



**E A R D R U M**

**COMMERCIAL RADIO AUSTRALIA**

**60” - ‘VICTORIA BITTER’**

MARK: Some songs are quintessentially Australian, like ‘Waltzing Matilda’ and um, mmm...it’s the same with advertising and the VB theme is an Aussie favourite. I spoke to VB’s General Manager, Matthew Keen,

MARK: Firstly, congratulations on the Siren Award for your radio ads.

MATT: Yeah cheers, Thanks.

MARK: Why do you think they work so well?

MATT: Well ... the scripts were fantastic for starters, but, it’s that music and that’s the key.

MARK: D minor. Beautiful. Da da da

MATT: And with radio, people’ll hear it during the day when they’re ...

MARK: (SUGGESTING) Pushing a cow? Milking a something?

MATT: When they’re out and about.

MARK: (TALKING OVER HIM) When they’re out and about.

MATT: And it’s so familiar – they actually sing along!

MARK: (TALKING ABOVE MARK) They actually sing along

MATT: And when they walk into a bottle shop...

MARK: (STILL SINGING) when they see you walk into a bottle shop...

MATT: (TALKING ABOVE MARK) It’s our brand that’s top of mind

MARK: (STILL SINGING) Top of mind. Vic.....Victory Bitter!”

MATT: It’s Victoria Bitter.

MARK: Is it? I’m more of a Rosé man myself.

MATT: (UNDER HIS BREATH) Yeah, that’d be right.



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MARK: Find out how effective radio advertising can be for your brand.

Go to [commercialradio.com.au](http://commercialradio.com.au).

Yeah, actually, have you considered doing a club mix, sort of a dow  
dow doff doff

MATT: No