



E A R D R U M

Client: CRA
Product: Listener Loyalty
Length: 45sec
Title: Trust
Date: 30th May 2013
Job No:

Mark: I met up with the program director of this radio station to talk about trust.

Mark: Now I've been listening to this station for years...

Gary: Oh great.

Mark: It's like a friend to me, is that ... normal?

Gary: (LAUGHING) Yes absolutely, people have a connection with their favourite radio station that they don't have with other media.

Mark: Right.

Gary: They're loyal?

Mark: Very loyal!

Gary: Visit the station website ...

Mark: Every day!

Gary: And find the presenters incredibly -

Mark: Sexy!

Gary: ...trustworthy.

Mark: Trustworthy, yes.

Gary: ... and that trust extends to our advertisers too.

Mark: Well I trust everything on this station – in fact let's do that trust thing when I close my eyes and fall into your arms.

Gary: (HESITANT) OK ...

Mark: Ready?



E A R D R U M

Gary: Yup.

Mark: And here I co-

SFX: CRA

Mark: (IN PAIN) Why didn't you catch me?

Gary: You're supposed to fall backwards.

Mark: (HOLDING NOSE) I think it's broken (FADES UNDER MVO)

Mark: (AS VO, BUT SLIGHTLY NASAL) Advertise on radio, and they'll hear it from a friend. Find out more at commercialradio.com.au.

Copyright © 2013

EARDRUM PTY LIMITED ABN 84 003 303 268

The Cooperage | Studio 1.10 | 56 Bowman Street | Pyrmont NSW 2009

Tel: 61 2 8572 5400 | **Fax:** 61 2 8572 5444

Email: info@eardrum.com.au | www.eardrum.com.au



E A R D R U M

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.

Copyright © 2013

EARDRUM PTY LIMITED ABN 84 003 303 268

The Cooperage | Studio 1.10 | 56 Bowman Street | Pyrmont NSW 2009

Tel: 61 2 8572 5400 | **Fax:** 61 2 8572 5444

Email: info@eardrum.com.au | www.eardrum.com.au



E A R D R U M

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

Mark: Donald ...

DON: (Mid 40s) Call me Don 'ok?

Mark: Donkay, what is it about *this* radio station that makes you a loyal listener?

DON: Well I suppose the people on it are bit like my friends.

Mark: (MODEST) Thank you.

DON: They talk about the things I'm interested in, keep me up to date everyday ... and yeah ... they're always entertaining.

Mark: OK enough about my ads, let's talk about the presenters?

DON: I was talking about the presenters.

Mark: (PAUSE) Of course you were.

Ahem, advertise on radio, and they'll hear it from a friend. Find out more at commercialradio.com.au.

Copyright © 2013

EARDRUM PTY LIMITED ABN 84 003 303 268

The Cooperage | Studio 1.10 | 56 Bowman Street | Pyrmont NSW 2009

Tel: 61 2 8572 5400 | **Fax:** 61 2 8572 5444

Email: info@eardrum.com.au | www.eardrum.com.au



E A R D R U M

Client: CRA
Product: Listener Loyalty
Length: 45sec
Title: Friendship
Date: 27th May 2013
Job No:

Mark: I asked friendship expert Dr Kate Dower, *why* loyal listeners love their radio stations.

Kate: OK so let's take a typical female listener to this station...

Mark: Oh yes she'd be thrilled to see it.

Kate: What? No ... look she listens at this time every day, because *this* station ... energises her,

Mark: (ENERGETIC) Yes!!

Kate: Relaxes her ...

Mark: (RELAXED) Yeeeeesss

Kate: And puts her in a better mood.

Mark: (CHUCKLING) Oh yes ...

Kate: That's why she's habitual.

Mark: (WHISPERED) You can't call her a bit-

Kate: Ha-bit-ua – oh never mind.
And this friendship extends to the advertisers who also form a bond with her by having regular 'brand conversations'.

Mark: (ASIDE) She sounds lovely, any chance I could meet-

Kate: She's hypothetical.

Mark: Well nobody's perfect ...

Advertise on radio, and they'll hear it from a friend. Find out more at commercialradio.com.au.