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## New series of ads for radio brand campaign

The commercial radio industry today launched its latest series of ads as part of its multi-million dollar brand campaign, highlighting the ability of radio to target audiences at specific times and locations across the day.

The “Radio – A Time and Place for Everything” campaign, which airs nationally from today, includes 12 ads targeted at different demographics and product categories, which highlight how advertisers can choose the time of day and day of the week that best suits their product, brand or service, to advertise on radio.

The days and times to be highlighted as opportune for particular messages include:

**Mid-Mornings:** Female grocery buyers are listening to radio making it an effective time to advertise gyms, magazines, clothes, holidays and hotels

**Lunch:** People considering what to eat for lunch can be influenced by radio messages on meal options while they are at work, at home or in the car, whether it be for quick food options to eat on the run during the lunch hour or restaurants and cafes.

**Drive-time:** People driving home from work are listening to radio so this is a good time to advertise automotive products or for people still thinking about work – recruitment agencies

**Nights:** This is a popular time to be online with people also listening to radio so a good time to advertise computer products like broadband or games.

Chief executive officer of Commercial Radio Australia, Joan Warner said the ads highlighted the ability of radio to effectively target certain people at different times of the day.

“Research shows us when and where people are while listening to the radio, which can greatly influence which messages the listener is most receptive to. So targeting the listener at the right time and place, with the right message, allows advertisers to get their messages across in the most cost-effective way,” Ms Warner said.

The new ads, which continue with the theme of humour, were written by international award-winning director of Ear drum Australia, Ralph van Dijk and feature Australian comedians and actors, Mark Mitchell as the interviewer and Jonathan Biggins as the media expert.

“This phase is all about relevance. Radio is unique in that it allows brands to reach very specific audiences at the time of day that is most relevant to them. Hence the strap line “there’s a time and a place for everything,” said Mr van Dijk.

“Each of the 30 and 15 second commercials is tailored to play at a very specific day-part, as Mark Mitchell asks his ‘media expert’ what products are best suited to run at that time. I wanted to make the characters sound as if they were talking to you live. You’re listening at lunchtime as they talk about buying lunch, or on your way home from work as they discuss recruitment agencies. The more relevant the message the more likely it is to have impact.”

An industry-wide marketing campaign aimed at radio stations, media agencies and advertisers will be run in conjunction with the ads and includes downloadable podcasts with facts and figures supporting the specific time and place ads running on air. A teaser campaign for the ads was launched two weeks ago to generate interest in the new ads. The ads will be aired in a cluster of up to five ads at a time over the next six months.

Ms Warner said the “Radio – A Time and Place for Everything” campaign followed a series of ads recorded by the world’s funniest man, John Cleese, as part of the ongoing radio brand campaign. Previous ads have also targeted niche markets like the insurance industry and used senior executives of major companies to explain why they use radio as part of their advertising mix.

“Australian radio advertising is now being taken very seriously at an international creative level and the industry’s own campaign reflects the great strength of good Australian radio ads,” Ms Warner said.

“Today’s advertising climate is also highly competitive and very cluttered, making it imperative for advertisers to use effective and efficient mediums for their message to get through – radio is often the best answer,” Ms Warner said.

The brand campaign, which was first launched in June 2003, is now entering its fifth year and together with the introduction of the Sirens Awards and educational workshops has been credited with helping lift the standing of radio advertising and attract new advertising dollars to the medium.

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**Media note: The new ads can be heard on [www.commercialradio.com.au](http://www.commercialradio.com.au).**