

18 August 2010

Father's Day ad campaign for digital radio

Buoyed by a spike in sales figures over the Mother's Day cycle, Commercial Radio Australia (CRA) will launch a new series of radio and online advertisements promoting digital radio as a great Father's Day gift.

The three week campaign will begin this week and run through to Father's Day on 5 September across 42 commercial radio stations and on their websites in the metropolitan markets of Sydney, Melbourne, Brisbane, Adelaide and Perth.

There are four radio ads in the campaign written by the award winning radio specialist agency, Eardrum; some target women buying gifts on behalf of children, (or secretly for themselves), and others aim to win over dad.

All the ads highlight digital radio's improved sound quality and the variety of new digital only stations available in each market.

Commercial Radio Australia chief executive officer, Joan Warner said: "We have had great support for digital radio from listeners, retailers and manufacturers and the industry aims to build on the early sales and listening figures by continuing the digital radio advertising campaign."

There are more than 60 DAB+ digital radio models available for sale from over 20 different manufacturers, stocked in 650 retail stores throughout Australia. Plus a new feature has been added to the retail drop down menu on the www.digitalradioplus.com.au website listing online retailers stocking digital radios. An entry level digital radio costs around \$80 with the average unit price at around \$150.

Sarah Gale, Audio Business Manager at Dick Smith said: "Digital radios were very popular during Mother's Day and we expect they will be a big seller again this Father's Day. We're seeing interest in the product continue to climb and there are some very attractive deals available to consumers making them the ideal gift for family and friends."

"At Dick Smith, we started with only a few models when digital radio launched and now we have a huge range of radios at all price points. This expansion of our range is based on consumer demand. Digital radios have really come down in price as new products become available on the market and we're seeing a lot of interest in radios at the lower price points which have been big sellers in particular."

"We're also continuing to promote digital radios in our catalogues, so customers should look out for some great deals in our upcoming Father's Day catalogue," said Ms Gale.

Retailers stocking digital radios include; Harvey Norman, Dick Smith, The Good Guys, Myer, David Jones, Big W, JB Hi Fi, Target, Retravision, Radio Rentals and specialist audio retailers.

Background

The latest digital radio data shows there are 523,000 people listening to digital radio in an average week (*Nielsen Radio Ratings five metro markets survey 4, 2010, Monday – Sunday 12am – 12 am, all people 10yrs+ - platform of listening.*) and three times the predicted number of digital radios in the market at nearly 150,000 (*In the market supply chain (chip maker, manufacturer, and retailer) supported by GfK sales data, official manufacturer data and Frontier Silicon (80-90% of DAB+ chip market) reports.*).

To listen to the new digital radio ads click [here](#).

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

Media contact Melissa Fleming, CRA PR Manager Digital on – 0417 499 529.