



**E A R D R U M**

**Client:** Commercial Radio Australia  
**Length:** 30  
**Title:** Choice Bro (Choice)  
**Date:** 08.11.10  
**Job No:**

KIWI: Hey bro, I want to get my girlfriend a digital radio for Christmas...

ASSIST: Sure

KIWI: what's the main benefit?

ASSIST: It's choice.

KIWI: Yeah but what makes it so choice?

ASSIST: No, there's a lot *more choice*.

KIWI: Yeah!

ASSIST: in fact there are 20 new digital radio stations in Sydney alone!

KIWI: That's choice!

ASSIST: Exactly! Rock ...

KIWI: Choice.

ASSIST: Dance ...

KIWI: Choice!

ASSIST: Chill ... Comedy & Sport .....

KIWI: Sweet as, with that many stations she'll be spoilt for ...

ASSIST: Choice?

KIWI: Nah, Christmas.

MATT: Give someone a digital radio for Christmas and let them hear what they've been missing. Ask your retailer or go to [digitalradioplus.com.au](http://digitalradioplus.com.au).

It's radio as you know it.

MNEMONIC: Plus.

**Client:** Commercial Radio Australia  
**Length:** 30  
**Title:** LATEST R (CHOICE)  
**Date:** 08.11.10  
**Job No:**

SFX: SHOP ATMOS

ASSIST: Can I help you there?

CUST; (20s FEMALE) Hi, I need a Christmas present for my boyfriend. It has to be the latest, whatever it is. Maybe an 'l' something.

ASSIST: I see.

CUST: I'll take it.

ASSIST: No..... how about a digital radio.

CUST: Errmm...

ASSIST: Digital rad-'i'-o.

CUST: Sounds good, is it the latest

ASSIST: Absolutely, plus he's going to be able to hear all of Sydney's latest digital radio stations

CUST: Hmmm ... well it does have an 'l' in

ASSIT: It's got three ...

CUST: Done.

MATT: Give someone a digital radio for Christmas and let them hear what they've been missing. Ask your retailer or go to [digitalradioplus.com.au](http://digitalradioplus.com.au).

It's radio as you know it.

MNEMONIC: DIGITAL RADIO

Plus.



**E A R D R U M**

**Client:** Commercial Radio Australia  
**Length:** 30  
**Title:** MOVED OUT (SOUND 50+)  
**Date:** 08.11.10  
**Job No:**

SFX: SHOP ATMOS

MAN: (60s) Excuse me, we're looking for digital radio to give our daughter for Christmas.

WOMAN: (BURSTS IN TO TEARS) Waaa-haaa!

MAN: (ASIDE) She's just moved out.

ASSIST: Oh, OK. Well, she'll love it. For a start the sound quality and reception is great – it's like they're in the room with you.

WOMAN: (CRYING) She's not.

ASSIST: And there's more choice –

in fact there are 20 new digital radio stations in Sydney alone!

WOMAN: ALONE!!!! (WAHHHAAAA)

MAN: We'll take that one.

ASSIST: Good choice – these babies are running out the door.

WOMAN: WAAAAAAAAAAAAA HAAAAAAAA!

MVO; Give someone a digital radio for Christmas, and let them hear what they have been missing. Ask your retailer or go to [digitalradioplus.com.au](http://digitalradioplus.com.au).

It's radio as you know it.

MNEMONIC: DIGITAL RADIO

Plus.