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FOR IMMEDIATE RELEASE

DISCOVER YOUR PERFECT RADIO WITH RADIOPLAYER

Radioplayer, the BBC and commercial radio's online listening platform, kicks off its latest six-figure nationwide advertising campaign on March 2nd, drawing on the RAB's recent research for creative inspiration.

The ad campaign builds on the *Audio Now* findings, showing that people use radio to meet different emotional needs during the day. Scenarios in the ads include 'The Office', where listening to the radio helps with a difficult spreadsheet, 'The Gym', where radio boosts motivation, and 'Going Out', when radio gets you in the mood to party.

The radio ads, voiced by Jonathan Creek star Alan Davies, and produced by Fresh Air Productions, will run across Global and Bauer Radio stations, as well as dozens of other Radioplayer stations across the UK (see below for audio links). They feature the strapline '*discover your perfect radio, with Radioplayer*'.

A digital advertising campaign will also run across Facebook and Google under the same strapline, with a selection of online banners, mobile and tablet ads.

Michael Hill, Managing Director of Radioplayer said: "What's great about this campaign is that it reminds people of something they've always known deep down – that radio is special. Choose a station to suit your mood, and it'll always be there for you – especially with Radioplayer in your computer, your phone and your tablet."

Ends

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Notes to editors

Radio ads available to listen here: <http://ukrad.io/ukrpAds2015>