of radio stations in these television channels and newspapers/magazines. 20 most listened radio

stations in Turkey and cross promotion relationship of those radio stations are shown in Table 10:

Table 10. *Cross Promotion Relationship On the top 20 Radio Station in Turkey*

No:	Radio	Media Group	Sister Radio s	TV Stations	News paper	Magazine s	Age of the Radio
1	KRAL FM	Doğuş Media	7	11	0	7	21
2	POWER TURK	Power Media	3	1	0	0	12
3	SLOW TURK	Doğan Medya	2	2	9	26	8
4	SUPER FM	Spectrum Medya	4	0	0	0	21
5	TRT FM	TRT (State)	10	11	0	0	26
6	ALEM FM	Çukurova Media	3	3	2	4	19
7	BEST FM	Best group	1	0	0	0	20
8	POWER FM	Power Media	3	1	0	0	21
9	NUMBER ONE FM	Number One Media	1	2	0	0	21
10	JOY TURK	Spectrum Medya	4	0	0	0	10
11	RADYO FENOMEN - ISTANBUL	Power Media	3	1	0	0	7
12	RADYO SEYMEN	Individual	0	0	0	0	4
13	METRO FM	Spectrum Medya	4	0	0	0	21
14	RADYO D	Doğan Medya	2	2	9	26	17
15	SHOW RADYO	Seized by Saving Deposit Insurance Fund (TMSF)					21
16	RADYO TURKUVAZ	Turkuvaz Media	0	4	6	19	5
17	PARK FM – ANKARA	Individual	0	0	0	0	6
18	KRAL POP	Doğuş Media	7	11	0	7	3
19	RADYO VIVA	İlbak Media	0	0	0	7	14
20	RADYO 7	Group 7	0	3	0	0	14

All, but 3 of the most listened 20 Radio Stations in Turkey are managed by radio groups having more than one radio stations. 14 of them belong to media groups consisting of more than one radio and television. These radio stations benefit from making cross promotion advantages of their media groups developing in vertical direction hence obtaining competitive advantage compared to their competitors while introducing and marketing.

Table 11. *Number of News Featured in TV during January 2013 (Source: Marketing Türkiye, 15.02.2013)*

No	Radyo Station	TV channel making news	Total News	Type
1	Virgin Radio	NTV	9	Cross Promotion
2	Radyo Trafik	TGRT Haber	6	
3	Kral Pop	NTV	5	Cross Promotion
4	Radyo D	CNN TÜRK	4	Cross Promotion
5	Samanyolu Haber Radyosu	SAMANYOLU HABER TV	3	Cross Promotion

5. Radio Marketing in Turkey Kral Pop Example

5.1 Kral Pop Radio

Kral Pop is broadcasting within the body of *Doğuş Yayın Holding* media group, holder of the most radio station. *Doğuş Yayın Holding*, owner of 8 radio station established *Kral Pop* in 2011. The group acquired Radio 5's frequency and licence for 5,2 million dolar which was seized by the government in 2010 (TMSF sold Radio 5 <http://www.m2.Samanyoluhaber.com>, Reached at 26.05.2013). After acquisition, *Doğuş* group restructured the frequency to primarily Turkish pop music CHR format and aired *Kral Pop* Radio on 17th of May 2011. Next to radio station they have established a music channel called *Kral Pop* TV and made the most aggressive marketing and advertising activities and put their stamp on history.

5.2 Marketing Activities of Kral Pop Radio

Kral Pop Radio developed an integrated marketing strategy using the advantages of belonging media group. Within the mentioned integrated marketing strategy they generate barter as well as a cash budget and aimed that radio station's brand and identity at target audience will meet with the listener in different points. Marketing strategies implemented by *Kral Pop* Radio are shown in Table 12.

Table 12. Integrated Marketing Activities of Kral Pop Radio realised in 2012

Marketing Strategy	Usage
Printed Media	Indirect use of Magazine & Newspaper Ads in the sponsored events on barter base.
Outdoor (Billboards)	6 items
Outdoor (Flags on the streets)	4 Periods (Every period last 13 days. In every period 500 flag and 1000 face is used)
TV	Cross Promotion on sister stations
Radio	Cross Promotion on sister stations
Event Marketing	Sponsoring 267 activity
Event Organization	15 concerts organised around Turkey with music group called HEPSI
Merchandising	Products reflecting logo and slogan
Video Klip Sponsoring	9 Video Clip
Compilation Albums	3 Album
Music Album Sponsoring	5 Album
Cinema	3 Film sponsorship
Sosyal Media Marketing	Facebook, Twitter, Instagram and Internet
Public Relations	197 news on printed media

Table 13. Kral Pop Radio's Economic Value of Outdoor and Organisations realized in 2012

Marketing Strategy	Economic Value (Euro)
Outdoor (Billboards)	76,990
Outdoor (Flags on the streets)	125,100
Event Organization	83,400
Merchandising	2,100
Total	287,590

Kral Pop Radio made barter using advantages of belonging media group in all strategies within their marketing plan while spending nearly 287,590 Euro for outdoor and organisation activities during implementation of their marketing plan in 2012

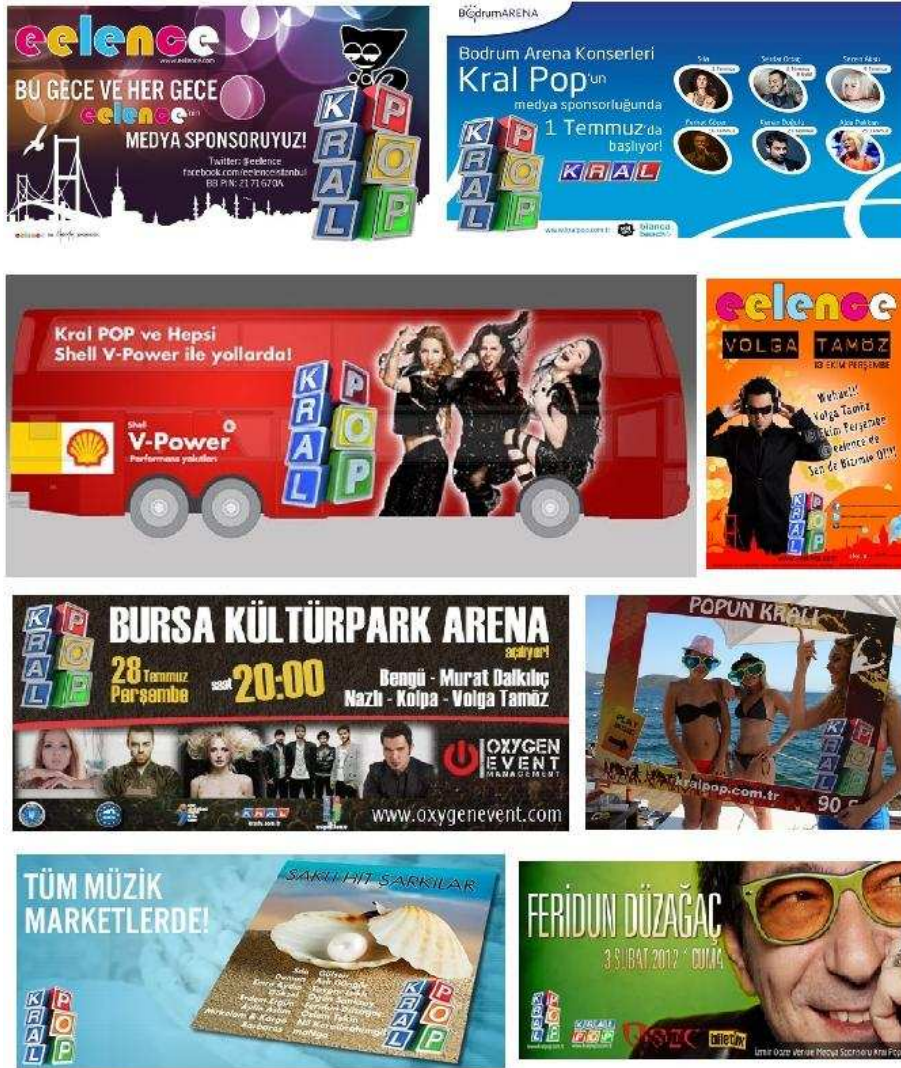
Figure 5. *Outdoor Marketing Examples of Kral Pop Radio in 2012*



Kral Pop Deputy of general broadcast coordinator Abdullah Ozdoğan said that they took back the brand awareness and power of sister radio *Kral FM* belonging to the group while planning the marketing of *Kral Pop* Radio. Ozdoğan explained the marketing strategy of *Kral Pop* Radio as such (interview dated 2013 May 30th) :

'Having a television channel with the same name was an advantage. We tried to be seen in concert, party, festival and social activities since our target was young audience between age 14-30. Using television and radio to introduce these organisations, as well as with making news and displays in their announcements before, during and after their events, we embraced these organisations. We certainly tried to be distinctly seen on the field in the organisations where we are a part of. We carried through in field activities. We supported and showed our brand to organizations made especially for high school and university level. This is a hard and long-term job. '

Figure 6. Event Marketing Examples of Kral Pop Radio in 2012

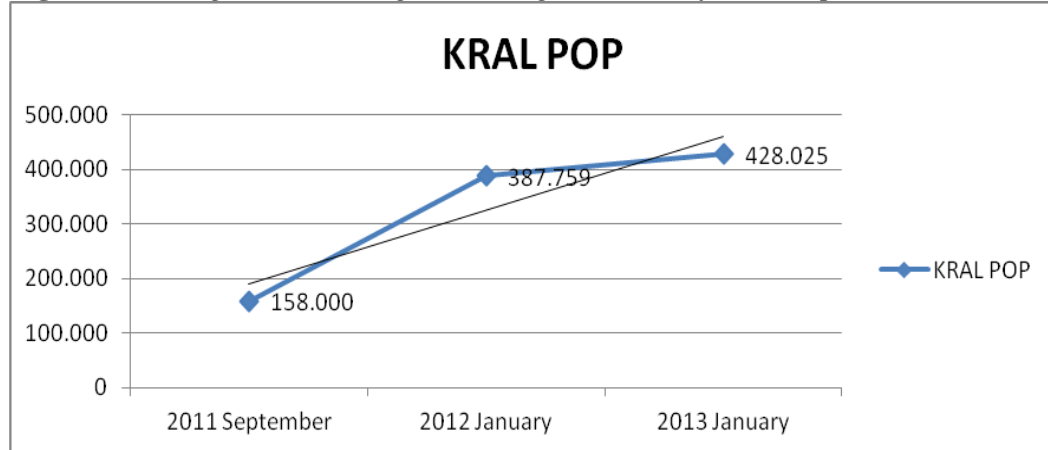


5.3 Kral Pop Radyo 's Rating Analysis

Kral Pop Radio which started broadcasting in May 2011 received the first results of radio rating in September 2011. The first reach to radio station was 158,000. As a result of realizing marketing activities during 2012, reach to radio station in January 2013 increased to the number of 428,000. Reach has increased 170,88% after starting to broadcast and carrying out integrated marketing plan implementation.

Tabel 14. Kral Pop Radio 's Change of Reach (Ipsos KMG)

	2011 September	2012 January	2013 January
KRAL POP	158,000	387,759	428,025

Figure 7. Rating Trend During Marketing Activities of Kral Pop Radio

6. Conclusion

Radio stations in Turkey put signature to marketing activities to gain competitive advantage and to differentiate within the current market. Radio stations are using two different marketing strategies called on air and off air promotion to introduce their formats, broadcasts and brands to audience. With on air promotion radio stations are promoting to existing audience and with off air promotion strategies to overall crowds. Radio stations for developing off air promotion strategies benefit from integrated marketing activities and also make use of the power of TV, print media, outdoor, internet like stations and introduce their brand and identity to target audience.

Associated with increasing the number of radio stations especially after 2000s, marketing concept come to the forefront and necessity of practising integrated marketing strategies show up for radio stations aiming for the top. In Turkey, according to radio listening habit data, all radio stations within the first 15 are engaged in integrated marketing activities. At the same time, these radio stations are making cross promotions in vertical and horizontal direction and observed as they are functioning as one of the foundations of big media groups. In Turkey, *Kral Pop* Radio who started broadcasting during the second half of 2011, has been the radio station making most intensive marketing activities in 2012. The radiostation practiced all integrated marketing activities to reach target audience and as a result of this implemented marketing plan reached to 428 thousand audience in 2 years.

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