



Client Commercial Radio Australia
Product Radio Alive Phase 3
Length 3 x 30"
Title Trusty Tunes, Flaky Results, Crazy for Cars
Date 8/11/18
Job No 1635

Trusty Tunes

FVO Another quick success story about radio.
FVO Every day, John
SFX SINGING IN THE SHOWER "La la laaaa!"
FVO trusts his favourite radio presenters
SFX MAN & WOMAN "Good morning!"
FVO to tell him what's important.
So when an airline
SFX PLANE TAKING OFF
FVO needed to tell people like
SFX SINGING IN THE SHOWER "La la laaaa!"
FVO about a
SFX PLANE TAKING OFF
FVO flight sale, they asked
SFX MAN & WOMAN "Good morning!"
FVO to endorse it on air.
Once people like John
SFX SINGING IN THE SHOWER "La la laaaa!"
FVO heard about the
SFX PLANE TAKING OFF
FVO sale endorsed by the presenters
they trusted it was a great deal and sales took off!
SFX FLIGHT TAKING OFF AND CASH TILL CHIME
FVO and it was all thanks to radio.
Alive with trust. Alive with results.
Visit radioalive.com.au
SFX RADIO ALIVE AUDIO LOGO



Flaky Results

FVO Another quick success story about radio.
A bakery made the *tastiest* sausage rolls.

SFX OVEN TIMER PING

FVO **Anyone who tried them, loved them**

SFX MOUTH FULL “Scrummy!”

FVO **But when they advertised their**
They just *looked* like every other

SFX OVEN TIMER PING

FVO **So they turned to radio, the medium Aussies trust most.**
So when real Aussies
heard real people reacting to

SFX OVEN TIMER PING

h**FVO** **They *believed* the sausage rolls were as tasty**

SFX MOUTH FULL “Scrummy!”

SFX MOUTH FULL “Flaky!”

SFX MOUTH FULL “Herby!”

FVO **as they sounded and tried them for themselves. Which tripled**
sales.

Achieving a campaign ROI of 500%!

SFX CROWD MOUTH FULL “Scrummy!”

FVO **And it was all thanks to radio.**

FVO **Alive with taste. Alive with results.**
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Crazy for Cars

FVO Another quick success story about radio.
A car brand wanted to get people excited about this year's
model.

SFX IMPRESSIVE TAADAA!

FVO Which... looked pretty similar to last year's model.

SFX LESS IMPRESSIVE TAADAA!

FVO So, to create hype

SFX SCREAMING GROUPIES

FVO they launched a
radio campaign that got presenters talking.

SFX PRESENTER "This car's amazing!"

FVO Listeners talking.

SFX 5 x LISTENER "That car's amazing!"

FVO And a celebrity we can't legally impersonate talking.

SFX MUFFLED "That car's amazing!"

FVO And all that

SFX SCREAMING GROUPIES

FVO (Upbeat) Sold over ten million dollars' worth of

SFX IMPRESSIVE TAADAA!

FVO (Aside) Even though they looked like

SFX LESS IMPRESSIVE TAADAA!

FVO And it all started with radio.

FVO Alive with opportunity. Alive with results.
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