



**E A R D R U M**

**Client:** CRA  
**Product:** It's A Love Thing  
**Length:** 30"  
**Title:** Phase 1 Local  
**Date:** 05/09/14  
**Job No:**

TRB: Now, the bigger a brand gets ...

SFX: GETTING FURTHER AWAY

TRB: (CALLING) The harder it is to love! But ...

SFX: COMING CLOSE

TRB: ...if you want to get nice and close to your customers ...

(HITS THE MIC) ...sorry, too close..

(NOW VERY CLOSE) ... **do it through** their favourite radio station.

MUSIC: IT'S A LOVE THING

(TRACK CONTINUES UNDER)

TRB: Australian's *love* local radio. It makes them happy, keeps them informed, and connects them with *everyone* in their community.

MUSIC: IT'S A LOVE THING

**So why not take your big national brand and buddy up with radio.**  
Just search "Radio, it's a love thing". You'll sound like a local ...  
(CALLING) right across Australia!