

**Client:** CRA  
**Product:** Listener Loyalty  
**Length:** 45sec  
**Title:** Friendship  
**Date:** 27th May 2013  
**Job No:**

Mark: I asked friendship expert Dr Kate Dower, why loyal listeners love their radio stations.

Kate: OK so let's take a typical female listener to this station...

Mark: Oh yes she'd be thrilled to see it.

Kate: What? No ... look she listens at this time every day, because this station ... energises her,

Mark: (ENERGETIC) Yes!!

Kate: Relaxes her ...

Mark: (RELAXED) Yeeeeeesss

Kate: And puts her in a better mood.

Mark: (CHUCKLING) Oh yes ...

Kate: That's why she's habitual.

Mark: (WHISPERED) You can't call her a bit-

Kate: Ha-bit-ua – oh never mind.  
And this friendship extends to the advertisers who also form a bond with her by having regular 'brand conversations'.

Mark: (ASIDE) She sounds lovely, any chance I could meet-

Kate: She's hypothetical.

Mark: Well nobody's perfect ...

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