

**Client:** CRA  
**Product:** Listener Loyalty  
**Length:** 30sec  
**Title:** Loyalty Expert  
**Date:** 19<sup>th</sup> August 2013  
**Job No:**

TRB: Mitch, you're a Customer Loyalty expert, what's the secret?

MITCH: Well first, we need to engage with consumers where they already are, like ...

TRB: Their favourite radio station?

MITCH: A place they trust.

TRB: Their favourite radio station.

MITCH: Where they can be reached at the most relevant times.

TRB: Their favourite radio station.

MITCH: Well that's fine for getting *new* customers, but we need to remind *existing* ones why they should *remain* loyal.

And we can do that .... (PENNY DROPS) on their favourite radio station ...

TRB: (MOCK SURPRISE) Is that so...

MITCH: Y-yes.

TRB: Find out more at [commercialradio.com.au](http://commercialradio.com.au).

MITCH: (repeating underneath as if he already knew) ...radio.com.au, yes that's right.