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GEORGE WESTON FOODS REPORT 2GB / 2CH RADIO CAMPAIGN DRIVES HIGHEST EVER SALES OF BURGEN BREAD IN NSW

Macquarie Radio Sales Director, Chris Parker today announced the results of research, conducted in conjunction with George Weston Foods, into the impact of FMCG advertising on leading talk-back radio stations, 2GB and 2CH.

George Weston Foods ran a nine week ad campaign for Burgen bread across both 2GB and 2CH spearheaded by Alan Jones live reads, recorded commercials and product sampling.

The objectives of George Weston's ad campaign were to affect an increase in brand awareness, attitude and ultimately drive sales.

Commenting on the research, Chris Parker said, "Macquarie Radio dominates the commercial radio listening of Sydney's grocery buyers with 31.4% share*, so we instinctively believed that 2GB and 2CH were under-utilised advertising tools for FMCG clients. The results of our George Weston case study surpassed even our expectations, with the Burgen ad campaign increasing both brand awareness and product sales.

"There was a massive 47% increase in awareness of Burgen among our regular listeners. The campaign affected a six-fold increase in awareness of recent advertising for Burgen bread."**

"The survey showed a dramatic increase in purchase across the campaign resulting in one in five households of regular listeners reporting they had purchased Burgen by wave three of the study."**

George Weston Foods Marketing Manager - Bread, Barbara Ellis said, "We are pleased with the results of the ad campaign. Our brand achieved its highest ever sales figures across the ten week period."

Burgen sales increased eight percentage points during the campaign and a further 4% in the five weeks following the Macquarie Radio advertising.

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For further information:

Antonia O'Neill 0417 252 805 9270 0240

* Nielsen Media Research. Monday-Sunday ROS, Sydney Radio Survey 6, 2005

** For people listening for 5+ hours, Taylor Nelson Sofres (TNS Research)