

**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: Donkey, 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](http://commercialradio.com.au).