

17 April 2014

What mum really means when she says “darling just make me something for Mother’s Day”

Commercial Radio Australia is partnering with digital radio manufacturer Pure and retailers; Harvey Norman, JB Hi-Fi and Dick Smith this Mother’s Day, offering two presents for the price of one and helping out those who don’t “speak mother”.

Radio specialist agency, Eardrum has put together an amusing series of four, 30 second radio ads written in “mother speak” but translated into what mum really means. When mum says, “darling just make me something for Mother’s Day”, that’s ‘mother speak’ for “I hate the stuff you buy me” or “The best Mother’s Day present is to see you”, translated means “Am I not even worth a present”.

Pure have teamed up with major retailers, Harvey Norman, JB Hi-Fi and Dick Smith to offer consumers a free Dr Lewinn’s skincare pack (valued at \$49.95) when one of three selected Pure digital radios are purchased. Buyers can choose from a Pure One Elite, Pure One Flow or Pure One Classic and the Gift With Purchase (GWP) will be available at the time of purchase, rather than requiring a redemption.

The four Mother’s Day ads begin next week (21 April) on high rotation for three weeks, across 42 commercial radio stations in the five digital radio metropolitan markets of Sydney, Melbourne, Brisbane, Adelaide and Perth, and will be supported by online banners.

Commercial Radio Australia chief executive officer, Joan Warner said: “Digital radio uptake continues to rise and Mother’s Day has proved a popular period for purchase. Support from stations, manufacturers, retailers and listeners have seen digital radio sales defy retail trends in the last four years.”

Sales figures of DAB+ devices recorded over the 2013/2014 Christmas and New Year period reached (170,167) bringing the total number of digital radios sold since launch to nearly 1.6 million (1,576,318)*.

There has been impressive growth in the number of vehicle manufacturers including DAB+ digital radio with 13 now supporting DAB+ as an option or standard. They include; Nissan, Infiniti, Ford, Land Rover, Jaguar, Mercedes, Toyota, Lexus, BMW, Audi, Hino, Isuzu and Fuso Trucks.

Listen to the new digital radio ads at www.digitalradioplus.com.au click [here](#).

DAB+ digital radio is on [Twitter](#) and [Facebook](#).

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* GfK Marketcope Report to January 2014.