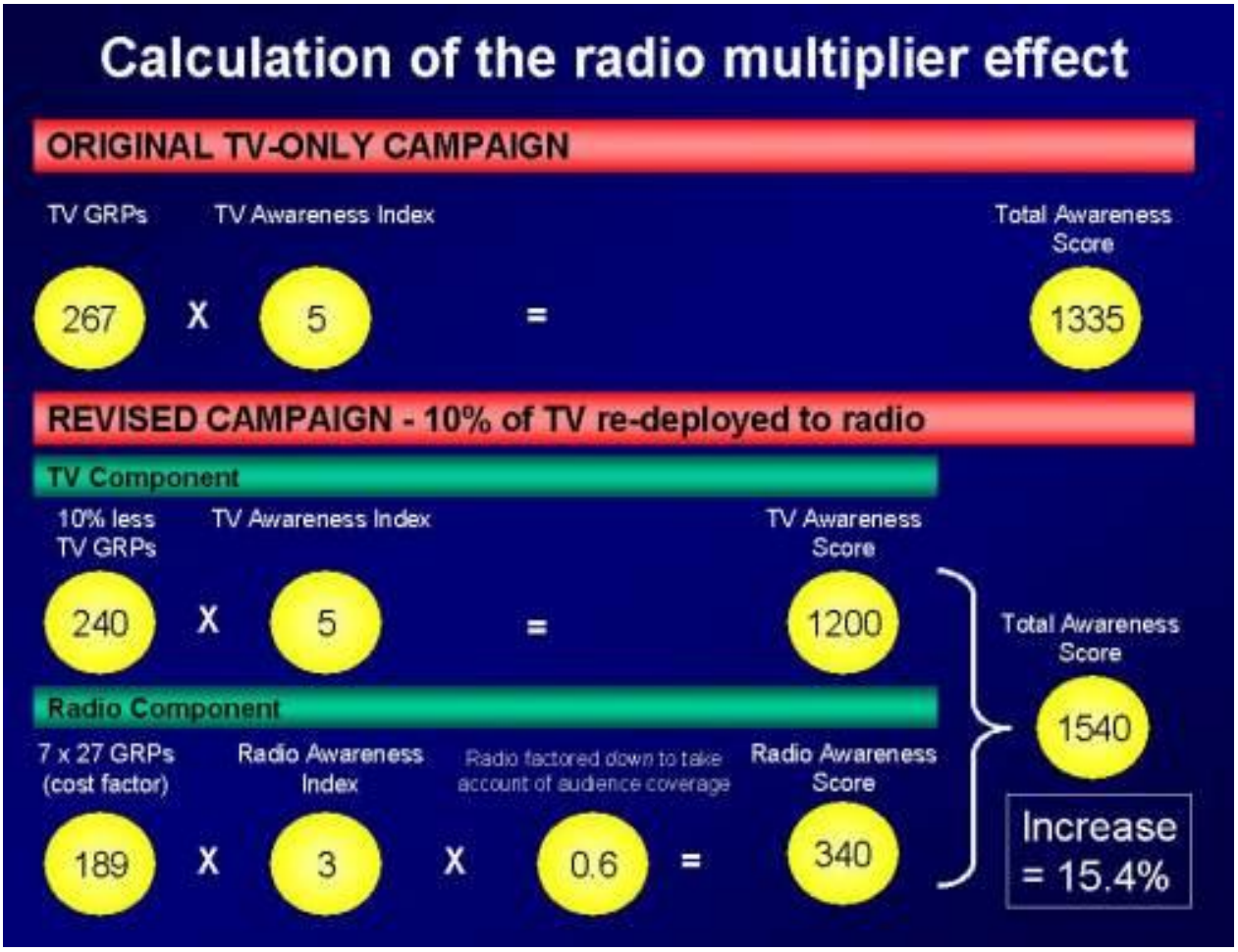
Making a case for MobileVaani as a marketing campaign multiplier along with traditional media, especially in the BoP consumer markets

Background



Understanding GRPs

Gross rating point (GRP) is a term used in advertising to measure the size of an audience reached by a specific media vehicle or schedule. Specifically, GRPs quantify impressions as a percentage of the population reached rather than in absolute numbers reached. Target rating points express the same concept, but with regard to a more narrowly defined target audience.

The American Marketing Association defines GRPs as "a measure of the total amount of the advertising exposures produced by a specific media vehicle or a media schedule during a specific period of time. It is expressed in terms of the rating of a specific media vehicle (if only one is being used) or the sum of all the ratings of the vehicles included in a media schedule. It includes any audience duplication and is equal to the reach of a media schedule multiplied by the average frequency of the schedule.

GRPs are used predominantly as a measure of media with high *potential* exposures or impressions.

The purpose of the GRP metric is to measure impressions in relation to the number of people in the audience for an advertising campaign. GRP values are commonly used by media buyers to compare the advertising strength of various media vehicles.

Construction of the GRP

GRPs are the product of the percentage of the audience reached by an advertisement, times the frequency they see it in a given campaign (frequency × % reached).

GRPs (%) = Reach (%) x Average frequency (#)

For example, a television advertisement that is aired five times reaching 50% of the audience each time it is aired would have a GRP value of 250 (5 × 50%). To achieve a common denominator and compare media, reach x frequency are expressed over time (divided by time) to determine the 'weight' of a media campaign.

Alternatively, GRPs may be calculated in relation to the number of impressions:

GRPs (%) = 100 * Impressions (#) ÷ Defined population (#)

Constructing MobileVaani GRP

Definition of impressions

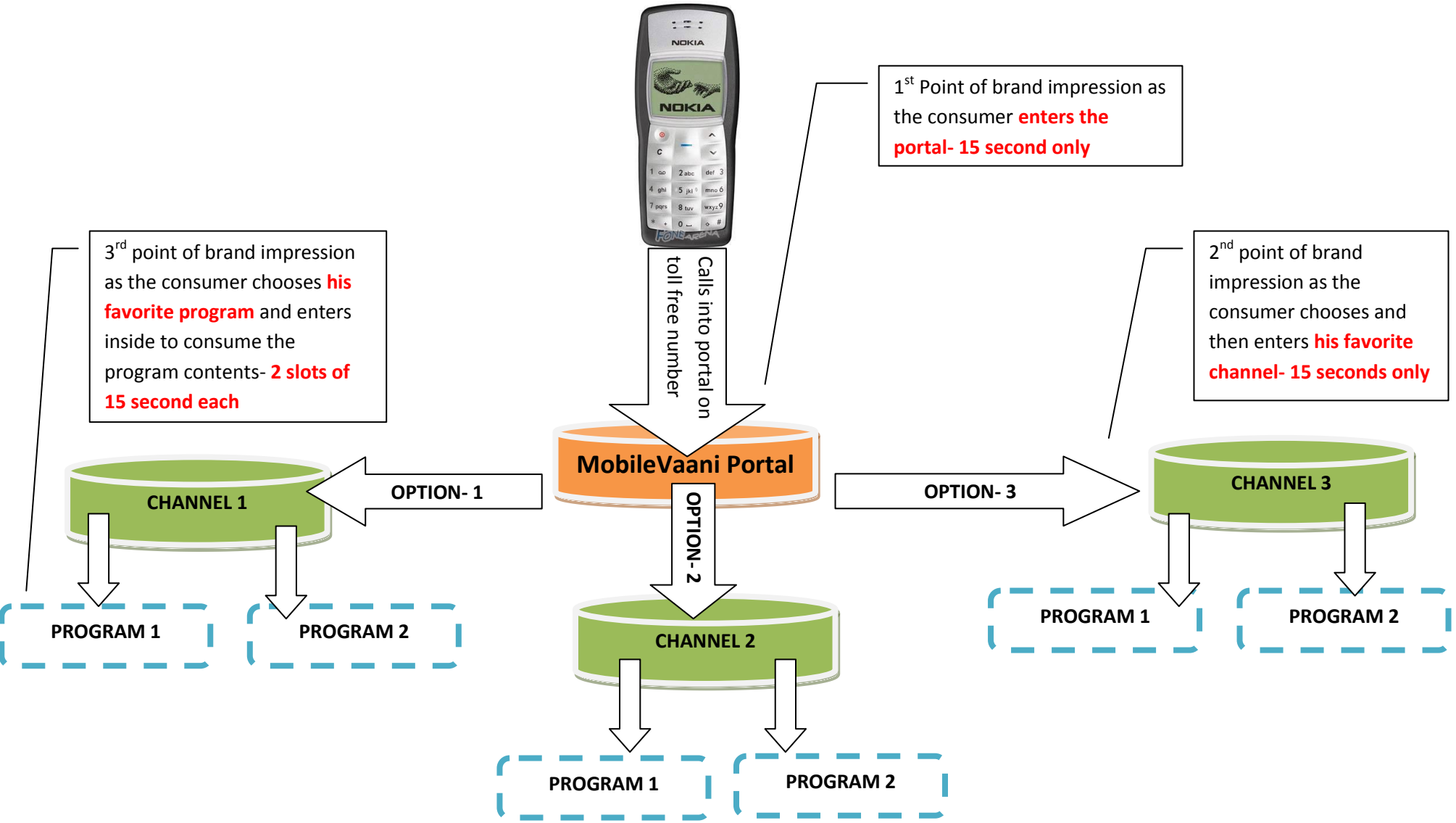
What is an impression?

In social media definition, impression is defined as the opportunity of the consumer to see an Ad , placed among many Ads on a single webpage page.

What is a MobileVaani impression?

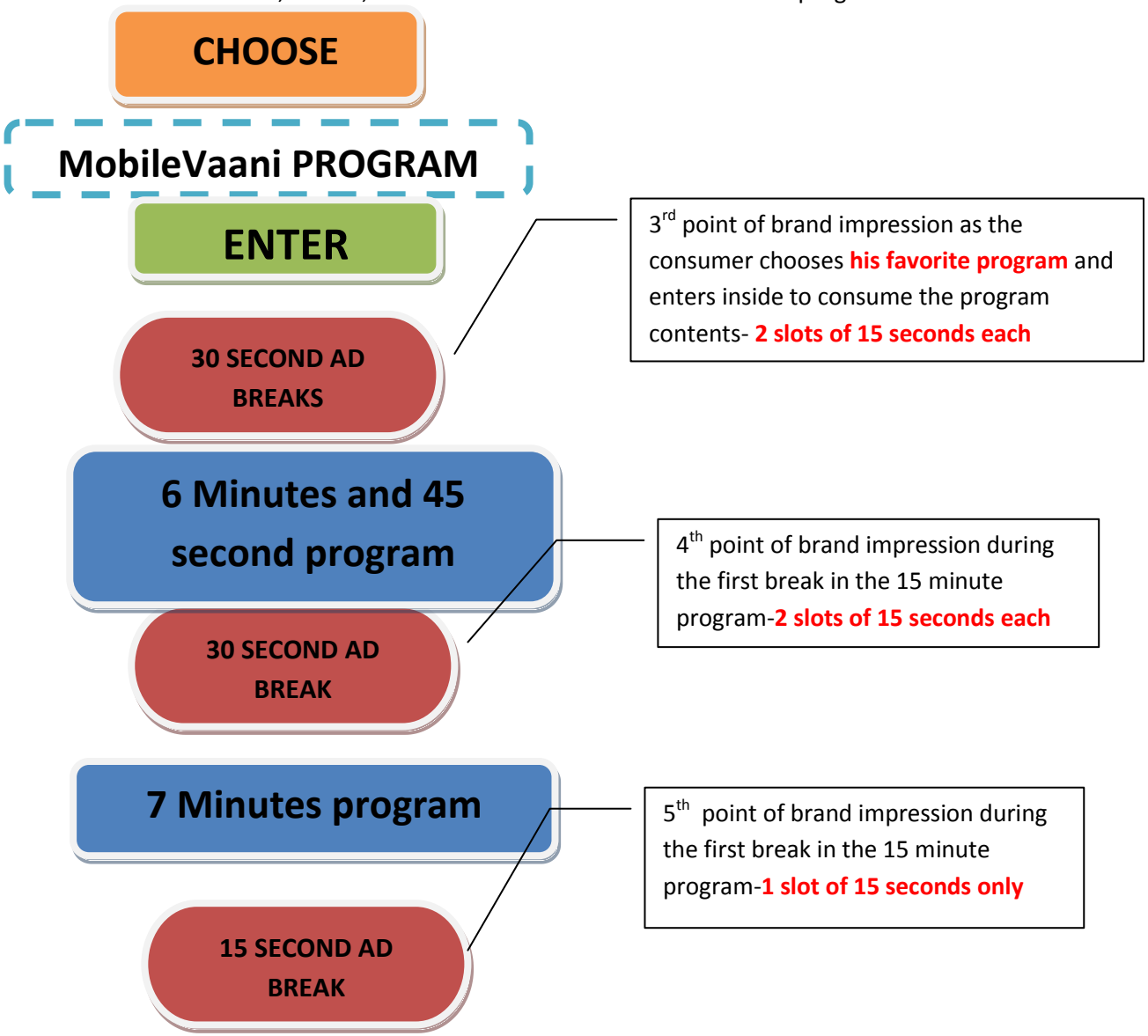
For the lack of direct reference to an equivalent term, MobileVaani has used the word “impression” to mean, the opportunity of the MobileVaani platform user to HEAR an Ad which is placed at every level of engagement (just like pages on a website)- the opportunity to hear is enhanced, because when the user browses inside the MobileVaani platform, using simple key commands, he is served with Ads that he must listen to before he is able to access the program and content that he wishes to consume.

BoP consumers engagement on the MobileVaani platform AND points of possible brand impressions



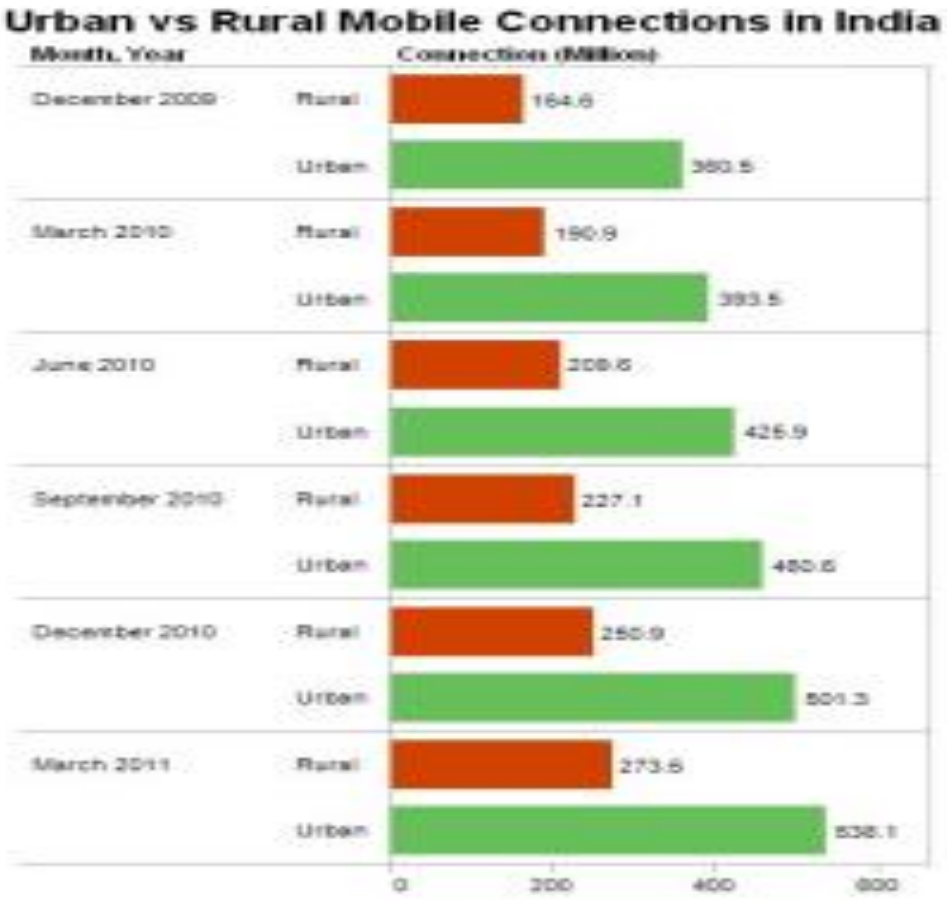
Construction of MobileVaani program and the available points of brand impressions inside the program

Assumption- a basic MobileVaani will be of a total duration of 15 minutes, with 3 , 30 second breaks within the 15 minutes program.



Mobile Vaani audience

The mobile user base in rural INDIA is growing more rapidly compared to urban India.



According to a report published by IMRB in June 2012, India has approximately 323 million rural users (32 crore) out of a total rural population of an estimated 833 million (83 crore) people.

This translates to a penetration of approximately 38% in rural India.

This spread is across the country, and is decidedly higher for high income states like Delhi, Maharashtra and will therefore be much lower for a poor state like Jharkhand.

Estimation of rural mobile penetration in the state of Jharkhand

Jharkhand with a population of 29 million (2.9 crores) is estimated to have a rural population of 75%. This translates to a rural population of 21.75 million people (2.175 crores).

According to figures from TRAI, the mobile penetration in the state is a low 32%, which translates to only 6.96 million mobile phones or 69 lac mobile phones.

If we assume this penetration to be normal across the 24 districts of the state, we get an average of 290,000 mobile users per district.

For the 13 districts that MobileVaani reaches out to today, the figure will thus be 3.77 million mobile phone users, or 37.7 lac users.

Currently MobileVaai has 38,0000 mobile phones in its database, which converts to approximately 1.1 % of the addressable market.

When you decipher the catchment area of the mobile phone use, you have to factor in that in almost 98% of the mobile phones in rural Jharkhand, there is only ONE MOBILE phone in an average family of 5, 2 adults, and 3 dependent children.

Therefore the figure of 38,000 mobile numbers, translates to a catchment of 190,000 users, which will peg the MobileVaani coverage to 5%.

Understanding the reach of mass media in Jharkhand

According to a report titled “PARIVARTAN”, which was sponsored by USAID and the Government of Jharkhand, the following details of exposure of mass media were revealed.

Table 4: **Exposure to Mass Media by Selected Background Characteristics, Jharkhand**

Background Characteristics	Read a newspaper or magazine at least once a week	Watch television at least once a week	Listen to the radio at least once a week	Visit the cinema/ theatre at least once a month	Not regularly exposed to any media
Residence					
Urban	27.8	66.1	31.9	13.1	27.9
Rural	5.1	10.4	14.9	1.4	80.2
Education					
Illiterate	0.0	10.5	10.2	0.8	83.8
Literate	23.3	38.6	32.9	5.8	42.3
Middle school complete	39.8	50.0	43.2	71.2	22.6
High school complete and above	62.8	72.4	59.6	23.6	15.7
Religion					
Hindu	9.4	20.0	18.5	3.6	70.8
Muslim	5.4	23.7	11.5	2.2	72.6
Other	10.0	12.3	21.8	3.3	74.8
Ethnicity					
Scheduled Caste	5.4	22.4	14.0	1.7	71.1
Scheduled Tribe	2.6	4.6	10.7	1.1	87.8
OBC	7.4	21.2	18.7	2.7	69.1
Others	30.2	45.3	34.1	12.0	43.9
Total	**9.0**	**20.0**	**17.8**	**3.4**	**71.2**

Source: National Family Health Survey-2 (1998-99)

Assumption- Since this data is dated 1999, we can safely assume that in the years leading upto 2013, there would have been significant improvements in these numbers, which we shall take into account while assessing the current reality.

Since radio has the largest penetration among the mass media platforms mentioned, for our comparative assessment, we will focus on radio.

Reach of mass media and radio in rural Jharkhand- the addressable population

If almost 80.2 % of the rural population did not have any access to ANY mass media platform in 1999, we can safely assume that this number would have come down to 75% as at 2013.

Our analysis of the Jharkhand rural population is estimated to be 21.75 million people (2.175 crores) as at 2013.

Therefore 16.31 million people (1.63 Crore) (75% of 21.75 million total rural population) in rural Jharkhand will not have access to ANY mass media platform, which will leave 5.44 million people (54.4 lacs) with exposure to one or any mass media platform.

Similarly, if only 14.9% of the rural population listened in to a radio program AS LEAST ONCE A WEEK in 1999, then we can safely assume that at least 20% of the population would now be listening in to a radio program at least once a week in 2013.

20% of 5.44 million population with access to mass media platforms= 1.08 million or 10.8 lac listeners, who would be listening in to a radio program at least one a week.

If we assume a normal distribution of this population across the state, we get a figure of 45,000 per district, and for the 13 districts that are covered by MobileVaani, it comes to 5.85 lac listeners who listen in to radio at least once a week.

Similarly we may assume that the other (80% of 5.44 million= 4.36 million) radio listeners may be listening in more than once a week.

4.36 million or 43,60,000 listeners, distributed across 24 districts comes to 1,81,666 per district, and for 13 districts comes to 23 lacs or 2.36 million listeners.

Quick comparisons

Platform	AIR	AIR	MobileVaani
Communication type	One way broadcast		Two way, interactive
Program On demand	NO	NO	YES
Statistical probability for listener to hear the Advertisement served for him/her on a specific program	Nil to low		Assured
Frequency of listenership	Once a week	More than once a week	Once a week
Addressable population	2.94 million*		3.77 million
Number of listeners per week	0.585 million	2.36 million	17000
Percentage listenership to addressable population	19.90%	80.27 %	0.45%
Number of years in existence	50		1
SEC profile of listeners available	NO		Yes
Data Analytics	NO		Yes
Percentage of addressable population registered	None		1%
Position on Rogers Curve	Maturity		Trend setters
Technology	SW/MW Radio		GSM/CDMA
Potential Geographic reach	Limited to range of radio waves coverage		Pan India
Cost of cheapest communication receiver device	300		400

Key assumption- Figures taken for the 13 districts in which MobileVaani coverage exists today.

*5.44 million is distributed across 24 districts, for 13 districts, it will be 2.94 million.