

Industry campaign shows how radio maximises results for businesses



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Radio is alive with possibilities for advertisers in the next phase of the commercial radio industry's Radio Alive campaign, which promotes radio's key strengths in delivering real results for Australian businesses at a time when they need it most.

Showcasing radio's strong reach, exceptional speed to market, ability to target new and existing consumers and impressive cut through, the campaign underlines how investing in radio advertising helps businesses to build and strengthen influential connections with audiences.

"With so much uncertainty everywhere people are gravitating to radio to feel more connected to their local community. Combine this reach and cut through to radio's speed to market and it couldn't be a more relevant advertising medium for right now," said Ralph van Dijk, Founding Creative Director of Eardrum, the creative agency behind the campaign.

Highlighting how radio advertising is a cost-effective quick to market way to maintain share of voice, reach mass audiences and remain top of mind for customers, the campaign underlines how radio gets the message out there to the right audience in uncertain times.

"We know that Australian businesses are facing challenging market conditions and understand that staying connected with customers is vital. Radio is a proven medium that delivers results and offers real value to businesses looking to restart marketing initiatives after a pause and get the message out there that they are open for business," said Joan Warner, Chief Executive Officer of industry body Commercial Radio Australia.

On air from today, the series of three ads will be broadcast across 260 commercial radio stations. The multi-channel campaign will be further bolstered by digital, social and trade marketing activities.

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

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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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