

18 April 2011

New Mother's Day ads for digital radio

Commercial Radio Australia (CRA) has launched a new series of radio and online advertisements promoting digital radio for Mother's Day.

The radio campaign which begins this week on high rotation for three weeks, across 42 commercial radio stations in the five digital radio metropolitan markets of Sydney, Melbourne, Brisbane, Adelaide and Perth, is supported by online and social media.

Commercial Radio Australia chief executive officer, Joan Warner said; "The Mother's Day ads reinforce the sound quality and increased choice of stations on digital."

The ads were written by the award winning radio specialist agency, Eardrum creative director Ralph van Dijk, with one ad including a montage of songs featuring the word mother using the premise that your radio is trying to tell you to buy a digital radio for Mother's Day.

Specific retailers have been used in the tagline of the ads to drive listeners into retail stores.

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

Animated online banner ads complimenting the radio campaign will run on all metropolitan commercial station websites and on www.digitalradioplus.com.au.

In addition, CRA has developed a new three and half minute digital radio DVD outlining the latest developments in digital radio for use as a learning tool for retail staff training and posted on the www.digitalradioplus.com.au website and You Tube for listeners.

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.

Background – Latest DAB+ Announcements

- BMW announced it would be the first manufacturer in Australia to offer DAB+ as an option, with availability in 5 Series and 7 Series from May 2011 and new 6 Series upon launch.
- Directed Electronics Australia released an Australian designed world first 2-Din **Audio Visual Navigation DAB+ Receiver** that is a combined DVD, CD, MP3, WMA, AM/FM, DAB+, SD/USB Multimedia Auxiliary Input, Bluetooth, GPS Navigation and Reversing Camera.
- Official data relating to digital radio broadcasts in Australia was released by Commercial Radio Australia (CRA) in March in the Digital Radio Industry Report 2011, showing there are nearly 700,000* people listening to digital radio in an average week (up from 449,000 in 2009), in the five state metropolitan capitals of Sydney, Melbourne, Brisbane, Perth and Adelaide and 406,012** digital radios in the market (up from around 104,000 in 2009).

* GfK Marketcope Report to January 2011.

**Source: The Nielsen Company Radio Ratings. How Listened. Mon-Sun 5.30am-12midnight. Survey #1, 2010 SMBAP, current survey; combination of Survey #1, 2011, SMAP & Survey #8, 2010 for Brisbane. All People 10+.