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Radio Alive campaign grabs marketers by the ears

Commercial radio launches the next phase of its “Radio Alive” campaign today, using rapid-fire audio effects to bring to life success stories about marketing managers and business owners who have used radio to drive sales results.

The campaign includes four radio ads created by Eardrum that use more than 15 different sound effects to tell the story, including the honking of a cruise ship, the rev of a sports car, an angelic choir and sauce squeezing from a bottle.

Joan Warner, chief executive officer of industry body Commercial Radio Australia, said the campaign answers the question of why businesses should advertise on radio.

“The campaign aims to highlight the fact that radio is live, engaging, dynamic and most importantly, delivers tangible results using the well documented power of great audio,” she said.

Ralph van Dijk, founding creative director at Eardrum, said: “We simply wanted to communicate that radio makes things happen. It’s a daily habit for most Australians and has become a huge social catalyst. This fast-paced sound effect-based framework captures the “aliveness” of radio and illustrates what can be achieved when marketers utilise radio and all its assets.”

The campaign will run across radio for six weeks, supported by trade marketing and a national Media i campaign on 250 screens at media agency locations.

Radio Alive was launched in October to position radio as a vibrant and growing medium with extensive reach across digital, mobile and social media.

Visit the Radio Alive website www.radioalive.com.au for more info and to listen to the new ads.

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