Radiocentre makes PRCA National Awards 2016 shortlist

Radiocentre’s campaign to improve Terms & Conditions (Ts&Cs) used in advertising has been shortlisted for the Automotive Award in the PRCA National Awards 2016.

The automotive sector is a major advertiser in the UK: in radio alone, the sector accounts for 15% of spend\*. Research shows that for 50% of the industry, the requirement to include up to 20 seconds worth of Ts&Cs at the end of a 30 second ad is a major deterrent to using radio. Yet for car dealers and motor manufacturers, radio should be the obvious advertising medium used to inform local customers of deals and offers.

Radiocentre’s PRCA National Award entry, *Persuade and protect: helping regulators improve Terms & Conditions used in automotive advertising,* explains the trade body’s campaign to effect a change in regulation to better protect consumers and to bring back into the radio industry the £54 million of lost advertising revenues, while boosting business for car manufacturers and dealers.

Radiocentre is up against one other in-house entry, the Co-operative’s *Revving reaction for motor insurance*. The shortlisted consultancies in the Automotive Award category are Citypress, Kaper, Launch PR, Tin Man and Weber Shandwick. The Awards ceremony will take place on Tuesday 8 November at the London Hilton on Park Lane.

Siobhan Kenny, CEO of Radiocentre says: “We are pleased to have made the PRCA National Awards 2016 shortlist. Tortuous Ts&CS are a thorn in the side of both the commercial radio and automotive industries. We continue our campaign to persuade regulators to adopt more sensible rules and help the automotive industry, which is currently being hit particularly hard.”

ENDS

\*Source: Nielsen.

For more information on Radiocentre’s campaign to reform Ts&Cs, visit <http://www.radiocentre.org/about/terms-and-conditions/>

Further information about The Public Relations and Communications Association (PRCA) is available at [www.prca.org.uk](http://www.prca.org.uk). The full shortlist for the PRCA National Awards 2016 is available [here](http://awards.prca.org.uk/shortlist).

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