

20 April 2015

Smashing digital radio offer for Mother's Day

Commercial Radio Australia (CRA) and Sony are celebrating Mother's Day with a retail bonus offer for DAB+ digital radios. The promotion is supported by a national radio ad campaign that promotes digital radio as the gift that will inspire mothers to smash up their old radios in order to receive a new one.

Beginning today, a series of four 30 second spots for the campaign, produced by Ralph van Dijk's award-winning agency Eardrum, will air across 42 commercial radio stations in the metropolitan markets of Sydney, Melbourne, Brisbane, Adelaide and Perth.

The on-air ad campaign will run on high rotation from April 20 - May 10, supported by station and trade web banners and social media.

Based on the idea of mothers encouraging their families to buy them a new DAB+ device for Mother's Day, the humorous ads feature mums "hitting the snooze button", "dropping a subtle hint" or "just throwing it out there" to induce the purchase of a new digital radio.

The campaign offers a bonus gift of free Bluetooth wireless headphones, valued at \$200, with the purchase of a selected Sony DAB+ radio. Participating retailers include Harvey Norman, Dick Smith, JB Hi-Fi, Bing Lee, The Good Guys, Domayne and Joyce Mayne. Merchandising activity includes in-store point-of-sale, in-catalogue and online promotion at more than 650 outlets.

Ms Joan Warner, CEO of Commercial Radio Australia, said: "This promotion demonstrates the strong gift appeal of DAB+ devices. We are very pleased that Sony and these key retailers across Australia continue to support digital radio with this campaign."

Abel Makhraz, Sony's Head of Video, Sound and Tablet, added: "Partnering with Commercial Radio Australia is a brilliant opportunity for Sony to drive consumer awareness ahead of the launch of our expanded DAB+ digital radio range this year."

Latest DAB+ listening figures show 3.2 million people are now listening on a DAB+ digital device each week in the five metropolitan capitals. Click [here](#) for the latest quarterly update.

Listen to the new digital radio ads at www.digitalradioplus.com.au.

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Media contact – Louise Alley CRA Media Manager – 0422 348 652.