

Embargoed until Monday
5th December 2011

Radio industry diversifies digital radio promotion for Christmas

The radio industry has diversified its marketing campaign for digital radio this Christmas with the addition of outdoor, print and roaming brand ambassadors, to its traditional radio ads and online banners.

Building on the highly successful Father's Day campaign that saw nearly 100,000 digital radios sold in one quarter, the \$3 million, multi-platform advertising campaign begins December 5, with a series of four new radio ads, scheduled across 42 commercial stations in the five state metropolitan markets of Sydney, Melbourne, Brisbane, Perth and Adelaide.

Written by radio specialist agency Eardrum, the ads include a special retail tag offer, "buy one digital radio and get 50% off the second at your local Dick Smith store".

In a first for the industry's promotion of digital radio, outdoor transit advertising on 800 taxi panels, over three weeks in Sydney, Brisbane, Adelaide and Perth (taxi's do not have ads in Melbourne), will feature the line "1 million people agree.....it's a million times better", highlighting nearly one million Australians have now joined the millions around the world tuning into digital radio.

Complementing the radio ad campaign and taxi backs, is an all of industry (commercial radio, ABC & SBS) half page print and online campaign that also features the "1 million people agree" tagline.

Roaming Digital Radio Brand Ambassadors will extend visibility in six Westfield Shopping Centres in the five states. The ambassadors will be dressed in digital radio plus t-shirts, explaining digital radio's features and benefits and distributing another 10% off at participating retailers offer.

The launch of the Digital Radio Plus brand began with the unveiling of the Digital Radio Plus blue cross logo, sonic and website in late 2008. The commercial radio industry has successfully promoted the digital technology extensively on radio and online with a different campaign for each Christmas, Mother's Day and Father's Day retail cycle.

Although launched in a post global financial crisis environment and promoted during a depressed Australian retail market, awareness, sales and listeners of digital radio continue to grow.

According to the GfK Marketscope report, the total number of DAB+ digital radios sold since August 2009 is 603,932 *.

Click [here](#) to listen to the radio ads or [here](#) to see the taxi backs or go to www.digitalradioplus.com.au to take a look at the online banner.

*GfK Marketscope Report Q3 2011.

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