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Audio brand VQ puts on the glamour with Christmas radio campaign

Designer British radio brand VQ plans to accelerate its expansion into Australia through a joint Christmas campaign with Commercial Radio Australia aimed at putting the glamour into radio products.

The campaign is VQ's first major marketing push in Australia since entering the market earlier this year, and promotes the Retro Mini DAB+ digital radio with built-in Bluetooth speaker, which retails for \$129.

Customers who purchase the radio through Target, Bing Lee, Harvey Norman and the website myvq.com.au will receive a luxury TONI&GUY hair package valued at more than \$100.

Commercial Radio Australia chief executive officer Joan Warner said the entry of VQ was creating new interest in digital radios as their products primarily targeted the more style-conscious female consumer, a segment which has often been overlooked when it comes to the audio category.

"We're excited to partner with VQ because they are a young audio brand that has achieved phenomenal growth in the UK and they're keen to replicate that success in Australia," she said.

VQ Australia Country Manager Lara Young said all their products were British-designed and engineered with more than 11 colours available and included exclusive collaborations with homeware designers such as Emma Bridgewater.

"We rebel against the traditional design of consumer technology products being just black and silver," she said. "We believe our products will appeal to Australians because there is a strong interest here in home, lifestyle and design."

The marketing campaign, which has been developed by advertising agency Eardrum, reinforces the VQ brand ideals of sound and style, with Australian characters morphing into the voices of glamorous 1950's icons in the vein of Audrey Hepburn and Grace Kelly.

The radio campaign will run for three weeks through to Christmas across 42 commercial radio stations in the five capital cities as well as DAB+ only stations. It will be supported by retailer catalogue and online promotion.

Digital radio is on air in Sydney, Melbourne, Brisbane, Adelaide and Perth and offers high sound quality and up to 30 extra digital radio stations.

Click to listen to the [radio ads](#).

For more information about digital radio, visit www.digitalradioplus.com.au.

For information about VQ, visit www.myvq.com.au.

GfK's Digital Radio Report 4 with the latest DAB+ listening figures is released at 9.30am AEST and can be found [here](#).

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