

**YANGON UNIVERSITY OF ECONOMICS
MASTER OF DEVELOPMENT STUDIES PROGRAMME**

**THE CHALLENGES AND OPPORTUNITIES FOR THE
DEVELOPMENT OF OUTDOOR ADVERTISING INDUSTRY
(CASE STUDY : BILLBOARD ADVERTISING IN
YANGON REGION)**

**HNIN NWE SOE
EMDevS – 12 (16th BATCH)**

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YANGON REGION)**

**A thesis submitted in partial fulfillment towards requirements for the
Master of Development Studies (MDevS)**

Supervised by

Daw Kyi Kyi Win
Associate Professor
Department of Economics
Monywa University of Economics

Submitted by

Hnin Nwe Soe
Roll No. 12
EMDevS 16th Batch
2018-2020

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DEPARTMENT OF ECONOMICS
MASTER OF DEVELOPMENT STUDIES

This is to certify that this thesis entitled “**The Challenges and Opportunities for the Development of Outdoor Advertising Industry**” submitted as the requirement for the Degree of Master of Development Studies has been accepted by the Board of Examiners.

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Yangon University of Economics

Daw Kyi Kyi Win

(Supervisor)

Associate Professor

Department of Economics

Monywa University of Economics

ABSTRACT

Advertising is a powerful communication force, highly visible, and one of the most important tools of marketing communications that helps to sell products, services, ideas and images. The objectives of the study are to describe the existing situation of billboard advertising industry in Yangon Region, and analyze the barriers of billboard advertising for the development of this industry. In this study used descriptive method and qualitative analysis. Concerning with drink category, to generate higher sales, it is necessary to maintain good relationship with their suppliers, retailers and customers. Additionally, companies have to use their competitive advantage effectively after finding with the SWOT analysis by using outdoor advertising channel especially billboard advertising. The Key informant interviews finds that the advertising agencies have to come up with strategies and programs that emphasize on digital marketing and online advertising as people now use internet services. This study suggested that outdoor advertising should change to the digitalization and online advertising for every single company can advertise easily and cost-effectively.

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LIST OF ABBREVIATIONS

B2B	-	Business to Business
B2C	-	Business to Consumer
B2G	-	Business to Government
DKSH	-	Diethelm Keller SiberHegner Co., Ltd
IT	-	Information Technology
LED	-	Light-Emitting Diode
MDG	-	Myanmar Distribution Group Co., Ltd
MMRD	-	Myanmar Marketing Research and Development Limited
MRTV	-	Myanmar Radio and Television
OOH	-	Out of Home Advertising
POS	-	Point of Sale
PP Board	-	Polypropylene board
YCDC	-	Yangon City Development Committee

CHAPTER I

INTRODUCTION

1.1 Rationale of the Study

Advertising is a powerful communication force, highly visible, and one of the most important tools of marketing communications that helps to sell products, services, ideas and images. Advertising gives the opportunity to companies to differentiate themselves and highlight their unique selling points. This stimulates competition in the marketplace, which, in turn, means that companies need to keep improving their products' value. For consumers this translates to higher quality and lower prices. By helping companies succeed, advertising plays a key role in a dynamic global economy. Successful companies create more jobs, pay more tax and contribute directly to economic growth.

Outdoor Advertising is defined as a rented medium for displaying and transferring commercial information in a visible manner on structures and signs erected out of doors. Outdoor advertising is traditionally associated with large billboards carrying printed, painted, projected images that may be internally or externally illuminated. Signs may be on buildings, fascias, windows, walls and roofs. Freestanding signs may be in frames, on poles and pylons and on street furniture such as bus shelters as well as on balloons, inflatables, trailers, buses, suburban trains, taxis and other commercial vehicles. The advertising messages can be animated and include flashing signs, neon signs, trivisions, electronics and fiberoptic. The global outdoor advertising industry still gain some common opportunities that in digital age, people are becoming more desensitized on online or social media. Obviously, a stable and growth of a successful and branding business brings respective country and its associated region's economic growth such as creating more jobs, pay more tax and revenue to social development. On the other hand, the booming of outdoor advertising creates job employment, multi-channel integration and growth in the modern world.

Billboards are essential part of out of home advertising and it's important for marketer to consider the size of billboard according to brand, the best location for placing the billboard and select the appropriate content for billboard as it increases the brand awareness among consumers. As a promotional strategy, advertising serve as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. The high visibility among consumers generates high brand awareness to convert audiences into potential customers. When consumer watches an advertisement about the brand and develops likeness for the brand and then eventually willing to purchase it. High brand awareness results in greater popularity and increased sales. When people recognize the brand, they start preferring your brand over others which leads to establishment of trust in the product quality.

In current era every company is using many doors of advertising and branding like billboards, TV, radio, newspaper, motor way, magazine, trains, highways, airports, boats etc. From the start of advertising, billboards and banners and posters and their different forms are in use of advertising. Cost is also expensive but eventually it gives too much returns of the investments for a company in many ways, like purchase decisions, awareness of brand, positioning of brand, increase in sales and many other forms. Creative and attractive campaign can also fall in this category so there can be vast region for covering and obvious is return in brand is high. Advertising is providing positive results which is actually giving his input to economy and providing best facilities and provide best standard for living in communities. Sending of information for creation of brand awareness, brand positioning, brand recall, brand equity all can be result technical and more result oriented. Movement of billboard will lead to a successful event and all brands obviously wants that the sales must get huge raise and brand awareness must increase by the billboard movement.

In Myanmar, outdoor advertising has been adopted in the form of billboard advertising by the establishment of the foreign-based company called Myanmar Ganad and EyeCorp Myanmar Limited in duration of 1995 and 1996. As such this participation was evolution of outdoor advertising industry in Myanmar. The most common advertising categories in Myanmar are billboard ads, car ads, internet ads, print ads, radio ads, Short Message Service advertisement, taxi-bus sticker ads and TV ads. Among them, billboard advertising is one of the most popular methods of outdoor advertising, especially for big companies.

Advertising agencies have some approved-leased billboards from Regulator of Yangon City Development Committee. Before 2016, advertising agencies had a right to erect the billboards whichever the size what depend on the request of the company. Advertising agencies had maximized of revenue on that matter. Now all of the billboard location and structure owned by the regulator, Yangon City Development Committee without maintenances service. Advertising agencies participate in the Tender system to get the prefer location. And then, company makes the payment and start to lease the clients. The structure of the billboard was uni-pole (that are elevated above the ground to provide visibility to the surrounding areas), cladding, poster panel and lighting system. Billboards are very suitable for companies that are looking to establish a strong and ‘loud’ ad making them ideal for brand awareness and corporate image. In most cases, this type of billboards involves ads that are placed for a certain period of time to avoid having to change them too frequently.

However, some challenges in the advertising industry are increase in competition (availability of alternative products and/or sources) and progress in technology (change to LED), shift the trend to social media (digital advertising) and commercial issue (political and economy impact). On the other hand, some opportunity in the advertising industry is to sustain customer relationship and satisfaction and job opportunity. Outdoor advertisings and transfer of information feed one of the prime functions of major cities, real impact on urban living environment. Therefore, the study is how outdoor advertising give awareness of the product, the beneficial of demand for outdoor media, helpful to the consumers and conducted to understand the current situations of outdoor advertising, especially billboard advertising in city center of Yangon region.

1.2 Objectives of the Study

The objectives of the study are to describe the existing situation of billboard advertising industry in Yangon Region and to analyze the barriers of billboard advertising for the development of this industry.

1.3 Method of Study

In this study, descriptive method is used and qualitatively analyze the study. Primary data and secondary data are used in this study. The primary data are collected through survey questionnaire with qualitative for selecting thirty outdoor advertising agencies who specialize in outdoor advertising industry. And also, the collected for the ten companies who are producing and distribution of drinking category. In this study, the thirty outdoor advertising agencies are analyzed by using analysis Key Informants Interview. The ten companies are analyzed by using SWOT analysis. The secondary data are sources from Nielsen MMRD (Myanmar) Co., Ltd, Myanmar Marketing Research and Development Ltd, (MMRD) and Yangon City Development Committee (YCDC).

1.4 Scope and Limitations of the Study

Yangon region has many outdoor advertising industries. Among these outdoor advertising agencies, the study is the thirty billboard advertising agencies who operate are studied. And also, ten companies who are contacting and advertising with thirty advertising agencies. Among those companies, the study focuses on the drink companies by using billboards advertising. Other consumer goods which are advertising with those advertising agencies are not included in the study. Survey period was September of 2020.

1.5 Organization of the Study

This study organized into five chapters. Chapter (1) is the introduction which includes outlines of rationale, objectives, scope, method and limitation of the study. Chapter (2) concerns with the literature review of the Outdoor Advertising. Chapter (3) describe Outdoor Advertising in Myanmar. Chapter (4) describe survey analysis and Chapter (5) includes findings and suggestions.

CHAPTER II

LITERATURE REVIEW

2.1 Concept of Outdoor Advertising

Outdoor advertising is when a business runs an advertising campaign in specific geographic locations that reaches the prospects and potential consumers when they are outside their home. Outdoor advertising may use different tools such as Billboards, Restaurant ads, Transit ads or others. Advertising consists of positioning a product, service, idea or organization so that it builds a brand relationship between a brand and its consumer and increase brand awareness among consumers. For any company out there, getting the word out about the products and the services that they have is essential. This is how company can increase the sales of the product. The more people know about the product or the service of the company, the more people are interested in buying it. So, the profits of the company are just related to the fact that people know about the product or not. From newspaper ads to digital ads, advertising has been a massive part of our lives for a very long time now. Outdoor advertising is one such technique that is quite efficient as a mass-market medium, and can use it for branding, broad messages, support campaigns, and so forth. Prominent placement of Out of Home platforms in busy locations connect brands with audiences outside their homes. This high visibility among consumers generates high brand awareness to convert audiences into potential customers. Consumer behavior is new issue and a controversy subject and challenging that includes individuals and what they buy, why and how to purchase them, marketing and marketing mix of marketing (Brosekhan & Velayutham, 2013).

In globalizing world, where economic crisis deepens and competition gets, consumer are become more and more important. Every individual is a consumer. There are rapid changes in demands and desires of the consumers who are considered to be center of the modern marketing. Companies need to increase the rate of their research and development activities in order to be able to learn these changes and improvements relating to fulfill the demand and need of consumers. Consumer

satisfaction, which is widely accepted by developed countries and gaining importance day by day, can be achieved by perceiving the consumers and consumer behavior (Yakup & Jablonsk, 2012). The advertising company has outperformed the broader advertising market using below types of outdoor advertising. The types of outdoor advertising are:

(i) Billboard Advertising

Billboards are the most conventional and widely used form of outdoor advertising that has existed since the industrial revolution. Out of home advertising is an outdoor media which include bulletins, billboards, blimps, skywriting, placards inside and outside of commercial transportation modes and signs like flying billboards -signs in tow of airplanes. The billboards are placed in highly crowded areas of the city for example near the road junctions, the road signal points or usually known as traffic junctions and alongside busy roads irrespective of their wideness. Due to their huge size with respect to the surroundings Billboards are most often viewed by the drivers as well as the pedestrians.

(ii) Transit Advertising

Transit advertising is the type placed on anything which moves, such as buses, subway advertising, trackside and taxis but also includes fixed static and electronic advertising at train and bus stations and platforms including airport advertising.

Taxi advertising allows advertisers to highlight the products, whether brand awareness, or a targeted message, directly to areas where people work, shop and play. Taxi advertising is superior level of recall reaching a local, business and other audience. It is a very creative way of advertising and provides view, visible in airports, hotels, shopping centers, restaurants and etc. Delivers high profile exposure and establish brand awareness. The advertising formats are various including the digital taxi tops, taxi backs, Super-Side advertising, Tip-up seat advertising, Full Digital wraps and etc. Transit advertising have high eye-level impact, lowest overall outdoor advertising investment and lower cost per impression (Toni Ivanoski, 2007).

Bus shelter advertising is particularly effective because it capitalizes on travellers looking for a distraction while waiting for their bus. In addition, it engages people who aren't even waiting for a bus, including motorists and pedestrians walking past. Bus shelter panels offer uncluttered showcases for advertising, mounted (usually

two per shelter) in glass, backlit frames. They provide 24-hour visibility to vehicular and pedestrian traffic at high-circulation locations, usually along main roadways of metropolitan markets.

(iii) Lamp Post Advertising

A lamp post banner is typically noticeable by street lighting at night. This banner style forces people to pay attention to the sign at night. Typically, a lamppost banner is placed on the street or parking lot. This outdoor advertising banner is hard to avoid.

(iv) Shopping Centre Advertising

Shopping Centre advertising is extremely influential. Shopping Centre Advertising highly effective because it targets an audience already in a shopping mind set. Adverts shoppers see up to 30 minutes before they make a purchase, will have a huge influence on their buying behavior.

(v) Retail Advertising

Retail advertising takes place specifically in or around retail environments, such as stores and shopping centers. In recent years, improvements in printing technology have expanded the options that are available to marketers and advertisers, from simple printed adverts to more memorable displays that leave a lasting impression. Retail advertising often promotes businesses in proximity to the environment in which the adverts are situated (such as a store with an outlet in a shopping Centre), and entices customers to visit their premises.

Retail environments such as malls also provide ample space for large-scale displays by prominent brands, with more elaborate advertisements now a common sight. Retail advertising takes many forms, and can be applied on many scales, making it a viable option for businesses of all sizes and budgets. Some of the most effective and prominent types of retail advertising include: Lift graphics are printed to vinyl and adhered to the surface of lift doors, allowing for creative and memorable two-part visual designs. Floor graphics are adhered to the floor of a retail environment, allowing marketers to creatively provide an immersive advertising environment. Mall media refers to floor and roof graphics, window films and banners, used for retail advertisements in a large shopping mall space.

(vi) Point of Sales Advertising

There have different products available at the billing counters. They are also integral parts of outdoor advertising in which, some impulsive buyers opt for those products just by seeing them in front of their eyes while waiting for their turn to come at the billing counter. Interesting, unique and useful products that can immediately draw in the attention of the buyers are considered the best pick for such sorts of advertising. Point of Sale displays can include shelf edging, dummy packs, display stands, mobiles, posters and banners. Some of the most common and recognizable types of point of sale advertising include: Adverts above containers: A simple visual poster or aid situated above a basket, cooler, or other container full of the promoted product. Branded display stands: Printed and branded display stands, made of materials ranging from cardboard to fully printed Perspex.

(vii) Digital Outdoor Advertising

Digital Out of Home Advertising immediately refers to the sparkling, brightly lit colored billboards along our roads and streets, which pop out from each other, in competition. Outdoor advertising reaches its audience as an element of environment. Hence it is very crucial to think how these outdoor advertising as structures (poles, boards, lighting and fixtures) contribute towards making and constructing the look of the city, that reveals the visual culture of the city. Having existed for hundreds of years, it is equally effective in today's age of digitalization. With all inventions of modern media, outdoor advertising signs have reached new technological peaks and attract a broader audience range than ever before.

Digital out-of-home advertising is a dynamic media distributed across placed-based networks in venues including but not limited to cafes, bars, restaurants, health clubs, colleges, arenas and public spaces. Digital out of home media benefits location of owners and advertisers alike in being able to engage customers, audiences and by extending the reach as well as effectiveness of marketing messages.

(viii) Posters

Posters are another kind of outdoor advertising and are smaller in size compared to billboard advertising and bulletins. The posters are located mainly inside areas of the city. Posters are majorly viewed by the residents, commuter traffic and with some interaction of pedestrians. Posters target local audiences and are

economical, as posters are placed in multiple locations within a city for a given time period thus lowering the cost per thousand impressions. Posters are medium to reach the broader range of people at the time of introduction of new products and services. The marketers make use of posters to achieve the advertising aims and to increase brand awareness amongst the potential buyers. Posters were the earliest form of official outdoor advertising. It creates an immediate record in the mind of the viewer as they are placed closed to the onlooker. Posters are often called the “workhorse” out of home advertising because provide wide distribution and continuity of a message (Rashmi Niranjana, 2016).

(ix) Mobile Billboard

Mobile billboards offer a great degree of flexibility to advertisers. These advertisements can target specific routes, venue or events, or can be used to achieve market saturation. A special version is the mobile inflatable billboard which can stand free nearly everywhere. This product can also be used for outdoor movie nights. (Rashmi Niranjana, 2016).

(x) Walls Cape and Wall Mural

Walls capes are attached to buildings and are able to accommodate a wide variety of unusual shapes and sizes. These billboard advertisements are visible from a distance and provide tremendous impact in major metro areas. Wall murals are advertisements painted directly on building surfaces or printed on pressure-sensitive vinyl and attached to walls. Not all walls accommodate vinyl. Wall murals accommodate a wide variety of unusual creative sizes and shapes and have high exposure and visibility to vehicular and pedestrian traffic. Located on major freeways and highways, on commuter and tourist routes, and in downtown business districts, wall murals are custom-designed for long-term exposure (Rashmi Niranjana, 2016).

(xi) Construction Advertising

There will be multiple construction sites in operation in both urban and rural areas. The necessity for protective barriers – such as hoardings and scaffold cover – offers more than just a way of keeping the public and workmen safe, and presents a unique opportunity for outdoor advertising. Construction adverts can feature a preview of the project that’s underway, or a promotion for the company or companies

involved with the work. Alternatively, can promote other local businesses who rent the available spaces.

There are a number of spaces and ways that advertising can take place on a construction site, and they are some of the most visible and flexible types of outdoor advertising available. These are Hoarding graphics, Scaffold wraps and Building wraps. The protective hoarding around a construction site presents a fantastic opportunity for outdoor advertising, and graphic printing onto vinyl can be used for a long-lasting and high-impact advert. Modern wide-format printing technology allows graphics to be printed directly onto the protective meshes that surround building scaffolds, turning them into eye-catching outdoor advertising opportunities. For larger projects with extensive scaffolding or structural support, building wraps can be printed that cover the entire structure, providing a visual facade that can also serve as a form of outdoor advertising.

2.2 Challenges and Opportunities of Outdoor Advertising Agencies

In the outdoor advertising industry, there have many challenges and some opportunities to perform the function of the advertising. Major challenges in the industry are militate for the improvement of outdoor advertising. Some of these problems arise because of the features and characteristics of some of the new media technologies, some are the effect of political changes and some are indirectly concern with the economics condition.

(i) The Challenges of Outdoor Advertising Agencies

The advertising agencies have some challenges to survive in the outdoor advertising industry. The challenges of outdoor advertising are

New technologies: A challenge in using the new digital outdoor advertising technologies is very expensive. Digitalization brings both challenges and opportunities together to the advertising industry. In the dynamic digital environment, advertising agencies and brands are losing control of the content and media that audiences consume, while it also provides huge opportunities to engage with consumers. Advertising agencies need to embrace the digital media trends in order to survive in the digital environment. Digital media is playing critical role in consumers' life, which induces the Third Wave of model of advertising agency (Hipperson, 2012).

The level of technological development of a nation affects the attractiveness of doing business there, as well as the type of operations that are possible. Companies may encounter a variety of technological challenges doing business in foreign countries, such as training workers on unfamiliar equipment; poor transportation systems that increase production and distribution costs; poor communication facilities and infrastructure; challenges with technology literacy; lack of reliable access to broad-band Internet and related technologies that facilitate business planning, implementation, and control (Steele et al., 2013).

Quality of human resource: Outdoor advertising practice is still evolving from the days of old when it was lacking in adequately educated manpower. The good thing is that the trend is growing and the situation is looking better. From the standpoint of Outdoor Advertising Association that our focus is on achieving high level of professionalism in the industry. Many advertising agencies have already realized the necessity of nurturing their employees' creativity is the source of proposing new ideas. Meanwhile, the ability of how to present new ideas to clients and produce new ideas for clients is a form of innovation which involves both new ideas in advertising services and making procedures. Attracting and retaining talented, creative people is the greatest threat to advertising agencies today as multiple industries compete for converging skill sets. Agencies need to ensure they have a pipeline of new leaders who bring vision and experience to the organization. Maintaining diversity and a healthy gender balance remains a challenge for the industry as well. Agencies should focus on programs that attract the right people and help them reach their full potential (Poveda-Bautista et al., 2013).

Payment terms and pattern: According to the budget constraint, some of the advertiser owed to outdoor advertising companies on account of the advertising, by the clients. As a result of clients' indebtedness, most of the agencies are reeling in crippling debt that are threatening their survival. Coupled with the huge investment on those hoardings, the impressive digital display panels, payment to government agencies and cost of operations, debt management is one of the major concerns for any investor in this market. Outdoor Advertising Association are working towards an acceptable financial management system between our member-companies and their clients that will support healthy business relationship.

Innovation, research and strategic planning: The outdoor advertising practice will do better with research and strategic planning. As in all professionally

driven business venture, the need for deep market and consumer insights is the bedrock for success. The trends are at the market place, gauge extent of efficiency and effectiveness, understand the target audience expectation, traits and habits. Outdoor advertising businesses must begin to look at introducing more of strategic planning and research for greater effectiveness and ultimate market performance (Okhakume, 2013).

Financial discipline among business owners: Business ownership and financial discipline is not one of our strong points in this environment. A lot of small and medium size businesses in this economy are organized around “the owners” so much so that there is no clear distinction between the personal finances of the owner and that of the business. Such practice leads to financial impropriety, indebtedness and business failure.

Industry practice: Underhand dealings and compromises for selfish reasons. The most potent tool is outdoor advert rates. Advertising agencies drop rates so badly the unsuspecting client shuns standard practitioners, not considering the dangers of unprofessional service delivery. The arrangement is substandard service delivery, abandoned hoardings and disappointment. So, advertising agencies implore all those intending to practice in this market to uphold set industry standards.

(ii) The Opportunities of Outdoor Advertising Agencies

The advertising agencies have some opportunities to moving forward in the outdoor advertising industry. The opportunities of outdoor advertising are

Job Opportunities : An area, with lots of prospects is billboard designing and planning, which is regarded as the fulcrum of outdoor advertising, billboard designing and planning come with innovations which help to create jobs for structural engineers through the manual and electronic and imposing billboard advertising have been creating jobs for people in the formal and informal sector like fine artists, graphic artists, printers of large format posters, and computer programmers, the latter are bricklayers, welders, and painters etc. (Ademigbuyi et. al. 2014).

Growth in Advertising Opportunities: Latest innovations in technology have broadened the scope of placements of outdoor advertisements, particularly digital advertisements. Instead of large billboards, advertisers are using smaller advertisements in busy public places such as airports, waiting areas, public transport,

and playgrounds. In fact, blank walls have also emerged as a good alternative to traditional billboard advertising because these can be used to project advertisements.

Multi-Channel Integration: The outdoor advertisement will also integrate with social media and the television. The integration will also help grow other mediums using motion capability in digital out-of-home advertising and scalable content. The multi-channel integration is instrumental in ensuring that the message delivered across all mediums is coherent and consistent with the brand's image.

2.3 Role of Billboard Advertising

Billboard advertising is when Billboards are positioned in a way to attract the maximum number of people to the advertising. They are generally put up on roads where there are various audiences. It is one of the simplest yet the most powerful ways of advertising. It helps them to be viewed by more people and thus spread the word better. Billboard advertising is also one of the best marketing tools that businesses use for increasing their exposure and market presence. Outdoor billboard advertisements are quite incredible in optimizing the presence of any brand in the target niche. Appealing and intriguing pictures of huge sizes together with catchy slogans are used in billboard advertisements, so passersby or bystanders cannot overlook or ignore them. This form of advertising has been a compelling method for conveying your message and doing effective branding in front of the bulk chunk of the population.

Putting resources into billboard advertising is an amazing publicizing technique that is also cost-effective for promoting any product, service, or business. Billboards are enormous printed structures that are put up on roads or in public places. There can be many advantages to it like attracting more audiences and mostly, everyday people. It has been observed in many surveys and studies that billboard advertisements have the most considerable number of audiences and impressions. They have achieved excellent results for many products and services. Businesses have prospered dynamically after deploying the right techniques of billboard advertisements. Billboard advertising is a popular method of publicity. The audiences that get targeted through billboard advertising are huge, and hence, its impact is also massive.

(i) Physical Billboards

These billboards are painted or printed physically. They have many subtypes like traditional billboards, poster-like billboards, and vinyl billboards. They are bright and have a glossy appearance. There are traditional ways to advertise your service or product using a physical billboard.

(ii) Dynamic Billboards

With the advancements in technology, physical billboards have transformed into dynamic billboards. They have pictures and sketches which are in motion. They create a better and lasting impact on the audiences. Also, one billboard can be used in many ways for many ads by changing the graphics on them. Hence, they are mostly reusable. Nowadays, with changing trends, electronic billboard advertising, and mobile advertising are also gaining lots of prevalence.

(iii) Electronic Billboards

Electronic billboard advertising is highly popular these days. You must have noticed appealing LED billboards in large urban markets. The brightness and the superb creativity of these billboards can transfix anyone, and hence, they don't let individuals concentrate upon stationary billboards. What is the most fantastic thing about electronic Billboard Advertising is that the message can be tweaked anytime as per the requirements.

Moving pictures, top-notch quality, and exciting visuals make such billboards quite apt for promoting products or services. The most significant advantage of the electronic bulletin is that you can change your message over and over. Businesses can get their electronic board introduced outside a superstore, food-street, park, central market, huge buildings, and so on.

(iv) Mobile Billboards

This form of billboard advertising is the most recent and one of the best techniques in the marketing and advertising world. Many entrepreneurs and sponsors have come up with such imaginative approaches for viably conveying their messages to the general population. They use vehicles like trucks for doing effective mobile advertising of their brand, product, or service.

Mobile billboard advertisements are generally displayed on the flatbeds of trailers or trucks that are going to tour around to the key places for ensuring the most

encompassing presentation of specific items or organizations. AS a matter of fact, along with the static vinyl-type mobile billboard promotions that we see on truck flatbeds, many businesses additionally utilize mammoth LED billboard ads that show various pictures each for 5 to 10 seconds.

2.3.1 Advantages and Disadvantages of Billboard Advertising

Advertisements are a crucial point in the marketing of any product or service offered by a company. Billboard advertisements are viral and successful. Advertising strategies have genuinely gone to an entirely different imaginative level – the new field of marketing and advertising is genuinely found on the boulevards and urban streets today. One effective form of traditional advertising that businesses use to build brand image is billboard advertising. Despite the presence of social media and online marketing tools, combining these with other methods to create consumer awareness prove to yield results. However, like any other marketing medium, there are pros and cons to this option. The advantages of billboard advertising are

(i) Visibility

Advertising billboards are placed strategically along major thoroughfares and highways, thus, increasing the possibilities of being seen by a great number of consumers all throughout the day. Given the number of commuters and drivers on the road, this advertising medium is effective in catching the attention of the target audience. Moreover, these people usually take the same routes every day. Having said this, seeing a billboard repeatedly contributes to consumer recall.

(ii) Access to Targeted Audience

Since billboards can be placed in areas chosen by advertisers or companies, it will be easier for these companies to reach a particular or specific consumer group they sell their services and products to. Say, a product is targeted to farmers or people living in the countryside. Billboards can be positioned along the route where prospective consumers drive by or pass by regularly, like in highways.

(iii) Audience Conversion

The strategic location and unique design of billboards are instrumental to making sales and converting an audience into an instant customer. If a person driving by sees the billboard and suddenly realizes the need to buy the advertised product, it will be easier for him or her to drive to the nearest establishment offering that product. Also, it can be increase sales since anyone can just go online after seeing the website on the billboard.

The billboard advertising have some disadvantages for their customers to advertise. The disadvantages of billboard advertising are:

(i) Costs

One of the disadvantages of using billboard advertising is the money a company needs to spend from the time the billboard is set up to the time it is taken down. Apart from signing a contract with the owner of the space, other costs include maintenance and repairs. If there will be natural disasters like hurricanes that will destroy the structure, this will not be inexpensive. And if there will be destruction to property or injury related to a damaged billboard, the owner might have to face legal issues as well as additional expenses.

(ii) Cause of Distraction

Another drawback of this traditional advertising medium is that it can be a cause of road mishaps. Since billboards aim to get the attention of people who are driving or passing by, they are big in size and often have celebrities as endorsers. Consequently, these people have the tendency to get distracted and at times, get into traffic accidents.

(iii) Geared Towards Moving Traffic

Since the targeted audience is mobile, billboards need to rely on graphics or images instead of texts. There are disadvantages that can be attributed to this. First, potential consumers will not be able to really grasp the message the advertiser is trying to convey, unless they will be caught in traffic. Second, limited texts that can be accommodated can result to limited information. Third, since the targeted audience is mobile, there is limited exposure of the billboard. Before investing in billboard advertising, it is important for companies to know its advantages and disadvantages so they can decide if this is the right route to take.

2.4 SWOT Analysis

SWOT Analysis is a process that involves four areas into two dimensions. It has four components: 'Strengths', 'weaknesses', 'opportunities', 'threats. Strengths and weaknesses are internal factors and attributes of the organization, opportunities and threats are external factors and attributes of the environment. SWOT Analysis is typically drawn out in a four-quadrant box that allows for a summary that is organized according to the four section titles.

(i) Organizational Strengths

Strength is the characteristic that adds value to something and makes it more special than others. Strength means that something is more advantageous when compared to something else. In this sense, strength refers to a positive, favorable and creative characteristic. Strength at organizational level involves properties and abilities by which an organization gains an advantage over other organizations and competitor organizations that are revealed as a result of the analysis of its internal environment. In other words, organizational strength defines the characteristics and situations in which an organization is more effective and efficient compared to their competitors. An organization can be described as strong, equal or weak compared to their competitors based on five criterias: Relative market situation, relative financial structure, relative production and technical capacity, relative research and development potential, relative human capacity and management effectiveness (Dinçer, 2007: 145). "A strength is something an organization is good at doing or a characteristic the organization has that gives it an important capability" (Thompson and Strickland, 1989: 109). In this context "a strength is a resource, skill, or other advantage relative to competitors and the needs of the markets an organization serves or expects to serve. It is a distinctive competence that gives the organization a comparative advantage in the market place. Strengths may exist with regard to financial resources, image, market leadership, buyer/supplier relations, and other factors" (Pearce and Robinson, 1991: 182). Organizational strengths consist of the organizational competencies playing an active role in achieving organizational goals. Before going into action when encountered a problem or opportunity, an organization has to know the potential that it has and the aspects that makes it more advantageous than its competitors. Being strong and having strengths are quite important for an organization. Otherwise, the opportunities created by the outside environment cannot

be used. Moreover, the organization has to answer to the threats of the outside environment by using its strengths. All these issues highlight the importance of organizational strengths (Ülgen and Mirze, 2010: 161).

(ii) Organizational Weaknesses

Weakness refers to not having the form and competency necessary for something. Weakness means that something is more disadvantageous when compared to something else. In this regard, weakness is a characteristic that is negative and unfavorable. Weakness at organizational level refers to the situations in which the current existence and ability capacities of an organization are weaker compared to other organizations and competitor organizations. In other words, organization weakness means the aspects or activities in which an organization is less effective and efficient compared to its competitors. These aspects negatively affect the organizational performance and weakens the organization among its competitors. Consequently, the organization is not able to respond to a possible problem or opportunity, and cannot adapt to changes. “A weakness is something an organization lacks or does poorly -in comparison to others- or a condition that puts it at a disadvantage” (Thompson and Strickland, 1989: 109). In this context “a weakness is a limitation or deficiency in resource, skills, and capabilities that seriously impedes an organization’s effective performance. Facilities, financial resources, management capabilities, marketing skills, and brand image can be sources of weaknesses” For the organization, it is as important to know its weaknesses as its strengths. The reason is that no strategy can be built upon weaknesses. The organizational weaknesses that have the potential to lead the organization to inefficiency and ineffectiveness should be known and improved. Solving the existing problems that would cause difficulties and limitations for long-term plans and strategies, and foreseeing potential problems are obligatory.

(iii) Environmental Opportunities

Opportunity means a situation or condition suitable for an activity. Opportunity is an advantage and the driving force for an activity to take place. For this reason, it has a positive and favourable characteristic. For organizational managements, an opportunity is the convenient time or situation that the environment presents to the organization to achieve its goals. Opportunities are those that would

yield positive results for the organization determined as a result of the analysis of its environment. Competition and the intense work presents organizations big opportunities. In fact “opportunities are conditions in the external environment that allow an organization to take advantage of organizational strengths, overcome organizational weaknesses or neutralize environmental threats” (Harrison and St. John, 2004: 164).

(iv) Environmental Threats

Threat is a situation or condition that jeopardizes the actualization of an activity. It refers to a disadvantageous situation. For this reason, it has a negative characteristic that should be avoided. For organizational managements, a threat is the element that makes it difficult or impossible to reach the organizational goals. Threats are the situations that come out as a result of the changes in the distant or the immediate environment that would prevent the organization from maintaining its existence or lose its superiority in competition, and that are not favorable for the organization (Ülgen and Mirze, 2010: 161)

The analysis of externalities and internalities, to balance the organization’s strengths and weaknesses in the light of environmental opportunities and threats. The framework presented in Table (2.1) identifies many of the variables that management should analyze.

Table (2.1) The Framework of SWOT Analysis

List of Strengthens and Weakness	List of Opportunities and Threats
<p>1. Marketing</p> <ul style="list-style-type: none"> - Product quality - Product differentiation - Market share - Pricing policies - Distributional channels - Promotion program - Customer services - Advertising 	<p>1. Societal Changes</p> <p>Changing customer preferences</p> <ul style="list-style-type: none"> - Impacting product design or product demand <p>Population trends</p> <ul style="list-style-type: none"> - Impacting product design or product demand

Table (2.1) The Framework of SWOT Analysis (Continued)

<p>2. Management Information Systems</p> <ul style="list-style-type: none"> - Speed and Responsiveness - Quality of current information - Expandability - User Oriented system 	<p>2. Governmental Changes</p> <ul style="list-style-type: none"> - New legislations; Impacting products cost - New enforcement priorities; impacting investment, product, demand
<p>3. Management Team</p> <ul style="list-style-type: none"> - Skill - Value congruence - Experience - Coordination effort 	<p>3. Economic Changes</p> <ul style="list-style-type: none"> - Interest rate; Impacting expansion, debt cost - Exchange rate; Impacting domestic and oversea demand, profits <p>Real person income changes; Impacting demand</p>
<p>List of Strengthens and Weakness</p>	<p>List of Opportunities and Threats</p>
<p>4.Operations</p> <ul style="list-style-type: none"> - Control of raw material - Production capacity - Production cost structure - Facilities and equipment - Inventory control - Quality control - Energy efficiency 	<p>4. Competitive changes</p> <ul style="list-style-type: none"> - Adoption of new technologies; Impacting cost position, product quality - New competitor; Impacting prices, market shares, contribution margin - Price shares; Impacting market shares, contribution margin - New product; Impacting demand. Advertising expenditure
<p>5. Finance</p> <ul style="list-style-type: none"> - Financial leverage - Operational leverage - Balance sheet ratios - Stockholders relations - Tax situations 	<p>5. Supplier Changes</p> <ul style="list-style-type: none"> - Changes in input cost; Impacting prices, market shares, contribution margin <p>Supply changes; Impacting production process, investment equipment</p> <ul style="list-style-type: none"> - Changes in number of suppliers-Impacting costs, availability
<p>6. Human Resources</p> <ul style="list-style-type: none"> - Employment capabilities - Employee turnover - Employee moral - Employee development 	<p>6. Market Changes</p> <ul style="list-style-type: none"> - New uses of product; Impacting demand, capacity utilization - New market; Impacting distribution channels, demand, capacity utilization - Product obsolescence; Impacting prices, demand, capacity utilization

Source: Power et al., 1986: 37

2.5 Reviews on Previous Studies

Roux_vanderWaldt, (2014) studied on “Out-of-Home Advertising Media: Theoretical and Industry Perspectives”. This study showed that identify academic-practitioner divide by presenting both sides of the coin. An integrative review of out of home advertising media taxonomies in prominent academic sources, as well as specialists’ industry publications from Canada, South Africa, America, Australia, Ireland and the United Kingdom, was conducted. This resulted in a new conceptualization of four key platforms for a contemporary out of home advertising media classification framework: outdoor advertising, transit media advertising, street-and-retail-furniture advertising, and digital and ambient out of home media. Digital out of home advertising media allow for the real-time adaptation of advertisements, supported or automated by information systems. Contemporary digital out of home advertising will only be successful if placed in environments which allow enough dwelling time for the necessary interaction. Environments with a captive audience, such as people waiting at train stations, business lounges at airports, bus stops, taxi ranks, as well as inside transit-media vehicles typically result in more time being available for people to notice and be discerning about their surroundings.

Alexa Thomas, (2015) studied on “The Economics of Successful Billboard Advertising”. This study showed that explain the economics of billboard advertising, specifically pertaining to the internal and external elements that make them effective for both consumers and the brand. Billboards have been used as an advertising medium for more than a century, and are still used today. The research also examined to better understand the history of billboards, how they compare to other mediums, and the elements experts consider throughout the campaign process. After analyzing secondary articles and studies, primary research was conducted by interviewing a sample of consumers and experts to determine which internal and external elements they felt were most critical for a billboard to be considered “effective.” The results from both samples proved that there are a few internal and external elements that seem to have priority over others. However, the sample size of consumers and experts would have needed to be much larger in order to determine a direct correlation between the internal and external elements.

Khizer Ahmed Siddiqui (2016) studies on ‘Effect of size, Location and content of billboard on brand awareness’” This study showed that brand awareness is not only because of location, size and content but there must be other factors too in brand

awareness, it can be traffic it can be creativity and much more. In Karachi now a-days, audience is against billboards because they realized that because of billboards the beauty of our city is getting damage on large scale and people are now against of setting of billboard inside safety due to many reasons like safety issues and environment issues so people now care about these issues.

Panagiotopoulou Vasiliki, (2017) studied on “Coca Cola’s Product, Place, Price and Promotion, SWOT Analysis, Micro and Macro Environment (PEST)”. The study showed that demonstrate the significance of micro and macro environment analyses where companies could apply the resources in the most effective way in order to further improve targeted marketing strategies and broaden selling capabilities. The internal and external environments are extremely significant to be measured concerning the performance of the company not to mention the efficiency. Coca-Cola has been able to dominate the beverage industry because the company strictly applies all the essential analyses.

Andinet Gebreselassie and Roger Bougie (2018) studied on “The Meaning and Effectiveness of Billboard Advertising in Least Developed Countries: The Case of Ethiopia”. This study found that provides an explanation of why billboards are prevalent in an LDC. The most important reasons for using billboards include tangible response, media efficiency, location, visibility, and LDC-specific factors and also provides an overview of managers’ beliefs regarding billboard effectiveness. According to the managers in an LDC, the factors contributing to billboard effectiveness are clarity, name identification, location of billboard, visuals, readability, information, physical aspects, creativity, and integrated marketing communications. Finally, this study investigates the relationship between the reasons for using billboards and managers’ perceptions of what makes them effective.

Binita Manandhr (2018) studies on “The effect of advertisement in consumer behavior”. The study has been done to analyze the consumer behavior in purchasing decision and examine the impact of advertisement in buying behavior of consumers. According to the respondents, television is more effective media. The study shows that the customers are highly affected by the advertisement as it creates curiosity on the customers. There is positive impact of advertisement on consumer behavior but according to the respondents most of the people also think about their needs before buying any goods and services.

Han Nguyen (2018) studied on “Advertising in Vietnam”. This study found that present about advertising industry and consumer perception in Vietnam. In the empirical part, a quantitative survey for Vietnamese consumers between ages of 15 and 65 was conducted in order to analyze consumer perception for advertisements and its impact on Vietnamese consumers. The research investigated the impact of advertising on consumer perception and the results have been that despite the advertised products and services belonged to various industries, advertisements do change and persuade consumer buying intentions. And also, advertisements are determined to be annoying by some consumers but a majority of them still love adverts as long as they are new, sensible and creative. Great advertisement could be a connecting bridge between consumers and a brand, helping the brand have positive influence on consumers buying intentions. But to maintain a long relationship with consumers, a brand must provide high quality products and services and excellent customer service. A brand that have numerous outstanding adverts aired in the public but with low quality services could not satisfy consumers profoundly.

KitchaIng-udomnoogoon (2018) studied on “Pharmaceutical marketing with case study company”. SWOT analysis of the case company were also presented it. The results showed that the tactical marketing plans and marketing strategies for Company X Thailand. Proposed marketing strategy plans were based on the internal and external analyses of the case company.

Ngo Huy Bao Tran (2018) studied on “Potential Dairy Industry in Vietnam”. The study showed that brand recognition, cost efficiency, and social awareness of dairy products. The study applying the strategic planning method has contributed to analyzing the questions about the potential of Vietnamese dairy market. The potential of dairy industry in Vietnam is also based on the fact that the Vietnamese residents are consuming a much lower amount of milk compared to other countries. This is an opportunity for milk producers to open their market from the cities to the countryside. Along with that, the awareness of using dairy products is raising within the Vietnamese community, pushing the ability to achieve higher sales and market shares.

Nijat Aslanov (2018) studied on “An Analysis into the Marketing Strategy in the Beverage Industry - Case Study: studied on Energy Drink Market of Azerbaijan.”. The reason for this examination contemplates was to distinguish the best and suitable marketing strategies as far as factors and mediums. This exploration thinks about additionally brought up the functional perspectives involved in the marketing

strategies of energy drinks. The study showed that the PESTEL analysis, one of the majors analyzes in marketing, of ideas, theories and opinions of different people.

Suwanmaneepong (2018) studied on “SWOT analysis and marketing strategies development of agricultural products for community group in Nong Chok, Bangkok, Thailand.” The results of the SWOT analysis, strategies for agricultural product management were prioritized. The development issues including aggressive strategy, Nong Chok Community should undertake aggressive marketing by showcasing the branding, packaging, and labeling of the community products. For diversification strategy, the community should encourage young generations to promote the agricultural products via social media, in order to continue working and developing community products in the future. For turnaround strategy, the community should concrete evidence development to demonstrate product properties for planting. For defensive strategy, the community should offer a specific promotion for a customer who buys a large quantity of product.

CHAPTER III

OVERVIEW OF OUTDOOR ADVERTISING IN MYANMAR

3.1 Overview of Outdoor Advertising

The commerce of outdoor advertising industry in Myanmar has been existed since 1980. The first and foremost advertisement were found at the corner of Latha and Mahabandoola road. Specifically, at Chinese Temple and the second one is at the corner of Mahabandoola road and Shwebonthar road known as “Nawarat Yezin Maha Thwaysaygyi” and “Duck Brand Cigar” respectively. The introduction of new industry has had advantages on tax exemption and rental rate for using the space were vary from owner to another. This totally lies on negotiation and contracted the cost for development of the advertisement features by offering the right for sole agent to the space owners. It was the most pioneer advisement in terms of promoting sales and getting brand awareness throughout the country. The word-of-mouth of the successful of that creation had spoken in the community and it being said that “Every bald-headed man should take care of advertisement”. “Nawarat Yezin Maha Thwaysaygyi” not letting put it on your bald-headed”. It had a great influential and pointed out the modern commercial advertisement industry was boomed with advertising since that time. The consequences of using advertisement brings a great deal of business turn-over and market shares. There is no official record that agencies are being operated in advertising industry before 1989. During this time, products were not marketed in a Western manner, and the little advertising for local and foreign products that did exist was on billboards, and Myanmar magazines and newspapers.

In the early 1990s, the opening of the economy saw the entrance of many Western brands into Myanmar. This was paralleled by the industry entry of foreign advertising agencies that set up businesses in Myanmar, mainly to service their pool of international clientele. In order to tap the knowledge of the local market, some of the foreign agencies also joined forces with local companies. The industry development was gradually changed in the year of 1995 and 1996. Obviously, the billboard stand for outdoor advertisement are appeared from traditional to modernized

one. Foreign companies such as Myanmar Ganad Outdoor Advertising Company and Eye Corp Company made a meaningful initiative in providing technology transfer to the outdoor advertising in Myanmar. Likewise, a type of Trivision (3-sided visual) billboard appeared as the first international standard billboard, located at near the Railway fly over besides Sule pagoda road.

3.2 Advertising Industry in Myanmar

In Myanmar, the advertising industry established since 1991. The advertising agencies and specialists are operating in upper and lower Myanmar. These advertising agencies are providing the different types of services. These advertising agencies are shown in the table.

Table (3.1) Advertising Agencies in Myanmar

Year of Establishment	Agencies
2000	Myanmar Media 7 Co., Ltd
2001	San Thit Seven Nine Co., Ltd
2002	Art Engineering Group (AEG)
2003	Mango Myanmar Group 1 st Milly Way Co., Ltd
2004	Myint Media & Advertising Co., Ltd
2005	Colour Flex Advertising Co., Ltd
2006	Htun Tauk Media and Advertising Tycoon Star Co., Ltd
2007	All Time Top Media & Advertising Co., Ltd Gold Media Myanmar & Advertising Co., Ltd Coca Media Myanmar Advertising Agencies, Phyoo Group Enterprises Co., Ltd
2008	Myanmar Outdoor & Indoor Co., Ltd. Luminous Branding and Marketing Co., Ltd
2009	Creative Myanmar Co., Ltd, Haley Advertising Co., Ltd.
2010	Golden New Idea Co., Ltd
2011	Hyper Power Co., Ltd
2012	Xenon Co., Ltd, Myanmar Creative Idea Co., Ltd. Amara Digital Marketing Agency

Source: Myanmar Marketing Research and Development

Table (3.1) Advertising Agencies in Myanmar (Continued)

Year of Establishment	Agencies
2013	Myanmar Media 7 Co., Ltd. Seikosha Myanmar Co., Ltd Golden Myanmar Advertising and Communication Ltd Media Intelligence [Myanmar] Ltd., Blink Co., Ltd. Fulcrum Media Agency Co., Ltd. Flying Famous Family Co., Ltd. Prakt Advertising Myanmar, Kyal Sin Hein Billboard Advertising
2014	Hinthar Group Holding Co., Ltd Genius Ideas & Solutions Co., Ltd, Nagata Myanmar Co., Ltd. Multiverse Advertising, Face Myanmar Group
2015	Global Rainbow Advertising & Decoration Co., Ltd. Global Bridge Group Co., Ltd. Multi-Pentagon Media and Advertising, Media Palace Co., Ltd. Color World Vinyl Printing, DTS Advertising Printing Co., Ltd. Creative Gallery Co., Ltd. Header Media & Advertising Agency Shwekamauk Digital Focus Media Myanmar, Apples Media Group Zillion Media and Advertising
2016	Royal Ever Truth Co., Ltd, Top Biz Advertising Co., Ltd. Myanmar Online Advertising, Big Bang Marketing Flying Colors Advertising Digital Inkjet Printing SMART Advertising
2017	Luminous Branding and Marketing Co., Ltd FMI Decaux Co., Ltd, Media Spectrum Co., Ltd. Asia Starmar Transport Intelligent Co., Ltd Wei Deng Guoji Trading Co., Ltd Khant Phone Myat Media & Advertising Co., Ltd. Lu Min Thar Co., Ltd. Passion point Media Co., Ltd Luminous Branding & Marketing Co., Ltd. Juno Advertising Co., Ltd

Source: Myanmar Marketing Research and Development

Table (3.1) Advertising Agencies in Myanmar (Continued)

Year of Establishment	Agencies
2018	Advertising TRI Co., Ltd. Winfield Myanmar Co., Ltd Wave Digital, Myanmar Digital power Smart Marketing Solutions Agency New Light Advertising Media Hein Media and Printing
2019	Future Day Media Sure Success Digital Marketing B360 Digital Marketing Co., Ltd. San Thit Seven Nine Media and Advertising Co., Ltd

Source: Myanmar Marketing Research and Development

According to the table, the advertising agencies were increased during 2000 and 2019, these agencies are providing the services as outdoor advertising specialty which include billboard erection consisting of billboard structure and installation, vinyl or poster printing services, roller or static light-boxes and LED board. The advertising agencies have different services which specialized in the outdoor advertising, media, digital advertising, online advertising and advertising consultant services. Due to varieties of services, outdoor advertising businesses are expanding gradually and depend on advertiser's request. The new advertising agencies are entering to the industry. However no exit list officially.

These agencies have nineteen media buying and media planning services during 2000 and 2019 and Above the Line (ATL) / Below The Line (BTL) services. Media planner services work for the clients' budget to allocate the other advertising medium not only for outdoor advertising but also in TV commercial, Internet advertising and radio broadcasting depending on the client's requirement. Media buying services purchase other outdoor advertising space as sub-lease or working as third party. Media buying services are paid a fee or commission for this work. ATL advertising consists of TV, Radio and Internet advertising activities. BTL advertising consists of sales promotion and discount coupons advertising activities. Media advertising are increasing year by year.

According to the above table, these agencies have thirty-four digital and online marketing social media and Internet marketing, advertising agencies or consultant, marketing and 360 integrated marketing agency, creative and media marketing services, event management, road. Social media advertising was essential method for every people by every day. This types agencies of are increasing year by year.

3.3 Types of Outdoor Advertising in Myanmar

In Myanmar, most of the advertising agencies are performing the below outdoor advertising categories. These are:

(i) Digital Billboard Advertising

Outdoor advertising on billboards have recently changed and evolved into offering more contemporary options like digital and led screens. The size of the screen would play a major role. This simply means that the larger the screen, the better it will be for advertisers as it can be seen from a further distance. One important thing is the clarity of the screens would be extremely crucial. This is where wordings of the advertisements can be seen clearly. However, it must be noted that such ads should not contain to many words and should only use large and sharp-contrasted texts. On another context, curved screens would be better as well. When these screens are used, it would provide larger advertising space while offering more angles for the ads to appear in. There are two types of screen which are horizontal and vertical screens. In terms of slots, the common rule of thumb is that between fifteen and Thirty-five seconds. In the high traffic locations, be overbooked and more expensive.

(ii) Wall Painting Advertising

Wall painting advertising is popular in here. The processing of wall painting is that firstly advertising agencies need to discuss with the building owner regarding to get the approval from other co-neighbors in the same building. After negotiation with other sub-owners of the room in that building, landlord need to negotiate with the advertising agencies regarding the period, payment and how to paint to be safety. For the tax matter, advertising agency need to pay to the regulator.

(iii) Bus Shelters Advertising

As a prominent outdoor advertising Media, bus shelters are among the more affordable options. There are four types of Bus shelters design. The first two Bus

shelters will be featured in two designs, 'Mingalaba', size was 6m² and 'Foster', size was 2m² which were both created by Jean-Claude Decaux (JCDecaux)'s international team of designers. The next two was stand alone and City Information Panel (CIP). All the materials and equipment are exporting from French which originated mother company was from French. Company management came from French. According to their marketing strategy, company nominate the variety of packages which included the locations of different townships. Company didn't sell one sport whatever customer prefer. It is called coverage selling. There have many packages which include how many city lights. The maximum package includes 160 of city lights. The minimum package contains 60 of city lights. All the advertising panels are lighting at night time. All the utility charges cost by the company.

(iv) LED Display Truck Advertising

LED Display Truck is a special vehicle for advertising, generally used for the product promotion, brand promotion, live shows sales, sporting events, vocal concerts, to host any event in the streets, transforming the truck in minutes to a full stage with big format led screens. Actual visual size was 1.76-meter (H) x 3.84-meter (W) / 5.77 ft (H) x 12.59 ft (W). The procedure of the hiring the truck that rent one day by one company charging by Myanmar currency for eight hours straight. Only One Company can advertise all of their products. The product design has to provide from the client with external device.

(v) Shopping Mall Advertising

Shopping mall advertising in Yangon have two ways. One for calling the Tender system and another one is managed by their selves. Shopping mall advertising may be varied many types of advertising methods such as illuminated displays, LEDs, light boxes, scrolling displays, banners, custom visuals and media walls depend on mall owner decision. According to the Tender system, all applicants submit the proposal with the detail-specification for all layers of the advertising sport. And then, mall operator chooses the best advertising agency according to the application letter with the criteria. Awarded agency have a right to lease the product client directly.

(vi) Billboard Advertising

Billboard originates from the term “billing board”. Billboard are among the most effective methods used in outdoor advertising because very visible and impactful. Large billboards could attract consumer attention quickly and easily. If one consumer sees a billboard every day on the way to work, the more the brand first when consumer wants to buy a product. Advertising agencies participate in the Tender system to get the prefer location. And then, company make the payment and start to lease the clients. Advertising agencies printed the vinyl sheet and install the design as per client requirement. The maintenance portion have been responsible from the leasing company. The structure of the billboard was uni-pole (that are elevated above the ground to provide visibility to the surrounding areas), cladding, poster panel and lighting system. There have other outdoor advertising categories such as over bridge advertising, shop decoration advertising, Pont of Sale advertising, Cinema advertising, Wall mounted advertising.

3.4 Challenges and Opportunities of Outdoor Advertising in Myanmar

Outdoor advertising agencies have contacting with many clients within Internal and External every day. When the agencies contacting with the clients, agencies always concentrate on clients’ request. However, sometimes agencies have some challenges to do. Some of the clients give the design for their product advertisement but some do not give the design. Imaginative approaches are rare in Myanmar’s advertising industry. Creativity is an important means through which advertisers can speak directly to consumers, the level of creativity and the type of communication depend on target audience’s understanding and knowledge. Some clients request that kind of approaches. According to the culture of Myanmar, alcohol beverage, cigarette and sexual advertisements design are not allowed for all advertising agencies. However, advertising agencies can advertise the brand alone of these categories. For product advertising matter, some of the advertising agencies can advertise the local product with local brand. If local advertising agencies compete with foreign-joined agencies, this one is the challenge for local advertising. Another one is instability of political and economical. For this effect, advertising agencies changes the price and increase the service for client.

On the other hand, advertising agencies have to comply with all client requests due to economic crisis. For commercial revenue matter, before 2016, outdoor

advertising agencies must have the right to erect the billboards freely and got the high profit on that. Now all of the billboards are under the control of regulator and no right to choose the location. Therefore, advertising agencies are facing the dropping of their profit if compare with the previous four years ago. Another challenge is advertising trend which may lead to online or Internet such as social media, Internet web page, mobile advertising. Because every people using the Internet and mobile regardless of age and sex. In the outdoor advertising industry, there have come out of many new competitors. At the same time, the existing outdoor advertising agencies face the problem of pricing and quality. Some of the agencies break the rules for pricing because of decreased quality according to the client budget.

Myanmar is still the frontier market meaning the risks are high, but the opportunities are as well. Outdoor advertising is most effective for product advertising. Outdoor advertising provides new brands a big impact feels and helps mark the cityscape that announces the presence of a new brand in town. Billboards or outdoor advertising exist in main area 24/7 in the areas of the city. Outdoor advertising will definitely make the target audience notice. Other opportunities are introducing the technology change to digital which mean traditional billboard to digital billboard. Digital billboard technology can combine with other digital online advertising for live broadcasting to spread worldwide (for instance-One Champion Ship). In Myanmar, Bus shelter advertising category is popular nowadays. Regulator grant only few agencies to do the bus shelter advertising with city information together. Regulator or city authorities can announce its campaigns or city stimulation messages through the faces of city information panels and city lights can make city more safety environment at night times. In accordance with the developing of outdoor advertising industry, there have been increasing local employment rate and job creation for local people with different interests to work in advertising that also makes advertising a highly talent intensive industry. Existing product and new products are essential to advertise not to lose contact of customers. Therefore, advertising growth was continuous and become the trust from the clients who good relationship with the advertising agencies.

3.5 Billboard Advertising in Yangon Region

Yangon is the capital and the largest city in Myanmar with a population of over 53 million people. It is here in Yangon that most businesses are conducted where

most foreign companies' headquarters are situated. In the 1990s, Yangon was dotted with billboards as companies jostled for the best locations to draw the attention of the consumers to the products they were introducing to the market. In 2012, the Yangon City Development Committee began cracking down on unsightly billboards across the city, dismantling up to 1500 structures. After the operations there were only 700 billboards left standing. Then, the YCDC introduced some order into the industry, erecting 500 billboards of its own measuring 45 feet by 15 feet, with the city financing the construction of the structures. The YCDC invited companies and advertising agencies once a year to bid on the billboard space. During 2015 were rented out only about 350 of the billboards. The billboards dropped to 280 in 2016 by changing regulations of YCDC. In 2017, the number of billboards taken up slid to 180. 2018, the number was further cut to 90. Billboards rented out by the YCDC are just vinyl surfaces. LED billboards are only allowed on privately owned land or buildings (May Lwin and Jochen Wirtz, 2005).

The current situation, there have thirty advertising agencies of outdoor advertising specialty in Yangon region. These agencies are well-known and long-term experience in the outdoor advertising industry.

Table (3.2) Billboard Advertising Industry in Yangon Region

Year of Establishment	Agencies
1991	SAIL Marketing and Communications Co., Ltd
1992	New Life ADS (NLA) Group., Ltd
1993	Major Media International Co., Ltd
1994	Asia Apex Co., Ltd ,21 Advertising Co., Ltd.
1995	Myanmar Ganad Advertising Co., Ltd Eye Corp Ltd, Outdoor Network Co. Ltd, Royal Group Advertising and Media
1996	Mac Comm PR Advertising, Diamond Neon, LED and Advertising
1997	Silver Sky Advertising Co., Ltd
1998	Asia Apex Media and Advertising, Advertising Technical Management Co., Ltd
1999	ADK Myanmar Co., Ltd, Colour Flex Advertising Co., Ltd

Source: Myanmar Marketing Research and Development

Table (3.2) Billboard Advertising Industry in Yangon Region (Continued)

Year of Establishment	Agencies
2000	Myanmar Media 7 Co., Ltd, Glory Advertising & Media Group
2001	San Thit Oo Advertising Co., Ltd, Reinforce Star Media & Advertising Co., Ltd
2002	AEG (Art Engineering Group), Future World
2003	1 st Milky Way Co., Ltd, Mango Media Co., Ltd
2004	Myint Media & Advertising Myint Universe Co., Ltd. Thirty Nine Advertising Co., Ltd
2005	Kyal Sin Hein Billboard Advertising, The Sky Advertising & Media Co., Ltd
2006	Tycoon Star Co., Ltd, House of Genius Advertising & Media Services Co., Ltd.
2007	Phyo Group Enterprises Co., Ltd, All Time Top Media & Advertising Co., Ltd. Real Life Advertising Co., Ltd.
2008	Luminous Branding and Marketing Co., Ltd, Myanmar Outdoor Indoor Advertising Co., Ltd
2009	Haley Advertising Co., Ltd. Starcom Co., Ltd.
2010	Golden New Idea Co., Ltd, Run Together Advertising Co., Ltd.
2011	Hyper Power Co., Ltd, New Time Advertising
2012	Xenon Co., Ltd, Jetset Media
2013	Seikosha Myanmar, Multiverse Advertising
2014	Modern Grand Media Group Co., Ltd. Colour Flex Advertising Co., Ltd. Prakit Advertising Co., Ltd.
2015	Multi Pentagon, Pan Taw Win (Myanmar) Advertising Co., Ltd
2016	Top Biz Advertising Co., Ltd., Dream 99 Media Co., Ltd. Heart Media & Advertising Co., Ltd.
2017	FMI Decaux Co., Ltd, Green Pix, Space Media & Advertising Services Co., Ltd.
2018	Advertising TRI Co., Ltd., Life Advertising Media Group

Source: Myanmar Marketing Research and Development

According to table, among these advertising agencies, the thirty agencies more successful in the billboard advertising. The most companies prefer to use these thirty advertising agencies. These agencies of services are as follow.

Sail Marketing and Communication Co., Ltd serve media buying and planning services, TVC production, PR Event, market activation and consumer research and erect billboards and provides customized outdoor advertising media in many major cities of the country, such as Yangon, Bago, Mandalay, Taunggyi, Myitkyina, Mawlamyaing, Monywa and others.

New Life ADS Group Co., Ltd, Silver Sky Advertising Co., Ltd, Asia Apex Media and Advertising and Multi-Pentagon provide the sticker printing, billboard installation, permanent billboard, mini billboard, mini cinemas, shop signboard, LED signboard, taxi stickers wrapping, bus stand light box, central railway station advertising, road show activation, merchandising and product sampling arrangement, promotion materials, and kiosk or boots decoration.

Myanmar Media International Advertising Ltd. began media services to support our client needs since 1993. Asia Apex Co., Ltd working for advertising agency service, counselors & services especially outdoor advertising. Myanmar Ganad Advertising Co., Ltd is the first international outdoor company and now providing billboard, LED board, Bus Shelter, Vinyl Printing Service, Promotion Advertising, Airport Outdoor Advertising, Roller Light Boxes and Static Light Boxes, LED sites and bus shelter network.

EyeCorp Myanmar and ADK Myanmar Co., Ltd provide the varieties of outdoor advertising such as billboard advertising, billboard installation, road sign, LED lightbox, gift items advertising, silkscreen printing on corrugated PP Board, Vinyl Printing, PVC Sheet, Indoor and outdoor sticker, static light box, Textiles and Tin plates, banners and lamp post. However, EyeCorp Myanmar have the special offer for Mobile LED car activity.

Outdoor Network Co., Ltd, MacComm PR advertising, Kyal Sin Hein Billboard Agency and Myanmar Media 7 Co., Ltd offer variety of add-on services (i.e. sites buying & negotiations, site management, campaign strategy, location consultation, visual consultation) and billboards, airport advertising, point of sale, light boxes, shop frontages to assist.

San Thit Oo Advertising Co., Ltd, 1st Milky Way Co., Ltd and Modern Grand Media Group Co., Ltd provide signboard, billboard erection, digital advertising such

as media planning, content creation, video and audio production and strategy and analysis such as PR, market research, creative concept. AEG (Art Engineering Group) is doing advertising agency, decorator and decoration materials and billboard hiring and installation services. Mango Media Group, Luminous Branding and Marketing Co., Ltd and TopBiz Advertising Co., Ltd are brand-marketing experts providing event Management, Video Production to Digital Content Strategy, media planning and media buying, road show, events and billboard leasing. Tycoon Star Co., Ltd serve the advertising agency, outdoor service, billboard construction and rental, signboard and marketing.

Phyo Group Enterprises Co., Ltd and Hyper Power Co., Ltd started the business of PP Board, Sticker installation, Aluminium board, light box, billboard, light box, Printing, Signwork decoration, Neon Signboard, LED Signboard. Haley Advertising Co., Ltd. operate Vinyl, Light box, Car sticker, LED Wording, Installation, Designa and production, Billboard sub leasing.

Golden New Idea Company Limited provide the servicing of Indoor and Outdoor advertisement. And then, GNI makes the LED Display service on the advertising space of GNI which is at the Yangon Airport, Mandalay Airport, Shopping Center and the down town area.

Xenon Co., Ltd and Seikosha Myanmar give the advertising services such as advanced online printing platform, Large Format Printing, Commercial Printer, Out of Home Specialist, Large billboard for rent, City type billboard for rent, Planning, design and construction of indoor and outdoor signboard, Sales promotion. First Myanmar Investment Decaux (FMI Decaux) started the Bus Shelter box together with City information from YCDC. Advertising Tri Co. Ltd facilitate PP board, sticker, design printing, silk screen printing, visiting card and letter heads, Printing, under Signwork category which are the design and advertising, at one place from start to finish, in the best of availability.

3.6 Rules and Regulations of Advertising in Yangon

Yangon City Development Committee charges the billboard with a few local rates based on billboard area regardless of location before 2016. According to the regulation of YCDC, agencies and companies (advertisers) need to get the prior approval of the building owners and including public area. Billboard erection had been allowed after making the payment to get approval of advertising license.

Sometimes, some agencies and advertisers are submitted the detailed-design of billboard structure but in ground faced as different because of profit maximization. Until now, YCDC haven't set the proper law for advertising according to the said of YCDC. YCDC can only set the rules and regulations. However, advertising is under Media management. Therefore, if something happen, should apply the media law.

Yangon City Development Committee will start using an instant payment system to collect payments for billboard rental fees within municipal areas. YCDC set the type of billboard advertising to apply in the office. The approval of outdoor advertising from YCDC are (i) Applying for a wall sign(ii) Applying for an own land (iii) Applying for a fence wall (iv) Applying for a wall painting (v) Applying for a LED signboard (vi) Applying for a street signboard and (vi) Applying for a foreign investment signboard. Billboard areas are classified into five zones depending on popularity, designated from A to E. Yearly rentals are Kyat 25 million for Zone A, Kyat 18 million for Zone B, Kyat 13.5 million for Zone C, Kyat 10 million for Zone D and Kyat 5 million for Zone E. Interested persons may rent vacant billboards for short term and long term periods and applications will be processed on a first come first serve basis. Billboards are mostly hired by advertising companies, while some companies hire the space themselves. Many companies rent the space for short periods a month or three months depending on client needs. Client tend to hire advertising companies to take care of the rental agreements and avoid dealing directly with the YCDC. YCDC set the rate card for advertising agencies and individual companies.

Table (3.3) YCDC Rate Card for Advertising Agencies and Individual Companies

Categories	Size	Fees to YCDC (per one square feet)
Applying for a wall sign	Above 300 square feet	10,000/kyat
Applying for an own land	Above 50 square feet	15,000/kyat
Applying for a fence wall and Applying for a wall painting	Under 300 square feet	5000/kyat
	Above 300 square feet	10,000/kyat
Applying for a LED signboard	Above 20 square feet	25,000/kyat
Applying for a street signboard	3' x 1.5' (one side)	50,000/kyat
Applying for a foreign investment signboard	Under 150 square feet	19,000/kyat
	Above 150 square feet	23,000/kyat

Source: Yangon City Development Committee

According to the table, the limitation of size and price are mentioned in the YCDC respective department. There are different rates set by the YCDC. No minimum size which allowed from YCDC. Depend on applicant letter, YCDC decide to consider. The maximum size for billboard which allowed from YCDC was 45' and 15'. All are charges with local rate.

When applying for a temporary billboard, the following facts will be allowed. These are (i) A maximum of 5 sports will be accepted per applicant (ii) Only 3 types of ads will be allowed per space (iii) Where three advertisers are already allowed, other advertisers will not be allowed to apply again (iv) Permission will be granted 2 weeks before the event (v) In the design, only 10% of the company logo will be allowed inside the advertising space (vi) YCDC allowed only the size of 25ft x 10ft and this board must be removed by the arrangement of applicant after ending the period (vii) Free admission to religious events (viii) Departmental matters and Associations must pay 50% of the rate when applying.

Table (3.4) Billboard Advertising Revenue from 2015 to 2019

Year	Revenue (USD millions)
2015	10,646,472
2016	9,568,512
2017	8,662,956
2018	7,998,904
2019	5,974,231

Source: Nielsen MMRD (Myanmar) Advertising Information Service

According to the table, billboards advertising demand was slightly decreasing demand for the medium according to the above data. Why decreasing of demand was that regulator control and individual advertising agencies have lack of choosing the prime location. Therefore, billboard leasing charges to the companies are different if compare with the individual advertising agencies. Changes of procedure in outdoor advertising may lead the difficulties for advertising agencies and companies because outdoor advertising still remain the valid contract with the companies. For this situation, advertising agencies made the negotiation with the companies to understand the situation. As advertising agencies, wait and listen the new policies from the regulator at that time. Therefore, the billboard expenditure was drop one digit (million) from 2016. Based on lucky draw system, all the advertising agencies have equal changes to get the locations not only for prime but also for normal sports.

CHAPTER IV

SURVEY ANALYSIS

4.1 Survey Profile

The outdoor advertising has sixty in Yangon Region. The study focuses on thirty outdoor advertising who specialize billboard advertising. These agencies are well-known and popular in the advertising industry. In addition, the ten companies of these advertising agencies are also selected to make the contract for long term by using billboard advertising. The energy drink categories (such as 100 plus, Royal D, Shark) are produced by Diethelm Keller SiberHegner, R-OASIS Limited, Osotspa Co., Ltd. The soft drinks (such as C Mix O Mix Juice and Coca Cola) was produced by Thinzar Kyaw Production Company Limited and Coca Cola Pinya Beverages Myanmar Ltd. And also, the Premier Company and Thinzar Kyaw Production Company Limited was produced Premier coffee, The Best Coffee and Tea mix as coffee categories. The Hand Marketing Services Co., Ltd and Market Expansion Services, Myanmar Distribution Group was produced Ovaltine, Milo and Horlicks as nourishing drink. These companies choose these agencies because the selected advertising agencies have been trusted and well-known by people widely, have a long-term service in Yangon with the best experience, and be supportive for civic activities development from one corner.

4.2 Survey Design

The qualitative analysis and descriptive method were used in this study. The primary data was collected through semi-structure questionnaire with ten companies. And guided questionnaires for key informant interviews was prepared for advertising agencies. Finally, SWOT analysis is applied for ten companies by using billboard advertising.

4.3 SWOT Analysis of Selected Ten Companies

The ten companies have the challenges and opportunities to growth of the business. The ten companies are produced 100PLUS, Royal D, SHARK, C Mix O Mix Juice, Coca Cola, Premier Coffee Mix and The Best Coffee Mix, Milo, Horlicks, Ovaltine.

Strengths

(1) Outdoor advertising and providing product samples increases market demand and loyal customers.

Companies such as 100+, C-mix, Premier, the Best Coffee Mix and Tea, Milo, etc. introduce their products by providing product samples to the market. They most give samples to the retail shops, new customers at public places, mobile selling, etc. They also sign retail contracts with the retail shops and groceries shops in selling their products. On the other hand, outdoor advertising helps them to build their brand name more awareness in the market. Due to outdoor advertising activities, people start to be familiar with the products and become interested in using the products after the notice of the advertisement. The main strength of billboard advertising is the companies can choose the billboard location as they want, and they can clear targets the customers and the location of the market. Using billboard advertising, people can see their products advertisement 24/7 every time. It makes them as a considerable factor in choosing or buying the product. The companies in this study claimed that their sales increased by nearly 50 percent after advertising their products with billboards. However, billboard advertising is less coverage than advertising channels like magazine, TV, website, social page, etc. Outdoor advertising activities such as TV commercial, digital advertising, social media advertising, billboard advertising, sponsorship events mainly provide advantages such as brand awareness through eye-catching by end users.

By providing the sample product will make the quality of preference to the consumers. And then, consequences of sampling may lead to increase the market demand to sell. Outdoor advertising is most effective and usage is cost effective. Advertising creates awareness, stimulates demand and encourages greater production such as Premier Coffee claimed that 50% of their sale increase after advertising.

(2) Advertising encourages skillful people to apply job vacancies of their company.

Outdoor advertising helps companies to build solid company image and brand awareness not only in the goods market but also in the labour market. Also, as companies also participate in sponsorship events such as education fair, football matches, trade fair, exhibitions, job fairs, etc., skillful people have willingness to apply their job vacancies. Thus, companies have a chance to meet up a lot of potential employees in a short period of time to choose the best and suitable candidates for their company development and align with their core values and goals.

The successful products along with advertising can create the career opportunities for local labour market. This effect can persuade the people who haven't have the well experience to the expert one. Effectiveness of labour can make mass production for the high demand such as Coca Cola Company launched their product with 500 pax and now 1800 pax.

(3) Skillful and experienced staff contribute to undertake effective operations of the company.

Most of the companies of the drink categories in this study provide internal training, overseas training, and language training for their staff development. Also, according to their performance, the companies give monthly and yearly bonus to the staff. For example, R-OASIS limited provides the relevant overseas training for sales and marketing staff. Also, sales and marketing staff of Loi Hein Company show competence performance in undertaking the Quality and Marketing Mix and Product Range/ Speed & Marketing Mix/ Flexibility & Marketing Mix and Promotion. Moreover, the companies are working with well-experienced advertising agencies in conducting advertising channels with digital marketing priority and billboard advertising. These pros of the companies make them to penetrate the market very well.

Expert employee can perform the best operation to promote the product whereas advertising employee can do the best marketing and strategy for the company. Coca Cola Company recruit the 500 employee when launching the company. Company providing the internal training to enhance next promotion to be expert. That way with the effort of the employee, he or she may promote higher level and skillful their operation.

(4) Companies have sufficient capital for further business extension.

Sufficient capital is one of the key strengths of drink companies in this study. Companies such as Loi Hein, Thinzar Production company use their budget on marketing and distribution, research and development, brand building and human resource development. Moreover, as for DKSH, the leading market expansion services provider, their trading partner “F&N” provides key resources and sets strategic direction for its subsidiary companies like DKSH. Coca Cola Pinya Beverages Myanmar Ltd (CCPBM) as another example, the company use their capital on undertaking initiatives such as creating a safe, inclusive best working environment for their employees and retailers, product development, setting well-established global standards for corporate ethics. More, premier coffee product was distributed nationwide by Thinzar Production company. Those companies have sufficient capital for market penetration, building market power with bigger market shares, product development, etc.

A sufficient capital is supporting for future strengths of beverage companies with successful business. Premier company distributing their product as nationwide because of having expansion of investment.

(5) Good relationship with their suppliers is advantageous to the company to get sufficient raw materials during the pandemic period.

During the pandemic period of Covid-19, most of companies in the market suffer difficulties and challenges in getting raw materials due to restricted transportation. However, some companies in the study such as DKSH, Coca Cola Pinya Beverages Myanmar Ltd (CCPBM), Thinzar Production company can manage well on this obstacle by building good relationships with their suppliers. Also, Coca Cola Pinya Beverages Myanmar Ltd (CCPBM) as an example, the company’s global standards are being diffused into the business and working practices in Myanmar. Policies such as its global human and workplace rights policy, supplier guiding principles, code of business conduct and anti-bribery policies contributed well to maintain the strong relationship with their suppliers and retailers. In this way, some companies of this study overcome the difficulty of raw materials availability during this pandemic condition.

A good relationship with the suppliers and retailers are the best situation to catch the necessary materials in time and as urgent. Thinzar Kyaw Production company can manage the essential raw materials for production.

Weaknesses

(1) Many competitors in the market affect the customer loyalty on products of the study more or less.

Nowadays direct and indirect competitors are using their budget a lot on marketing through applying various advertising channels. They try to build brand image to make their product well-known in the market. As consumers, being rationale people, have multiple choices and different promotions, their brand loyalty become less predictable. C Mix O Mix company claimed that businesses that sell the similar drink now focus more on sales and marketing service, and advertising. The demand for those products has increased significantly. So, C Mix O Mix company make efforts to maintain their customers by advertising on various channels. Royal D gave the same answer that the company use selling method with different promotions in different festivals to compete its competitors. Shark and Horlick responded its sales decreased compared to last year due to excessive advertising of its competitors. Premier coffee reacted that the company has to monitor its competitive advantage in the market as always and reducing promotion budget makes negative effects on its sale target. The Best Coffee and Tea Mix responded retailer shops in the market sell various kinds of coffee brands and they place each coffee brand in the place of same category. It affects demand of its product as consumers have choices to buy out of them.

Many competitors with similar products have impact on the market to attract loyal customers. Premier coffee always monitor its competitive advantage in the market and sometimes reducing promotion budget makes negative effects on its sale target. Billboards advertising cannot guarantee for mass consumers for these specific locations.

(2) Changes in price and quality affect the demand of the products.

Consumers always change depending on changes in price and quality of products. Royal D and Ovaltine company answered changes in quality is the most key factors to be considered whereas the Coca Cola company replied high price determine

its customers to choose other products. Horlicks said both factors are the determinants to be measured. Companies in this study invest in product development, sales and marketing and advertising to maintain the quality of product. Some companies form research and development team to produce differentiated products with better quality and packaging styles. Price discounts influence most on customers' perceptions, leading to positive perception on the quality of the product due to the feelings created by the price discounts. The product brand liability highly depends on the quality, price, services and promotion the company offered to their retailers and consumers.

A changes in price and quality have effect on consumers whereas the demand can also change. Coca Cola Company have Royal D to monitor the market situation regarding the changes of consumers' behavior. Brand loyalty may make the impulse buying based on their quality.

(3) Changes in prices of substitute goods shift the demand of the products.

Most of the companies in this study are the sole distributors of related drinks. As an example, DKSH is the sole distributor of 100 plus while R-Oasis is the sole distributor of Royal D. Although the company controls the quality and price of its product, due to the abundance of replace competitors in the drink category, consumers can change the preference based on those substitute goods and direct competitors' advertising power. Companies in the drink category suffers the substitution effect as customers have willingness to buy the most well-known products in the market.

The consumers can change the preference based on the substitute goods including price changes and promotions style. 100 plus is leading for athletes. Therefore, target consumers will be narrow.

(4) Outdoor advertising cost, especially billboard advertising is getting higher.

Although billboard advertising is eye-catching and mass marketing by placing it on strategic areas and intersections, it is not cost-effective. Out of the outdoor advertising activities, the billboard advertising cost higher. Royal D, Ovaltine and Milo answered they have to pay twice if the contract is made for a short period. Billboard advertising cost depends on its size, demographics and period of advertising. Royal D reduce its advertising budget during the rainy season. Companies such as Ovaltine and Horlick use other advertising channels such as social media, web page managed by its marketing staff and mobile ads. Although they assume billboard advertising creates the

higher viewership and consumers' impressions compared to other advertising channels, as billboards cost are getting higher and higher, they tend to apply other channels in advertising their products. For instance, apart from billboards in some areas of Yangon, Thinzar Kyaw Production Company Ltd. advertise its products through TV commercial, bus stickers, radio, company car stickers, signage, supermarkets' pillar wrap, etc. Most companies in this study work with more than three advertising agencies. As billboard advertising is pricey, they tend to stick to other forms of advertising, based on their investment on marketing.

Majority of the companies have among outdoor advertising medium; billboard advertising cost are the highest among outdoor advertising medium. With higher advertising costs, companies are raising the price of their products, which will be a problem for companies if most consumers cannot afford them. The problem encountered by companies was advertising budget and their agencies with regard to billboard is location and size measurement are deficient. Billboard advertising cannot target. Thinzar Kyaw Production Company choose not only for the Above the Line advertising but also for Billboard advertising. Depend on Billboard location, sometimes consumers have difficult to remember contact information.

(5) Negative workplace relationships within the company, dealers and customers can damage company performance, products sales, and market penetration.

Problems in coworker relationship, social relationship with dealers and customers cause unproductive working environment. Companies such as Royal D, R-Oasis, Shark and Loi Hein answered they have monthly and yearly bonus schemes, performance awards and recreation trip to create the working environment with flexibility, interactive and satisfaction. Premier Coffee company created "Happy Society" for internal staff to be convenient each other. However, they responded it is hard to manage people's feelings and emotions. So, improper employee relationships can have a detrimental effect on product sales and marketing. Companies in this study reacted on the customers' and dealers' complaints and feedback that they take actions by holding the internal meeting with their sales and marketing staff. However, for the short term, sales can be reduced due to staff action on those complaints.

Companies reacted to respond the complaints and feedbacks to reach positive action. Coca Cola Company have arranged well fair program for thousands of staff to harmony each other and carrier enhancement to next level for suitable-experienced staff.

Opportunities

(1) Participating in various events promotes greater brand awareness and liabilities of the product.

Myanmar is a country with full of traditional festivals, religious festivals and events. Therefore, companies in this study replied they have more opportunities to associate with those meaningful festivals, events, education fairs, ceremonies and other activities. Participating in those activities promotes their products well-known and better brand image. Addition, C Mix O Mix, Premier Coffee, The Best Coffee Mix and Tea Mix, etc. suggested that they have to develop coherent Corporate Social Responsibility strategies to maximize their positive impact on the environment. Undertaking Corporate Social Responsibility programs not only maintains stronger corporate image and brand reputation, but also increase consumer loyalty and sales. It makes people that the company's operations are ethical and beneficial for society.

These company's success in the participating of Corporate Social Responsibility activities. It may make the repeat-purchase of a known brand, encourage purchase of the product and cause occasional un-necessary purchase. Coca Cola Company always celebrates the fun events at the shopping mall for targeted the children. And then, the parents also participate and persuade the buying within celebration and advertising altogether.

(2) Technology changes improve production, sales, marketing, and advertising activities.

Technology improvement is advantageous to business's operations. Technical changes help the employee to proceed their tasks in a better way. Coca Cola, Shark, Premier, The Best Coffee answered they always cope up with new technology by upgrading their machines, using new software, and calibrating and reviewing devices every five years. In this way, it can increase productivity while reducing costs. Technology advancement makes business operations such as manufacturing the products, purchasing raw materials, products distribution, communication with suppliers, retailers and customers, and advertising easier and more effective for the staff of the company. On the other hand, changes in technology may be a bit challenge for them. For instance, changes in digital technology are complex, diverse and distinct. Companies have to know how technology improvement enhances better opportunities for them and how to use it to maximize competitive advantage and increase market share.

The technology enhancement may make positive impact on business operation. Changes in technology may be a bit challenge for companies because companies need skillful employee, training, new machines and equipments and software and hardware. Coca Cola Company produces the Coca Cola soft drink which was the International brand and have International Standard for production procedure. Companies follow the guidelines to remain the quality all over the world. Additionally, companies can do the multi-channel integration to access with advertising.

(3) Increased Product Demand in other areas of Myanmar contributes increased sales targets.

Due to infrastructure development such as easier transportation and better communication channels, product distribution is commercially available in other states and regions. Advertising their products in different channels contribute to increase product demand in other areas of Myanmar, leading to higher sales target. Companies such as Ovaltine, Milo, Horlicks, Coca Cola and Royal D distribute their products to other states of Myanmar by appointing representatives. For products such as 100 plus, Shark, C Mix O Mix, Premier Coffee, The Best Coffee Mix and Tea Mix, they distribute their products to their dealers and retailers directly. Better infrastructure with the increased product demand improves connecting supply chains and efficiently moving goods and services throughout the country and in the world.

Companies expand their product sales in the other areas of Myanmar where have high demand for the product sales by advertising.

Threats

(1) Strong competitive market affects production and sales targets of drinks companies.

Competition is so intense in the market of drinking category. Royal D, C Mix O Mix and Horlicks answered they have to develop and invent sales and marketing strategies depending on the changing situations. Supply in the drink market is high whereas the demand is low compared to the presence of products in the market. Competitors in the market try to sell their products with lower price and offer several promotion items. Price differences determine the product people buy in the market. C Mix O Mix responded strong competition is the most serious issue that the company face, considering how to compete and win over their competitors. The company

develop their brand loyalty by holding meetings with staff from internal brand channels, retailers and suppliers to adapt the intense situation of competitors in the market.

Having strong competition in the market of non-alcoholic beverage industry may change consumer behavior for their preference. Coca Cola was the International brand and easily to penetrate by advertising such as billboard's being more effective and easier to notice.

(2) Negative publicity on energy drinks reduces the market demand.

Health organizations and social media prove that coffee, tea energy drink has negative effects to health for high intake of caffeine if people drink more than enough. They revealed some famous brands of energy drinks contain up to 80 milligrams of caffeine or a similar stimulant, resulting in heart related problems, diabetes and blood pressure. For instance, Red Bull and Shark was banned in France and Denmark. In Japan, those products can be only bought in pharmacies. Those public concerns on energy drinks and other drinks with caffeine affects negatively on market demand and production. Companies in this study explained they have to design their product showing their ingredients with no artificial preservatives and artificial vitamins which are less harm to consumers. They invest more in product development as they prefer organic energy drinks in the market.

Some non-alcoholic beverage have negative effects for health problem if consumers take more than enough.

(3) Situation of covid-19 makes a negative impact on business operations.

During the pandemic period of covid-19, companies in this study face several challenges in areas such as reducing workforce due to high labor costs, difficulties in transportation, raw materials, services and government announcements, etc. Coca Cola Company Ltd. answered that during Covid-19 period, the company face shortages at all levels such as labor, supply risk and logistic channels, transloading operation and government orders which force each economic player to make trade-offs. Government announcements from time to time depending to health situation often changes day-to-day operations. So they are make efforts to ensure supply risk for business continuity, as well as understanding of logistics channels and planning of transloading operation, pushing our suppliers to make timely delivery and other ongoing supporting from them through these challenging times. Another challenge is

there is no new investment in this epidemic period. They try to overcome those challenges within limited capital and human resources.

According to the situation of COVID 19 makes the negative impact for the companies' operation due to high labor costs, difficulties in transportation, transloading operation, logistic channels, scarcity of raw materials, lack of full services and so on.

Table (4.1) SWOT Analysis on Companies in Drinking Category

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> ▪ Outdoor advertising and providing product samples increases market demand and loyal customers. ▪ Advertising encourages skillful people to apply job vacancies of their company. ▪ Skillful and experienced staff contribute to undertake effective operations of the company. ▪ Companies have sufficient capital for further business extension. ▪ Good relationship with their suppliers is advantageous to the company to get sufficient raw materials during the pandemic period. 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> ▪ Many competitors in the market affect the customer loyalty on products of the study more or less. ▪ Changes in price and quality affect the demand of the products. ▪ Changes in prices of substitute goods shift the demand of the products. ▪ Outdoor advertising cost, especially billboard advertising is getting higher. ▪ Negative workplace relationships within the company, dealers and customers can damage company performance, products sales, and market penetration.
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> ▪ Participating in various events promotes greater brand awareness and liabilities of the product. ▪ Technology changes improve production, sales, marketing, and advertising activities. ▪ Increased Product Demand in other areas of Myanmar contributes increased sales targets. 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> ▪ Strong competitive market affects production and sales targets of drinks companies. ▪ Negative publicity on energy drinks reduces the market demand. ▪ Situation of covid-19 makes a negative impact on business operations.

Source: Survey Data, 2020

According to the SWOT analysis result, the ten business companies have advantages and disadvantages of their product. Concerning with strengths, the companies provide customers such as promoting program because they get more preferences for customers. The more consumers are liking these products and also the demand will be increase. Most of the companies of the drink categories in this study provide internal training, oversea training, and language training for their staff development. These companies are working with skillful experiences staff and also are doing with advertising agencies in conducting advertising channels with digital marketing priority and billboard advertising. These companies are growth productivity and make them to penetrate the market very well. Companies have sufficient capital for further business extension. These companies use their budget on marketing and distribution, research and development, brand building and human resource development. By doing the companies, they get for market penetration and maintain product quality building market power with bigger market shares, product development. During the pandemic period of Covid-19, most of companies in the market suffer difficulties and challenges in getting raw materials due to restricted transportation. Good relationship with their suppliers is advantageous to the company to get sufficient raw materials during the pandemic period.

Concerning with the weaknesses, the direct and indirect competitors are using their budget a lot on marketing through applying various advertising channels. They try to build brand image to make their product well-known in the market. As consumers, being rationale people, have multiple choices and different promotions, their brand loyalty become less predictable. The most of consumers always change depending on changes in price and quality of products. The ten business companies nearly produced substitute goods. If the changes in prices of substitute goods shift the demand of the products. Out of the outdoor advertising activities, the billboard advertising cost higher. Most companies do not work with more than three advertising agencies because advertising cost is higher. As billboard advertising is pricey, they tend to stick to other forms of advertising, based on their investment on marketing.

According to the opportunities, the companies are participating in various events promotes greater brand awareness and liabilities of the product. They get more opportunities to associate with those meaningful festivals, events, education fairs, ceremonies and other activities. Participating in those activities promotes their products well-known and better brand image. Technical change can increase

productivity while reducing costs. Technology advancement makes business operations such as manufacturing the products, purchasing raw materials, products distribution, communication with suppliers, retailers and customers, and advertising easier and more effective for the staff of the company. By changing technology, companies have to know how technology improvement enhances better opportunities for them and how to use it to maximize competitive advantage and increase market share. According to infrastructure development, advertising their products in different channels contribute to increase product demand in other areas of Myanmar, leading to higher sales target.

Concerning with threats, having the strong competitive market affects production and sales targets of drinks companies. The strong competition is the most serious issue that the company face, considering how to compete and win over their competitors. The company buildup their brand loyalty by holding meetings with staff from internal brand channels, retailers and suppliers to adapt the intensive situation of competitors in the market.

4.4 Analysis on Key Informant Interview for Advertising Agencies

The study gathered qualitative data by conducting KII in order to describe the existing situation of billboards advertising industry in Yangon Region. The key informants included Myanmar Ganad Advertising Co., Ltd, EyeCorp Myanmar Co., Ltd, Outdoor Network Co., Ltd, FMI Decaux Co., Ltd, MMI Advertising, Top Biz Advertising Co., Ltd, Advertising Tri Co, Ltd, Golden New Idea Co., Ltd, MacComm PR Advertising Ltd, Kyal Sin Hein Billboard Agency, 1st Milky Way Co., Ltd, New Life ADS (NLA) Group., Ltd, Top Biz Co., Ltd, Hyper Power Co., Ltd, Tycoon Star Co., Ltd, Xenon Co., Ltd, Seikosha Myanmar, Modern Grand Media Group Co., Ltd, Multi Pentagon Co., Ltd, AEG (Art Engineering Group), SAIL Marketing and Communications Co., Ltd, Haley Advertising Co., Ltd, Phyto Group Enterprises Co., Ltd, Luminous Branding and Marketing Co., Ltd, Mango Media Co., Ltd, Myanmar Media 7 Advertising Co., Ltd, San Thit Oo Advertising Co., Ltd, Asia Apex Co., Ltd, Golden Myanmar Advertising and Communication Ltd, Asia Apex Media and Advertising and Channel Co., Ltd.

4.4.1 Basic Information of Advertising Agencies

The selected advertising agencies from the outdoor advertising was thirty agencies.

Table (4.2) Basic Information for Advertising Agency

Sr. No	Description	Advertising Agencies	
		Frequency	Percentage
1	Agency established year		
	1 to 9 years' experience	10	33%
	10 years to 19 years' experience	10	33%
	20 years' experience and above	10	33%
		30	100%
2	Establish your billboard advertising business		
	Placing billboards by yourself	18	60%
	Hiring agencies for Placing billboards	11	37%
	Other	1	3%
		30	100%
3	Currently working with business partner		
	YCDC	26	87%
	MCDC	2	6.50%
	Other	2	6.50%
		30	100%
4	Supplied goods (raw materials) used for billboard		
	Locally sourced materials	5	17%
	Both (Local and Foreign materials)	25	83%
		30	100%
5	Agency offer the Current types of advertising		
	Billboard, LED, Roller Light box, Static Light box, Vinyl printing, Installation, Bus shelter advertising, LED Car	23	77%
	Advertising Agency and Marketing, Media planning and buying, Gift sets, Event management, Media production, online advertising	5	17%
	Other	2	6%
		30	100%

Source: Survey Data, 2020

Table (4.2) Basic Information for Advertising Agency (Continued)

Sr. No	Description	Advertising Agencies	
		Frequency	Percentage
6	Agency advertise type of products Both (Domestic and Foreign goods)	30	100%
		30	100%
7	Advertising fees	7	23%
	Depend on size and location and quality	18	60%
	Depend on client request	3	10%
	Other	2	7%
		30	100%
8	Contract duration with suppliers and clients		
	At least 3 months	15	50%
	6 months	2	7%
	1 Year	4	13%
	1 Year and above	2	7%
	Other	7	23%
	30	100%	
9	New clients approach		
	Business to Business	23	77%
	Self-advertising	5	17%
	Individual company	2	6%
		30	100%

Source: Survey Data, 2020

According to the table, the highest experience of advertising agencies was over 20 years. In this study, 60% of advertising agencies are placing billboards by their selves (Billboard erection), 37% was hiring agencies for placing billboards as third party and 3% was media planning and media buying services. These advertising agencies are currently working with the regulators. 87% of Yangon City Development Committee, 6.5% of Mandalay City Development Committee and 6.5% of other related advertising agencies are cooperating with these agencies. Advertising agencies had been supplied the advertising equipment (raw materials) to get the outdoor advertising items. 17% of advertising agencies had used local-sourced materials and 83% of advertising agencies had used both local-sourced and foreign-sourced

materials. Currently these advertising agencies offer the variety of outdoor services such as 77% of Billboard, LED, Roller Light box, Static Light box, Vinyl printing, Installation, Bus shelter advertising, LED Car, 17% of Advertising Agency and Marketing, Media planning and buying, Gift sets, Event management, Media production, online advertising and 6% of other advertising. These advertising agencies advertise totally 100% of both local and foreign branding. Advertising agencies set the rental prices depend on 23% of market situation, 60% of size and location and quality, 10% of client request and 7% of other reason such as Tax matter. The contractual matter with clients and agencies are making the contract with 50% of 3 months term, 7% of 6 months, 13% of 1 year, 7% of 1 year and above and 23% other such as very short period. Advertising agencies find and approach the new clients with the way of 77% was business to business, 17% of self-advertising and 6% of individual companies.

Myanmar Gand, TopBiz, Seikosha Myanmar, SAIL Marketing and Communications Co. Ltd, Haley Advertising, Mango Media had included foreign business partner who are joined with local advertising agencies and the rest advertising agencies are purely local leading advertising agencies.

4.4.2 Opportunities and Challenges of Advertising Agencies

The thirty agencies' name are already well-known in the advertising industry. These outdoor advertising agencies have the challenges and opportunities as follow. The opportunities of advertising agencies are:

(i) Offering the advertising services for local products and foreign products

Myanmar Ganad advertising and Major Media International advertising will get the benefits of better company image, better experiences and better income by offering the advertising services for local products and foreign product. EyeCord Myanmar advertising, Outdoor Network, FMI Decaux and Golden New Idea Co., Ltd expect to get the brand awareness, more revenue and many contacts for communication, on the other hand new clients by advertising both products. Also, they get more believe the clients by providing services.

(ii) Competitive advantage that is different from competitors

Competitive advantages such as good services, strong branding for long time at Myanmar, prime location of billboards and innovative from Myanmar Ganad is different from the competitors. EyeCord Myanmar's perspective for competitive advantage is some clients hire the billboard for building their brand image due to the good location of their billboards. For Mango media for competitive advantage is the strength of marketing team which different from the competitor. TopBiz's competitive advantage was modern technology to differentiate with the competitors. Among the competitive companies, these companies more emphasize on how choose good location of their billboards and how use more advancement technology of their billboards.

(iii) Main factor of advertising Services

The main factors that the loyal clients still use the agency's advertising services are effective, trust worthy by clients and value of money from Major Media International advertising, clients are satisfy on client services for EyeCord Myanmar, reasonable price and good client services for Golden New Idea Co., Ltd, better quality and good client care for Kyal Sin Hein Co., Ltd, majority of the billboards are located in popular places due to clients lease long term for the billboard from Outdoor Network Co., Ltd and good company image, better client care service and acceptable market price from Hyper Power Co., Ltd.

(iv) Have local skillful and expertise staff

In the agencies, having or hiring a local skilled staff will help to get the job done and job performance as the opportunities. Local skillful employment rate is higher than none local employment for this industry. These industries provide more employment opportunities.

The challenges of advertising agencies are:

(i) Using modern technologies in offering advertising services

Major Media International advertising use the modern technologies which is tailor made software for individual operation in offering advertising services. According to the technology development, these agencies are used the advertising technology. Hi technology outside and inside of LED is the major technology which offer from Myanmar Ganad. For EyeCord Myanmar advertising, LED mobile car

advertising is the modern technology for this agency. Digital screening advertising will be the modern technology for FMI Decaux and 1st Milky Way advertising. Emboss way of advertising is the modern technology for Kyal Sin Hein Billboard Co., Ltd. Some agencies are difficult for using these Hi technology such as LED advertising.

(ii) Effect of changes in advertising policies

By changing advertising policy, the agencies effect their advertising. Myanmar Ganad, EyeCord Myanmar and SAIL advertising follow the policies as per negotiations are needed to move forward with the emerging policies. For FMI Decaux, if the changes policies are better for all, the advertising industry will get the better affect to get. Golden New Idea and 1st Milky Way Co., Ltd obey the changes policies by adapting as per changeable policy. Kyal Sin Hein Billboard advertising and Tycoon Star Co., Ltd expect to consider for Tax matter to change as new policy. SAIL group of company took the perception of policy changes about a better policy may bring a better change for the industry.

(iii) Effect on foreign investors by Foreign Direct Investment

Myanmar Ganad will benefit of the foreign direct investment policy that some restriction like import/export permit cannot hold. EyeCord Myanmar Limited will affect of the foreign direct investment policy that Myanmar is striving for modern development, which is having a positive impact on foreign investment. Outdoor Network assume that due to foreign direct investment policy to be better for county economy to be enhanced. Golden New Idea will get the benefit by the policy of foreign direct investment that business expansion and more commercial revenue for country economy. For local agencies assume that there have not too much effect on them. SAIL group of advertising answered that Foreign investment law enhances not only the capital requirements but also technology know-how to the sector.

(iv) Current pandemic condition of COVID 19 affect the functions of agencies

Major Media International Co., Ltd and Golden New Idea Co., Ltd have some impact on business that economy slow down and everybody suffer. From Myanmar Ganad, they get budget cut from usual clients, postpone the new advertisement to advertise and not extend the old advertisement partially. EyeCord Myanmar Co., Ltd

effect of pandemic such as some businesses have reduced their advertising budgets, which has had an impact on their business. Business and operation flows are slow because of pandemic from FMI Decaux. Outdoor Network Co., Ltd think that agency coordinate with the clients to give exemption for contract period. 1st Milky Way Co., Ltd and SAIL group of companies will affect that no impact on long-term contract except payment terms were delayed. In general, overall sale volume is turned down due to COVID restriction. As MacComm PR advertising haven't too much problem except in delay a little bit in operation. No new clients. For Tycoon Star, lack of clients counseling with them.

(v) Offer maintenance service related to the advertising

Most of the advertising agencies have different services on maintenance services based on clients' needs. However, after sales service is provided for any categories of advertising materials. EyeCord Myanmar Limited had been including this service in the company's quotation (Cleaning, Painting, Lighting Checking). Myanmar Ganad have the maintenance weekly or monthly basic. Other advertising agencies also has this service. Some agencies are supporting one time per two months basic providing the maintenance services.

(vi) Client's suggestion which advertising channel was expensive

Clients have the suggestion for outdoor advertising regarding the rental fees are expensive especially of popular channel for two third of the billboard and one third of others outdoor advertising for the advertising agencies. Majorities of the advertising agencies cannot keep with up and perform changing the technology trend. The advertising agencies keep client's feedback/ complaints for the advertising services and act as per agencies regulations and FMI Decaux, Tycoon Star, Modern Grand Media and Advertising, AEG, Haley advertising, Phyo Group Enterprise and Luminous Branding and Marketing Co., Ltd cannot keep client's feedback/ complaints for the advertising services.

CHAPTER IV

CONCLUSION

5.1 Findings

The commerce of outdoor advertising industry in Myanmar has been existed since 1980. The introduction of new industry has had advantages on tax exemption and rental rate for using the space were vary from owner to another. In the early 1990s, the opening of the economy saw the entrance of many Western brands into Myanmar. This was paralleled by the industry entry of foreign advertising agencies that set up businesses in Myanmar, mainly to service their pool of international clientele. The industry development was gradually changed in the year of 1995 and 1996. Obviously, the billboard stand for outdoor advertisement are appeared from traditional to modernized one. The advertising agencies and specialty are operating in upper and lower Myanmar. These advertising agencies are providing the different types of services. According to the culture of Myanmar, alcohol beverage, cigarette and sexual advertisements design are not allowed for all advertising agencies. However, advertising agencies can advertise the brand alone of these categories. For product advertising matter, some of the advertising agencies can advertise the local product with local brand. If local advertising agencies compete with foreign-joined agencies, this one is the challenge for local advertising. Another one is instability of political and economic. Yangon is the capital and the largest city in Myanmar with a population of over 53 million people. It is here in Yangon that most businesses are conducted and where most foreign companies' headquarters are situated. In the 1990s, Yangon was dotted with billboards as companies jostled for the best locations to draw the attention of the consumers to the products they were introducing to the market. Then, the YCDC introduced some order into the industry, erecting 500 billboards of its own measuring 45 feet by 15 feet, with the city financing the construction of the structures. The YCDC invited companies and advertising agencies once a year to bid on the billboard space. In 2015 only about 350 of the billboards were rented out. The number dropped to 280 in 2016. By 2017, the number of billboards taken up slid to

180. In the year 2018, the number was further cut to 90. Billboards rented out by the YCDC are just vinyl surfaces. LED billboards are only allowed on privately owned land or buildings.

To analyze the core strengths and weaknesses of companies in the drink industry and to provide the information on threats and opportunities of the industry, SWOT analysis was undertaken in this study. Based on the findings of this analysis, using the different outdoor advertising channels such as billboards, LEDs, car and bus stickers, etc. and the influence of social media such as websites, Facebook, Instagram, etc. increase market demand and loyal customers. If the beverage companies use these advertising platforms effectively, their products will be eye-catching to the audience by reaching the bigger customers and attract new consumers. On the other hand, building company image and consumer loyalty within the country can appeal to skillful people to apply jobs. Thus, companies have an opportunity to meet up a lot of potential employees to choose the suitable candidates for their business development and align with their core values and goals. Employees in the company are skillful and proficiency in their skills; they have great teamwork and provide quality service to their retailers and customers. Addition, the relationship with its suppliers and retailers in this industry is not temporary. When companies in the drink category have reliable suppliers and retailers, then they would not face any shortages or challenges in the delivery of products.

Some weaknesses can be found in this competitive drink industry. The industry has a diverse portfolio of drinks that offers various items and promotions to its customers. It is hard to get a huge market share as consumers, being rationale people, have multiple choices and different promotions. Therefore, the demand of products in the drink category is unpredictable as consumers have choices to buy out of them and their brand loyalty become less predictable. Furthermore, price discounts play an influential factor on customers' perceptions and behavior. Therefore, changes in price and quality affect the demand of the products in the industry. Addition, in regards of advertising channels, especially billboards advertising, it is necessary to rent a crowded and strategic public location to attract new customers and to be more coverage of the public. Rental fees at such places are usually very high although it creates the higher viewership and consumers' impressions. Higher rental expenses and advertising costs hinders companies in undertaking business operations to expand their market share in the industry. Most of companies in this industry have staff who

are educated and skillful. However, this diverse working environment conflict among employees, negatively affecting their work performance. Thus, problems in coworker relationship, social relationship with dealers and customers cause unproductive working environment. Improper employee relationships, bad relationship with dealers and retailers and actions on customers' complaints and feedback can have a detrimental effect on product sales and marketing. Those core strengths and weaknesses can affect the performance of drink industry in Myanmar.

The industry faces some opportunities and challenges based on the external factors of the country. As Myanmar is a country filled with traditional festivals, religious festivals and events, participating in those meaningful festivals, events, education fairs, ceremonies and other activities as a sponsorship or partner promotes greater brand awareness and liabilities of the product. Nowadays people try to look at the Corporate Social Responsibility activities of the company as they concern more on human rights, environmental and equality. Therefore, making efforts to implement Corporate Social Responsibility programs not only maintains stronger company image and brand reputation, but also increase consumer loyalty and sales in the market. Addition, technology advancement is advantageous to the whole business operation to be efficient. Nowadays, due to technology improvement, it would be a challenge for them to cope up with new technology, it reduces cost in production, sales, marketing, and advertising activities in the long run. Addition, the growing demand of customers due to easier transportation and better communication channels gives continuous opportunities for them in achieving sales targets, innovation and development.

In regards of challenges faced by the drink industry, strong competitive market affects production and sales targets of drinks companies. Many direct, indirect and replacement competitors can be found in this industry. There are many famous brands offering the same product or substitutes. Customers have multiple choices with different flavors' to buy one drink. As competition is so intense, they have to compete each other with different promotions to maintain their sales target. Today, people have more awareness on health issues. The beverage companies have to be careful on product development as customers want not only a drink with different but also organic and healthy juice. Last but not least, the current wave of COVID-19 has affected companies of the drink industry more or less. They face shortages at all levels such as labour, supply risk and logistic channels, transloading operation and

government orders which force each economic player to make trade-offs. They have to set up new strategies and system like online services to survive in this pandemic time.

After SWOT analysis on this industry, to generate higher sales, it is necessary to maintain good relationship with their suppliers, retailers and customers. Addition, they have to use their competitive advantage effectively and make strategic decisions to provide their customers with a wide variety of choices to meet their desires, needs and lifestyle choices.

To explore the opportunities and challenges of advertising agencies working with beverage companies in Myanmar, key informant interviews was conducted with 30 well-known advertising agencies in the industry. Modern technologies give opportunities for them to provide best adverting services to their clients. For instance, with the rapid expansion of the internet, tremendous opportunities are created for them to offer digital marketing services. As online advertising industry becomes more popular in the country, advertising agencies are now developing strategies to provide services specific for online marketing. Nowadays, foreign products are exported to our country by letting local companies to be the sole trader within the country of Myanmar. Therefore, advertising agencies have huge opportunities to offer advertising services for not only local products but also foreign drinks.

There are several challenges that advertising agencies faced due to changes in advertising policies and current situation of covid-19. Now those agencies have to adapt those changing polities which emphasize on intellectual property and copyright issues. On the other hand, like beverage companies, the advertising agencies in this study suffer in operating their business due to the contract delay, payment delay and logistic activities. Moreover, it is hard to undertake maintenance activities due to covid-19 restrictions.

The key informant interviews findings suggested that the advertising agencies have to come up with strategies and programs that emphasize on digital marketing and online advertising as people now use internet services in their day-to-day activities.

5.2 Suggestions

According to the findings and analysis from this survey, the primary obstacle the advertising agencies faced in this beverage and drink industry is technology barrier due to lack of investment and expert of the employees. Also, most of the advertising agencies cannot catch up with the technological changes, especially for outdoor advertising. Companies and their clients commented that billboard advertising is more expensive although they prefer it.

Nowadays, due to the pandemic condition of covid-19, outdoor advertising trend changes to social media which is internet advertising using many ways such as Facebook, Twitter, Instagram, web page and blog, mobile advertising, video advertising. To follow up the trend of online advertising, advertising agencies in Myanmar need to set strategies on traditional advertising channels to survive and come up with new advertising methods and strategies for technology advancement of digital advertising.

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APPENDIX

Billboard Advertising and its influence on your business using SWOT analysis approach

Company's name - _____

Type of business - _____

Started Year - _____

Strengths

1. What kind of methods or ways do you use to make people know your brand in the market?
2. When did you start using advertising strategy in selling your products in the market?
3. Number of advertising agency your company have worked with (please name them). Why?
4. Does your business advertise on other advertising channels besides Billboard advertising?
 Yes
 No
5. If you use the advertising on other advertisement channels, what did you affect your product sales?
6. Does your company have skillful and expertise sales and marketing staff to meet your sales target? How do they perform effectively?
7. Does your company provide training programs for staff development? Please mention the types of training programs.
8. Does your company offer any bonus schemes to improve your staff performance?
9. Do your company plan to have additional capital on business expansion for further?
10. Do your company able to manage the relationship with suppliers for the availability of raw materials to be sufficient in the production process during the pandemic period?

Weaknesses

1. How can be effect of your product sale if strong advertising of similar companies increase the popularity of consumers on these products and increase the demand?
2. Do you think your customers' taste on your products will change, compared to your competitors' products?
3. What are the reasons do you believe your customers' taste on your products will change
 - High price
 - Low quality
 - Other (Please specify _____)
4. Do you get any customers' feedback on your products? Is it possible to perform according to the customer's advice?
 - Yes
 - No
5. Do you think advertising fee is expensive in the industry?
 - Yes
 - No

If yes, is there an option to choose for cost-effective advertising?
6. How does reducing the employee size during the Covid-19 impact on production process of your commodities?
7. What can happen in the product sales and marketing activities if there are problems with employee relationships in your business?

Opportunities

1. Before advertising, how about brand likability of your products?
 - More
 - Less
2. Is your product advertisement successful?
 - Yes
 - No
3. Marketing your products with outdoor advertising (i.e., _____), how much does your products sales increase?
4. Which trade shows, exhibitions and fairs are more effective/suitable in promoting your business and advertising your products?
 - Traditional festivals
 - sport events
 - donation and awarding ceremonies
 - religious festivals
 - education fairs
 - others (Please specify _____)
5. Is there a price difference between advertising your business on Billboard and advertising on another channel?
 - Yes
 - No
6. How do you expand your business or make your products available in other areas of the country except Yangon?
 - franchising
 - Direct distribution from the business

Threats

1. Are there any businesses/competitors similar to your company's products in the industry?

Yes

No

If Yes, can you control your quality of your products in the market, compared to your competitors?

2. What would be the challenges you will face when selling your products in competing with your competitors at the same place/time?

3. How does technological change affect positively or negatively on production and distribution of your products?

6. Can your customers use other goods as substitutes of your products?

Yes

No

If Yes, does the customer have the option to replace it?

7. Does the current pandemic condition of Covid-19 raise your company's production or operation cost?

8. Does high production/operation cost affect your sales target? How?

9. Is there any negative publicity on the product?

Guided Questions of KII for Advertising Agencies

Part I: Background Info

1. Agency's Name _____
2. Established Year _____
3. Address _____
4. How did you establish your billboard advertising business?
 - Placing boards by yourself
 - Hiring agencies for Placing boards (only designing billboards)
 - Others (Please specify _____)
5. Is there any business partner you are currently working with?
 - YCDC
 - MCDC
 - Others (Please specify _____)
6. Your supplied goods (raw materials) used for billboard advertising
 - Locally sourced materials
 - Foreign materials
 - Both
7. What kind of advertising does your agency currently offer?
 - Billboard
 - LED
 - Roller Light Box
 - Static Light Box
 - Vinyl
 - Market Research
 - LED car
 - Gift sets
 - Media Planning
 - Media Buying
 - Assembling
 - Event Planning
 - Internet Advertising
 - Others (Please specify _____)

8. What type of products does your agency advertise?
- Domestic goods
 - Foreign goods
 - Both
9. What kind of advertising is popular among your clients out of the advertising services your agency offers?
10. How do you usually make the advertising contract (contract duration) with other agencies and clients?
- At least 3 months
 - 6 months
 - 1 year
 - Above 1 year
 - Others (Please specify _____)
11. What kind of payment method does your agency usually accept?
- Cash
 - Bank Account
 - Cheque
 - Card system
12. How does your agency find/get your clients?
- Business to Business
 - Self-advertising
 - Individual Company
17. Does your agency have foreign business partner?

Part II: Opportunities

1. What are the benefits your agency obtained offering the advertising services for local products and foreign products?
2. Is your agency already well-known in the advertising industry?
- Yes
 - No
- If No, the reason is
- Less experience
 - Being new agency
 - Low investment/capital

- Less clients due to the few advertising services your agency offers
 - Others (Please specify _____)
3. What kind of advertising do your clients more prefer/choose for their products?
- Billboard
 - LED
 - Others (Please specify _____)
4. Does your agency have any competitive advantage that is different from your competitors?
5. In your opinion, what are the main factors that your loyal clients still use your agency's advertising services?
6. Does your company have local skillful and expertise staff to improve your agency's performance?
- Yes
 - No
7. Does your agency use modern technologies in offering advertising services?
Please mention it briefly.

Part III: Challenges

1. Please express your opinion on your agency's performance if you have clients for domestic products only?
2. Does your agency/business keep with up changing technology trends?
 - Yes
 - No
3. How can changes in policies affect your advertising agency?
4. How does Foreign Direct Investment Policy affect foreign investors in the industry?
5. Do you fulfill your clients' feedback/complaints on your advertising services?
 - Yes
 - NoIf yes, how?
6. How does the current pandemic condition of Covid-19 affect the functions of your agency?
7. Do you also offer maintenance service related to your advertising (i.e. Billboard, LED, Bus Shelter, etc.)? How?
8. Any suggestions on the improvement of the advertising industry.