

Client: COMMERCIAL RADIO AUSTRALIA
Length: 30 SECONDS
Title: CHARLOTTE 17
Date: 17.07.10
Job No:

TRB: Each week more than 16 million Australians listen to commercial radio.
Like 17 year old Charlotte Neville.

SFX: IN BEDROOM, RADIO ON IN BACKGROUND, TYPING ON KEYBOARD

CHARLOTTE: I mean like, I mainly like listen to the music mainly – like all the new stuff, funny like DJs like in the morning and I like it like now, like when I'm on Facebook.

TRB: Oh I'm on Facebook can I be your fr-

CHARLOTTE: Nup. No. No.

TRB: No. (NOW ADDRESSING LISTENER) Ahem, Radio Advertising, over 16 million Australians are listening. And chatting.

SFX: MOBILE INCOMING MESSAGE BEEP

TRB: And texting.

station) If you'd like them to like hear about your brand (For details call this
Go to commercialradio.com.au.

Client: COMMERCIAL RADIO AUSTRALIA
Length: 30 SECONDS
Title: Rob 45
Date: 17.07.10
Job No:

TRB: Each week more than 16 million Australians listen to commercial radio.
Like investment banker Rob Priest.

SFX: TALK STATION ON IN BACKGROUND

ROB: Well like most people, I get my news and finance updates on the radio.
Ah, plus it's the place to hear any breaking news that's come through.

TRB: Oh I see by your 'axe' you love your music. May I?

SFX: PICKS UP ELECTRIC GUITAR, DEAFNING DISCORDANT STRUM

ROB: (SCREAMS IN PAIN) WOAH...YEAAAAA!!

TRB: (TRYING TO SOUND KNOWLEDGEABLE)
Yup it's a "Woah-Yaa" alright – unmistakable.

ROB: (IN PAIN) My ears!

TRB: Radio advertising. More than 16 million Australians are listening.

ROB: Sorry?

TRB: If you'd like them to hear your campaign
(For details call this station) Go to commercialradio.com.au.

Client: COMMERCIAL RADIO AUSTRALIA
Length: 30 SECONDS
Title: COUPLE 65
Date: 17.07.10
Job No:

TRB: Each week more than 16 million Australians listen to commercial radio, including retirees John & Eileen Gribble.

SFX: ON YACHT

JOHN: We have more time on our hands these days, so we, we listen to a lot of radio - coming about

SFX: Thud

TRB: Ouch!

JOHN: Sorry.

EILEEN: In fact John got Lucky thanks to a radio ad.

TRB: (CONSPIRITORIAL) And you didn't mind?

JOHN: Lucky's our yacht. (YOU IDIOT)

TRB: Of course. It's lovely.

EILEEN: Hmm...

TRB: Radio advertising. Over 16 million Australians are listening.

If you'd like them to hear your campaign (For details call this station)
Go to commercialradio.com.au.