

# Radio campaign creates love for old gaming heroes

Cash Converters briefed creative agency, Radar, to develop a series of radio interviews to encourage listeners to cash in on their old console games. The team developed a campaign based around a concept that just because one gamer may be tired of the game, it doesn't mean that others would be.



The commercials ask: what happens to video game heroes when the game is completed and the player has moved on? When they're left feeling unloved, unwanted and discarded. The lucky ones are sold to Cash Converters, where they get to do it all over again with a brand new player.

The results were a series of radio ads that showed three fictional heroes from three different games – a soldier from Call of Duty, a British football player from FIFA and a racing driver from Need for Speed – each who reminisce about their 'glory days' at the peak of their professions.

The ads all end with the call to action, "Help them feel wanted again. Get the best console games at Cash Converters. Sell the things you don't want. Buy the things you do."

Hear the radio ads on [SoundCloud](#).

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