

## Radio targets SMEs in new campaign



**9 July 2021**

Commercial Radio Australia launched a new brand campaign today targeting small and medium businesses with the clear message that radio advertising helps grow their businesses.

The campaign informs small business owners of the role radio can play in driving customers into store and online.

“Direct advertisers are an important part of the client base for both metro and regional radio operators. We want SMEs to know that now is a great time to act to get marketing campaigns and ad bookings in place as a new financial year starts. The campaign also highlights the fact that radio can drive consumer action even during lockdowns,” said CRA chief executive officer Joan Warner.

The “We’re All Ears” campaign, developed by Eardrum, consists of two creative spots that will run across commercial radio stations nationally for eight weeks.

Eardrum creative director Ralph van Djik said: “Each ad features a cross section of listeners encouraging business owners to tell them what they’ve got on offer. This approach allows SMEs to hear the customers’ perspective, reminding them that people have money to spend. It also reinforces that Australians find radio ads useful.”

Radio ad bookings have rebounded recently. Total ad revenue for commercial radio stations in the five major capital cities was up by 72.6% in May to reach \$59.6 million compared to the same time last year.

Click [here](#) to listen to the ads and visit [Radio Alive](#) for more information.

**Media contact:**

**Judy Shaw** – 0418 415 965 / [judy.shaw@commercialradio.com.au](mailto:judy.shaw@commercialradio.com.au)

### **About Commercial Radio Australia**

Commercial Radio Australia is the peak industry body for commercial radio broadcasters throughout Australia. CRA manages industry codes and standards, regulatory and legislative matters, metropolitan and regional audience measurement surveys, revenue reporting, industry innovation including the automated trading platform RadioMatrix, RadioApp, the Australian Podcast Ranker, consumer research, marketing, industry training and development programs and runs the Australian Commercial Radio Awards and the Siren Creative Awards.

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