

**Makes Cars Happen**

**13<sup>th</sup> March 2018**

**VO: A marketer needed to promote a new car.**

SFX: CAR REV

**VO: A pretty *fancy* new car.**

SFX: CAR REV TURNS INTO ANGELIC CHOIR

**VO: They (he) knew people...**

SFX: (MALE RADIO ANNOUNCER) *"...are seven times more likely to buy cars they've heard advertised on radio"*

**VO: So (he) they advertised the fancy new...**

SFX: CAR REV TURNS INTO ANGELIC CHOIR

**VO: ...on the...**

SFX: (RADIO ANNOUNCER) "Radio!"

**VO: And because people are seven times more likely to buy a fancy new ...**

SFX: CAR REV TURNS INTO ANGELIC CHOIR

**VO: ...that's advertised on the...**

SFX: (MALE RADIO ANNOUNCER) "Radio!"

**VO: Sales increased.**

SFX: KERCHING

**VO: Along with the marketer's bonus.**

SFX: KERCHING...KERCHING (MAN) WOO-HOO

**VO: Which they (he) spent on a fancy new...**

SFX: CAR REV TURNS INTO ANGELIC CHOIR

**VO: All thanks to radio advertising.**

SFX: RADIO ALIVE AUDIO LOGO

**VO: Radio. Alive with influence. Alive with results.**

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**Make Sauce Happen**

**13<sup>th</sup> March 2018**

**VO: A brand manager needed to promote a new sauce.**  
SFX: BOTTLE SQUEEZE  
**VO: A yummy new sauce.**  
SFX: BOTTLE SQUEEZE (CHILD) Yum-yum-yum!  
**VO: She knew that — on average — Australians listen to the radio for two hours and ten minutes each day.**  
SFX: (COCKOO CLOC) Cockoo...cuckoo...cuck!  
**VO: So, she ran a tasty radio ad telling everyone how**  
SFX: (CHILD) Yum-yum-yum!  
**VO: her new brand of**  
SFX: BOTTLE SQUEEZE  
**VO: Was. People heard the ads in their ...**  
SFX: CAR HORN  
**VO: They heard them in the ...**  
SFX: SHOWER, MAN SINGING  
**VO: And while they made ...**  
SFX: (MUM SHOUTING 'DINNER!')  
**VO: Soon the...**  
SFX: (CHILD) Yum-yum-yum!  
**VO: new brand of**  
SFX: BOTTLE SQUEEZE  
**VO: ...was on.**  
SFX: (MUM SHOUTING 'DINNER!')  
**VO: Tables everywhere.**  
SFX: KACHING  
**VO: All thanks to...**  
SFX: RADIO ALIVE AUDIO LOGO  
**VO: Radio. Alive with listeners. Alive with results.**  
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**Make Cruises Happen**

**March 13 2018**

**VO: A marketer needed to promote a cruise.**

SFX: SMALL BOAT HONK

**VO: It was a big cruise.**

SFX: HUGE SHIP HOOOOONK

**VO: They (she) heard on radio...**

SFX: (FEMALE MARKETER) "1 in 3 people respond to a radio presenter endorsement."

**VO: So they (she) got some radio presenters to go on a cruise... to give an endorsement.**

SFX: PARTY BASS BEATS

**VO: The presenters had fun.**

SFX: PARTY BASS BEATS, MALE & FEMALE WOO-HOOS!

**VO: Their audience *heard* the fun.**

SFX: (THROUGH SMALL SPEAKERS) PARTY BASS BEATS, MALE & FEMALE WOO-HOOS

**VO: *And* followed it online.**

SFX: SOCIAL MEDIA PING, PING, PING

**VO: 1 in 3 listeners decided *they* should check out a cruise too.**

SFX: (FEMALE MARKETER) "Told you!"

**VO: Soon the big empty ship.**

SFX: HOOOOONK

**VO: Was a big full ship.**

SFX: HOOOOONK

KACHING

**VO: All thanks to...**

SFX: RADIO ALIVE AUDIO LOGO

**VO: Radio. Alive with personalities. Alive with engagement.**

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