



**E A R D R U M**

**Client:** CRA  
**Product:** Listener Loyalty  
**Length:** 30sec  
**Title:** QUALITY TIME  
**Date:** 11<sup>th</sup> September 2013  
**Job No:**

SFX: SNORING

TRB: (WHISPER) To find out how much time loyal listeners spend with their favourite radio station, I thought I'd shadow my neighbor Billy for the day.

SFX: CLOCK RADIO; *"...mainly fine over most of the city with the chance of showers etc..."*

TRB: Morning Billy!

BILLY: (STARTLED) What you doing here?

TRB: It's only me.

BILLY: Why you in my bed? Get Out! Please go. Go!

TRB: All right, calm down....

SFX: SHOWER, RADIO IN BACKGROUND: *"...you'll get unlimited downloads and txts for up to 6 months..."*

SFX: SHOWER OFF, CURTAIN PULLS BACK.

TRB: Still listening!

BILLY: (STARTLED) You Again! Please get out!

TRB: All right Billy...

SFX: CAR DRIVING / RADIO ON / GAV SINGING ALONG

TRB: (LEANS FORWARD FROM BACK SEAT) Good song!

BILLY: (GETS FRIGHT) Jeez! Will you stop hiding! First in my bed, then in my shower, now in my car!



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TRB: (ASIDE) Well I think it's safe to say, he's a loyal listener.

BILLY: Please get out of my car!

TRB: Which is good news for you, because when you advertise on *his* station, he hears it from a friend.

BILLY: You a crazy neighbor.

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

BILLY: Leave me alone.



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**Product:** Listener Loyalty  
**Length:** 30sec  
**Title:** Loyalty Expert  
**Date:** 11<sup>th</sup> September 2013  
**Job No:**

TRB: Noel, you're a Customer Loyalty expert, any advice?

NOEL: Well first, brands need to engage with consumers where they already are, like ...

TRB: Their favourite radio station?

NOEL: Well... a place they trust.

TRB: Their favourite radio station.

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

TRB: (UNDER HIS BREATH) Their favourite radio station.

NOEL: Well, yes, 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) Really...

NOEL: Y-yes.

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

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

TRB: Thank you very much Know All

NOEL: It's Noel

TRB: No it's not.



**E A R D R U M**

**Client:** CRA  
**Product:** Listener Loyalty  
**Length:** 45sec  
**Title:** LISTENERS UNITED  
**Date:** 11<sup>th</sup> September 2013  
**Job No:**

TRB: Now, Michael meet Tim

MIKE: Ah Hi, giddy Tim.

TIM: How are ya?

MIKE: Good..

TRB: Now you've never met, but you have a friend in common. Your favourite radio station.

TIM: City Rock?

MIKE: Oh yeah, I love City Rock.

TIM: Cool – what about the breakfast show in the morning...?

MIKE: Lekkie!

MIKE/TIM: "Brekkie with Lekkie ... the way to start your day!"

TRB: (NOT GETTING IT) Ahh that Lekkie, she's absolutely...

MIKE / TIM It's a he....

TRB: Yeah... he.... as well as getting to know the presenters, do you also get to know the advertisers?

MIKE/TIM: Yeah, I s'pose.

MIKE I got my car from 4 Seasons Motors.

TIM: "Another reason...

MIKE/TIM: ....to go Four Seasons".

TRB: Right.

TIM: And my wife just signed up with that Internet crowd ...

MIKE / TIM: (SUNG IN HIGH VOICES) We're Unlimited!



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**MIKE:** Hey and what about that butcher...

**MIKE/TIM:** "Chop Chop... Mooove!"

**TRB:** (ASIDE) Well, there's the proof. When you advertise on radio, they hear it from a friend. Find out more at [commercialradio.com.au](http://commercialradio.com.au).

**TOGETHER:** (SINGING) Blocked Drain? Whoosh it Away!