



E A R D R U M

**COMMERCIAL RADIO AUSTRALIA
30th April 2006**

60” “RESTAURANT – station”

INTRO: If there are two words I love, it's "free media lunch". Which is why I was thrilled Jake Davenport, one of Australia's leading media buyers, chose to meet at Jigwanki, one of the city's most exclusive (Sushimi) shishami, sishashi, shiss-kabab restaurants.

SFX: RESTAURANT ATMOS

MARK: Wow, these prices are like phone numbers.

JAKE: That *is* their phone number. (TOO WAITER) Degustation please.

MARK: Oh, are they in season, make that two

WAITER: Yes sir

MARK: Medium rare, so Jake, is this a regular haunt of yours?

JAKE: No, way out of my league, but since you're paying ...

MARK: (CHOKES ON DRINK)

JAKE: You OK? Ah, gone are the days of writing off big lunches on a client.

MARK: Yes, but ...

Jake: Budgets are much tighter and advertisers want greater returns. That's why the new effectiveness research is so useful.

MARK: (UNENTHUSIASTIC) Yeah I know...

JAKE: It shows that by taking 20% off a TV budget and putting it in to radio advertising, we [can](#) generate [up to](#) 20% more awareness.

MARK: Ah, it's my birthday.

JAKE: Is it?

MARK: So you'll probably want to ...

JAKE: Order Champagne, of course, of course...Ah waiter!

MARK: Nooo! However you advertise, you've got to use radio, up to 20% more effective than TV.

JAKE: Oh, some cake?

MARK: No! For the proof call this station.