

15 November 2010

Radio industry reveals biggest campaign since digital launch

The radio industry launched its digital radio Christmas campaign today, implementing its biggest promotion since the technology began last year with the announcement of the new Christmas radio ad campaign, Westfield Shopping Centre demonstration kiosks and online banner ads.

The six week three pronged campaign worth over \$3 million begins today with a series of six new radio ads promoting digital radio as the perfect Christmas gift with a focus on sound quality and more station choice. The radio commercials will be played across 42 commercial radio stations in Sydney, Melbourne, Brisbane, Adelaide and Perth until December 24, plus the banner ads will be featured on all station websites.

Commercial Radio Australia chief executive officer, Joan Warner said: "This extensive Christmas campaign is part of the ongoing investment by the industry and stakeholders to raise the awareness of the benefits of digital radio and encourage listeners to buy a digital radio for Christmas."

The digital radio ads were written by the award winning radio specialist agency, Eardrum. Listeners are encouraged to go to retailers and for the first time the ads feature specific retailers in the tag line.

"Dick Smith and Myer are being acknowledged specifically in this particular ad campaign in recognition of extra levels of support and promotional activity of the digital radio category this Christmas retail cycle," said Ms Warner.

To complement the new ad campaign, Digital Radio Plus Demonstration Kiosks will be established at 10 Westfield Shopping Centres across Sydney, Melbourne, Brisbane, Adelaide and Perth. Beginning with Westfield Chatswood on 2 December and ending with Westfield Carousel in Perth on 21 December.

The interactive kiosks will run for four days in each of the 10 locations and feature digital radios from Pure, Roberts, Sangean, Yamaha, Bush, Grundig and Revo. Shoppers who stop and try digital radio will receive discount vouchers from participating Dick Smith, Myer, Target, Harvey Norman and Good Guys stores.

Updated digital radio sales figures that will include both the Father's Day and Christmas retail cycles will be released in early 2011. The radio industry celebrated one year of digital radio on air in August and reported that at that time 523,000* people were listening to digital radio in an average week and that there were three times the predicted number of digital radios in the market at 150,000.**

The radio ads, plus dates and locations of the Digital Radio Plus Westfield kiosks are available on the website: www.digitalradioplus.com.au

*Nielsen Radio Ratings five metro markets survey 4, 2010, Monday – Sunday 12am – 12 am, all people 10yrs+ - platform of listening.

**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.