

Client: CRA
Product: Listener Loyalty
Length: 45sec
Title: Trust
Date: 30th May 2013
Job No:

Mark: I met up with the program director of this radio station to talk about trust.

Mark: Now I've been listening to this station for years...

Gary: Oh great.

Mark: It's like a friend to me, is that ... normal?

Gary: (LAUGHING) Yes absolutely, people have a connection with their favourite radio station that they don't have with other media.

Mark: Right.

Gary: They're loyal?

Mark: Very loyal!

Gary: Visit the station website ...

Mark: Every day!

Gary: And find the presenters incredibly –

Mark: Sexy!

Gary: ...trustworthy.

Mark: Trustworthy, yes.

Gary: ... and that trust extends to our advertisers too.

Mark: Well I trust everything on this station – in fact let's do that trust thing when I close my eyes and fall into your arms.

Gary: (HESITANT) OK ...

Mark: Ready?

Gary: Yup.

Mark: And here I co-

SFX: CRA

Mark: (IN PAIN) Why didn't you catch me?

Gary: You're supposed to fall backwards.

Mark: (HOLDING NOSE) I think it's broken (FADES UNDER MVO)

Mark: (AS VO, BUT SLIGHTLY NASAL) Advertise on radio, and they'll hear it from a friend. Find out more at commercialradio.com.au.