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Additional free digital radio creative workshops

Commercial Radio Australia (CRA) continues to promote the opportunities available on digital radio to the advertising industry with the announcement of two additional free digital radio creative workshops to be held in Sydney and Melbourne in June.

Joan Warner, chief executive officer of CRA said this round of creative workshops was specifically targeting advertising creative teams.

“Advertisers and agencies have started to look at the opportunities in digital radio with sponsorship of new digital stations already in place. The creative workshops provide hands-on experience of how DAB+ digital radio ads can integrate images and text to complement traditional radio advertising,” said Ms Warner.

Each delegate that attends the workshop is given an audio radio ad or they can write and record their own and they must add a slide and text to create a digital radio ad that will complement the audio.

The new DAB+ digital radio platform allows radio stations to broadcast pictures and scrolling text to reinforce the audio message. The commercial radio industry has been using the slide show capability to promote their own stations and text for weather, news, promotions and the name of a song or artists.

Eardrum Australia co-founder and creative director, Ralph van Dijk who implements the workshops said: “While the digital radio audience continues to grow the workshops provide a chance to explore the uncharted territory of digital radio advertising.”

Participants at the workshop also have the opportunity to see the file format Piñata that links all aspects of the Digital Radio Commercial Content Standards – audio, text, images and scripts. Developed by the Commercial Content Standards Group (CCSG), a working group of CRA’s Digital Technical Advisory Committee (DTAC), Pinata has been created to synchronise the visual and audio components for advertising on DAB+.

The half day workshops are open to creative staff from advertising agencies, production studios and radio stations. The Sydney workshop is on 9th June and Melbourne on the 16 June. For further information email digitalevents@commercialradio.com.au.

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For further information on digital radio visit: www.digitalradioplus.com.au