

23 April 2012

## Mother's Day ads for digital radio

The commercial radio industry continues to drive the promotion of digital radio with Commercial Radio Australia (CRA) launching a series of radio advertisements featuring special tags for two key retailers 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 banners, retailer brochures and social media.

Commercial Radio Australia chief executive officer, Joan Warner said; "Dick Smith and Myer are being acknowledged specifically in the Mother's Day ad campaign in recognition of extra levels of support and promotional activity of the digital radio category during this Mother's Day retail cycle."

Digital radio devices have defied the Australian retail slump with nearly 800,000\* sold in the last two and a half years.

Ms Warner believes digital radio sales continue to rise as manufacturers are bringing affordable and innovative models to market.

"The 2011 Christmas and New Year digital radio sales period was the most successful since launch. We hope our continued collaboration with retailers to promote digital radio to listeners will result in another positive spike in sales," said Ms Warner.

The Mother's Day ads were written by the award winning radio specialist agency, Eardrum creative director Ralph van Dijk.

Animated online banner ads complementing the radio campaign will run on all metropolitan commercial station websites and on [www.digitalradioplus.com.au](http://www.digitalradioplus.com.au). Exclusive promotional offers will be offered in store by Dick Smith and Myer throughout the Mother's Day ad campaign.

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

For further information on digital radio visit: [www.digitalradioplus.com.au](http://www.digitalradioplus.com.au)

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

### Background – Latest DAB+ Announcements

- Official data relating to digital radio broadcasts in Australia was released by Commercial Radio Australia (CRA) in the [Digital Radio Industry Report 2012](#), showing there are 1.2 million\*\* 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 nearly 800,000\* digital radios in the market (up from around 104,000 in 2009).

\* GfK Marketcope Report to January 2012.

\*\*Source: The Nielsen Company Radio Ratings. How Listened. Mon-Sun 5.30am-12midnight. Survey #2, 2012 SMBAP.