

RADIO AD TIP SHEET

Understand what the product or service does and how it can be helpful to the consumer before you write a radio ad.

How does it benefit, improve or fill a need in your target audience members' lives?

Think about the target audience for your product.

To whom are you marketing the product or service? For instance, you might promote a dance club much differently than you would a life insurance policy. Major target demographics are things like males, females, age, income level, and geographic location.

Describe who the company is, what the product or service is, where it is being sold, when it is or will be available, and why the consumer should spend money on the product or service.

Answering these questions will give you a framework for how to write a radio ad.

Create engaging copy for the product or service.

Remember that most people who are listening to radio advertisements are driving a car. When the music or show stops, they are apt to change the station. The copy must stop them from changing that station, or get through the other thoughts they have in their head while driving.

Use multiple aspects of sound to create a desire for the product or service.

For instance, if you are selling a beverage, hearing the bottle open can be enticing. If you are selling season tickets to a baseball team, the crack of the bat and roar of the crowd can grab someone's attention. Rely on these other elements to enhance your ad.

Mention the name of the product or service at least three times in your advertisement.

If you listen to radio ads you will start to hear that names are mentioned over and over in an attempt to have the listener make an unmistakable connection to the product or service that is being sold. Even the most annoying ads can be effective

because the consumer's brain is literally branded with the name of the product or service.

Time your ad copy.

As you learn how to write a radio ad you want to make sure that it can be performed in 10, 15 or 30 seconds which are common lengths for ads on the radio. Remember also that there might be a second or two for bumper music or disclaimers as well. If the copy is long, omit words which are not needed. If the copy is short, try mentioning another aspect of the product or service.

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