



www.radiofoorti.fm

With hip and happening music, cheerful and energetic RJs, Radio Foorti began its journey on 22 September 2006 and since then, has grown to be the strongest FM brand in Bangladesh (Nielson, DATE). Radio Foorti stays true to its motto, "Don't Stop the Foorti", by hosting interactive radio programs and always staying up-to-date with the youth of Bangladesh.

Market

Radio Foorti is one of the first FM stations to launch after the government of Bangladesh permitted broadcast of commercial radio stations in late 2005. Along with three other private radio stations and the government owned Bangladesh Betar, Radio Foorti now caters to the growing radio-aware crowd of the country. The success of radio has been such that listeners now purchase phones based on the availability of FM technology, tea stalls feature radio stations playing music and shopping malls use radio channels to attract visitors. Among all the hype, Radio Foorti has carved its niche among the youth of the country, students and professionals alike.

Achievements

Radio Foorti has targeted the youth since its inception and has met success from the very start. Currently the market leader in the category, Radio Foorti has the highest Top of Mind responses of 63.9 percent awareness, significantly higher than that of its closest competitor at 17.9 percent (Nielson, DATE). Radio Foorti further shows its market standpoint by having the highest Brand

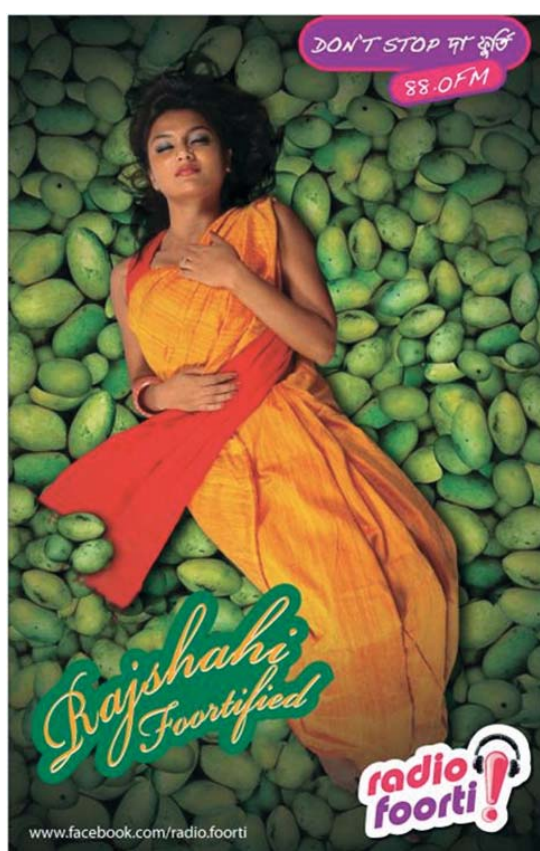
Equity Index (BEI) of 5.9 compared to the 2.9 of its following competitor (Nielson, DATE). The popular radio station is also the only station to have maximum coverage across the country, with established bases in Dhaka since its inception, Chittagong since 2007 and Sylhet since 2008. Radio Foorti has launched and started transmissions on five new areas, Rajshahi, Khulna, Barisal, Mymensingh and Cox's Bazaar in the year 2010.

Product

Foorti's brigade of shows include regular shows such as- Hello Dhaka/Sylhet/Chittagong, Tea Stall, No Tension, Dhaka/Sylhet/Chittagong Calling, NightRider and Foor Foor Foorti- along with weekend shows - Addabaji, Foorti Unlimited, Friday Funtastic and Fuad Live with a celebrity RJ. Another initiative that has gained immense popularity and acceptance from listeners as well as musicians is "Top 100 Songs of the Year". Every New Year's Eve, the airwaves of Radio Foorti rock with the best hits of the year which is a countdown of the most popular 100 songs of year as rated by listeners of Radio Foorti.

Radio Foorti values its listeners and their desire for music. To ensure uninterrupted music and entertainment, Radio Foorti controls the advertisement airtime by allowing commercial breaks to be no longer than a minute at any given set of time. This ensures a large and lasting listener base and also justifies the premium cost behind advertising in Radio Foorti.

Revolving around interactivity, Radio Foorti is always active about innovation and more listener-involvement in its operations. Through the ever-popular RJ hunts, sports-related shows, talent shows, beauty and fashion related segments, campus-based shows or the numerous special segments to tingle the funny bones of the listeners Radio Foorti is steps ahead to entertain. And, through its network of friendly radio jockeys, constant audience interaction via text messages and calls, Radio Foorti has helped redefine the FM culture in Bangladesh and has helped usher in a new way for music and entertainment.





Recent developments

Initially operating in Dhaka only, Radio Foorti expanded aggressively, hitting Chittagong airwaves in 2007 and ensuring Sylhet got Foorti from February of 2008. In 2010 Foorti launched five new stations in Rajshahi, Khulna, Barisaal, Mymensingh and Cox's Bazaar, thus boasting the largest coverage in the country and spreading the "Foorti Fever" nationwide. More stations with the goal of localized flavoring are underway.

On August 2010, Radio Foorti released the first ever Radio Movie in Bangladesh named "Oshubidha Ache: The Problem Has". The movie was received with high acclaim and was the talk of the town for the entire month. Radio Foorti plans on releasing one movie every month from now on. Since Friday the 13th (August), "Bhoot FM", a weekly show scheduled at midnights every Friday is based on real life accounts of ghost stories. Anyone from anywhere in Bangladesh with an encounter with ghosts/the paranormal comes together with the RJ and recounts his/her experience live on the show. On September 2010, during the month of Ramadan, Radio Foorti initiated a contest named "I love Iftar" for food loving people. The winners get free tickets to top restaurants in Dhaka and get a chance to have Iftar with a friend.

Promotion

Radio Foorti's brigade of shows includes the regulars, Hello Dhaka/Sylhet/Chittagong, Tea Stall, No Tension, Dhaka/Sylhet/Chittagong Calling, Nightrider and Foor Foor Foorti, and the special weekend programs, Addabaji, Foorti Unlimited, Friday Fantastic and Fuad Live. The radio conveys innovation by including celebrities, playing viewers' choices, conducting polls and various other quirky add-ons. The Top 100 Songs of the Year, the Radio Foorti show that gained immense popularity, is held yearly during New Year's Eve counting down the most happening hundred songs as rated by the

listeners of Radio Foorti. Being an interactive entertainment based radio station, Radio Foorti has also launched RJ hunts modelled after reality shows, beauty and fashion related segments, sports related shows and numerous special segments for all its listeners.

Ensuring quality time for the listeners is one of Radio Foorti's top priorities. The company maintains one of the most modern and expensive stations in the country and keeps commercials to a maximum of 1 minute compared to the 5 minutes durations of its competitors. These measures allow Radio Foorti to hold on to its listeners.

Media communications is another essential part to Radio Foorti's success. Focusing mainly on billboards and print media, Radio Foorti maintains its brand image through youthful illustrations and taglines. Moreover, Radio Foorti initiated live shows from different university campuses, supermarkets, restaurants and lounges to allow its listeners more interaction with its favourite station. Radio Foorti also supports youth-based activities, hosting and publicizing different organizations and events in both local and international frontier. Notable associations include the Ekushey Book Fair held annually on February, the annual International Trade Fair, and various job fairs in universities.

At Radio Foorti, radio means fun; but that does not mean Radio Foorti is not socially responsible. In 2010, Foorti provided a platform for young poets, compiling the small poems sent by listeners into poetry book named "Kobitar Foorti". As a symbol of maintaining natural balance and welcoming the migratory birds, Radio Foorti built bird houses at Jahangirnagar University, Savar, Bangladesh on spring 2008. Radio Foorti also assisted the flood victims in 2007 by arranging a concert for charity in partnership with numerous other related organizations.

One of the more innovative concepts of Radio Foorti included the program chronicling the 400 years of Dhaka city, a radio documentary based on the history and heritage of the capital with support from learned professionals. Radio Foorti also began its search for the Seven Wonders of Bangladesh through a program that sought expert opinions and votes of its listeners. Radio Foorti highlights the important aspects of the country through an entertaining and engaging manner to its young audience.

Brand value

Radio Foorti brings the edge to youth-based radio stations in the country by providing a wide variety of music. From local to international, classics to contemporary, rock to pop, Radio Foorti caters to it all. The radio further features unreleased tracks of local artists to promote the music scene in the country. Radio Foorti is also the advocate for smart RJs, encouraging talking when necessary to ensure the listeners get what they want - music. Best of all, the favourite radio station with its varied playlist and entertaining RJs is available on a single frequency for all its stations across Bangladesh.

Things you didn't know

- All the internal decorations of the office and Station IDs and promos are made by the employees themselves
- Majority of the employees are from music backgrounds - occasional singers or band members
- The average age of the employees is only 25 years.
- There are gaming consoles (Playstation 2 and Nintendo Wii) for the employees. A Pro Evolution Soccer tournament is held every month

History

2006

Radio Foorti hit the airwaves of Dhaka at a frequency of 98.4 MHz

2007

Started broadcasting in Chittagong at 98.4 MHz

2007

Frequency of Dhaka Station was changed to 88.0 MHz for the convenience of the listeners on the go.

2008

Service started in Sylhet at 89.8 MHz

2009

Began broadcasting at a single frequency, 88.0 MHz for all the stations

2010

Five more stations in Rajshahi, Khulna, Barisaal, Mymensingh and Cox's Bazaar have been successfully launched.