



E A R D R U M

CLIENT: CRA
CAMPAIGN: RADIO & ONLINE
TITLE: SMALL MARKET
LENGTH: 45

MARK: (IN SMALL WAREHOUSE) Charles Becker, your company supplies equestrian clothing and equipment.

CHARLES: Yeah, I used to be a jockey myself, and now I run an online store - it's quite a small market.

MARK: Ah very funny..that's good.

CHARLES: What?

MARK: Ahem...nothing. Now research says that 80% of listeners have visited a website after hearing about it on the radio. Were you happy with the results of *your* radio campaign?

CHARLES: Definitely.

MARK: Right.

CHARLES: I started off with a short burst -

MARK: (STIFLES LAUGHTER THROUGHOUT)

CHARLES: And that was a bit of a stretch for me.

MARK: (LAUGHING)

CHARLES: But when our traffic hit new heights, we went for a longer campaign to extended our reach ...

MARK: (BARLY MANAGES TO SPEAK) Yup.

CHARLES: And now we're dwarfing last years figures.

MARK: (STILL TRYING NOT TO LAUGH) So you'd recommend radio advertising?

CHARLES: Yeah yeah- I'm a huge fan.

MARK: (STILL TRYING NOT TO LAUGH) Radio and online, they just click. To find out more, go to commercialradio.com.au.
I'm so sorry.
Do you have a drink?

CHARLES: Oh..I've got a stubbie.

MARK: (LOSES IT COMPLETELY)

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E A R D R U M

CLIENT: CRA
CAMPAIGN: RADIO & ONLINE
TITLE: PROFESSOR
LENGTH: 45

MARK: (IN STUDIO) More than 80% of listeners have visited a website after hearing about it on radio. Professor Alan Bellamy explains why it's easier to remember the things we *hear*.

SFX: IN OFFICE, CLOCK TICKING.

PROF: It's to do with the way our mind works. I'll demonstrate; Remember this web address: 'that' "radio" "bloke.com"

MARK: OK.

PROF: First your brain recognizes these words using your 'inner ear'. Then it repeats them on a loop using your 'inner voice.' When you need to recall the address, you hear the loop back in your head.

MARK: (PENNY DROPS) Ahh, I get it.

PROF: So what was the address you had to remember?

MARK: Room 4, Science Block.

PROF: No, it's not that one?

MARK: *Not* Room 4 -

PROF: No!

MARK: I'm so sorry – I'm in the wrong place.

SFX: DOOR OPENS, MARK LEAVES

MARK: (STUDIOMVO)Radio and online, they just click.
Go to commercialradio.com.au.

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E A R D R U M

CLIENT: CRA
CAMPAIGN: RADIO & ONLINE
TITLE: SMALL MARKET SUPPORT
LENGTH: 15

CHARLES: Now?

MARK: Yes, yes.

CHARLES: I'm a big fan of radio advertising.

MARK: (MUTED GIGGLES IN BACKGROUND)

CHARLES: (SLIGHTLY DISTRACTED) After a relatively short campaign.

MARK: (GIGGLES UNDER BREATH) Short campaign!

CHARLES: Promoting my jockey equipment website, traffic has reached new heights.

MARK; (MORE GIGGLES-UNDER BREATH) New heights!

CHARLES: Radio and online. They just click.

(TO MARK) How was that?

MARK: (CAN BARELY SPEAK) Yeah it's good!

CHARLES: Was it big enough? Coz I can make it bigger?

MARK: No you can't! (LOSES IT LAUGHING)

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