



Stellar radio talent 'tell it like it is' for new station

Melbourne, May 13, 2010: The stellar talent from Melbourne's newest radio station, MTR 1377, feature in a series of new TVCs set to go live this week, aimed at grabbing listener's attention – and market share.

Developed by BADJAR Ogilvy to build awareness about the station's launch, the TVCs feature individual shots of the station's stars including Steve Price, Steve Vizard and Jason Akermanis, claiming the talk-show hosts will "tell it like it is".

The TVCs are part of a broader campaign that includes outdoor – which also goes live this week - and print executions, most of which also carry the new tagline. In addition to these executions, BADJAR also developed a topical print ad that ran recently declaring the station was the "other Melbourne Storm".

BADJAR Ogilvy's Business Director Nick Muncaster said the campaign, and accompanying tagline, was part of an overall strategy devised by Ogilvy Group Melbourne to "establish a name, logo and unique brand positioning to launch MTR 1377 as a strong contender in the Melbourne market".

"We know Melbourne radio listeners want to hear honest talk radio, so we developed a confronting and honest campaign not previously seen in the Melbourne market," he explained.

"It takes the idea that strong and established on-air talent is synonymous with the hard-hitting journalism that Melbourne talk radio listeners look for."

BAJDAR Ogilvy's Michael Knox said the direct style of the creative would make "crystal clear as to what consumers can expect from the station - like it or not".

"Let's face it, our presenters are no media darlings," he said. "They are renowned for not holding back, and telling it like it is. Listeners looking for that approach won't be disappointed if they make the switch."

Ogilvy Group Melbourne was appointed last month to oversee all elements of the station's brand and marketing in the lead up to its launch, from research (by SWAT), naming and branding (Yello), media planning (NEO@Ogilvy), through to creative advertising (BADJAR Ogilvy) and digital work (DTDigital).

The station and campaign is aimed squarely at over 40's with a skew to 50+. The TVCs will run on free to air television.

Credits:

Executive Creative Director:

Michael Knox

Agency Producer:

Tim Marxsen

Copywriter:

Darren Winter

Art Director:

James Sterling, Nic Desira

Account Management:

Nick Muncaster



Planner:
Production Company:
Director :
Media

Eugene Catanzariti
9mm
Dean Codrington
Sam Haysom, Neo@Ogilvy

Ends.

**For more information contact:
Rebecca Tilly
STW Group
0410 501 043**