

GRABARZ & PARTNER

PRESS RELEASE

„Radio. Gets in your ear. Stays in your mind.“ New campaign facet “Impossible to ignore” proves just how unmissable radio is.

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The industry campaign “Radio. Goes in the ear. Stays in the mind.” is gaining a new, attention-grabbing facet: “Impossible to ignore.” It highlights what makes radio so special—its unique ability to reach people anytime, anywhere, and in a way that you simply can't escape.

With “Impossible to ignore,” Radiozentrale is opening a new chapter in its multi-award-winning industry campaign. For two consecutive years, the “Earworms” facet received awards in the Audio category at the ADC competition. The new series continues to focus deliberately on the power of auditory communication, this time using intentional irritation and unexpected moments created through absurd content.

The new set of motifs plays with seemingly trivial and at times grotesque content—from quirky fun facts to bizarre instructions for use. All with one goal: to show that unlike visual media, you can't simply “look away” when listening. Because ignoring what you hear is far more difficult than averting your gaze.

“With this new facet, we demonstrate that radio as a sensory medium generates enormous attention. Hearing is the most penetrating of all senses, and that's exactly where we tap in. With the new campaign angle, we create an auditory experience that proves: anyone who listens cannot escape it—and the impact we achieve is measurable and unique,” explains Grit Leithäuser, Managing Director of Radiozentrale.

Ralf Heuel, Chief Creative Officer at Grabarz & Partner, reinforces the concept: “With ‘Impossible to ignore,’ we not only demonstrate radio's acoustic power—we let listeners experience it firsthand. The spots are exaggerated, intentionally absurd, sometimes almost banal. But that's exactly their strength: you listen. And you keep listening.”

Creative leads at Grabarz & Partner:
Ralf Heuel & Christian Fritsche
Account Management: Antonia Welst
Production: Studio Funk Hamburg
Sound engineer: Torsten Hennings

Spots available via the following links:

Würfelkot: <https://www.youtube.com/watch?v=SG6BjrziJA>

Nupsis: <https://www.youtube.com/watch?v=au2mBHs737E>

Fußball: <https://www.youtube.com/watch?v=kwVggFmlajo>

Press contact:

Amelie Claassen

Manager Corporate Communications

Mobile. +49-173-374 8228

amelie.claassen@omc.com

Grabarz & Partner is one of Cannes Lions' top 10 "Independent Agencies of the Decade", one of HORIZONT top 10 "Most creative German Agencies of the Decade" and top 10 "Most creative German Agencies of All Time".

About Grabarz & Partner:

Grabarz & Partner was founded in 1993 in Hamburg and operates as an independent advertising agency. It is considered one of the most creative agencies in Germany and worldwide. With around 300 employees, the agency works with clients such as Deutsche Bahn, Burger King, IKEA, Bahlsen and Porsche. In the 2020 Cannes Lions Creativity Report, it was listed among the "Top Ten Independent Agencies of the Decade." *Horizont* named the management team "Men and Women of the Year." *w&v* named the agency "Agency of the Year," as did the Eurobest and Clio Awards. According to *Campaign*, Grabarz & Partner is one of the "World's Leading Independent Agencies."

Grabarz & Partner Werbeagentur GmbH, Schaartor 1, 20459 Hamburg

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