

**Client:** CRA  
**Product:** Listener Loyalty  
**Length:** 30sec  
**Title:** Loyal Advertiser  
**Date:** 30th May 2013  
**Job No:**

Mark: So you're an advertiser on this station, but also a loyal listener?

Sue: Yes, have been for years, I love it. It's part of my daily routine. I wake up and turn on one bloke (LAUGHING) and go to bed with another.

Mark: (ASIDE) And your husband doesn't –

Sue: The radio announcers.

Mark: Of course. So what made you decide to advertise?

Sue: Well I figured that if radio creates loyal listeners, our ads would create loyal customers.

Mark: (WARMLY) Just like a happy marriage!

Sue: I'm divorced.

Mark: Right, yes ...ahem, advertise on radio and they'll hear it from a friend. Find out more at [commercialradio.com.au](http://commercialradio.com.au).