

Dan Murphy's Radio Ads Taste Cross-Channel Success

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At The Audio Edge Brisbane, Commercial Radio & Audio (CRA) revealed the results of a radio advertising trial with Dan Murphy's and Analytic Partners. The trial highlighted the significant role brand-focused radio ads played in enhancing the cross-channel impact of Dan Murphy's latest campaign, "Nobody Beats Dan Murphy's."

Dan Murphy's saw radio deliver a notable performance uplift across multiple platforms, with a 19% increase in Out of Home (OOH) results, an 18% boost in TV impact, and a 14% enhancement in online video effectiveness. This cross-channel amplification paired with a consistent sonic asset has laid strong foundations for sustained brand growth.

Sam Byrne, Senior Integrated Media Manager at Dan Murphy's, stated, "Radio played a pivotal role in elevating our brand message across channels. Historically we have used radio for value messages, but using radio for brand has not only supported our campaign's goals but also strengthened projections for our brand presence in the market moving forward."

This success mirrors the impact seen in McDonald's Australia's recent radio trial, where return on investment (ROI) surged across platforms – TV by 14%, social media by 12%, and online video by 3%. Both case studies demonstrate radio's unique ability to amplify results and deliver strong ROI.

Paul Sinkinson, Managing Director of Analytic Partners, added, "The power of radio lies in its ability to drive synergy across channels. For Dan Murphy's, the integration of radio improved the results for the other media channels."

Jo Dick, CRA, chief commercial officer concluded, "The results from Dan Murphy's and McDonald's showcase radio's distinct advantage in brand campaigns. In today's crowded media landscape, radio has an unparalleled ability to cut through the noise to deliver enhanced results and an enduring impact."

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About Commercial Radio & Audio

CRA is the peak industry body representing the interests of commercial radio broadcasters across Australia. CRA promotes the effectiveness of radio and audio to advertisers, manages audio research and insights, metropolitan and regional audience measurement surveys, the Australian Podcast Ranker, revenue reporting, industry innovation, industry codes and standards, and regulatory and legislative matters. CRA hosts the ACRA Awards and HEARD, the audio industry showcase.

About Analytic Partners

Analytic Partners is the leader in Commercial Analytics. Their platform, GPS-Enterprise, provides adaptive solutions for deeper business understanding and right-time planning and optimization for marketing and beyond. They turn data into expertise so customers can create powerful connections with their customers and achieve commercial success. For more information, visit analyticpartners.com.

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