

# MEDIA RELEASE



9 May 2016

## Radio hits the airwaves to promote LG's digital radio smartphone

Commercial radio hits the airwaves today with a \$5 million integrated marketing campaign to promote the LG Stylus DAB+, the world's first smartphone with built-in broadcast digital radio.

The six-week campaign includes radio, out of home, online and paid social media, with a series of four radio ads to run across all metropolitan commercial and selected SBS radio stations.

The campaign focuses on the benefits of listening to broadcast digital radio on the phone - no streaming costs, more station choice, improved sound quality and less battery drain.

Forty-five radio on-air ambassadors will also promote the phone and 250 handsets will be given away to listeners through station promotions. A three-week taxi back campaign will run in Sydney, Melbourne, Brisbane, Adelaide and Perth starting 23 May.

The chief executive officer of Commercial Radio Australia, Joan Warner, said the Australian campaign was part of a USD\$40 million international marketing effort by radio broadcasters to partner with LG to launch the phone in a number of countries, including the UK, Germany, Italy and Norway.

"Making radio more easily and cost effectively accessible through a broadcast chip in a mobile device is an important plank of our multiplatform strategy," Ms Warner said. "We believe younger consumers in particular will be attracted by the ability to access entertainment on the go free of charge."

Click [here](#) to listen to the radio ads.

### Media contacts:

Commercial Radio Australia  
Judy Shaw  
+61418 415 965  
[Judy.shaw@commercialradio.com.au](mailto:Judy.shaw@commercialradio.com.au)

LG Mobile Communications Australia  
Jayne Ellis  
+61479 101 268  
[Jayne.Ellis@lg-one.com](mailto:Jayne.Ellis@lg-one.com)

For digital radio news, visit [www.digitalradioplus.com.au](http://www.digitalradioplus.com.au), follow us on Twitter [@drplusinfo](https://twitter.com/drplusinfo) and like us at [facebook.com/drplusinfo](https://facebook.com/drplusinfo).

For more info on LG, please visit [www.lg.com.au](http://www.lg.com.au) or [facebook.com/LGaustralia](https://facebook.com/LGaustralia).