



## CRA TACTICAL MARKETING CAMPAIGN

When promoting the popularity and effectiveness of radio advertising, what better way than to use every other ad in the break as proof. And that's exactly what we did for Commercial Radio Australia.

We approached prominent national brands and asked them if we could turn *their* radio ad into one of ours.

The end result was that seemingly normal radio ads, were unexpectedly hijacked by someone who simply pointed out that right now, it could be *your* brand everyone's listening to.

We hear the start of a Koala ad, which gets faded down once our spokesperson starts speaking.

SFX; FADE UP Koala AD

**MVO: Hmm, so if this ad can make thousands of people like you think about buying their product, imagine what radio advertising could do for your business.**

**If you need results now, Radio's never been more alive.  
Visit [radioalive.com.au](http://radioalive.com.au)**

SONIC: Radio Alive mnemonic.

SFX: FADE UP Koala AD

We hear the start of a Qantas ad, which gets faded down once our spokesperson starts speaking.

SFX; FADE UP Qantas AD

**MVO: Until a few seconds ago, this brand was the *last* thing on your mind.**

**But now, thousands of people like you are thinking about it and checking it out online.**

**If your brand is the last thing on people's minds, advertise on radio.**

**Coz if you need results now, Radio's never been more alive.  
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SONIC: Radio Alive mnemonic.

SFX: FADE UP Qantas AD

We hear the start of an Aldi ad, which gets faded down once our spokesperson starts speaking.

SFX: FADE UP Aldi AD

**MVO: Wow, For thousands of listeners, this advertiser is now top of mind. This brand is now... in their heads. But don't worry, there's plenty of room for your brand too.**

**So if you need results now, Radio's never been more alive.  
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SONIC: Radio Alive mnemonic

SFX: FADE UP Aldi AD