

## **Digital radio Christmas campaign promotes the gift of entertainment**

Commercial Radio Australia (CRA) and Sony have partnered on a retail bonus offer for DAB+ digital radios this Christmas, supported by a national radio ad campaign that promotes digital radio as a gift of 'unlimited entertainment'.

Beginning today, a series of three 30 second radio ads 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.

Highlighting the free to air access that DAB+ digital radio gives to a huge amount of sport, news, talk and music, the ad campaign features the offer of a bonus portable Bluetooth speaker (valued at \$129) with purchase of a selected Sony DAB+ radio from JB Hifi, Myer, Bing Lee and The Good Guys.

The DAB+ digital radio offer is once again a prominent part of the "Summer of Sony" promotional campaign which is supported by key retailers in over 600 stores and retail catalogue exposure across two months.

Commercial Radio Australia chief executive officer, Joan Warner said: "We're pleased to partner with Sony and key retailers JB Hifi, Myer, Bing Lee and The Good Guys again for another wide-reaching Christmas campaign, showcasing what a great Christmas gift a DAB+ digital radio is with free to air, easily to access, unlimited entertainment."

Head of Video, Sound & Tablet at Sony Australia, Abel Makhraz, said: "We're thrilled to be involved in Commercial Radio Australia's Christmas ad campaign for the second year running. It's a mutually beneficial partnership which promotes the benefits of DAB+ digital radio and provides excellent results for Sony by driving awareness of our brand and summer offers".

The on-air ad campaign will run on high rotation for more than three weeks, supported by station web banners. In-store merchandising includes strong point of sale and ticketing, with digital radios featured in multiple retailer catalogues in the lead up to Christmas.

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

Three million people are now listening each week to DAB+ digital radio in the five metropolitan capitals, according to GfK survey 7 figures\*. Click [here](#) for the latest quarterly update.

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

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