



## DIGITAL RADIO UK PRESS RELEASE

### NEW CAMPAIGN SPREADS THE CHRISTMAS LOVE FOR DIGITAL RADIO

Saturday 8 December sees the launch of the new industry digital radio campaign running on TV and radio which features the soul puppet D Love spreading the Christmas love for digital radio.

The Christmas campaign positions digital radio as the perfect Christmas present and starts on BBC TV tomorrow. The heavyweight campaign will appear on BBC TV stations including BBC One, BBC Two, BBC Three, BBC Four and BBC News. In addition the Christmas D Love radio campaign will run on BBC Radios 1, 2, 3, 4 and 5Live, many BBC local radio stations and on major commercial radio stations including Capital, Heart, Classic FM, Magic, Kiss, talkSPORT, Smooth, Absolute Radio and many digital-only stations. The campaign is also being supported by leading retailers such as John Lewis, Halfords and independent retailers who are stocking D Love digital radio guides.

The digital radio campaign featuring D Love has been created by leading advertising agency RKCR/Y&R, responsible for Marks & Spencer and Virgin Atlantic advertising. In the TV campaign, D Love encourages Clive to give his wife a digital radio for Christmas, saying that he "cannot romance a lady to the sounds of a toaster", and pointing out that digital radio, with "its smooth sound quality and fine choice of stations will make her go weak at the knees."

The D Love advertising campaign is part of a 2-year £10 million radio industry campaign overseen by Digital Radio UK that runs through to the Government switchover announcement later in 2013.

16 million digital radios (including DAB, Hybrid and Internet) have now been sold in the UK and digital radios are proving to be one of a handful of top performers in the consumer electronics category according to retail market research company GfK. They show that digital radio sales in the last quarter (Q3 2012) were up 11% year on year. Nigel Catlow, Director of Consumer Electronics, said he expected digital radio sales to be strong during the Christmas period. It is expected that over half a million digital radio sets will be sold this December.

This major digital radio drive coincides with further improvements being made to digital radio coverage and the announcement of the launch of local digital radio services in 4 new regions. These new local DAB multiplexes are being launched by Arqiva with the support of Global and the BBC, and



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### **About RKCR/Y&R**

RKCR/Y&R is a full service creative advertising agency. Clients include M&S, Virgin Atlantic, Lloyds TSB, BBC and Land Rover across both national and global markets.

RKCR/Y&R is the UK's most awarded creative agency for effectiveness with wins across IPA, Marketing Week Effectiveness Awards and Marketing Society Awards covering both the private and public sectors. The 2010 Gunn Report ranked them the No.1 most creative UK agency and 5<sup>th</sup> worldwide.

In 2010 RKCR/Y&R won its second BAFTA for its BBC Winter Olympics trail – and remains the only creative agency to have been awarded by BAFTA.

For more information, please visit [www.rkcryr.com](http://www.rkcryr.com) or please contact Propeller PR:  
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