



98.6FM

BE VISIBLE...

ഖത്തർ മലയാളികളുടെ
സ്വന്തം ചങ്ങായി



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His Highness the Emir

SHEIKH TAMIM BIN HAMAD AL-THANI

“ Allow me to express my pride in my Qatari people, along with the residents in Qatar who belong to different nationalities and cultures. ”

from the speech delivered at UN General Assembly on 21 September 2017, New York

Excerpts from QATAR NATIONAL VISION 2030:

The State of Qatar is currently making great strides to realize its National Vision 2030 under the wise leadership of His Highness the Emir, Sheikh Tamim bin Hamad Al-Thani, and the Father Emir, Sheikh Hamad Bin Khalifa Al Thani. In realization of the key goals of QNV 2030, Qatar is adopting a distinctive openness policy towards the outside world while at the same time retaining its own identity and heritage. This is clearly evident in the dignified way the expatriates are treated here.



Our BACKGROUND

'Radio Malayalam 98.6 FM' is the **first private FM** radio in Qatar, went on-air on 31st October 2017, and officially **launched by honorable Minister of Culture & Sports** on 1st November 2017. Radio Malayalam targets the **largest expatriate community** of Qatar - the Keralites, who hail from the southern state of India and speak **Malayalam language**. The Radio broadcasts variety of programs that include updates, information, entertainment, educational matters, music etc.

Keralites are the single largest expatriate community of Qatar, amounting to around **half-a-million residents**; which constitutes more than **18%** of the total population in Qatar. They remain the vibrant part of the country's social life, and spread through almost all the segments of the day-to-day life that span around business, education, healthcare, social interactions and services, cultural scenarios, government relations, entrepreneurship, social responsibility initiatives and the like. For time immemorial, Keralites intertwine the social and professional life of local Qataris for good.



Shri. P. Kumaran
Hon. Indian Ambassador to Qatar

"I congratulate the community and wish all the success to the first Malayalam Radio in Qatar 98.6 FM. FM radios certainly provide opportunities to entertain our community better and keep them in better pshycological health. I hope the new channels will provide the authorities in Qatar much better access to transmit socially relevant messages to the communities speaking different languages. Also it helps us to reach out much better to the larg number of workers who can not reach to social media because of their limited access to smart phones and to get better feed back from them in a better way to be able to address various concerns that people might have. I am sure about it's ability to reach out to other linguistic communities in Nighboring states and to promote better understanding amongst them in a manor that enhances overall harmony."

(From the launch Ceremony - 1st November 2017)



KC Abdul Latheef
Vice Chairman, Radio Malayalam

"On behalf of the the Indian community, particularly the Keralite community, I express our sincere thanks and utmost appreciations to the government and people of the State of Qatar for the excellent care meted out by them to its expatriate population and in particular for this great gesture of recognition that allows us to operate radio channels in our own languages. This is a great step taken by the Ministry of Culture and Sports and that comes very much timely in view of the much improved status in the life of expatriates in Qatar. On this great occasion, we assure that we will exercise great care and uphold high responsibility in handling this media by using it to serve the country, its citizens and residents alike."

VISION

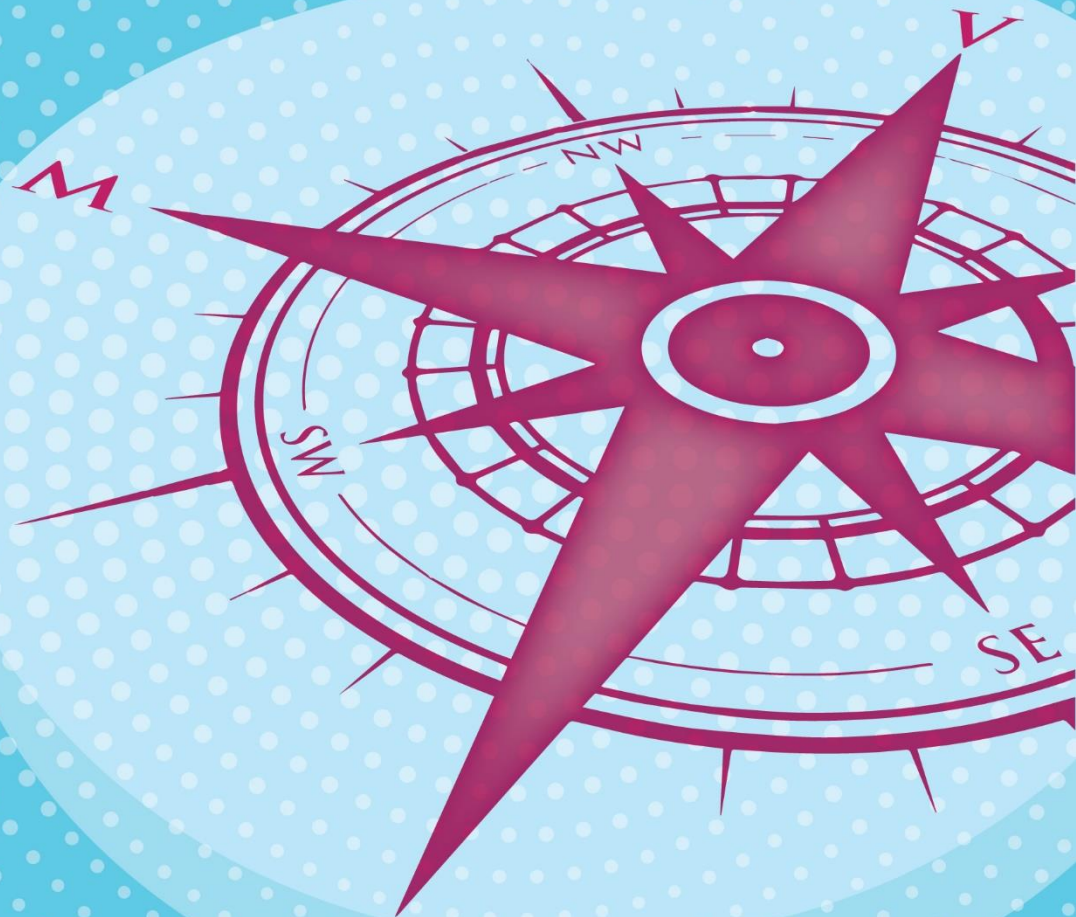
To establish and run a **value based media** that is **socially effective** and **commercially sustaining**.

MISSION

Complying with the **policies and regulations** of the **State of Qatar**, and as part of Qatar Vision 2030, act as the **effective communication** medium between the **government** authorities and its functions, and the **residents** through information, updates and entertainment.

PHILOSOPHY

- Nurture value based and realistic **media practices**
- Contribute towards replacing the current degenerated media practices
- Act as a **balanced medium** between the happenings and the public
- Underline the possibility of the existence of a commercial entity **without compromising on values**





MISSION STATEMENT EXPLAINED:



The contents of Radio Malayalam 98.6 FM are conceived with specific intent to:

- Prepare Qatar's largest expatriate community Keralites, who speak Malayalam language to become **better residents** by fully complying with the government policies and regulations issued from time-to-time
- Contribute towards strengthening the **Indo-Arab cultural exchange** as well as the historical relationship between Indians and Qataris
- Enhance the social security by supporting to build up a **healthy and pleasant society** contented with happy citizens and residents, made possible through free and continuous flow of entertainment rightly and directly flown to the ears of the listeners
- Enhance the **productivity of human capital** by transforming the residents to happier human-beings
- Ultimately take-part in the **country's overall development** by connecting a large portion of the expatriate community with the government's vision with all its details

OBJECTIVES



98.6%

INTENT

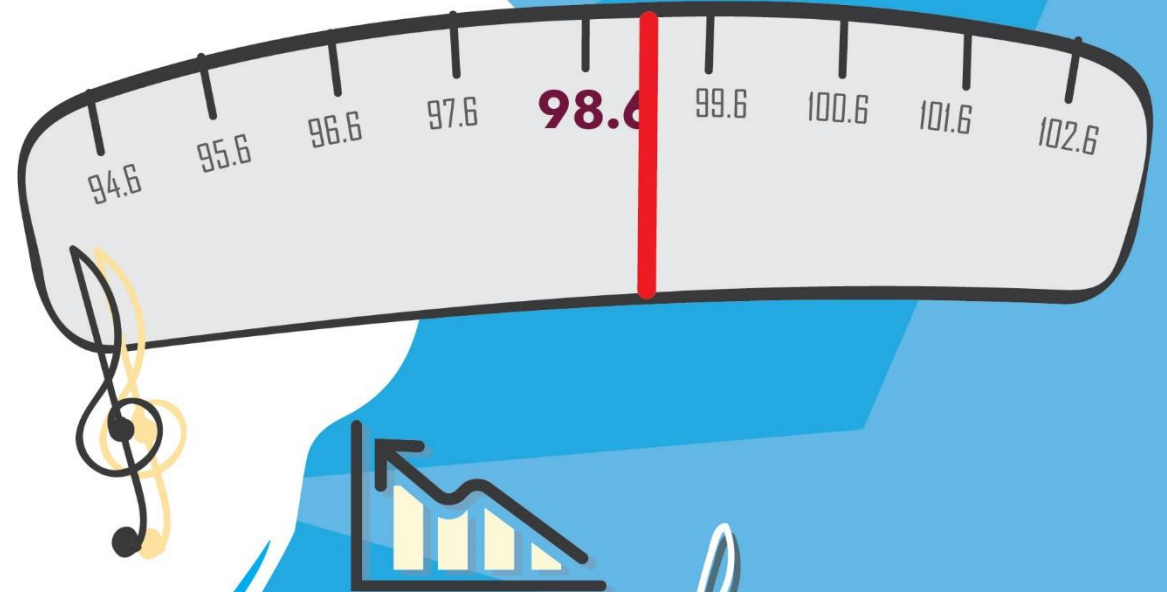
- Deliver **Share Holders' Value**
- Bring the **government messages** to the **target audience** and common public
- Contribute towards the concept of value-based media through **editorial as well as advertorial contents**
- Deliver updated, latest, comprehensive and best **quality content** in the best way and using **best technology**
- Follow commercially, technologically, and ethically **best-in class** media practices
- Mark **continuous growth** through sustainable business practices



Qatar's 1st Ever Round-the-Clock **MALAYALAM RADIO FM**

Right from the gut of Kerala...
Edifying the ears of around half-a-million expat
malayalees in the spread of Qatar.

**Moving communities irrespective of age,
gender, social and cultural strata.**





THE APPROACH

Mainstream in nature, but a corrective force among the mainstream media



98.6 COVERAGE

The only FM that covers the complete State of Qatar



LANGUAGE

Malayalam



ORIENTATION

- Entertainment
- Education
- Empowerment
- Infotainment
- Excitement

How 98.6 MALAYALAM FM Changes the Game

- **Homecoming** for expatriates
- **Altering lifestyles**
- **Aids business** to reach limelight
- Conveniently flows to your ears through the transistor in your **car, mobile phone, mobile app** (on Android & iOS)
- **Live web streaming**
- Customized programs for your **business' requirements**
- Prospective **best friend**
- Responds to your **requests & dedications**
- Guides you on your **journey of life**
- **Educates** you and your family
- With lots of **Shows, Entertainment & Surprizes**



Understanding the Radio Biz

The Power of Interactive

"Radio has the unique ability to interact & engage with audiences, continually inviting them to respond in various ways:

SMS, Outdoor Broadcast & Events.

Levels of interaction on radio are high.

What Research Says:

More than a third of radio listeners have engaged in some form of station activity:

- Sent in a **dedication**
- **Called** station phone line
- **Visiting** Station
- Entered a **contest**
- Gone to a **concert / show**

Source: BBC



How radio is still the weapon of mass-influence?



AMBIENT MEDIUM

- Easy to consume: You don't have to make an extra effort to entertain yourself.
- Encircles the audience



A GOOD PARTNER

- It travels with the audience, wherever he/she goes
- It begins where the print ends



LOCAL

- Local Medium
- Area-specific campaigns



CAPTIVE AUDIENCE

- A radio listener develops an inbuilt habit of listening to it



REMINDER MEDIA

- People generally tend to forget things
- Here radio helps the ad-messages by reminding the people at the right time & place



CLUTTER BREAKING

- Radio helps in breaking the clutter for any advertiser, as ad-avoidance is very low in this medium



INNOVATIVE

- We can execute n-no. of innovative ideas
- Can generate quick response of any campaign

HOW RADIO IMPACTS BUYING Decisions

- Radio works-the-most during **purchase hours**
- Finding an audience in **housewives, youngsters, traders / shop owners**
- Radio offers **effective targeting**
- Brands can focus their activity around key **target groups** on radio
- Audience profile varies across the day. Thereby allowing **“Day Share” targeting**



With more than 2 decades or so, we've run a lot of radio commercials. We think most of them were effective, and a few that weren't. From all this experience in radio ads, we've come up with a list of 13 "Frequently Asked Questions" - FAQ's.

Our clients from The GCC have asked them over the period of our practice.

FAQ Walkthrough

Why Radio?

It is the only medium that goes **directly to your right brain** and, only to the right brain.

Why right brain?

Well, people make every **buying decision** in the right brain.

Which branding is better? Emotional/Logical?

- **Emotional branding** is done mainly in the right brain through audio.
- Logical branding or visual branding is done in the left-brain. Or the logical side of the mind. **People buy in the right brain**, that's where you want your branding to live!

What kinds of voices do people trust?

Friendly, non-professional and natural.

Which product benefits should I mention?

Only the **most important** one.



Why should there only be one call-to-action?

Two is confusing - pick one.

Why is memory so important in radio advertising?

People are probably NOT in the "moment of need" when they hear the spot

Why should my radio commercial not sound like a radio commercial?

So it stands out and 'surprises the mind'.

Why should I try to use great music?

It creates emotional buy-in.

Why is singing better than speaking?

Singing is 5 times more memorable.

What should be sung?

Only what you want remembered.

What are the best ways to link radio to my website?

Use consistent creative (voice, music, creative approach, etc.)

Why is radio better than print?

Print is totally visual and all left-brain. Not engaging the imagination



Run by a team of wholehearted **media professionals** with a strong background of multi mass media operations **across Gulf and India,** hence understanding the requirements of the **multi-cultural** international society.

MORNING PRIME-TIME SHOWS

- 6 - 9 am: Good Morning Qatar
- 9 - 11 am: Take Off
- 11 - 12 pm: Khalbile Patt

NOON SHOWS

- 12 - 2 pm: Life in Qatar
- 2 - 3 pm: The Round Table
- 3 - 4 pm: Wakra Villa / Reality Show

EVENING PRIME-TIME SHOWS

- 4 - 7 pm: Easy Drive
- 7 - 9 pm: Doha Junction

NIGHT SHOW

- 9 - 11 pm: Radio Rewind



SNEAK PEEK PROGRAMS

98.6 FM FLAGSHIP SHOWS

KILIPOYI
URULAKKUPPERI
ACTION HERO HYDROSE
THIRIYAATHA VARTHAKAL
TRAFFIC UPDATE
EXCHANGE RATE
WEATHER
TIME CHECK



**NOW
LET'S
TAKE
YOUR
BRAND
ON-AIR.**



*Tune into Malayalam Radio
98.6 FM, Qatar*

Thanks for listening...



Malayalam Radio 98.6 FM

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