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Radio launches new positioning with Radio Alive brand



The Australian commercial radio industry today unveiled a new brand positioning and identity to underline radio's strength as a dynamic, innovative and multiplatform medium.

The "Radio Alive" brand and logo will be used across the industry to reset perceptions about radio and highlight its broad ever-expanding reach and influence across broadcasting, online, social, mobile apps, podcasting and live events.

Commercial Radio Australia chief executive officer Joan Warner said creative agency Joy had been appointed to develop the new brand identity and launch campaign.

"We recognise there's a need to refresh the way the advertising industry thinks about radio.

"We are often perceived as a traditional analogue medium, when in reality radio is, and always has been, highly-adaptive. Radio now brings brands to life across multiple consumer touch points," Ms Warner said.

The new marketing campaign will be officially launched at the annual conference in Melbourne on October 13, which has been renamed Radio Alive 2017.

The "Radio Alive" platform follows the "Radio. It's a Love Thing" campaign that has been running since 2014 and has successfully promoted the strong emotional connection between radio and its listeners.

The new campaign is aimed at increasing advertising revenue for commercial radio at a time of intense competition from international competitors.

Joy principal Andrew Wynne said: "The Radio Alive brand reflects how radio is alive with talent, ideas and energy."

"We're excited to be working with commercial radio and helping to capture its unique strengths as a medium that has successfully transformed the way it connects to audiences in the digital age."

Joy has worked on campaigns for Nike, eBay, Boost Mobile, Glassons and SBS.

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#radioalive #radioalive2017

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