

3 December 2013

Sony digital radio featured offer this Christmas

Commercial Radio Australia (CRA) and Sony are encouraging listeners to make two people happy for the price of one in this year's digital radio Christmas ad campaign. Beginning this week, a series of three, 30 second radio ads will air across 42 commercial radio stations in the metropolitan markets of Sydney, Melbourne, Brisbane, Adelaide and Perth.

The ad campaign will feature an offer of a free Sony digital radio valued at \$99, with the purchase of a selected Sony digital radio with Bluetooth or smartphone dock. The special buy one get one free, digital radio offer is part of the Sony Big Summer promotion that sees for the first time, one big brand digital radio offer extended across a number major electronics retailers and includes retailers that have not previously been involved in a digital radio campaign.

Sony Centre, JB Hi-Fi, The Good Guys, Myer, Target, Dick Smith, Bing Lee and Nuance are all featuring this great Sony offer.

Commercial Radio Australia chief executive officer, Joan Warner said: "This year's Christmas digital radio ad campaign with Sony is one of the biggest retail promotions the industry has been involved in and we're very pleased to have not only some regular retail partners but also new retailers involved."

The ad campaign will run on high rotation, across the 42 stations for four weeks and also includes retail and station web banners, plus in-store point of sale and ticketing and digital radios featured in multiple catalogues in the lead up to Christmas.

Marketing Manager for Personal Entertainment at Sony Australia, Abel Makhraz, said: "Radio has been very successful at driving great reach and exposure for the Sony brand and we are looking forward to a successful Christmas campaign."

In addition to the buy one get one free offer Sony promotion, consumers also have the added opportunity to go in the draw to win one of 31 PlayStation 4 units that will not be on sale to the general public until early 2014.

The featured Sony offer is just one of a number of great offers for DAB+ receivers available this Christmas at electrical retailers in the five capital cities.

Full details of the Sony offer available [here](#). Listen to the ads [here](#).

Media contact: Melissa Fleming 0417 499 529 or Robbie Keswick 0424 951 910.

Digital Radio Plus is on [Facebook](#) and [Twitter](#).

For further information on digital radio visit: www.digitalradioplus.com.au