

## Hearing from a friend - new ads in radio brand campaign

New ads begin today, as part of the multi-million dollar radio brand campaign. The campaign highlights the loyal relationship commercial radio listeners have with their favourite stations, illustrating when you advertise on radio, it's like hearing it from a friend.

'That Radio Bloke', Mark Mitchell, the voice of the radio industry brand campaign returns to explore the unique relationship listeners have with their favourite radio stations and presenters. Mitchell humorously interviews an "advertiser, listener, program director and relationship expert" to uncover why radio advertising feels like you're hearing from a friend.

The ads were written and created by the award winning radio specialist agency, Eardrum, creative director Ralph van Dijk.

Previous ads in the radio brand campaign, have included the world's funniest man, John Cleese, as well as spots highlighting the effectiveness of combining radio advertising with online and television and as well as targeting niche markets.

*The latest ads can be heard at [here](#).*

When you advertise on radio  
they hear it from a friend!



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