



EARDRUM

Client: Commercial Radio Australia
Product: Tactical
Length: 30sec
Title: Cov Speed To Market
Date: 06/04/20
Job No: 1723

The following messages will be heard IN THE MIDDLE of other advertisers' ads.

CHEMIST WAREHOUSE

We hear the start of a regular advertiser's ad, which gets faded down once our spokesperson starts speaking.

MVO: Right now, it's good to know that radio ads like this, can be written, recorded and broadcast in a day or two without anyone needing to be in the same room.

So if you need to get a message out to your customers, radio's never been more relevant.

Visit radioalive.com.au

SONIC: Radio Alive mnemonic.



Client: Commercial Radio Australia
Product: Tactical
Length: 30sec
Title: Cov Connected Home
Date: 03/04/20
Job No: 1723

Harvey Norman

We hear the start of a regular advertiser's ad, which gets faded down once our spokesperson starts speaking.

MVO: So, even as we isolate, this business is continuing to use radio to stay *connected* to its customers. Afterall, staying connected is why we tune in in the first place.

And with around half of all listening taking place at home, radio's never been more relevant.

If you need results from your advertising, visit radioalive.com.au

SONIC: Radio Alive mnemonic.



EARDRUM

Client: Commercial Radio Australia
Product: Tactical
Length: 30sec
Title: Cov Listening Home
Date: 03/04/20
Job No: 1723

CHEMIST WAREHOUSE

We hear the start of a regular advertiser's ad, which gets faded down once our spokesperson starts speaking.

MVO: Um, I know you're listening to this radio ad, but I just wanted to say... you're listening to this radio ad!

And so are your customers.

Because with nearly half of all listening taking place at home, radio's never been more relevant.

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