

*'Sigmund' is a counsellor in the mould of Sigmund Freud - Austrian / Eastern European accent
'Man' is a businessman. He sounds nervous.*

sfx: calm office atmosphere, a grandfather clock ticks in the background

Sigmund: Tell me, what has been worrying you?

Man: Business is slow... everyone's so focussed on the election.

Sigmund: Hmm... a tricky problem. What you need to do is find where their attention has gone and advertise there.

Man: That's easy for you to say!

Sigmund: Not it's really simple. When people are talking about politics you'll find them listening to Talk Radio. In Brisbane this means Newstalk 4BC is the answer to all your worries...

FV1: To find out more about advertising on Brisbane's only commercial talk station, call 4BC now on 3908 8200 and talk to Kirsty.

Man: I never got on with my father, you know

Sigmund: I'm not surprised. I feel for him.

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Sigmund: You're obviously tense. What is bothering you?

Man: My competitors have these huge advertising budgets... I don't see how I can compete.

Sigmund: So you need a way to advertise that reaches hundreds of thousands of people?

Man: And that doesn't cost an absolute fortune! See the problem?

Sigmund: Not really, no. Advertising campaigns on Newstalk 4BC start from as little as \$1,000 a week.

And their audience of adults aged 40 and over have significant spending power...

FV1: To find out more about affordable advertising on Brisbane's only commercial talk station, call 4BC now on 3908 8200 and talk to Kirsty.

Man: I feel better already...

Sigmund: So do I - here's your invoice!

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Sigmund: Lie down. Tell me your troubles...

Man: I'm spending fortunes on advertising, but I only ever seem to reach people with no money to spend.

Sigmund: Aaah, you're advertising on one of those stations that plays all that "boom boom" annoying music, aren't you? You don't want a load of teenagers!

Man: Well they showed me these graphs, you see...

Sigmund: *(sigh)* You know that the over 40's have 55% of Australia's wealth? You need to place your advertising where the money is. You need to be on 4BC.

FV1: To find out more about advertising to an audience with real spending power, call 4BC now on 3908 8200 and talk to Kirsty.

Man: Do you have any graphs about this?

Sigmund: I think we need to talk more about this obsession of yours...

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Sigmund: What is bothering you?

Man: The housing market is still flat. Homeowners are my customers, so who is going to buy from me?

Sigmund: You really are very silly aren't you? With people staying in their homes longer the renovation market is booming! The Housing Industry Association is predicting a 4.3% rise this year.

Man: If only I could speak to them.

Sigmund: More silliness! 4BC reaches 65,000 people who intend to renovate this year. You need to be advertising with them!

FV1: To find out more about advertising to an audience of home owning, renovating, grown ups, call 4BC now on 3908 8200 and talk to Kirsty.

Man: You know, I don't think therapists are supposed to call their patients silly...

Sigmund: You're bugging me now, you know?