

# PRESS RELEASE

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## CHEMIST WAREHOUSE MIX'90s WINS ACRA FOR BEST SALES PROMOTION

On Saturday night, *Chemist Warehouse Mix'90s* (now Chemist Warehouse Remix) won the Australian Commercial Radio Award (ACRA) for "Best Sales Promotion". The Australian Radio Network (ARN) and Quattro Group are thrilled to celebrate this win with Chemist Warehouse.

*"We are thrilled to win the ACRA for Best Sales Promotion. We have a strong team at ARN and it's been exciting working with Quattro Group and Chemist Warehouse since we launched Chemist Warehouse Mix'90s in 2011," says Ciaran Davis, CEO of ARN. "In terms of digital broadcasting, Chemist Warehouse Mix'90s was a media first and we have continued to forge our relationship with Quattro and Chemist Warehouse with the relaunch of the station to Chemist Warehouse Remix last month – a new, expanded format featuring a mix of '80s and '90s through to today's best music."*

Quattro Group partnered with ARN in 2011 to launch *Chemist Warehouse Mix'90s*, a station specifically tailored to the broader Chemist Warehouse audience (females 25-54), providing in-store radio throughout Chemist Warehouse stores around the country and offering Chemist Warehouse 100 per cent commercial exclusivity.

*"This award belongs to our valued suppliers who supported this ground-breaking concept," says COO of Chemist Warehouse, Mario Tascone. "We're certainly delighted with the recognition but we're even more delighted by the results our suppliers have achieved by investing in this medium as part of their greater marketing plan."*

Chemist Warehouse Remix (formerly Chemist Warehouse Mix'90s) gives Chemist Warehouse and their suppliers the opportunity to remind customers of the fantastic product, offers and promotions available in-store, while also enhancing the customer's shopping experience. For retailers, point of sale messaging provides the final opportunity to communicate offers, product benefits and brand values. More than 70 per cent of purchase decisions are made in-store and in today's hyper-competitive market, consumer loyalty is no longer a given. Almost 9 in 10 shoppers deviate from their shopping list.

*"To be recognised by the industry for thinking differently is a significant reward. With a captive audience of more than one million consumers a week in Chemist Warehouse stores and a growing DAB+ audience (in excess of one million) listening on digital radio around Australia, Chemist Warehouse Mix'90s (now Chemist Warehouse Remix) is a game changer," says CEO of Quattro Group, Peter Quattro. "this award belong to many, but I simply cannot look past the genuine partnership we've established with one of the most forward thinking and progressive retail organisations in the country, Chemist Warehouse".*

In Australia, ARN has a dual brand strategy - a MIX and Classic Hits music stream in Sydney, Melbourne, Adelaide and Brisbane. Reaching more than four million listeners, ARN is one of the leading broadcasters in the commercially important 25 – 54 demographics in Australia.

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