

## Fresh Air Radio delivers a radio first for Sky News

Creative hotshop, Fresh Air Radio, specialists in radio advertising solutions, has been working with BMB, Adstream and Sky News to deliver an innovative solution for a new radio advertising campaign for Sky News that sees the ad campaign produced & delivered in under three hours - from recording to delivery to 200 radio stations.

The campaign promotes Sky News and involves Sky News Presenters Jeremy Thompson and Eamonn Holmes recording promotions for their next show on a daily basis.

Said Tally Parr, producer and '2006 Face to Watch': "Our role was to make this innovative new radio promotion, which was a fantastic idea on paper, work in practice. This involved developing a team for the project, working closely with BMB regard planning & creative, Sky News for recording and process and Adstream on the technology & delivery side to make it work. Also locking down procedures with the RACC on the developing new strategy for clearances." It's been highlighted to us that a number of companies are watching our progress carefully, from a promotional point of view it could change promotional advertising enormously - rolling out special offers or promotions on a daily basis.

The campaign, which is now on air, will run from January - March 2006.

To interview Tally Parr please call 07768 361471 direct line: 020 7462 7713

[www.freshairradio.com](http://www.freshairradio.com)