

EarDrum launches globally to celebrate best ideas in audio

To celebrate the world's best ideas in audio, the Radio Advertising Bureau South Africa (RAB) and international radio and audio specialist agency, EarDrum, have launched a new global newsletter, the 'EarDrum'.

Whether it is a radio ad, poem or art installation, the publication is aimed at helping creatives generate cut-through ideas, whilst encouraging marketers to explore the potential of radio and audio for their own brands.



Audio campaigns

EarDrum founder and radio advertising specialist, Ralph van Dijk says, "We all get inspired when we witness great creative thinking, but the marketing press tend to focus on the ideas you can see. Each year I judge award shows around the world and get to hear incredible audio work. The ideas in the EarDrum would be great in any language and hearing them will inspire us all to make more effective audio campaigns for our clients.

"The newsletter will be published six times a year, and will feature contributions from regions including Africa (including the RAB SA), China, Estonia, New Zealand, US, UK Dubai, Holland and Belgium.

"We all have our favourite inspirational blogs. They get our creative juices flowing and help us to invent, subvert and conceive. Trouble is, they are all so ...quiet. Therefore, we would like to make some noise about the power of audio. We will keep our ear to the ground and pass on anything that amazes and inspires. If you think that sounds intriguing, plug in and read on. This is The EarDrum."



Effectiveness of radio

The advertising industry often feels that radio is a daunting medium to create advertising for and Matona Sakupwanya, RAB GM says that the partnership forms part of its broader aim of educating the industry on the effectiveness of radio as an advertising medium and how best to exploit its potential.

"Great creative work can have a major positive impact on the effectiveness of radio advertising, so this partnership couldn't have been better timed. It is packed with trends to inspire creative thinking from a wide range of global radio advertising experts and will demonstrate how radio offers a powerful and reliable communication platform to advertisers.

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