

# Recipe of an award-winning radio advert - Crickley Dairy

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Crickley Dairy's advert was announced as Radio Advert of the Year at the 2014 MTN Radio Awards that was hosted at the Sandton Convention Centre on Saturday, 12 April.



Algoa FM Sales Manager, Dennis Karantges, says, "We entered five of our local clients that we knew had the potential to win and Crickley Dairy certainly did; their ad was short, entertaining and they kept it simple communicating the most important message that is core to their business."

"The Crickley Dairy ad is a charming creative execution. It has excellent imagery in that the listener can picture the conversation and a good twist of humour that makes the spot more listen-to-able. It's the kind of spot that has listeners turning up the volume rather than tuning to another station. It gives great personality to the brand," says CEO of the MTN Radio Awards, Lance Rothschild.

"The aim of our ad was to connect with the Eastern Cape consumers in a unique way focussing both on this region and Crickley brand differentiators," says Marketing Consultant of Crickley Dairy, Sandra Emslie.

The radio advert was created by Crickley's advertising agency, Whalleys, who had a very strict brief; to create a campaign that would be entertaining and memorable.

"They did a superb job and once the copy was created, we realised that there would be no better person to record it and become the voice of Crickley than Alan Weyer of Boet and Swaer - a very well-known Eastern Cape comedian with a very recognisable Eastern Cape accent," says Emslie.

"What makes this award even more meaningful to us is that our local business which is based in Queenstown (Eastern Cape) was nominated and came out tops amongst very strong national competitors namely: Capitec Bank, FNB, KFC and National Geographic," says Owner of Crickley Dairy, Ken Clark.

Click here to listen to this award winning advert: <http://www.algoafm.co.za/article.aspx?id=9185>.

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