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## Radio stars power \$21 million Radio Alive campaign

The commercial radio industry today launched its new \$21 million Radio Alive campaign nationally, highlighting the power of its on-air stars and its growing reach across digital, mobile and social media platforms.

The first phase of the campaign includes a new brand identity, radio advertising that will air across 260 metropolitan and regional radio stations, print ads, online banners, trade marketing, station and media agency presentations and a new website that will act as a hub for all materials, including research, ratings data and planning tools related to radio advertising.

The campaign communicates radio's strengths – the strong pulling power of its on-air personalities, its ability to influence and engage consumers, and its success in building social media and digital platforms.

"Radio Alive is a whole of industry rebrand and investment in the future - we want advertisers to take a fresh look at how radio can help bring their brands to life," said Joan Warner, chief executive officer of industry body Commercial Radio Australia.

"Radio still has the biggest audience reach at breakfast of any media, and now it has a passionate and engaged audience across the day on multiple complementary platforms, from branded events to podcasts. There are exciting opportunities for advertisers to partner with radio in ways that didn't exist previously."

Rob Atkinson, CEO of ARN and chair of Commercial Radio Australia's brand committee, launched the campaign at the Radio Alive 2017 national radio conference in Melbourne today.

"The new brand is vibrant and compelling and sets the tone for the campaign message that radio is current, relevant and drives responses.

"The first phase of the campaign brings together our on-air personalities, because they are real people with real experiences. The trust, authenticity and engagement that our personalities offer listeners and advertisers is what sets radio apart from almost every other medium," he said.

The Radio Alive brand identity has been developed by creative agency Joy and the ads have been created in collaboration with the radio industry. The first phase of the campaign will run for six weeks, and includes trade marketing and promotion through Media i's network of more than 220 screens in over 60 media agency locations.

The commercial radio advertising market, including both metropolitan and regional stations, rose by 0.2% to \$1.137 billion in the 12 months ending June 2017, according to the CEASA Report on advertising expenditure in main media.

Visit the Radio Alive website [www.radioalive.com.au](http://www.radioalive.com.au) for more info.

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