



E A R D R U M

Client: CRA
Product: COMMERCIAL RADIO
Length: 30
Title: ADVERTISER ENDORSEMENT – ANNOUNCEMENT
Date: 29.01.09
Job No: 353

MARK: (SERIOUS) Ahem. We would like to announce a change to the following commercial.

Because of the 'current economic climate', the *scheduled* advertiser has decided to cutback on marketing.

So instead, you will now hear from one of their *competitors*, who has maintained its marketing budget.

We would have *warned* the original advertiser, but no one can remember who they are.

Radio Advertising, Economically Sound.

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E A R D R U M

Client: CRA
Product: COMMERCIAL RADIO
Length: 45
Title: MARKET SENSITIVE – BRAND MANAGER/BUSINESS OWNER
Date: 13.02.09
Job No: 353

MARK: *The following message, from one of the advertisers on this station, contains market-sensitive information. If you're one of their competitors, we kindly ask you to stop listening... now.*

ADVERTISER: *At Brand X, we ...*

MARK: (INTERUPTS, TALKS OVER) No, they're still listening ... Okay, now.

ADVERTISER: *(21sec) At Brand X, we're aware that people turn to brands they know during times of uncertainty. That's why we're continuing to invest in our brands and advertise on the radio. For decades, Australians have been enjoying Brand X products. Radio not only allows us to communicate this cost effectively, but it lets us specifically target grocery buyers when they're most likely to purchase Brand X products- during the day.*

MARK: Radio Advertising. Economically Sound.
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(CALLING) You can listen now!!



E A R D R U M

Client: CRA
Product: COMMERCIAL RADIO
Length: 30
Title: ADVERTISER ENDORSEMENT – APOLOGY
Date: 29.01.09
Job No: 353

MARK: The advertisers in this commercial break would like to apologise to their competitors, for *continuing* to advertise during this economic slowdown.

They are aware that their radio commercials will help increase their market share, as people favour familiar brands in times of uncertainty.

They would have written to you... but they're too busy looking after your customers.

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