



Reactive Audio becomes the voice of Fords of Winsford

Fords of Winsford has recruited Warrington's Reactive Audio to handle all their radio advertising campaigns and creative production.

Reactive Audio will now look after all their North West radio media buying and creative services, including the production of their radio commercials.

Paul Smith, Managing Director of Reactive Audio commented that this is an exciting new partnership. *"We're creating some innovative radio advertising, already securing a major North West household name, ITV Granada's presenter Fred Talbot to front the voice of the new campaign"*.



Paul Campion, General Manager of Fords of Winsford.

"I'm delighted with the ideas Reactive Audio have come up with and with their knowledge and understanding of the commercial radio sector. Radio is a really important piece in our marketing mix and I'm really looking forward to developing our radio advertising to the next level."

Ends

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