

10 December 2012

## Two for one Christmas digital radio campaign

A buy one get one free promotion is the theme of the radio industry's digital radio Christmas advertising campaign beginning Monday, 10 December on 42 commercial stations in the five state metropolitan markets of Sydney, Melbourne, Brisbane, Perth and Adelaide.

Award winning radio specialist agency, Eardrum produced the four, 30 second radio ads which focus on digital radio sound quality, program choice and the two for one deal. Dick Smith, JB Hi Fi and Harvey Norman are all offering "a buy one get one free" offer\* and are tagged on the ads.

"Dick Smith, JB Hi Fi and Harvey Norman retailers have been very supportive of digital radio and are being acknowledged specifically in the Christmas ad campaign in recognition of extra levels of support and promotional activity of the digital radio category this Christmas retail cycle," said Ms Warner.

To complement the new ad campaign, banner ads will appear in trade media and across all 42 commercial station websites. Click [here](#) to listen to the radio ads or here [www.digitalradioplus.com.au](http://www.digitalradioplus.com.au) to see the online banner.

More than 1 million (1,002,966) digital radios have been sold in Australia since the technology launched in 2009. The Christmas campaign will build on the highly successful Father's Day campaign that saw 94,655 digital radios sold in Q3.

Special digital radio pop up stations for the Christmas and New Year period – Elf Radio <http://www.elfradio.com.au/>, produced by the Australian Radio Network, and ABC Classic Season - will broadcast festive music 24/7 on digital radio over the holiday period.

\*Conditions apply; models and brands may vary from retailer to retailer.

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