



CLIENT: Commercial Radio Australia
PRODUCT: August Campaign
LENGTH: 30sec
TITLE: Cut Through
DATE: 4th August 2020

GENTLE MUSIC: "Loving You Is easy etc"

SFX: DOG BARK

FVO: Our pets can do no wrong, even when they're doing wrong.

So why not give them the perfect balance of nutrients from nature.

Our Australian made, holistic diet for adult dogs is rich in omega fatty acids for healthy skin and a shiny, lustrous coat. Made using highly digestible lamb meal, this formula is rich in protein, fat and energy making it a great choice for active and working dogs.

That's why we love them!

MUSIC: Lovin' You Is Easy

SFX: REGULAR AD STARTS AND THEN FADES UNDER

MVO: Five, four, three, two and you're still here.

Which is why brands like these choose radio. You see, every impression you pay for *makes* an impression!

There's no count down, blocker, fast forward or 'skip' button, your message is guaranteed to get through.

And right now, with so many people tuning in to feel more connection, it's the right time to connect with your customers.

For cut-through that gets results, visit radioalive.com.au.

SFX: RADIO ALIVE MNEMONIC



CLIENT: Commercial Radio Australia
PRODUCT: August Campaign
LENGTH: 30sec
TITLE: Reach With Results
DATE: 4th August 2020

SFX: MUSIC AND TOOL SHED SFX

There's a new name in DIY and this weekend, the coffees are on us. That's how we roll at Home Supply Depot, friendly service and expert advice, and a range so big, you'll need to come back for a second cuppa.

MVO: Instead of another ad that'll help another business...

SFX: REGULAR AD NOW SILENT

MVO: Here's one that'll help yours.

We know business is tough right now, which is why this radio station and every other station in the country wants to help you get the message out that you're open for business.

And with 95% of all Australians tuning in each week, radio's alive with new customers, at a time you need them most.

For reach that gets results, visit radioalive.com.au

SFX: RADIO ALIVE MNEMONIC



CLIENT: Commercial Radio Australia
PRODUCT: August Campaign
LENGTH: 30sec
TITLE: Speed to Market
DATE: 4th August 2020

MUSIC: CLASSICAL, URGENT

MVO: (WELL SPOKEN) Cooking can be so ...tedious.
FVO: (WELL SPOKEN) Which is why we now 'out source'.
MVO: With Dine to Door, you can receive restaurant quality meals...
FVO: Without the ordeals.
MVO: Each course is lovingly prepared and plated by your chef du jour (FADES)

MVO: A couple of days ago...

SFX: REGULAR AD STARTS PLAYING IN REVERSE THEN SPEEDING UP

MVO: ...ads like these... (This ad)

SFX: TAPPING ON KEYBOARD

MVO: ...were (was) still being written.

And today, they're (it's) reaching millions.

In uncertain times, maximise your results by maximising the speed and flexibility of radio advertising. Because right now, the one thing you need in your marketing plan, is the ability to change it.

Find the speed to market that gets results, visit radioalive.com.au

SFX: RADIO ALIVE MNEMONIC