



## **“Coolism” implements 360-degree engagement to remain on top of radio industry, aiming to bag over 960 baht revenue**

Coolism executive is confident that radio is still a wide-reaching media for the office workers, and the radio station operator has 360-degree engagement strategy up its sleeve. It is planning to invest 20 million baht in preparation for the digital media age, while 100 million baht has been set aside for marketing campaigns throughout the year. The radio station operator is also looking to partner up with music businesses to organize Coolism Camp to thank its audience. Coolism is certain that it can remain on top of the competition, the position it has retained for 12 years straight. This year, Coolism expects to bag some 690 million baht in revenue, or 20% growth from last year.

Sutee Chatratanakul, managing director of Coolism Co Ltd who operates Cool Fahrenheit 93 and Cool Celsius 91.5, said that while new media affect traditional media, the radio industry is not much affected. In fact, the Internet has turned out to enhance the potential of the radio industry as the best tool to reach working people during working hours. Formerly, the audience used to listen from the radio only, but now there are various ways to stay tuned such as through their smartphone application or on their computer through websites.

Therefore, the company's business direction, following its successful rebranding to Coolism in the previous year, is to keep up with the market situation which is the same as previous years. The strategy is in line with its main company RS Public Company Limited which has recently announced its status as Media Revolutionist 2014.

The company plans to spend 100 million baht on marketing this year to enhance the relationship between Coolism and its audience. Meanwhile, it also aims to reach out to new listeners under the 360-degree engagement strategy. The company has set aside 20 million baht to continue developing its online broadcasting system following last year, particularly regarding on smartphone application



and websites which are increasingly popular. It is also planning to build new broadcasting studio to welcome the digital era since this year Thailand will see its first digital TV broadcast.

As for its marketing strategy, Cool Fahrenheit 93 will use CRM strategy to keep its relationship with its audience and to remain the number one station for 12 consecutive years. The station will continue its iconic marketing activities such as Cool Outing which takes office workers to have fun in a hip place with their favorite CoolJ, Ink Eat All Around in which food critique ML Parson Svasti takes participants to explore tasty treats, and Cool Privilege which offers discounts at partner businesses to give value-added happiness to the audience.

Meanwhile, marketing strategies for Cool Celsius 91.5, which is relatively new, include raising brand awareness through its orange logo. The station will strive to make itself recognized and known by the public through Cool Celsius Day, a roadshow campaign to visit office buildings around Bangkok on Thursdays to energize office workers after four days of tiring work and just before Friday arrives. Around the end of the year, a big event has been planned – Cool Celsius Christmas Fest, the first orange-themed Christmas party in the world.

This year, the target revenue is 690 million baht or a 20% increase from last year, which generated 500 million baht. The growth is thanks to the strength of Cool Fahrenheit 93 which has remained the number one radio station for 12 years in a row. This year, the advertising rate is increased by 20% from last year. Cool Celsius 91.5 is also becoming more well-known and this year the station is expected to see a big growth in advertising revenue as a result.

Additionally, the company has partnered with Thai and international music labels to organize Coolism Camp, an entertainment workshop aimed at educating communication arts students about the music radio station industry in the digital age. The workshop will be joined by professionals in the industry who will be sharing their experience – valuable knowledge that cannot be taught in class. The activity is a way to give back to the society and to expand its audience base to include students, adding to its existing office worker fan base.