

Advertising Campaign



We're Open for Business Campaign

Aim: We wanted to make Consumers aware that Motor Trades businesses are open and ready to support their customers during this challenging period.

How?

The campaign runs for 4 weeks and kicks off on May 11 2020. It includes;

- 2GB radio Ray Hadley show live reads
- 2GB radio pre recorded commercials
- 2GB website homepage takeover
- Daily Telegraph full page advertisement
- Social media advertising
- Customer collateral for Member businesses

Target regions: Sydney metro, Canberra, Illawarra and South East NSW, Central Coast, North Coast, Riverina, Western NSW




OUR MEMBERS ARE OPEN FOR BUSINESS

If you're one of the hundreds of thousands of Australians that still need to be on our roads each day, please rest assured that the Motor Traders' Association of NSW Members remain open and are ready to assist wherever possible.

For new or used vehicle purchases, servicing, repairs and parts, find your local MTA NSW Member.

Call 1300 MTA NSW or visit mtansw.com.au



MOTOR TRADERS' ASSOCIATION OF NSW

For more information contact MTA NSW on **1300 MTA NSW**, email us at membership@mtansw.com.au or visit our website.



MOTOR TRADERS' ASSOCIATION OF NSW

Member Information

Daily Telegraph - Full Page Schedule

Friday 15th May, Friday 22nd May, Friday 29th May, Friday 5th June

2GB Radio Campaign - Featuring Ray Hadley

4 weeks - Monday 11 May - Saturday 6 June



Radio Station - 2GB	Length	Total number of radio spots
Metro		
Ray Hadley Live Reads	45 seconds	12
Breakfast Morning Afternoon Drive (BMAD) Mon-Fri	30 seconds	85
Weekend Sat - Sun	30 seconds	7
Regional		
Ray Hadley Morning Show Regional (15 markets)	30 seconds	210
Bonus Alan Jones Highlights Show Canberra Mon-Fri	30 seconds	10
TOTAL		324

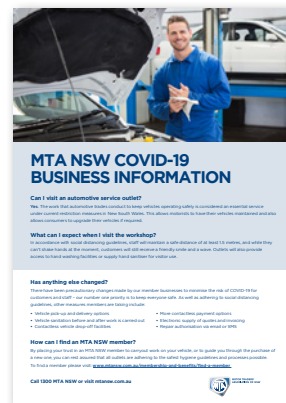
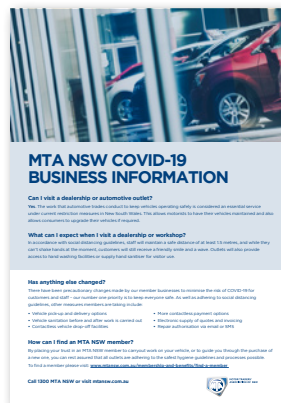
2GB Website - Homepage Takeover

For the month of May the MTA NSW campaign will drive its message to over 815,000 people.

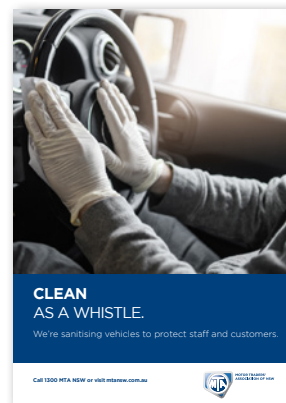
Customer Communication Collateral

Assorted collateral for Members to use to communicate with their customers

- Covid-19 posters
- Covid-19 flyer
- Customer care information
- Social media banners
- Communication templates - sms, email



Customer Care Information Flyers



Awareness Posters

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