



# MEDIA RELEASE

22 June 2004

## Creative advisory committee for radio

A Creative Advisory Committee will be established to advise the radio industry on advertising issues and help devise strategies to increase the industry's share of the advertising market.

The Committee, the result of a think tank held with key creative directors of leading national advertising agencies and the radio industry in Sydney last month, will meet regularly and comprise many of the directors who attended the meeting.

Chief executive officer of Commercial Radio Australia, Joan Warner said the committee would also consider other ideas to help promote radio advertising.

"Ideas to be considered by the Committee once it's established might include broadening the education and training programs already on offer for radio copywriters and establishing a library of creative excellence including some of the best radio ads from around the world," Ms Warner said.

Ms Warner said the establishment of a Committee is part of an overall push by the commercial radio industry to promote radio's effectiveness as an advertising medium for advertisers, which has been spearheaded by a \$20 million national advertising campaign.

"Despite a positive response to the brand campaign, the industry recognises that there is more to do and one challenge identified was improving the creative component of radio advertising," Ms Warner said.

"The think tank identified education and training and well as peer recognition as important elements to improving the creative component of radio advertising and providing the medium the recognition it deserves."

"Overall the day was very worthwhile and provided valuable feedback for the industry about ways to further improve radio advertising and gain a larger share of the overall market."

The creative directors who attended the think tank included Ralph van Dijk (Eardrum); Peter Withy (KWP! Adelaide); Mike Edmonds from Perth; Craig Moore (Campaign Palace Sydney); John Mescall (Smart Melbourne); Steve Yolland (Magnum Opus); Jonathon Kneebone (Glue Society Sydney), Ben Lilley (SMART); Matt McGrath (Young & Rubican); Mark Dove (George Patterson Partners, Sydney) and Simon Collins (JWT Sydney).

*"Better radio ads are good for consumers, good for marketers, and contribute to a better radio environment overall. The new advisory committee is a very positive step in this direction. If the best and brightest minds of Australian advertising bring the searchlight of their intellects to bear on this problem, then the future will be bright indeed. Certainly the seminar in Sydney was an excellent start. And as Horace said, "he that hath made a beginning hath half the task completed". Steve Yolland, Magnum Opus*

*"We all know how much good creative improves effectiveness, but when it comes to radio agencies, clients and stations have all been guilty of letting standards slip. The objective of this advisory committee is to get things back on track. The ultimate winners will be the advertisers." Ralph van Dijk, Eardrum ...../2*

2.

*"I thought it was very ballsy of commercial radio to invite a bunch of cynical old creatives to a meeting and ask them what radio's doing wrong. The fact that the group came up with some genuinely innovative and exciting ideas is testament to the value of this approach. I hope the advisory committee helps in some genuine way to improving the standard of Australian radio advertising."* Mike Edmonds from Perth

Ms Warner said the first meeting of the Creative Advisory Committee is scheduled for later next month.

**Media contact: Jenny Stevenson. Ph: 0402 214 039**