



E A R D R U M

Client: CRA
Product: It's A Love Thing
Length: 30"
Title: Phase 1 Love
Date: 05/09/14
Job No:

TRB: Look, there are *loads* of ways for you to market your business.
But why just spread the word, when **you can use** radio to *spread the love!*

MUSIC: "IT'S A LOVE THING!"

TRB: Australian's love their favourite radio station **(ASIDE) that's why they're listening to this ad right now.**

They won't skip it, swipe it, fast forward or turn it o—

(SUDDENLY STOPS AND GOES TO SILENCE)

(SIGHS) No, I said they won't turn it off...

(OFF MIC – 'Sorry')

Anyway...

MUSIC: (BEGINS AGAIN) IT'S A LOVE THING"

TRB: (SIGHS) **So discover all the new opportunities on, in and around radio, and get the kind of results only love can bring. Search 'radio, it's a love thing'.**



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TRB: Now, the bigger a brand gets ...

SFX: GETTING FURTHER AWAY

TRB: (CALLING) The harder it is to love! But ...

SFX: COMING CLOSE

TRB: ...if you want to get nice and close to your customers ...

(HITS THE MIC) ...sorry, too close..

(NOW VERY CLOSE) ... **do it through** their favourite radio station.

MUSIC: IT'S A LOVE THING

(TRACK CONTINUES UNDER)

TRB: Australian's *love* local radio. It makes them happy, keeps them informed, and connects them with *everyone* in their community.

MUSIC: IT'S A LOVE THING

So why not take your big national brand and buddy up with radio.

Just search "Radio, it's a love thing". You'll sound like a local ...

(CALLING) right across Australia!

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E A R D R U M

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Title: Phase 1 Talk
Date: 5/09/14
Job No:

TRB: Now a recent study has found that Australians are 9 times happier when listening to their favourite radio station.

MUSIC; TRACK BEGINS

TRB: (STARTS NORMALLY THEN SLOWLY BEGINS TO SPEAK IN RHYTHM)

We love what they play we love what they say,
and that's why we're listening throughout the day.

*It's as personal as a hand written letter,
We even feel better when they're talking 'bout the weather
When we're in the car there's no need to panic,
Coz my radio will tell me how to dodge the traffic.*

*And when the ads come on I'll still hang on every word
Hey I'm in a good mood and the brands come referred!*

MUSIC: SING CHORUS "It's a love thing!"

TRB: Search 'Radio. It's a love thing' and put your brand in a better place.